

WA today

INDEPENDENT. ALWAYS.



Media Kit 2018



Independent. Always.

Quality Journalism

Since first publishing in 2008, *WAtoday* has grown to become a leader in online news in Perth, delivering intelligent, thought-provoking and independent journalism. We are committed to being the preferred alternative news source in the West Australian media landscape.

Dedicated to our community, *WAtoday* uncovers the stories that matter to our readers, refusing to simply be a sounding board for those trying to pull the strings in this town.

Our journalists are passionate about holding the powerful to account and looking outside the box when setting

the news agenda for Perth and the state.

We are known to take an in-depth look into the big issues of the state, be that in politics, industry, town planning or sport. Our commitment to new perspectives has earned us a loyal following in the West.

There are inspiring and thought-provoking stories all around us and our team of courageous journalists will keep you engaged, informed and entertained.

In a world of 'fake news' we are committed to maintaining a trustworthy,

bold and fearless news source for West Australians despite an ever-changing media landscape.



FRAN RIMROD, EDITOR
WAtoday

WAtoday

INDEPENDENT. ALWAYS.

*WAtoday is a
different media voice for
Western Australia*

WAtoday combines the relevance of local news with the national strength of the Fairfax Media network. *WAtoday* provides West Australians everything they need in news, politics, sport and important events.

