

Mental Health Week

Celebrating 50 years in 2017

October 7-14, 2017

#MHW2017 #MHWTURNS50

Mental Health Week aims to promote mentally healthy communities, raise awareness and break down stigma about mental health issues.

Following the overwhelming support for last year's publication, *The West Australian*, in conjunction with the Western Australian Association for Mental Health (WAAMH), is publishing a magazine on Wednesday, October 4 to recognise **Mental Health Week** in 2017.

This year, Mental Health Week will be published in *The West Australian* and, for the first time, will also be hosted on a digital microsite.

The magazine will be published as a special Health+Medicine supplement, following the themes selected for WA's 2017 Mental Health Week; connect with nature, connect with community and connect with self. This magazine will highlight outstanding community mental health initiatives, promote positive mental wellbeing and celebrate stories of recovery and resilience.

The supplement is open to community and acute mental health support providers, health and mental wellbeing services, businesses who would like to promote good mental health and those who would like to promote their event or service during Mental Health Week.

This magazine will be exposed to **576,000** Wednesday readers of *The West Australian*, including **458,000** (eight in 10) who believe mental health is one of the greatest challenges facing Australia.

Wednesday readers are **23% more likely** than non-readers to be among WA's top spending households on medical care and health expenditure*.



Deadlines

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Publication Date:
Wednesday October 4, 2017

Booking Deadline:
Friday September 15, 2017

Material Deadline:
12 noon Tuesday
September 26, 2017

Advertising Rates: Prices include GST and colour.

Size Dimensions – H x W	WAAMH Rate*	Casual Rate
Twelfth Page 80mm x 82mm - Print Only	\$883	\$1622
Eighth Page 80mm x 126mm - Print Only	\$1542	\$2440
Quarter Page 161mm x 126mm - Print + Digital	\$3580	\$5018
Half Page 161mm x 256mm - Print + Digital	\$6189	\$9238
Full Page 326mm x 256mm - Print + Digital	\$11,550	\$18,478

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months to March 31, 2017. *ABS Household Expenditure Survey (Top 20% of spenders).



WAAMH
Western Australian Association
for Mental Health



Mental Health
Commission

**The West
Australian**

TO SECURE YOUR SUPPORT TODAY PLEASE CONTACT:

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Or your regular advertising representative at *The West Australian*.