

west

TRAVEL . FOOD . CULTURE

media kit

october 2021



west

For too long, a generational stigma has tainted
the perception of Western Sydney.

WEST wants to celebrate the cultural diversity,
the food and the individuality found in
the West and within Regional NSW.



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branding + editor + director

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branding + graphics + marketing

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Key contacts

For any advertising, advertorial or editorial questions or comments, please contact a member of the WEST team.

For any general enquiries please contact west@olsenpalmer.com.au



Welcome to The WEST Journal



We **TRAVEL** and discover what is
unique and special.

We explore **FOOD** and uncover
great experiences.

We experience **CULTURE** in all
forms, shapes, and sizes.



The WEST Journal is about experience and brand creation

The **WEST Journal** is a celebration of wonderful experiences we have in Western Sydney and regional NSW.

Published seasonally, we share and celebrate experiences, destinations and events with our readers who want to be kept informed about whats happening in their own backyards and neighbouring suburbs.

We love all things **WEST** and we want to be right here alongside you, supporting and promoting your experiences.

The **WEST Journal** connects you directly with the customer in a way that showcases quality and authenticity.

The **WEST Journal** has made its presence on social media, where each week a new suburb or area is explored and celebrated.

We are so excited to build a lasting relationship with you and take you on this journey with us.

Let us help celebrate your experience and brand.

About

Western Sydney

Greater Western Sydney is the fastest growing region in NSW in terms of economic opportunity, community aspirations and environmental diversity.

Greater Western Sydney is recognised as an area of growing national importance and has one of the fastest growing populations in Australia.

Regional NSW is an economic powerhouse and the backbone of the states economic success, hosting a third of the NSW population.



“ Greater Western Sydney is projected to be home to 3 million people by 2036 ”



Greater Western Sydney	Regional NSW
<ul style="list-style-type: none">• Population of Greater Western Sydney in 2020 was 2.6 million and growing.• Greater Western Sydney is home to roughly 1 in every 11 Australians.• Has the third largest economy in Australia, behind Sydney and Melbourne.• Has a new world class airport due to open in 2026, servicing 10 million passengers per year.	<ul style="list-style-type: none">• Population project to increase by 14% by 2041.• \$138 Billion dollar economy.• The seven Evocities include; Albury, Bathurst, Dubbo and Tamworth.• Around 3 million (40%) of the state's population live in Regional NSW.• \$138 Billion economy (30% of NSW Gross State Product)

*Information sourced from the Greater Western Sydney Region Community Profile (using ABS Census data 2016)

Statistics

Our social media impressions average **17,000 - 20,000 monthly** with a growth rate average of **264.6%**.

Our target market demographic breakdown includes:

- An estimated population of 2,389,122.*
- An employment rate of 92.9%.*
- 798,585 dwellings.*
- An average household size of 3.01 peoples.*
- Estimated readership of 60,000 per issue.

The statistics of how large the Greater Western Sydney area is, both geographically as well as in population growth and density, proves the magnitude of advertising potential in this market segment.

We are partnering with leading **brands and agencies** in Western Sydney including the **Cultural Arts Alliance**, a Western Sydney based arts collective which in turn will give us exposure to all **Western Sydney Councils, Regional Galleries** and **Tourism Information Centres**.

Our distribution will include **accommodation locations, hotels, pubs, clubs and sporting facilities** as well as **local and regional airports** and a host of hospitality locations.

72.6% of viewers aged between **25-44**

37% Business viewership vs. **63% Individual**

Estimated population in Greater Western Sydney of **2.3 million** with a **92.9%** employment rate

Average Monthly Growth rate of **264.4%** of The WEST Journal

The WEST Journal Social Media impressions average **200,000** monthly impressions

*Information sourced from the Greater Western Sydney Region Community Profile (using ABS Census data 2016)



Advertise in The WEST Journal

The WEST Journal is a clear brand.