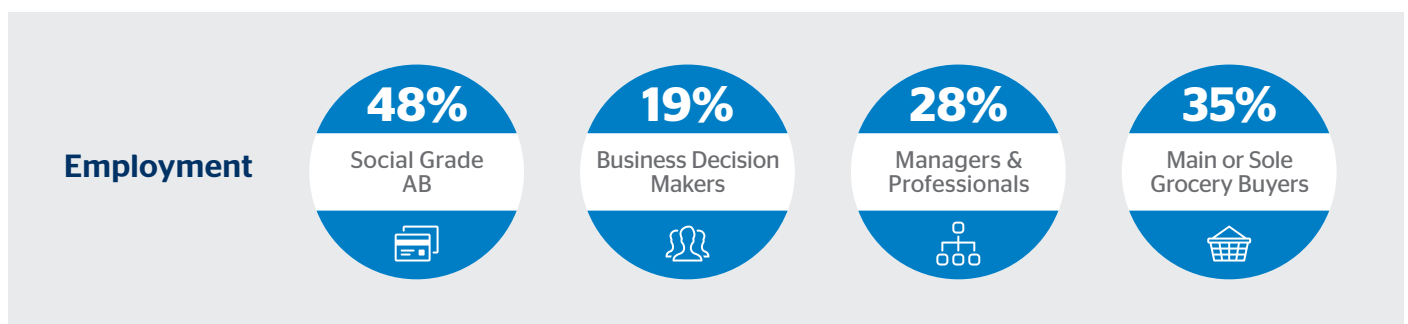
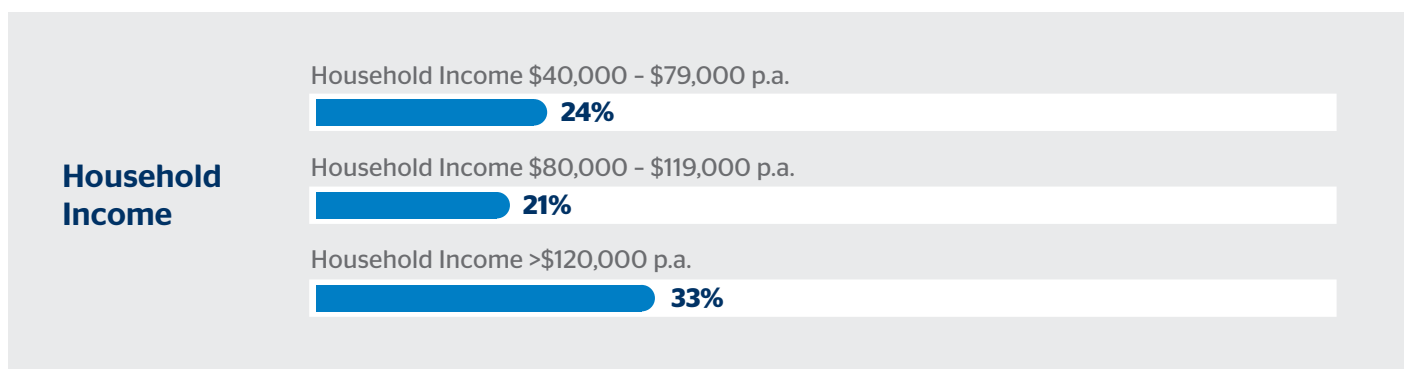
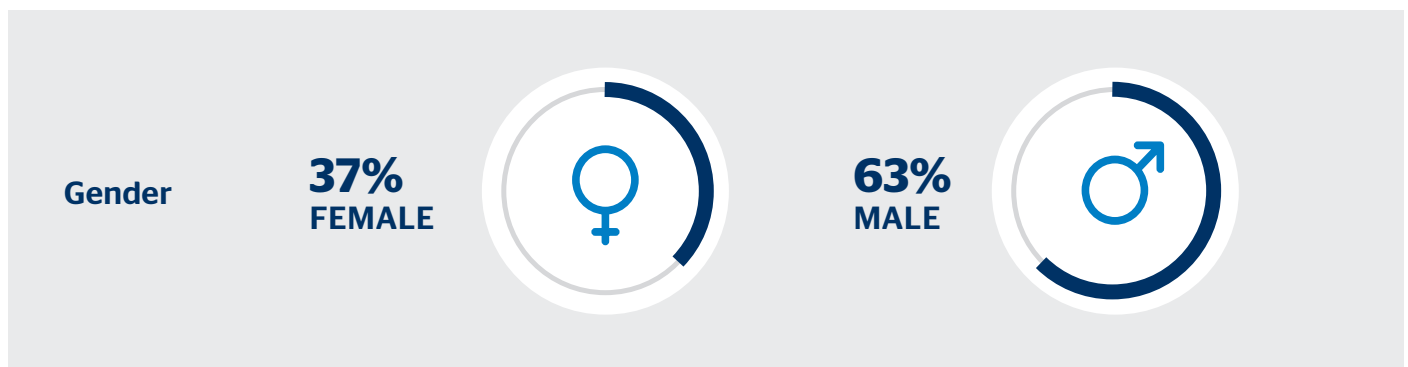
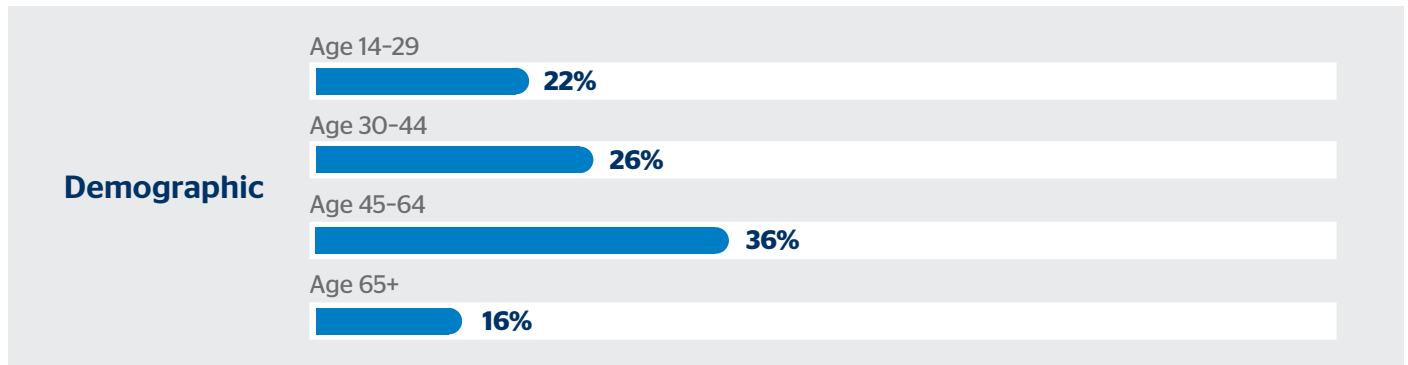
Multimedia, video and audio complement breaking news, analysis, entertainment and opinion provided by some of the state's most influential commentators, making *WAtoday* your complete destination for local, national and world news.



