



SEVEN WEST MEDIA

MEDIA RELEASE

THERE'S NO PLACE LIKE NEW HOMES

Exciting changes to *The West Australian's* New Homes magazine mean even more quality editorial content, greater flexibility and new opportunities for advertisers.

Over the coming weeks, you will notice a fresher look, new columns, more industry news, great new features, and new advertorial Home Profiles.

New Homes also welcomes a new editor, Louise Allan, and a team of qualified journalists who are ready to uncover great new stories alongside regular contributors.

Allan who has 28 years' experience, including 20 years producing content for *The West Australian* features and publications says New Homes will be the same, but different.

"The same in that we will continue to produce informative and relevant content, industry news and insight, home reviews; different in that we will give businesses and builders who support New Homes greater opportunity to showcase their builds, products, services and people,"

"We'll always be on the lookout for a good story that will advise and inspire readers,"

"We're not looking to reinvent the wheel, but do plan to introduce incremental changes as we go that will serve only to enhance New Homes and benefit clients. On that note, you will notice a slight change to the look and feel of the product as we renovate the design while remaining true to the brand," Allan concluded.

New Homes magazine is inserted into The Weekend West - WA's highest selling most read print media - and attracts 416,000*readers every month.

New Homes is a comprehensive guide to the latest trends in home building and attracts an audience of motivated buyers and genuine prospects. One in three purchasers of The Weekend West keep New Homes magazine for three or more days[^], demonstrating the broad appeal and influence of New Homes.

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*Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2015.

[^]Ipsos Tracking Study 2016