

A modern interior scene featuring a curved floor lamp with a yellow shade and a green sofa against a light background. The lamp has a silver-colored arch and a bright yellow, dome-shaped shade. The sofa is a vibrant green color with a curved backrest. The background is a light, neutral color with some faint, abstract patterns.

HOME MEDIA KIT

Make HOME your home

The Sunday Times **HOME** magazine prides itself on providing readers with practical ideas, information and inspiration to help them create homes that reflect their lifestyles.

Covering everything from display homes to the latest building trends, floor plans, decorating tips and gardening ideas, **HOME** keeps readers informed of the latest developments as they happen.



Editorial Content

Master Builders

Gavan Forster from Master Builders WA addresses readers' building queries and concerns in his column. Plus, other Master Builders experts outline topical issues readers should know about.

Renovation

Reflects the increasingly strong growth in WA's renovation market.

At Home

Gives readers a sneak peek at some of WA's best custom-built domains.

My Style

Encourages local identities to share their personal style secrets and provide inspiration for new and established home owners.

First Homebuyers

Expert advice from local industry identities who are intimately involved with the first homebuyer market.

Most Wanted

Highlights how homewares and furnishings can jazz up any design scheme.

Gardening

Green thumbs can't get enough of this weekly feature. TV star Trevor Cochrane offers insightful ideas and innovative planting tips.

Home Help

Best-selling author and radio personality Shannon Lush saves the day by solving readers' domestic disasters.

Shopfront

Provides the perfect excuse readers need to indulge in some retail therapy.

Photo Finish

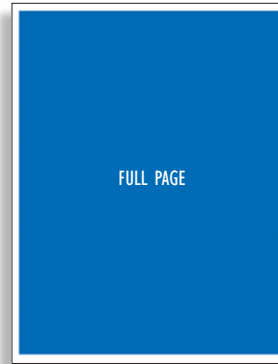
Delves into the lives of high-profile Western Australians and other interesting people by providing snap shots of their most prized possessions.



Advertising Opportunities



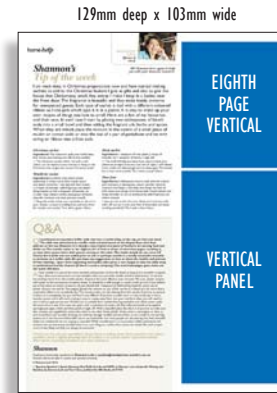
85mm deep x 262mm wide



349mm deep x 262mm wide



349mm deep x 156mm wide



217mm deep x 103mm wide



217mm deep x 262mm wide



129mm deep x 262mm wide



349mm deep x 103mm wide



85mm deep x 156mm wide



173mm deep x 156mm wide



173mm deep x 262mm wide



173mm deep x 103mm wide



85mm deep x 103mm wide

Reader Engagement

91% of display home visitors have
read **HOME** magazine.

68% of display home visitors
read **HOME** at least twice a month.

61% of display home visitors
spend **10 minutes** or more reading **HOME**.

The majority of readers keep **HOME** for
5 days or more!



Source: Display Home Online Survey, May 2009.
Conducted by Synovate, commissioned by The Sunday Times.

Readers Love it

93% of respondents agree that **HOME** magazine is **easy to find** in The Sunday Times.

89% of respondents think that **HOME** is **easy to read**.

86% of respondents think that **HOME** is **well laid out and information is easy to find**.

81% of respondents agree that **HOME** is an **interesting read**.

76% of readers think that it is **easy to find what you are looking for**.

71% of respondents agree that **HOME** is an **important source of information** when buying/building a home.



Source: Display Home Online Survey, May 2009.
Conducted by Synovate, commissioned by The Sunday Times.

HOME Readership

Reach more of your target market

HOME magazine reaches 708,000 Western Australians every week and continues to provide access to every corner of Western Australia.

In a publishing first, **HOME** magazine is also inserted into The Weekend Australian in metro Western Australia every Saturday, engaging the influential and affluent 123,000 metro readers that shape the loyal readership of The Weekend Australian.

Exclusive readership

Reach 264,000 exclusive readers who read The Sunday Times or The Weekend Australian metro and NOT The West Australian on Saturday.



The Power of Two

Two great brands

The Weekend Australian is the weekend's only national broadsheet newspaper. The editorial values focus on leading and shaping public opinion on the issues that affect Australia, capturing independent thinking and influential readership.

Two day weekend

HOME magazine is now seen over two days on Saturday and Sunday so you will receive a two-day buy for the price of one.

Two great opportunities

Through distribution inside The Sunday Times and The Weekend Australian you will have more opportunity to reach the 2nd and 3rd homebuyers and the investor market.



The Power of Sunday in WA

The Sunday Times continues to provide the environment that connects with your target demographic on the day when they are open to choice and influence – The Power of Sunday.

Whilst reach plays an important role in forming marketing strategies, recent social behavioural research demonstrates that effective advertising is more than just numbers. Talk to your target audience at the right time and in the right environment that engages and connects with their mindset.

The Uniqueness of Sunday Research clearly showed that to West Australians, Sunday is viewed as a unique day of the week. They believe Sunday is unplanned, involves choice and is the one true day of leisure. In comparison Saturday and the rest of the week was viewed as busy, stressful and pre-planned.

SUNDAY = WANT TO
SATURDAY = HAVE TO

Understanding this Sunday mindset leads to unique business opportunities to influence behaviour throughout the week.

Source: Synovate Uniqueness of Sunday Research Behaviour Study, October 2005, commissioned by The Sunday Times



The Power of Sunday in WA

Western Australians display certain behaviours on a Sunday, which is the day for considered purchases. This represents an excellent opportunity for home builders.

55% of people on **Sunday** spend **quality time** with their partner, only 9% do this on Saturday.

36% plan for the week ahead on **Sunday**, whereas just 10% plan on Saturday.

50% of people have **personal time** for themselves on **Sunday**, compared to 13% on Saturday.



Deadlines

- Booking** Wednesday, 11 days prior to publication
Cancellation Wednesday, 11 days prior to publication
Setting By noon Monday, 9 days prior to publication
Material By noon Tuesday, 5 days prior to publication

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