We are proud of who we are and what we believe in. We love collaborating with like minded individuals, businesses and visionaries who share the same belief in the untapped value found **WEST** of the city.

Advertising within **The WEST Journal** is an exciting opportunity to get your business or service into the homes of an estimated 60,000 readers.

Our advertising guidelines are specifically put in place to ensure your advertisement aligns itself with the WEST brand and ensures you are positioned with other unique quality businesses that resonate with our vision. **The WEST Journal** is both a print media and digital platform



- **High quality imagery**

As our journal is made up of many beautiful images, we want our advertisers to emulate this. Minimise text, maximise imagery.

- **Graphic design presentation**

WEST has an established brand look and feel and we want advertisers to carefully consider well designed advertisements that provide simple and effective communication to our readers.

- **Tone of voice**

The existing WEST tone of voice is about authenticity and positivity. We want any advertisement to represent those values also.

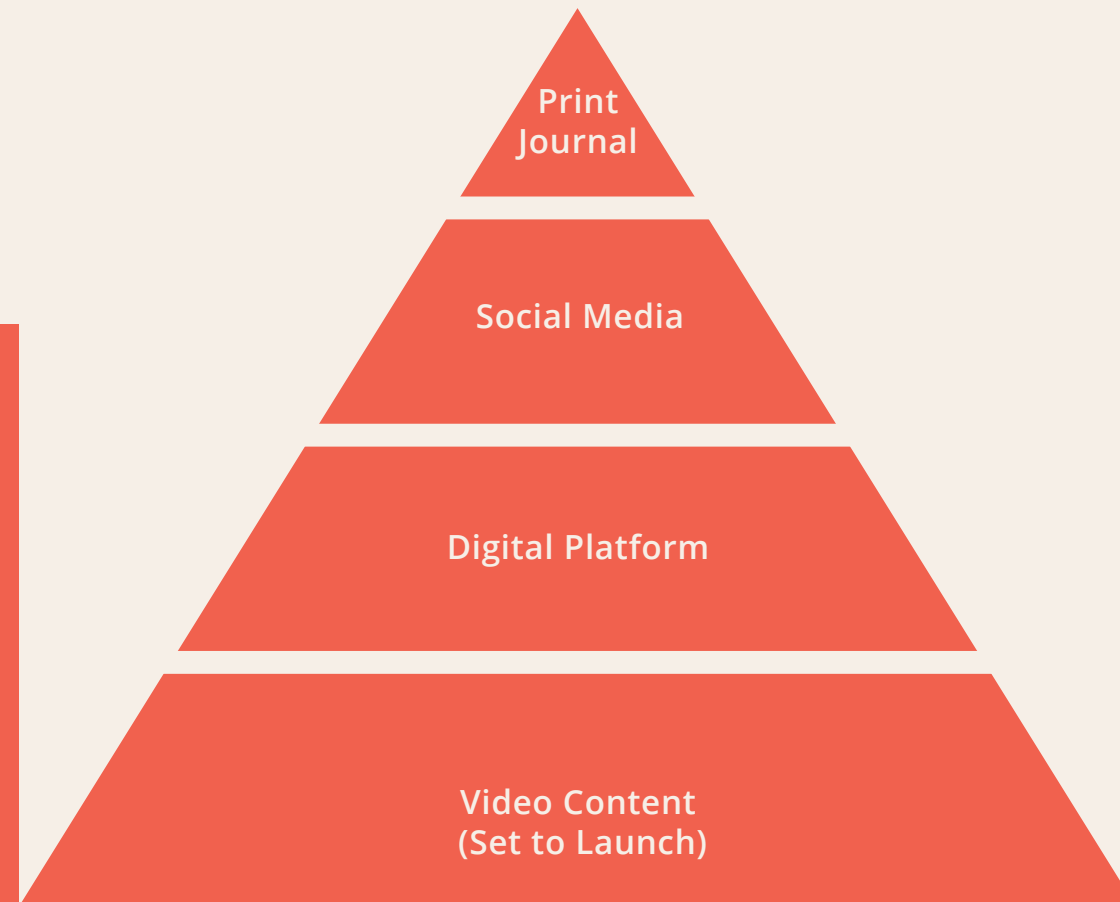
The WEST team is here to help and we are able to provide graphic design services.

