

TV GUIDE



**BACK
FROM THE
DEAD**

+
**THE
CUP**
THE HATS
THE HORSES
THE HIGHLIGHTS



TV GUIDE
media kit



Family for 23 years... ...and still Fresh

For over 23 years TV Guide has been providing Western Australians with the best dedicated television guide in WA. TV Guide is essential for anyone who watches TV.

Seven days of TV listings gives TV Guide an extended shelf life with readers constantly referring back to, and engaging with the magazine, making it a very attractive advertising option. With great hero spot advertising and a fresh, innovative layout, it is Western Australia's most versatile and exciting weekly guide to what's on TV.

TV GUIDE you know and love

The valuable information on your favourite TV programs.

The essential seven day television guide. It's clean and easy-to-read with movies for the day and highlights flowing on.

There is also the hugely popular crossword and Your Say sections.

Plus great weekly sporting information and feature stories. You will definitely need to take some extra time to read through it all.



Connect

The latest trends and what's hot in home entertainment and technology.

CONNECT
SHERYL-LEE KERR

DIGITAL BASICS

EVERYONE IS TALKING ABOUT DIGITAL TV - BUT WHAT IS IT AND HOW DO YOU GET IT DOWN.
SHERYL-LEE KERR BREAKS IT ALL

EVERYONE used to be in the same boat with television, watching analogue broadcasts on their tube TVs, with only five stations to choose from. These days it seems as though extra channels are popping up all over the place -- and that's not counting Foxtel. And not only that, our free-to-air broadcasts have gone digital -- the equivalent of jumping from video cassette to DVD quality. But not everyone is watching digital -- although that will have to change pretty soon.

THE SWITCH OFF

Right now, until 2013 in WA, all the free-to-air networks are broadcasting in the usual analogue way, and the new digital, at the same time. After 2013 in WA and as early as next year in parts of Australia, the old analogue signal will be switched off. TVs will air static unless their owners shift to digital.

GETTING DIGITAL TV

How do you get that brilliant digital signal? One of two ways --

- buy a new TV with a digital tuner built inside it. Or buy a set-top box -- which has a digital tuner inside (and sometimes two) -- and plug it in to your existing TV. The first option is expensive but is simpler to set up and makes your lounge less messy.

The second is as effective and cheaper -- set-top boxes start at \$50 for standard definition, \$100 for high definition. These costs can rise significantly

if the unit has added extras -- like more tuners or record another at the same time.

INSTALLATION

So when you have your set-top box home, how do you set it up? Chances are you'll have an old-style television with some "in" holes at the back (or black) and red. These are composite holes. The back of your set-top box should have these coloured

digital broadcast and record another at the same time.

if the unit has added extras -- like more tuners or a personal games built in to it.

SD vs HD SET-TOP BOXES

As the names suggest these relate to the quality of the digital broadcast you receive. You can go for the bare minimum, standard definition, but it's far better to buy a high definition (HD) set-top box or a TV with an HD tuner, if you can afford it. The quality is better and they also enable you to watch HD-only channels which are not possible with an SD tuner.

Meanwhile, two tuners are better than one if you have spare dough -- enabling you to watch one

IT'S BACK BY POPULAR DEMAND!
UP TO 60% OFF
10% 20% 30% 40% 50%

ON QUALITY FLOORING
WE MUST MAKE ROOM FOR INCOMING CONTAINERS. NO REASONABLE OFFER REFUSED!

BE QUICK STOCKS WON'T LAST
Timber • Laminate • Vinyl • Bamboo

BUY NOW & SAVE UP TO 60% OFF EARLY!
Prices valid while stocks last!
LAYBY AVAILABLE AT SALE PRICES!

Our Country friends welcome
VISA MASTERCARD

14 November 22, 2009, tvguide

60% OFF!
LAMINATES
GERMAN QUALITY
PERTH'S LOWEST PRICES.
8.3mm from **\$13.90 m²**
12.3mm from **\$17.90 m²**
SUPPLY ONLY

UNBELIEVABLE
ECO PLANK
TIMBER LOOK
VINYL STRIP
20YR WARRANTY
SUPPLY ONLY
from **\$19.90 m²**

60% OFF!
SUPER GLOSS
BAMBOO
LAMINATE 12.3mm
INCLUDES UNDERLAY
NEVER SET IN PERTH
SUPPLY ONLY
Bamboo installed
from **\$99**
WOW! from **\$29.90 m²**

WOW
PRE-FINISHED
TIMBER
KEMPA'S AMERICAN
CHERRY & OAK
SUPPLY ONLY
from **\$45.90 m²**
NO SANDING!
NO MESS!

