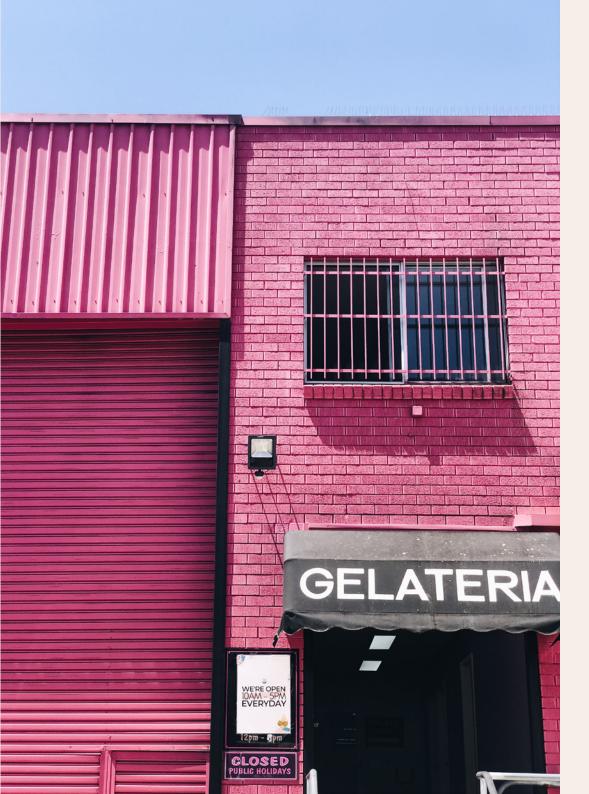
# west

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.



dean boone

branding + editor + director

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alex tomasiello

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 We explore FOOD and uncover unique and special.

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 Regional NSW **Population of Greater Western** Population project to increase Sydney in 2020 was 2.6 million by 14% by 2041. and growing. \$138 Billion dollar economy. **Greater Western Sydney is** The seven Evocities include; home to roughly 1 in every 11 Albury, Bathurst, Dubbo and Australians. Tamworth. Has the third largest economy Around 3 million (40%) of in Australia, behind Sydney the state's population live in and Melbourne. Regional NSW. Has a new world class airport \$138 Billion economy (30% of due to open in 2026, servicing **NSW Gross State Product)** 10 million passengers per year.







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



#### 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 **accomodation 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% Average Monthly Growth rate of **264.4%** of The WEST Journal The WEST Journal Social average 200,000 monthly



\*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.

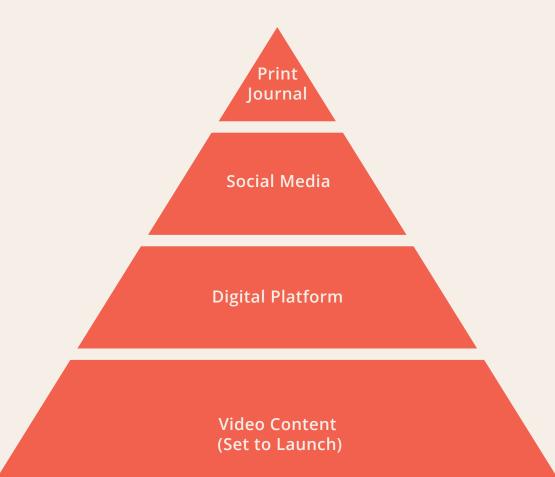
The WEST team is here to help and we are able to provide graphic design services.