Audience Overview

WAtoday's premium news audience

WAtoday reaches over half a million people across desktop, mobile and tablet each month.



WAtoday News

NEWS AND OPINION

News contains all the latest local, national and world news featuring expert opinion and insights on the leading stories.

Written by our team of award winning journalists, our factual reporting has a well deserved reputation for independence and integrity.



WAtoday is underpinned by its charter of independence



News

News

Devoted to local and national news. Expect a barrage of exclusive stories that explain what happens in your city and country - and why. WAtoday provides greater depth, analysis and clarity around the biggest stories and events.



World

World

Showcases the best of our experienced team of correspondents and their commitment to covering your world through Australian eyes.



National

National

Our national coverage provides you with a central place to view all the leading stories from each state around Australia. Politics, lifestyle and stories of interest are updated as they happen.



Opinion

Opinion

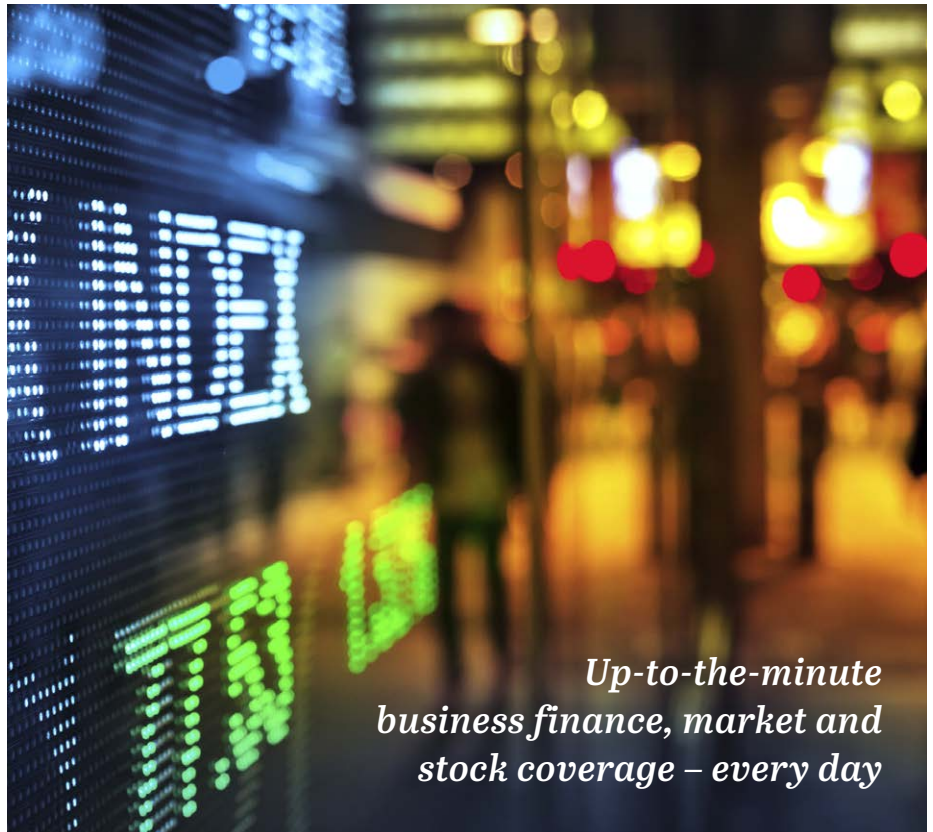
A forum for voicing your opinion or hearing people voice theirs. Comment includes Editorial Opinions, Letters to the Editor and other topical information.