Presented to receive a
FREE FLOORING STATIC DUST MOP
for participating customers

LUXURY NEVER FELT SO GOOD UNDER FOOT!
PERTH'S LARGEST RANGE OF TIMBER, LAMINATE & VINYL PLANKS
WE HAVE A FLOOR TO SUIT ANY BUDGET
WE ONLY RECOMMEND & USE PROFESSIONAL INSTALLERS
ON WITH FULL TRADE SUPPORT
OVER 30 YEARS EXPERIENCE IN THE FLOORING INDUSTRY
WE OFFER GOOD OLD FASHIONED AFTER SALES SERVICE
WE WILL BEAT ANY GENUINE WRITTEN QUOTE

FLOORS2GO
Creating Beautiful Homes
OSBORNE PARK
JOONDALUP
OPEN SUNDAY
9242 8560 9300 0855

sections
GUIDE
TV



PAY TV HIGHLIGHTS
HELEN GANSKA

FOX AMERICAN HATE: THE NEW BLACK PANTHERS
6:30PM, NATIONAL
He picks is quick! Suffice to say, Morrison loves his cars and what hat loves his cars and w say, Morrison loves his cars and w say, Morrison loves his cars and w say, Morrison loves his cars.

FOX AMERICAN HATE: THE NEW BLACK PANTHERS
6:30PM, NATIONAL
He picks is quick! Suffice to say, Morrison loves his cars and what hat loves his cars and w say, Morrison loves his cars and w say, Morrison loves his cars.

FOX AMERICAN HATE: THE NEW BLACK PANTHERS
6:30PM, NATIONAL
He picks is quick! Suffice to say, Morrison loves his cars and what hat loves his cars and w say, Morrison loves his cars and w say, Morrison loves his cars.

PICK OF THE DAY
TOP GEAR 7:30PM, FOX
Back for a second season, the Aussie TG boys welcome jazz trumpeter and reigning star-in-a-bag standard-car-fan-lap-holder James Morrison as the new kid on the block. They even let him pick a car for his first review. What does he choose? Suffice to say, Morrison loves his cars and what hat loves his cars and w say, Morrison loves his cars and w say, Morrison loves his cars.

www.classiquefurniture.com.au

4 draw filing cabinet **'399**

Solid 2 draw large entertainment unit **'549**

Wardrobe solid wood **'599**

Nadir 4 pce setting **'799**

Molina 2 seater 4 pce Waterhyndah setting **'1099**

7 pce Westgate dining setting **'699** ~~tea~~

Large Bar stools W66 x H120 x D60 **'159**

Step Chair **'129**

Open 7 Days Sunday 11-4pm
Sale ends 3rd October 09 or till stock runs out

CLASSIQUE MALAGA

Order online via our shopping cart or online catalogue
www.classiquefurniture.com.au
Unit 7/27 Exhibition Drive, Malaga
Telephone 9248 4030

12 November 22, 2008, hgsaida

Pay TV Highlights

Lists the highlights from the main Pay TV channels.



YOUR SAY

Letters

SUPER BLOOPER
Channel 10, please make up your mind on what you are doing with the current series of Supernatural. First there were double episodes, which was great, then no episode and now the show is in the 9.30pm timeslot after it has been advertised at 8.30pm on Mondays.
This is one of the best shows on TV. If you do not wish to promote it, give it to another network so fans can continue to follow the series.
CRYSTAL, Perth

SAME TIME NEXT YEAR
There was such a lot of rubbish to watch over Christmas time on Channel 6. National Lampoon's Christmas Vacation has been shown for the fifth year in a row at this time of the year.
GRAHAM, Alexander Heights

KEEPING THE BEST UNTIL LAST
Not only are we deprived of live sport on TV, but now also many good movies.
Recently American Beauty, an Oscar winner for Best Picture, was screened late at night and finished around 1am. Another four-star movie, Pricilla Queen of the Desert, was scheduled to start at 11pm. On the other hand, The Forty Year Old Virgin, a film with the cruelest dialogue, played during prime time viewing.
VIOLET, Mundaring

MORE OF THE SAME
I thought I had hit the jackpot when I eventually tuned in with my set-top box to receive the new channels.
I imagine my dismay when I watched the "great British shows" on Monday night on Channel 7/8 - they were as old as the hills.
They're not even billed as repeats because on the "new" channel they're not repeats.
But I suppose it at least gives us more old programs to choose from.
FLORENCE, Ferndale

ED: What do you think? Do the new free-to-air channels give you more of the same, or are you enjoying what they have to offer. Let us know which programs you are watching at www.perthnow.com.au

MAKE YOUR SAY
You can share your say about TV by writing to your say, Box 6274, GPO, Perth, WA 6860, or sending an email to your.say@perthnow.com.au. Include a daytime phone number.

Put in your two bob's worth at tvguide's letter of the week - log on to perthnow.com.au

PRICE PLUNGE FOR THE NEW YEAR!
TO MAKE WAY FOR INCOMING NEW YEAR STOCK!

QUALITY! Timber • Laminate
Vinyl • Bamboo

AMAZING PRICES ONLY!