## 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	\$4,550.00 + GST
Sponsored Article	\$2,650.00 + GST

### **Double Page Advertorial**

#### THE HEART OF WESTERN SYDNEY



locations in Western Sydney and beyond. When we first discovered WEST HQ, we knew destination that needed to be explored and boy, did it meet and exceed all our expectations. Based in Rooty Hill, the scale and quality of offerings ticks all the boxes for travel, food and

The stand-out building of the venue is the Sydney Coliseum Theatre, designed also responsible for the new Western Sydney International Airport. The Coliseum Theatre has played host to renowned acts such as Keith Urban. Jimmy Barnes, Jessica Mauboy, Tina Arena, Anh Do and Urzila

The WEST Journal seeks out and Carlson. With a range of show including the ballet on a purpose built stage to host the

> Brought to life by WEST HO's CEO Richard Errington, the Sydney Collseum Theatre was art facility to open since Sydney's Lyric Theatre, It is capable of hosting the entire Sydney Symphony Orchestra. Errington has brought a whole lifetime of experience to WEST HQ, overseeing a staggering \$140 million redevelopmen of the site including eight new eateries, multi storey undercover parking and an advanced information technology network provided it partner NEC. His belief is always WEST HQ and creating "a legacy



#### THE GOLIATH **BREW CREW**

Gollath Coffee is a perfect example of the great things that can be found in the west. As you walk into the Roastery and Brew Bar, you're welcomed with a really cool, industrial what is to come, with a range of quality coffee blends that are well Drive. The coffee liqueur they considered and as delightful as the owners, David and Clarissa.

Goliath is proudly part of the west and brings the couple's expertise in coffee and the food — without Cello but also cannot industry into WetherIII Park It's something of a David and Goliath story, taking on the big brands and doing it well. Hence the brand's identity and name. This fun, playful but at the same time very serious concept can be The first batch was a sell out and seen through the design of the left everyone wanting more. brand, the packaging, the cool

collaborations they explore with great producers.

with Cello Liqueurs, which is made together is the result of an organic and authentic partnership, During our chat with David, he commented that the product cannot exist exist without Gollath - they are two-pieces of the same puzzle. David emphasised that they connected with Cello because they wanted to make something great together. Simple as that



## 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	\$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



#### **Standard Page Mention**

Welcome to The Horsley Drive, a stretch of road travelling through Horsely Park, Wetherill Park, Smithfield, Fairfield and ending in Carramar, which is full of character and charm.

The Horsely Drive is full of food they serve the coffee. When you and culture spanning from

Beginning at the Goliath Coffee Roastery in Wetherill Park, start a few of the different coffee blends available. Clarissa and David, the owners of Gollath. have spent the last few years perfecting not only their coffee blends but the space in which

walk into the Brew Bar, your boutique coffee roasteries, Italian senses are instantly transported restaurants, cheese factories to to a small Italian espresso bar artisan gelato producers to name in the middle of a metropolitan city. With a standing par perfect for intimate conversation over a piccolo, and a large screen projector overhead projecting of your food adventure by trying custom-designed graphics, the vibe brings the entire Goliath brand seamlessly together - it's comfortable it's a struggle to

#### 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

## 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 dediated 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

WEST Online Weekly Story Experience - Exclusive Dedicated Story - 3 x Social Media Posts - 6 x Social Media Stories - WEST Online Story Mention + Link	\$3,500.00 + GST
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

#### Social Media Post Social Media Story





#### instagram

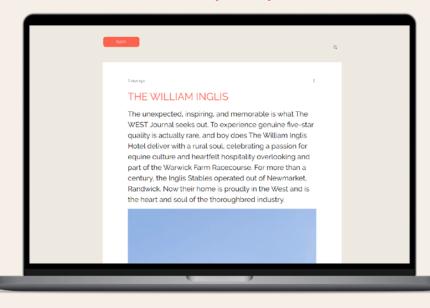
**67,500** Weekly Impressions

**38,700** Post Impressions

**48.2%** Growth Rate over 90 days

**27.1%** Growth Rate average per Month

#### **WEST Online Weekly Story**





## 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

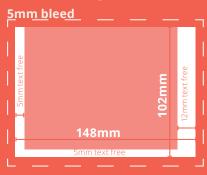
Smm text free

210 mm

17 mm text free

148 mm

## 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



## Full Page

## Double Page ····:



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