WAtoday Business

BUSINESS AND FINANCE

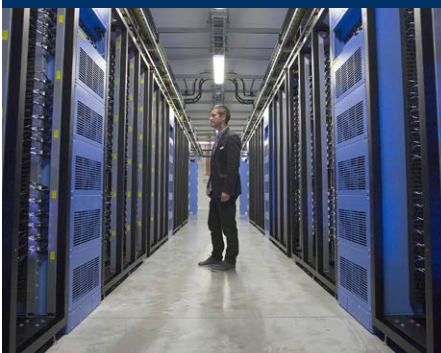
Our highly respected business content covers; local, national and international news and commentary on business, markets, the economy and public policy.

Fairfax Media offers a network of Australia's most trusted business and personal finance brands, focused on delivering quality news and up-to-the-minute information across all platforms.



*Up-to-the-minute
business finance, market and
stock coverage – every day*

Technology



Technology

Technology has become an integral part of our lives, breaking down global borders and disrupting traditional markets.

We cover the biggest news in technology and its impact on how we consume, purchase and interact around the globe.

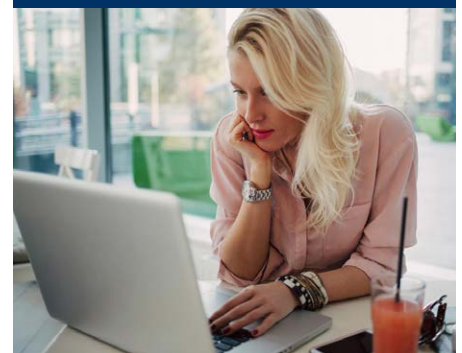
Inspiration



Small Business

Targets small to medium business owners eagerly seeking information and inspiration to improve and grow their ventures. The section showcases stories from small business owners on the highs and lows of running a business, plus advice from some of Australia's most successful entrepreneurs.

Money



Money

Money is the place for independent and authoritative advice on your financial health and wellbeing.

Money delivers news and analysis of the latest trends in superannuation, investment, funds management, tax and insurance. Whether it be retirement planning, running a self-managed super fund, or buying a home.

WAtoday
Sport

SPORTS COMMENTARY AND ANALYSIS

In general, Australians love their sport and readers of *WAtoday* are no different. Our Sport content appears everyday of the week across our digital platforms. *WAtoday* Sport section delivers the most comprehensive coverage of the latest triumphs, tragedies, twists and turns from the world of sport.



Sport
Our Sport section continues the tradition of great sports writing and breaking news. From Caroline Wilson to Rowan Connerly, our acclaimed writers take you inside the dressing rooms and behind the scenes so you can better understand what happens out on the field.



Rugby League
Get the smartest view on footy, featuring the latest news and authoritative views from Fairfax's quality editorial team. We cover previews and reviews of each round including; live scores, fixtures and the competition ladder. Plus everything for the die-hard fan from blogs, polls to fan photos.



Rugby Union
Put advertisers in front of one of the most loyal and affluent audiences in online sport - the rugby fan. Our rugby coverage is dedicated to 'true believers' of the game throughout the world, providing the most in-depth and comprehensive rugby experience available. Track the rugby action all year round, with current news, expert commentary and leading analysis.



Australian Rules
Our coverage is chock-block full of AFL news, expert commentary and leading analysis. The site features ladders, full fixtures, live text commentary, photo galleries and video wrap-ups. Readers can also interact via weekly polls, judging the week's best performer.