60% OFF! GERMAN QUALITY PERTH'S LOWEST PRICES:
9.5mm from **\$13.90 m²**
12.3mm from **\$17.90 m²**

UP TO 70% OFF! BEST VALUE LAMINATE FLOORING NEVER SEEN SO CHEAP IN PERTH!
from **\$29.90 m²**

UNBELIEVABLE! Eco Oak Eco Plank from **\$15.90 m²** from **\$19.90 m²**

AMAZING! ECO PLANK TIMBER LOOK VINYL STRIP 2015 TRANSFORMERS! SAME ONLY
PRE-FINISHED TIMBER KEMPEL AMERICAN CHESEB & OAK SAME ONLY
NO SANDING! NO MESS! from **\$45.90 m²**

FREE FLOORING STATIC DUST MOP (for customers over \$500)

LAYBY AVAILABLE AT SALE PRICES!

FLOORS2GO
Creating Beautiful Floors

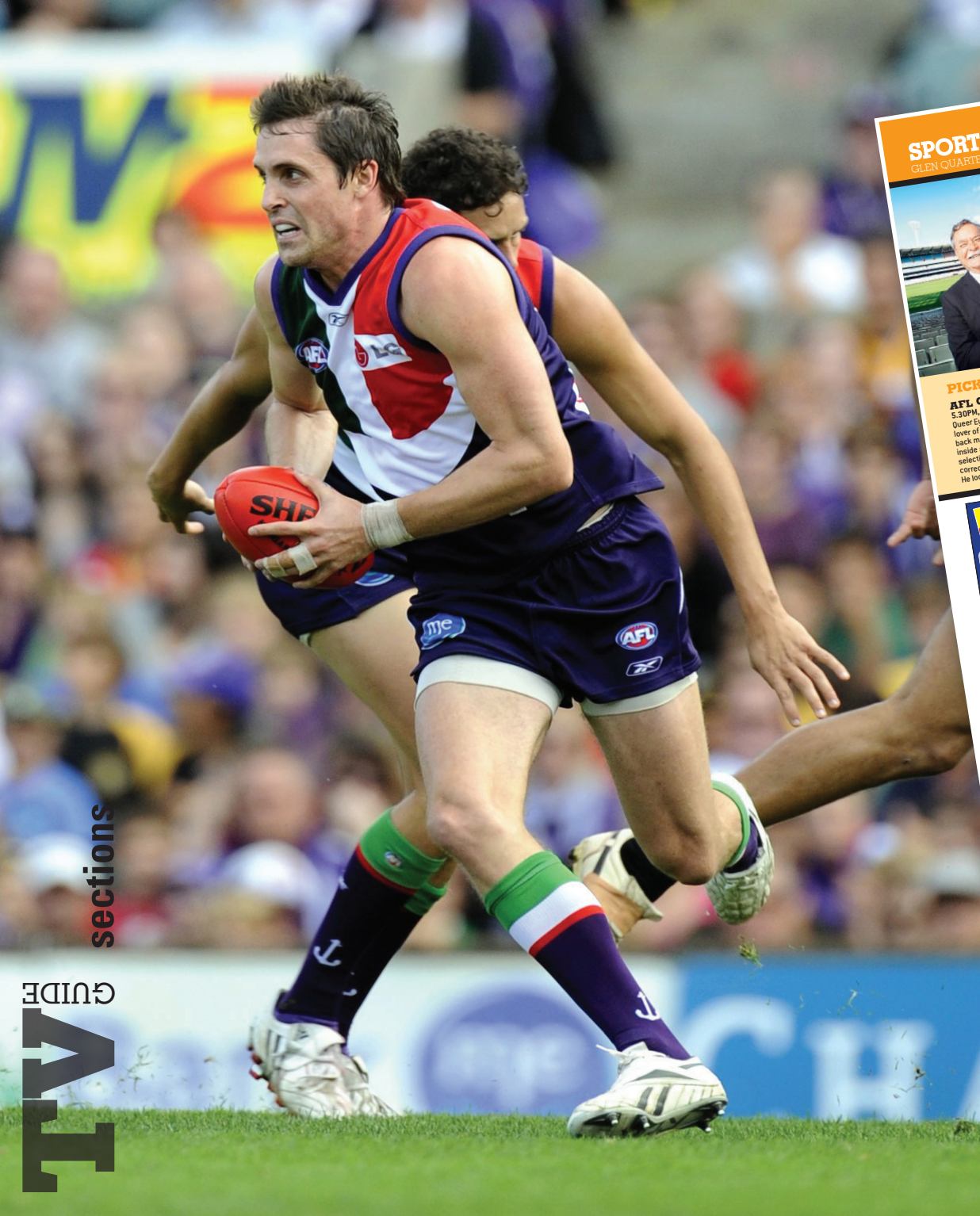
OSBORNE PARK (OPPOSITE THE MARIOTT HOTEL) 9242 8560

JOONDALUP (OPPOSITE WOODWARD'S) 9300 0855

January 3, 2015, Page 6

Your Say

Voice your opinion with Your Say. In TV Guide, the everyday Western Australian point of view will be heard.