The WEST Journal Media Pyramid

The WEST Journal has advertising options that are accessible for everyone

With a Print Journal, Social Media Presence, Digital Platform and soon to be released video content, **The WEST Journal** has many avenues of accessible advertising all created and developed within the **WEST** Style.

With our premium offering of **The WEST Journal** as well as our social media options, we are also able to create custom experiences for clients.



The WEST Journal Experience

Let us build you a WEST Journal Experience

Through our premium print edition of **The WEST Journal** we allow business to promote their offerings through **The WEST Journal** in an organic story telling way.

Double Page Advertorial - WEST creates the Advertorial for the client in our tone, voice and image style. We provide the copy and develop a storyline for them, showcasing their venue, establishment and experience.

Sponsored Article - Sponsor a **WEST** created article based in your own LGA and have your logo and contact details attached to the end of the story. This is a great way to showcase community engagement through the journal for your business, council or company.

The consistent 'voice' of **WEST** resonates throughout all our media.

Contact west@olsenpalmer.com.au

Double Page Advertorial



Double Page Advertorial

\$4,550.00 + GST

Sponsored Article

\$2,650.00 + GST

The WEST Journal Experience

Let us mention you in The WEST Journal

Premium Mentions - The premium mentions section is a feature at the end of each of the thirteen chapters. The premium mentions feature one location for travel, food and culture. These mentions are the standout feature of the article.

Standard Page Mentions - Standard mentions are found throughout all parts of the journal and are showcased in our WEST Brand terracotta. This section allows an affordable and accessible way for smaller venues to be apart of WEST.

Contact west@olsenpalmer.com.au

Premium Page Mention



Standard Page Mention



statistics

- 10,000 - 15,000 Print Journal Distribution
- 2,500 Digital Journal Accessed via the Website
- 67,500 Instagram Weekly Impressions
- 38,700 Instagram Post Impressions
- 1,800+ Direct Business Database Subscribers

Premium Page Mention

\$350.00 + GST

Standard Page Mention

\$180 + GST

Please note:

- All page mentions include a digital hyperlink on the online version of the journal.
- Rates exclude GST

The WEST Online Experience

Join us online

Weekly Story - We are able to engage businesses for paid promotional **WEST** Stories, separately from the Journal. These story posts focus on your business and builds a story around the venue, connecting it to the local community. The major aspect is that the blog posts are created to be in the same tone as the print version of **The WEST Journal**, providing the same quality as the publication. The weekly stories also include a set of 3 instagram posts as well as 6 social media stories. An exclusive and dedicated feature.

Social Media Post - A standard Instagram post made in the **WEST** style highlighting the venue or experience.

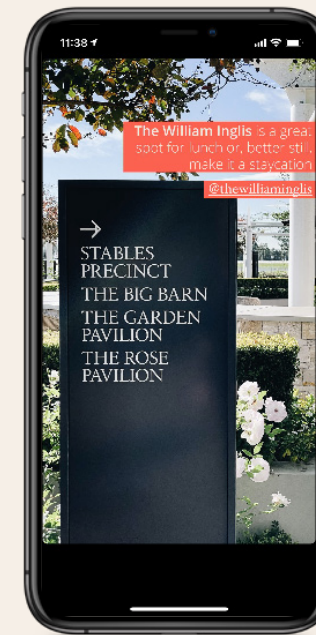
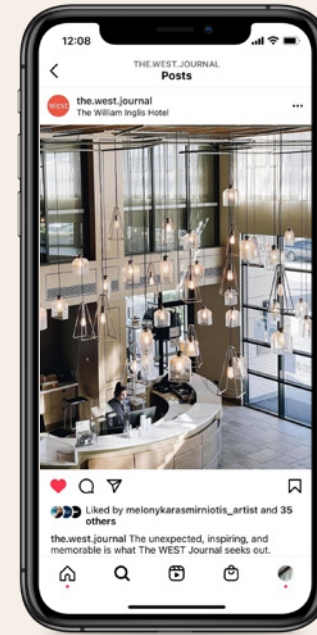
Social Media Story - A standard Instagram story taken in the **WEST** Style highlighting the venue or experience.