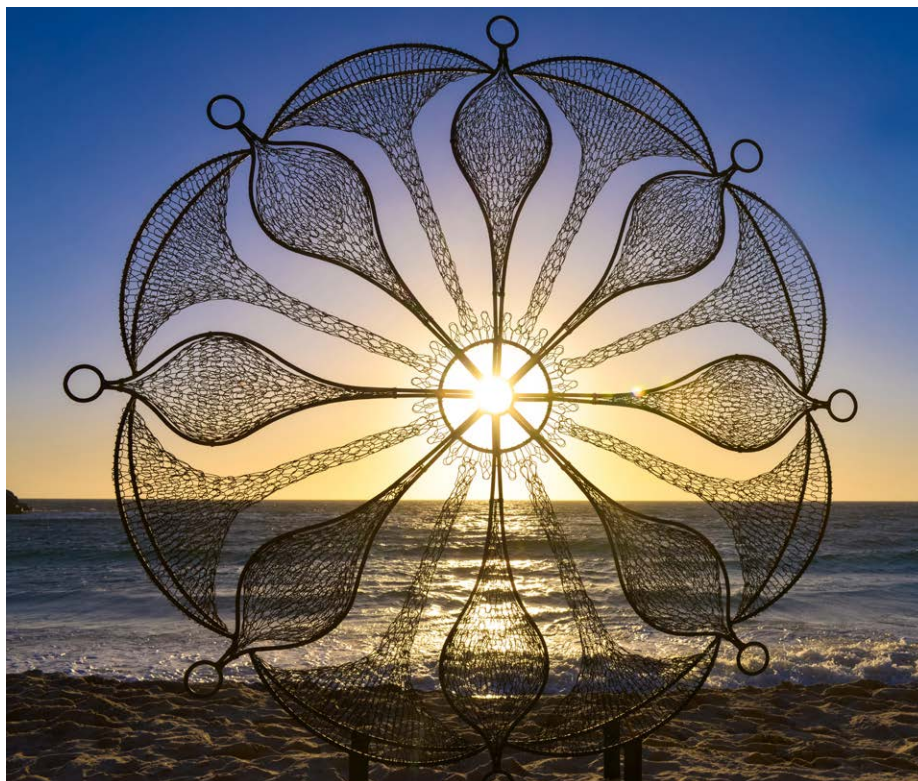
Cricket
With flair and insight, leading journalists and analysts take you to the heart of one of our nation's best-loved games. Both at home and abroad we deliver comprehensive coverage of all Test matches and tours, highlighted with the Ashes and World Cups.

WAtoday
Arts

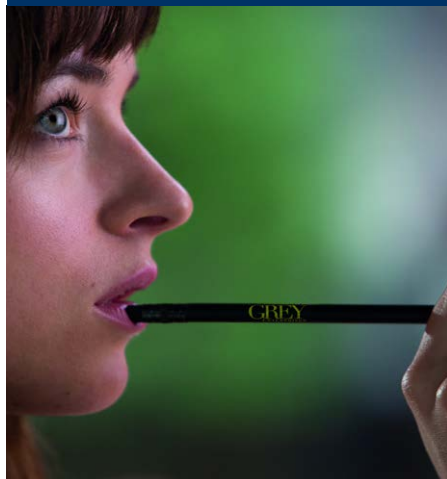
ARTS AND ENTERTAINMENT

Fairfax's Entertainment editorial team is as passionate about film, music, books, arts and television as our vast audience. Each week the country's most respected journalists - a team of nearly 40 - generate stories and videos, feeding an insatiable demand for this content.

Behind the scenes of Perth's entertainment, arts and culture



Movies



Movies

Movies provides the latest news and reviews of what's happening on the big screen. From reviews of the latest movies to cinema and screening times, Movies gives you all the information you need for your cinema outing.

Music



Music

No matter your taste, our Music section has you covered. From the latest band reviews to a comprehensive gig guide.

Your Perth



Your Perth

For the latest low-down on what's on in Perth look no further than Your Perth. With the latest stories, personality gallery and quick source movie finder you have everything about Perth at your fingertips.

WA today Lifestyle

FOOD AND TRAVEL

Be inspired by our sections, whether it's the best food in town or the perfect travel destinations. Our audiences are passionate and discerning, looking to feed their minds and bodies.