SPORT HIGHLIGHTS
GLEN QUARTERMAIN



PICK OF THE WEEK

AFL GRAND FINAL
5.30PM, SEVEN
Queer Eye for the Straight Guy fashion guru and Queer Eye for the Straight Guy fashion guru and lover of all things Australian, Carson Kressley, is back making women accept they are beautiful inside and out. He shares his secrets about selecting the correct bra and knickers, often correcting poor posture and shape in the process. He looks

SUNDAY 27

AFL
12.00 Western Bulldogs v WEST COAST 9.40PM, TEN, AAMI Stadium
2.00 western bulldogs v WEST COAST 9.40PM, TEN
6.30 western bulldogs v WEST COAST 9.40PM, TEN
6.30 western bulldogs v WEST COAST 9.40PM, TEN

NRL
12.00 western bulldogs v WEST COAST 9.40PM, TEN

RUGBY LEAGUE
12.00 western bulldogs v WEST COAST 9.40PM, TEN

V8 SUPERCARS
12.00 western bulldogs v WEST COAST 9.40PM, TEN

MONDAY 5

AFL
12.00 western bulldogs v WEST COAST 9.40PM, TEN AAMI Stadium

NRL
12.00 western bulldogs v WEST COAST 9.40PM, TEN AAMI Stadium

RUGBY LEAGUE
12.00 western bulldogs v WEST COAST 9.40PM, TEN AAMI Stadium

14.00 western bulldogs v WEST COAST 9.40PM, TEN AAMI Stadium

TUESDAY 6

CRICKET
12.00 western bulldogs v WEST COAST 9.40PM, TEN

NRL
12.00 western bulldogs v WEST COAST 9.40PM, TEN

WEDNESDAY 27
12.00 western bulldogs v WEST COAST 9.40PM, TEN, AAMI Stadium

NRL
12.00 western bulldogs v WEST COAST 9.40PM, TEN, AAMI Stadium

14.00 western bulldogs v WEST COAST 9.40PM, TEN, AAMI Stadium

THURSDAY 28

AFL
12.00 western bulldogs v WEST COAST 9.40PM, TEN AAMI Stadium

2.00 western bulldogs v WEST COAST 9.40PM, TEN

6.30 western bulldogs v WEST COAST 9.40PM, TEN

NRL
12.00 western bulldogs v WEST COAST 9.40PM, TEN AAMI Stadium

AFL
12.00 western bulldogs v WEST COAST 9.40PM, TEN AAMI Stadium

Sunday Times
See The Sunday Times sport section every Sunday for complete coverage

AIR CONDITIONING SUPER PRE-SUMMER SAVINGS

FREE IN HOME QUOTES ON TIME EVERY TIME

Panasonic INVERTER DUCTED REVERSE CYCLE
4.5HP Inverter 7 outlets 2 zones **Save \$612**
5HP Inverter 9 outlets 3 zones **Save \$688**
6HP Inverter 10 outlets 4 zones **Save \$807**

BONUS DRILL
Panasonic 14.4v Cordless Drill

1st 9 customers* UPGRADE OFFER
Latest Technology Digital Remote Control
90% Cleaner Air Eradicates Bacteria

TOTAL VALUE \$430*

FUJITSU INVERTER DUCTED REVERSE CYCLE
SAVE UP TO **\$1500 AND GET A FREE BBQ***

14 ONLY

colair EVAPORATIVE COOLING
Save up to **\$579** with extended 5 yr warranty and up to \$200 cash back. **10 ONLY**

raemar EVAPORATIVE COOLING
Save up to **\$539** with extended 5 yr warranty and up to \$240 cash back. **10 ONLY**

FREE! **ambienceair** EVAPORATIVE COOLING
Save up to **\$799** with extended 5 yr warranty and free control upgrade value \$499. **21 ONLY**

visit: www.ambienceair.com to see this month's specials and save hundreds today

1300 302 878 ALL AREAS

WHY WAIT? 24 MONTHS INTEREST FREE* GET YOURS NOW!

NORTHERN SUBURBS 9301 5457 **EASTERN SUBURBS 9274 1616** **CENTRAL SUBURBS 9434 7600** **SOUTH EAST SUBURBS 9398 8841** **SOUTHERN SUBURBS 9528 7622**

CREATING FAMILY COMFORT SOLUTIONS FOR A BETTER LIFESTYLE
*TERMS AND CONDITIONS APPLY. SEE RETAILER FOR DETAILS

10 November 22, 2009, nvguide

Sports Highlights

Providing insights into a myriad of sports broadcasted on free to air television, the big games will never be missed. If there's sport worth watching on TV, it will be in Sports Diary.

TV Confidential

TV Guide delivers the essential TV gossip.

Everybody loves gossip! Get the latest and sauciest Australian and International gossip. Whether it's relationships, fashion or divorces be the first to know with TV Guide.

TV CONFIDENTIAL
HELEN GANSKA

OVER SEAS
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HOME GROWN
HEADING HERE
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ON THE RISE
HEADING HERE
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A GOSSIP QUOTE TO GO HERE A GOSSIP

A GOSSIP QUOTE TO GO HERE A GOSSIP

A GOSSIP QUOTE TO GO HERE A GOSSIP

BUNKERS®
the bunk bed specialist

Our bunks are tested on animals.
30+ years and still building it tough. The Bunkers brand means strength you can depend on for years to come. All of our beds are guaranteed for 10 years.
Call Bunkers today for a free brochure.

www.bunkers.com.au Phone (08) 9344 6630
14/88 Enderdale Road, Balclutha
November 22, 2009, 19:00



Well gossip is a huge part of our lives now. I bet you will get more readers reading The Sunday Times TV Guide. You would because I like a bit of gossip, but I am not going to pay \$5 for Woman's Day. I get this for free in The Sunday Times.