WEST Online Weekly Story Mention + Link - A mention within the online story, with a hyperlink to the venue or experience - subject to availability.

For more information Contact:

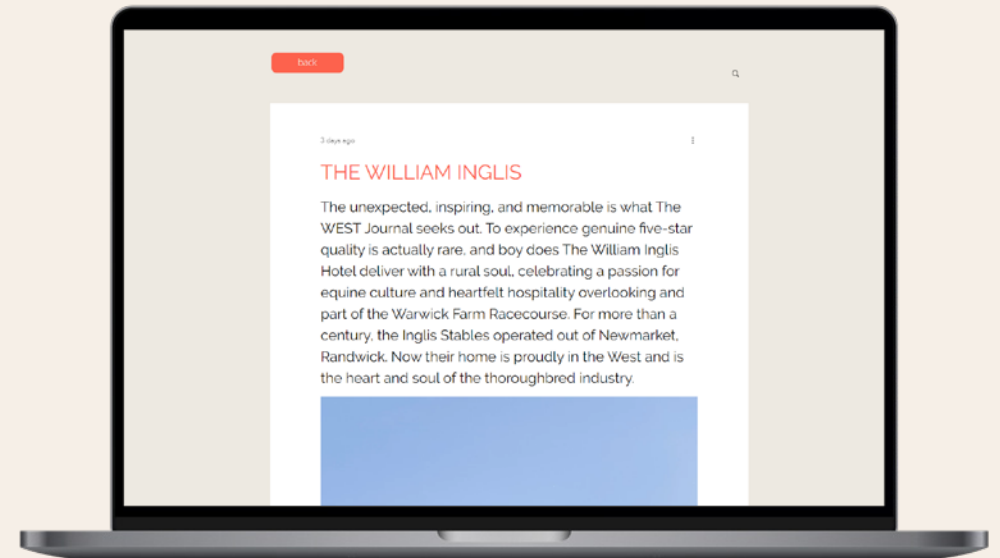
west@olsenpalmer.com.au

Social Media Post Social Media Story



instagram
 67,500 Weekly Impressions
 38,700 Post Impressions
 48.2% Growth Rate over 90 days
 27.1% Growth Rate average per Month

WEST Online Weekly Story



WEST Online Weekly Story Experience	
- Exclusive Dedicated Story	
- 3 x Social Media Posts	\$3,500.00 + GST
- 6 x Social Media Stories	
- WEST Online Story Mention + Link	
Stand Alone Social Media Post	\$330.00 + GST Per Post
Stand Alone Social Media Story	\$180.00 + GST Per Story
WEST Online Story Mention & Link	\$150 + GST Per Mention



Advertise in The WEST Journal

Advertise your brand to an audience all throughout Greater Western Sydney, and into regional NSW.

Placement options within **The WEST Journal** include a double page or full page brand ad, a half page ad, or a one third horizontal ad.

We also offer **WEST Experience** advertorial spreads over 2 full pages.

For editorial content please contact:

west@olsenpalmer.com.au

All advertisements, advertorials and editorials are subject to approval by **The WEST Journal** team, and are at the editors discretion.

Prices as of September 2021

Double Page Spread Print Advertisement	\$4,550.00 + GST
Full Page Print Advertisement	\$2,600.00 + GST
Half Page Print Advertisement	\$1,850.00 + GST

Please note:

- For guaranteed priority page placement, an additional 30% loading applies.
- Front, internal front pages, and rear covers are an additional 50% loading applies.
- Rates exclude GST

Please get in touch with our advertising team for availability and more information about sponsored editorial features at:

west@olsenpalmer.com.au

Advertising Requirements

File Format

Files need to be supplied as single page PDF documents with bleed and crop marks present.

