

THE OFFICIAL GUIDE TO THE 2020 PERTH 4WD & ADVENTURE SHOW



Reach motivated buyers in a high-impact, retainable magazine!

The West Australian is proud to produce the official guide to the 2020 Perth 4WD & Adventure Show - the biggest event of its kind in Australia. With a record attendance in 2019, the 2020 show is set to be even bigger, as our changing holiday and leisure behaviours turn closer to home.

The magazine will be published in The West Australian on Saturday October 31, and is your opportunity to reach, engage and pre-sell motivated buyers in a high-impact, retainable magazine designed for repeated reading. Housed in this environment, your advertising is an integral part of content - relevant, accessible and actionable.

Attendees are ready to be inspired, informed and influenced, and this quality, gloss magazine is their ultimate guide to the show, including: event highlights, maps, what's on, ticket price information and more!

The West Australian Saturday edition reaches 363,000 readers every week, including:

- **122,000** who currently drive or are considering buying a 4WD
- **112,000** who go camping¹
- **97,000** interested in fishing
- **71,000** who own or are considering buying a boat or caravan
- **56,000** interested in off-road driving or trail bike riding
- **50,000** planning an adventure/outdoor experience for their next holiday²

emmaCMV, All people 14 years+. 12 months to June 30, 2020. ¹Been in last 12 months. ²Within next 12 months.

FAST FACTS

Readers of The West Australian Saturday edition are:

- **26% more likely than non-readers** to be interested in fishing.
- **16% more likely** to own or be planning to buy a caravan or boat.
- **10% more likely** to currently drive or be planning to buy a 4WD.

PUBLICATION DATE

Saturday October 31, 2020

BOOKING DEADLINE

Monday September 28, 2020

MATERIAL DEADLINE

12pm, Tuesday October 20, 2020

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AUSTRALIAN
4WD
& ADVENTURE SHOW

PERTH

SIZES AND RATES

Full page
256mmH x 216mmW
\$4840

Half page
126mmH x 216mmW
\$2457

Quarter page
126mmH x
106mmW
\$1266

All rates are shown EXCLUDING GST.
Includes full colour - please refer to
spec sheet for detailed technical instruction.

For more information or to reserve your space, please call
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