TV Guide focus group November 2006

sections
GUIDE
TV



Sensational August Specials

NEW STOCK JUST ARRIVED!

Open 7 Days (Sun 10-4pm Mon-Sat 9.30-5pm)



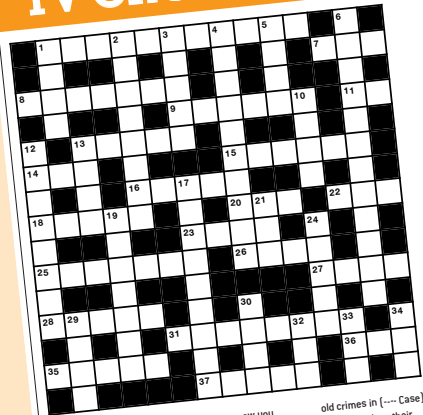
ALL 3 ITEMS PACKAGE DEAL \$230 including assembly **WAS \$350 NOW \$230**

Rocking Chair New Arrival **ONLY \$449**

MORE SPECIALS IN STORE DON'T DELAY

Swanzone
50 Catalano Circuit, Canning Vale
9456 3188

TV CROSSWORD



ACROSS

- This show was just the medicine for Edie Falco after The Sopranos (5,6)
- David Tennant is the time and space traveller in this (Dr...)
- Testing time for grown-up guests (Are You... Than a 5th Grader?)
- Chuck Norris starred in (Walker Texas...)
- Doogie Howser was this
- US comedian (Drew...)
- Classic comedy (The... Runies)
- William Shatner is Denny Crane in (... Legal)
- Helen Morse and Bryan Brown starred in (A Town Like...)
- Togtown resident
- John Howard plays Frank Campton on this show (... Saints)
- About advertising execs (... Men)
- Detectives Crockett and Tubbs always got their man in (Miami...)
- Creates a new you (... Makeover)
- Super hero spoof (My...)
- Tony Danza comedy (Who's The...)
- This LA Lawyer is now Dexter's friend (Jimmy...)
- Star of The Sullivans (... Bayly)
- Katherine Heigl stars in (... Anatomy)
- TV's Rumpole (... McKern)
- Sor of Two and a Half Men (Charlie...)
- old crimes in (... Case)
- Brainiacs show their wares in (The New...)
- Bea Arthur played this Golden Girl
- Jason who stars in 1 Down
- British outlaw (... Hood)
- Robin Williams played this spaceman
- Marcia Cross plays this housewife
- Aussie TV personality (... Turpie)
- Lawyer with something special (... Stone)
- Property show (... Auctions)

DOWN

- One man's trying to make amends in this (My... Is Earl)
- Classic variety show (Hey Hey It's...)
- Comic with self-titled show (... Seinfeld)
- Vietnam War saga (5,5)
- Monty Python member (Eric...)
- Simon Baker has made it big in this (S,9)
- Aussie police drama (Water...)
- Undercover cop show
- Lilly Rush solves the

LAST WEEK'S ANSWERS



For answers to today's crossword see next week's TV Guide

TV Crossword

Ever popular, this simple crossword tests celebrity and television knowledge. Reader's love it and flick back to it throughout the week.

TV GUIDE

who's using it?

- Big audience numbers
- Big product loyalty
- No mute, no pre-recording, no ad skipping

“

“I keep the TV Guide on the coffee table to refer back to it all week”

”It's my bible - I always refer to it.”

”

Synovate Focus Groups June 2007



TV GUIDE reader habits

In our reader survey we asked **TV Guide** readers about their viewing and reading habits. The results highlight the strength of **TV Guide** and strongly demonstrated the benefits for advertisers.

TV Guide reaches a massive WA audience – **707,000** people aged 14+.

TV Guide readers are incredibly **loyal**, with **93%** having read or looked at all four of the last four issues.

And they don't just skim through or turn to familiar pages. The majority read either all or most of the magazine.

TV Guide is referred to on a **daily basis** for three out of four survey respondents.

Nearly nine in ten **TV Guide** survey respondents **keep their magazine for 7 days or more**.

The **TV program pages** are a **'must-read'** for **90%** of readers.

87% state that **TV Guide** is their **main source for TV programming information**.





TV GUIDE advertising works

A number of successful businesses have told us they use TV Guide as an integral part of their marketing strategy.

“Curtain World has been a regular advertiser in TV Guide for over 20 years. We monitor the results of our advertising very closely and the TV Guide results regularly surpass other advertising avenues.”
Bruce Woolf, Curtain World Managing Director

TV GUIDE advertising works

A number of successful businesses have used **TV Guide** as an integral part of their marketing campaigns.