PDF documents need to be supplied in CMYK format.

PDF documents and imagery need to be supplied in 300ppi.

All advertising is subject to editors discretion.

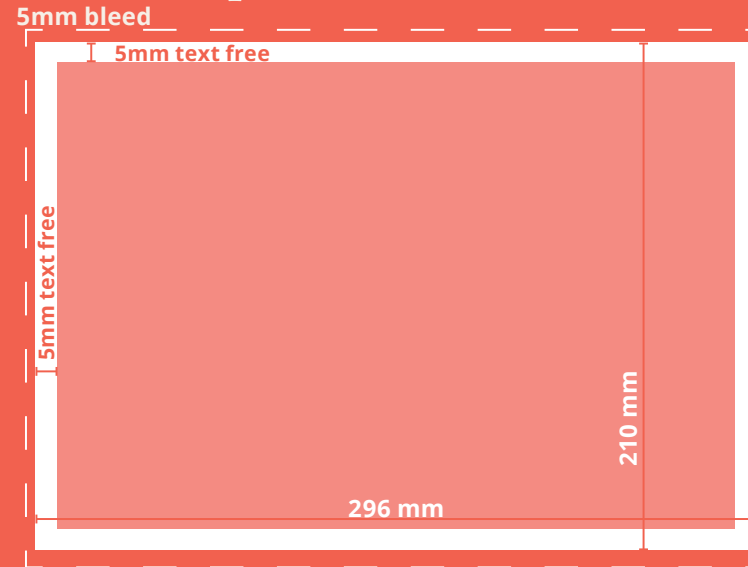
Artwork and Booking Deadline

Summer	15 November 2021
Autumn	25 February 2022
Winter	15 May 2022
Spring	15 July 2022

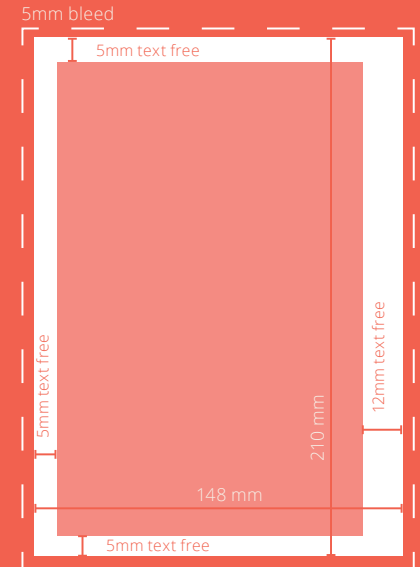
Terms

- 50% deposit issued on sign up - 7 days terms.
- All imagery and content to be provided
- Final Payment issued on publication date - 14 days terms.
- Interest may be charged for late payment.
- Graphic design works are additional at \$135 + GST per hour
- Editor discretion applies to all content.

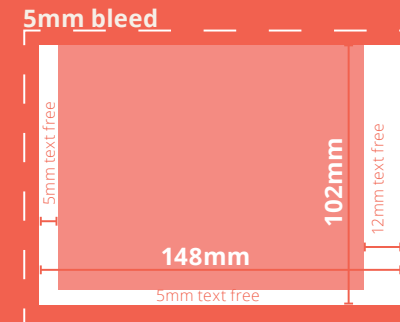
Double Spread



Full Page



Half Page



Please see the mock advertisements on the following page as inspiration of how to design and create your own advertisements.

Acceptance of all advertisements will be at discretion of the editor. If you would like some advice on graphic design services, please contact the team where we will be more than happy to assist you in designing an advertisement.



..... Half Page



Double Page



Join us, take the journey with us, and be
a part of celebrating all things

west