Traveller



Discerning travellers

Traveller inspires, entices and informs. With a line-up of Australia's most experienced travel writers and columnists, we deliver superior writing, beautiful photography and independent, expert advice. Traveller.com.au offers our readers 'the' destination for travel inspiration at home and on-the-go.

goodfood

AUSTRALIA'S HOME OF THE HATS



Australia's home of the hats

Good Food is one of the most loved sections and dominates food journalism in Australia. Influential, credible and with a huge loyal following, Good Food has been a must-read for passionate food-lovers for almost three decades. With our iconic reviews, recipes, food news, trends and personalities, Good Food is ideal for anyone who loves eating in, eating out and everything in between.

Lifestyle



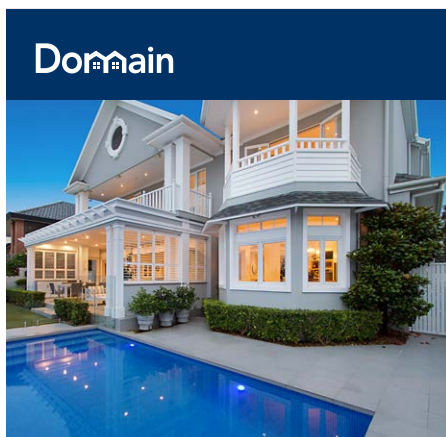
Lifestyle

Lifestyle offers smart, engaging content about the issues that matter most in the lives of our audiences. From relationships to parenting, health and wellness to trend stories about fashion and beauty. It also includes opinion pieces from a community of high-profile female contributors under the Daily Life banner.

WAtoday Marketplaces

PROPERTY, EMPLOYMENT AND AUTOMOTIVE

The award-winning marketplaces connect audiences with authoritative and aspirational news and information across automotive, property and employment.



Property

Domain comprehensively covers the real estate market across both metropolitan and regional areas, featuring up-to-date property information and extensive and visually engaging listings of properties for sale.

Whether it's making the biggest purchase of their lives, buying an investment property, or relocating to a new city, with Domain, advertisers can connect with consumers at these pivotal moments.



Employment

The Fairfax Employment Network is a suite of products designed to connect employers with active and passive job seekers through integrated recruitment campaigns across Fairfax owned and partner brands.

It's multi-channel and cross platform, giving advertisers the ability to reach candidates anywhere, anytime and on any device.



Automotive

Drive provides the latest automotive news through one of Australia's most experienced and respected editorial teams.

Our writers are passionate and authoritative, offering trusted advice and reviews in; finance, insurance, and maintenance.

Through its multi-media platform, Drive delivers a high quality, affluent audience for advertisers.



Booking and Material Procedure - Digital

Creative delivery lead times

Ad products are classified into a three tier system to determine their delivery deadlines and governing business rules.

Delivery deadlines are:

Tier	Delivery deadline prior to live date	Product types
1	3 business days prior to live date	For standard banner and text / HTML (non-rich media) ad creative.
2	5 business days prior to live date	For standard rich media creative (e.g. Rich Media without custom functionality).
3	10+ business days prior to live date	For any non standard / custom executions: Lead time may vary depending on the nature and complexity of the execution. Minimum lead time is 10 business days.

Third Party Ad Tag Types

Ads within the Fairfax network may be served through either iframe or JavaScript ad-tags.

All Fairfax approved third party vendors support both methods; however a member of the Ad Operations team will inform you if a specific execution requires a particular tag type / delivery method. Third party redirect tags must be live when submitted.

Supported desktop web browsers

- Chrome [latest official release]
- Mozilla Firefox [latest official release]
- Microsoft Internet Explorer version 11 [Windows OS only]
- Safari 4+ [Apple OS only]

Information correct at time of publishing.

For further information please refer to adcentre.com.au

Terms and Conditions

These terms apply to all advertising provided to any person ("Customer") by Fairfax Media Management Pty Limited ABN 11 124 337 239 or a subsidiary ("Fairfax"). Customer includes an advertiser on whose behalf Advertising is placed and any media company or agency that arranges the Advertising for its clients.