“The response to our TV Guide advertising has been fantastic, people are responding and we are getting many new customers through the door. This has been one of the best advertising mediums we have used. Thank you.”

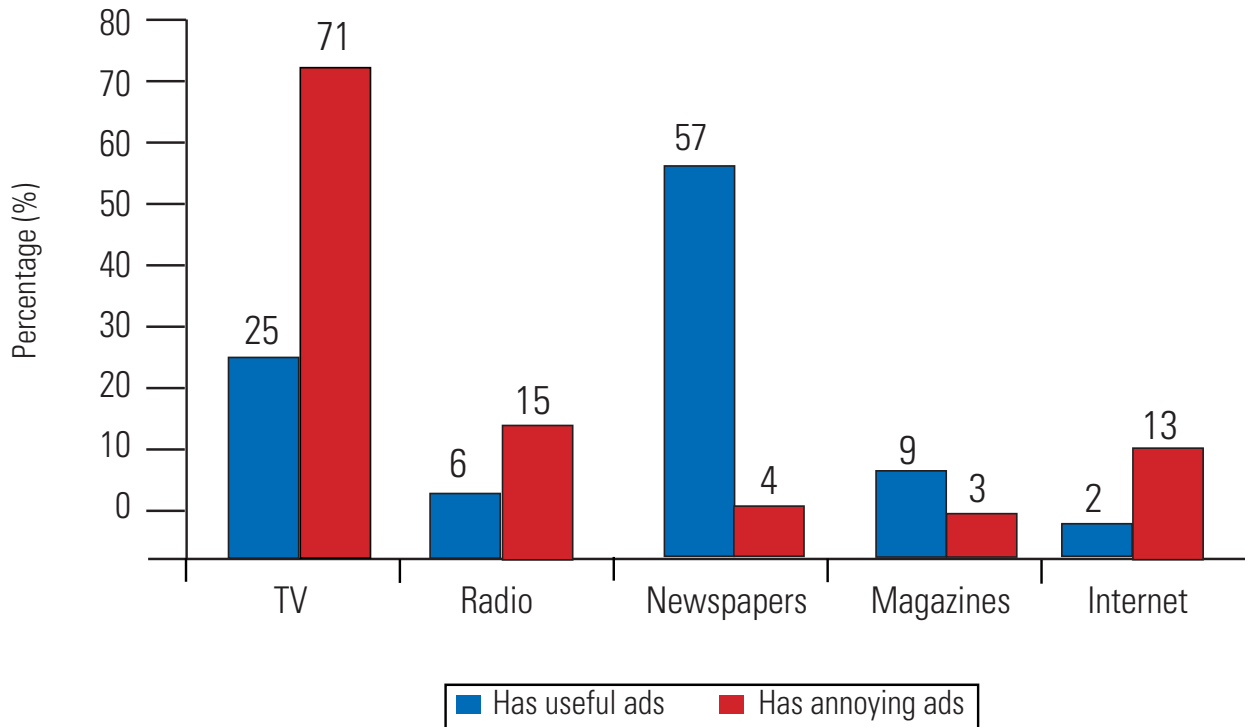
Jenny O’Keefe, Cheepa Chicken Sales Manager

“I have been a regular user of TV Guide since its beginning, as my main form of advertising and without a doubt it delivers successful response with every issue.”

Jody Fletcher, Bunkers WA Managing Director



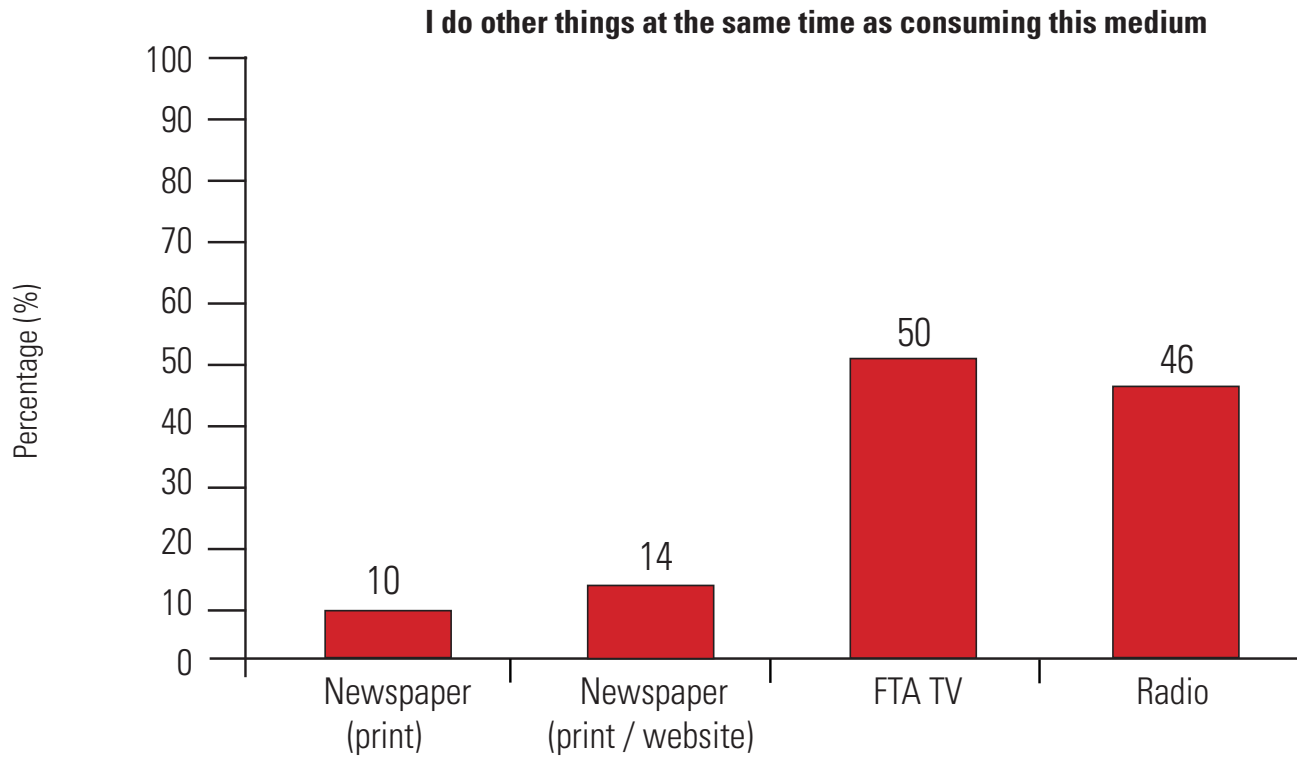
Inserted into The Sunday Times, TV Guide is listed amongst the top 3 reasons Western Australians buy The Sunday Times. They lift it out, keep it and refer back to it throughout the week.



Unlike other media, advertising is actually welcomed in newspapers. Newspaper advertising is also clearly seen as the most useful.

When readers welcome and appreciate your advertising it increases the likelihood that they will notice your advertising and associate it with your brand.

Many TV Guide readers refer to the program pages, read the Movie reviews and Must See and do the Crossword during ad breaks and in between programs.



When consumers sit down to read a newspaper, they tend to do so at the exclusion of other media consumption or activities. This strong reader involvement means there are less distractions for the advertising message with newspaper advertising.

Set Size Advertisements		Total Cost Incl. GST
Full Page	\$12,883.35 + \$1,283.34 GST	\$14,116.69
Half Page	\$8,996.21 + \$899.62 GST	\$9,895.83
Third Page	\$7,060.10 + \$706.01 GST	\$7,766.11
Quarter Page	\$4,498.10 + \$449.81 GST	\$4,947.91
Eighth Page	\$2,211.03 + \$221.10 GST	\$2,432.13
Inside Front/Back	\$14,116.69 + \$1,411.67 GST	\$15,528.36
Outside Back	\$15,400.02 + \$1,540.00 GST	\$16,940.02
Guide Panel	\$2,500.00 + \$250.00 GST	\$2,750.00
Double Page Spread	\$22,880.00 + \$2,288.00 GST	\$25,168.00

Deadlines

Booking: 23 days prior to publication

Cancellation: 23 days prior to publication

Material: 12 noon, 5 days prior to publication

Complete material must be supplied electronically via WEBSSEND or Quickcut ad transfer software.
Ad-building services are available FREE OF CHARGE.

Ad Size	Image Size	Bleed Size	Trim Size
Double Page Spread	261mm x 446mm	284mm x 414mm	274mm x 404mm
Full Page	261mm x 216mm	284mm x 212mm	274mm x 202mm
Half Page Horizontal	128mm x 216mm	145mm x 212mm	135mm x 202mm
Half Page Vertical	261mm x 106mm	284mm x 109mm	274mm x 99mm
Third Page Horizontal	84mm x 216mm	105mm x 212mm	95mm x 202mm
Quarter Page	128mm x 106mm	n/a	n/a
Guide Panel	56mm x 99mm	80mm x 123mm	70mm x 113mm

Material Requirements

Colour advertising material must meet the following four colour requirements:

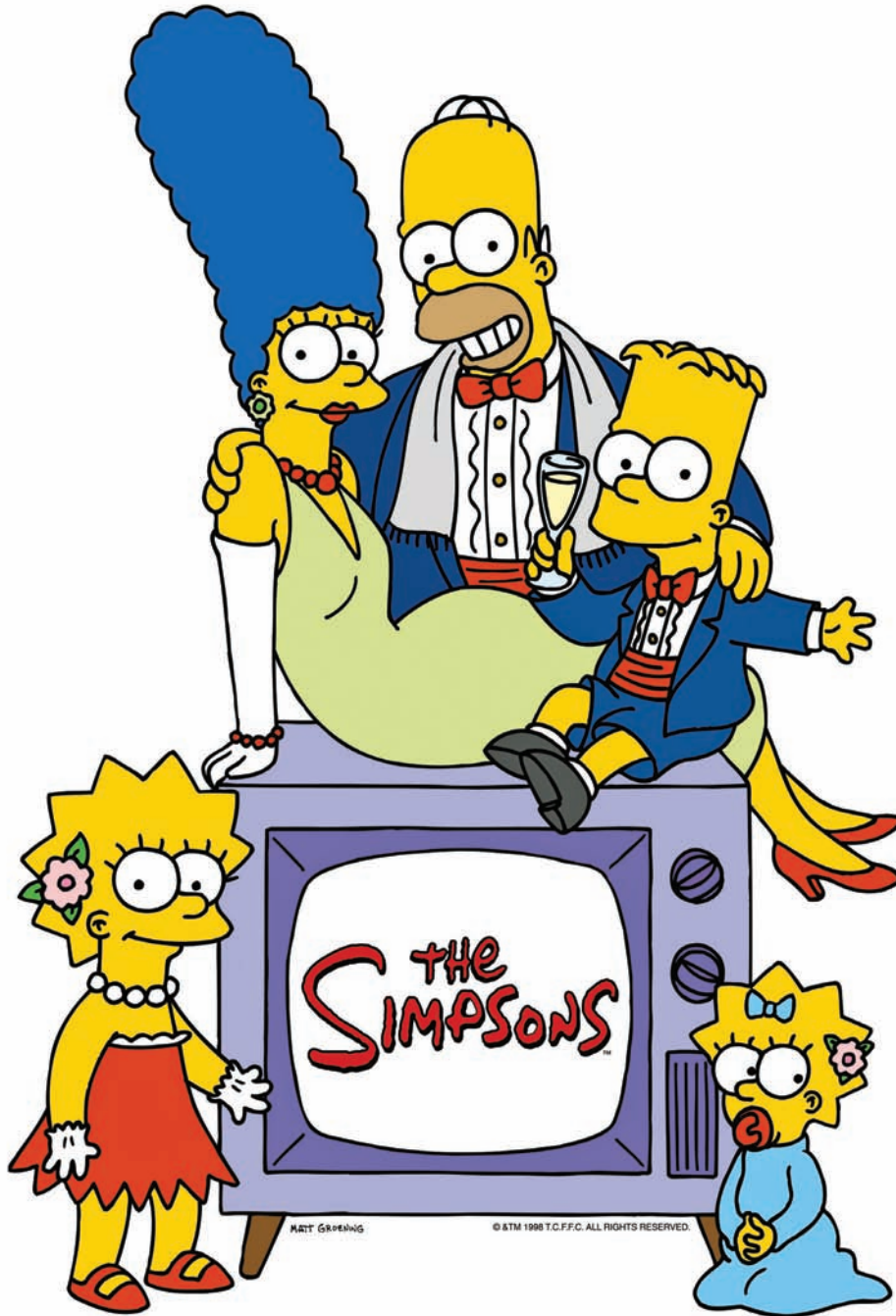
- All images must be 240 dpi to reproduce at 120 lines per inch in print.
- Colour enhancement techniques must be applied to all CMYK images.
- Any typefaces less than 9 points should not be used for reverses.
- A maximum total shadow end density not to exceed 280%. Maximum black is not to exceed 85%. Note: These limits are for halftone reproduction only. Display type and background tints can use solid colours provided the total ink weight does not exceed 280% for background and text.
- When using solid black backgrounds a combination 10% cyan, magenta and yellow with 100% black is recommended.

Stock

- 52gsm sc

Trimming Considerations

- Type and logos must be kept within the bounds of the type/image area parameters (which is 7mm in from the trim edge).
- 5mm of bleed is required if designing a bleed advertisement.



In **ONE** day reach 707,000 readers, reaching **38%** of people 14+ in WA.

Talk to your target audience at the right time in the right environment that engages and connects with their mindset.

The Uniqueness of Sunday research study clearly shows that to Western 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 was viewed as busy, stressful and pre-planned.

SUNDAY = WANT TO
SATURDAY = HAVE TO

Understanding this mindset leads to unique business opportunities to influence behaviour from Monday to Saturday.

Statistically:

55% of people on Sundays 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 Sundays, compared to 13% on Saturday.

81% of people like to relax and unwind on Sundays, compared to 8% of people on Saturday.

CONNECT and ENGAGE on Sunday

Following a busy, hectic, stress filled week ... Sunday is the one day of the week that a significant mindset shift occurs.

Connecting with this open Sunday mindset gives advertisers the opportunity to affect purchase behaviour during the working week.

Add to this the longevity of TV Guide as a product that stays in the home and is referred back to on a daily basis and you have a strong communication environment.

So for purchase decisions that require careful thought or for those multiple purchase products with a call for action throughout the week TV Guide is a great match.

- Refurbishing the home
- Purchasing PC
- Fast food vouchers
- Telecommunications
- Air conditioning
- Technology
- Personal finance
- Security



Exclusive to Sunday

Further to this consider The Sunday Times' exclusive readership.

377,000 readers don't read The West on Monday

400,000 readers don't read The West on Tuesday

349,000 readers don't read The West on Wednesday

378,000 readers don't read The West on Thursday

343,000 readers don't read The West on Friday

228,000 readers don't read The West on Saturday





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