1. Publication of Advertising

- 1.1. Subject to these Terms, in providing advertising to a Customer ("Advertising"), Fairfax will use its reasonable endeavours to publish the Advertising in the format and in the position agreed with the Customer. "Advertising" includes images submitted for publication and content or information relating to published advertisements.
- 1.2. Customer grants Fairfax a worldwide, royalty-free, non-exclusive, irrevocable licence to publish, and to sub-licence the publication of, the Advertising in any form or medium, including print, online or other. Customer warrants that it is authorised to grant Fairfax the licence in this clause 1.

2. Right to Refuse Advertising

- 2.1. Neither these Terms nor any written or verbal quotation by Fairfax represents an agreement to publish Advertising. An agreement will only be formed between Fairfax and Customer when Fairfax accepts the Advertising in writing or generates a tax invoice for that Advertising.
- 2.2. Fairfax reserves the right to refuse or withdraw from publication any Advertising at any time that, in the opinion of Fairfax, is illegal, defamatory, offensive, obscene and/or contrary to the business interest, goodwill and/or reputation of Fairfax or any of its customers or vendors or is likely to infringe on the rights of third parties (even if the Advertising has previously been published by Fairfax).

3. Right to vary Format, Placement or Distribution

- 3.1. Fairfax will use reasonable efforts to publish Advertising in the format and in the position requested by the Customer. However, Fairfax reserves the right to vary the placement of Advertising within a title or website or to change the format of Advertising. Customer must pay the full price for Advertising even if Fairfax varies the format or placement of the Advertising.
- 3.2. Except in accordance with clause 12, Fairfax will not be liable for any loss or damage incurred by a Customer arising from Fairfax's failure to publish Advertising in the format and position requested by the Customer.
- 3.3. If Fairfax changes the press configuration for a publication, Fairfax reserves the right to shrink or enlarge the Advertising by up to 10% without notice to Customer or any change to rates.

4. Submission of Advertising

- 4.1. Customer warrants to Fairfax that the publication of the Advertising does not breach or infringe:
 - a) the Competition and Consumer Act (Cth) or equivalent State legislation;
 - b) any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
 - c) any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
 - d) State or Commonwealth privacy legislation or anti-discrimination legislation;
 - e) any financial services law as defined in the Corporations Act 2001 (Cth); or
 - f) any other law or applicable code (including any common law, statute, delegated legislation, rule or ordinance of the Commonwealth, or a State or Territory).
- 4.2. Customer warrants that if Advertising contains the name or photographic or pictorial representation of any living person and/or any copy by which any living person can be identified, the Customer has obtained the authority of that person to make use of his/her name or representation or the copy.

- 4.3. Advertising containing contact details for the Customer must contain the full name and street address of the Customer. Post office box and email addresses alone are insufficient.

- 4.4. If a Customer submits Advertising that looks, in Fairfax's opinion, like editorial material, Fairfax may publish the Advertising under the heading "Advertising" with a border distinguishing it from editorial.

- 4.5. Advertising submitted electronically must comply with Fairfax's specifications. Fairfax may reject the Advertising material if it is not submitted in accordance with such specifications.

- 4.6. Advertising material delivered digitally must include the Fairfax booking or material identification number.

- 4.7. If Customer is a corporation and the Advertising contains the price for consumer goods or services, Customer warrants that the Advertising complies with the component pricing provisions of the Competition and Consumer Act (Cth) and contains, as a single price, the minimum total price to the extent quantifiable at time of the Advertising.

- 4.8. Customer must not resell Advertising space to any third party without Fairfax's consent.

- 4.9. If Advertising promotes a competition or trade promotion, Customer warrants it has obtained all relevant permits and indemnifies Fairfax against any loss in connection with the Advertising.

5. Classified Advertising

Fairfax will publish classified Advertising under the classification heading it determines is most appropriate. These headings are for the convenience of readers. Fairfax will publish classified display Advertising sorted by alphabetical caption and, where space permits, with related line Advertising.

6. Online Advertising

- 6.1. For online banner and display Advertising, Customer must submit creative materials and a click-through URL to Fairfax at least 3 working days (5 working days for non-gif material) or within such other deadline advised by Fairfax at its discretion before publication date. Fairfax may charge Customer for online Advertising cancelled on less than 14 days notice or if creative materials are not submitted in accordance with this clause 6.1.

- 6.2. All online Advertising (including rich media) must comply with Fairfax's advertising specifications.

- 6.3. Fairfax will measure online display and banner Advertising (including impressions delivered and clicks achieved) through its ad-serving systems. Results from Customer or third party ad-servers will not be accepted for the purposes of Fairfax's billing and assessment of Advertising.

- 6.4. Fairfax is not liable for loss or damage from an internet or telecommunications failure.

- 6.5. Customer acknowledges that Fairfax may at its discretion include additional features or inclusions such as third party advertisements within online classified Advertising.

7. Errors

- 7.1. Customer must promptly check proofs of Advertising (if provided to the Customer by Fairfax) and notify Fairfax of any errors in the proofs or in published Advertising.

- 7.2. Fairfax does not accept responsibility for any errors submitted by the Customer or its agent, including errors in Advertising placed over the telephone.

- 7.3. Customer must send any claim for credit or republication in writing to Fairfax no later than 7 days after the date of publication of the Advertising.

8. Advertising Rates and GST

- 8.1. The Customer must pay for Advertising, unless otherwise agreed, at the casual ratecard rate. Ratecard rates may be varied at any time by Fairfax without notice. Customer must pay GST at the time it pays for Advertising. Fairfax will provide a tax invoice or adjustment note (as applicable).

- 8.2. Eligibility for discounts or rebates will be based on the Customer's GST-exclusive advertising spend.

9. Credit and Customer Accounts

Fairfax may grant, deny or withdraw credit to a Customer at any time in its discretion. Customer must ensure that its Customer account number is available only to those employees authorised to use it. Customer acknowledges it will be liable for all Advertising placed under Customer's account number.

10. Payment

- 10.1. The Customer must pre-pay for Advertising if required by Fairfax. If Advertising is on account, payment must be within 7 days of date of the invoice or, for certain Rural Press publications, within 21 days of the end of the month in which the invoice is issued. If a commercial account has been established with Fairfax, payment must be within 30 days of invoice date.

- 10.2. If Customer fails to provide the copy for a booking by the publication deadline, Fairfax may, at its sole discretion, still accept the Advertising after the deadline. If the Advertising is ultimately not published because of Customer's failure to deliver the copy in sufficient time after the publication deadline, Customer will still be charged for the Advertising and Customer has no claim against Fairfax for credit, republication or other remedy for out of deadline Advertising.

- 10.3. Customer must pay the full price for Advertising even if there is an error in the Advertising, unless the error was Fairfax's fault.

- 10.4. Customer must pay its electronic transmission costs.

- 10.5. To the extent that Fairfax incurs any third party costs on the Customer's behalf (e.g. production costs) which it is not able to be reimbursed for, the Customer will be required to pay this amount to Fairfax regardless of whether the Advertising is postponed or cancelled.

11. Failure to Pay and Other Breach

- 11.1. If Customer breaches these terms, fails to pay for Advertising or suffers an Insolvency Event (defined in clause 11.2), Fairfax may (in its discretion and without limitation):

- a) cancel any provision of credit to Customer;
- b) require cash pre-payment for further Advertising;
- c) charge interest on all overdue amounts at the rate 2% above the NAB Overdraft Base Rate; take proceedings against the Customer for any outstanding amounts;
- d) recover Fairfax's costs including mercantile agency and legal costs on a full indemnity basis;
- e) cease publication of further Advertising or suspend an agreement for Advertising not yet published until the breach is remedied and if it is not remedied within 10 Business Days, Fairfax may terminate an agreement for Advertising not published;
- f) exercise any other rights at law.

- 11.2. A Customer suffers an "Insolvency Event" if:

- a) Customer is a natural person and commits an act of bankruptcy; or
- b) Customer is a body corporate and cannot pay its debts as and

when they fall due or enters an arrangement with its creditors other than in the ordinary course of business or passes a resolution for administration, winding up or liquidation (other than for the purposes of reorganisation or reconstruction); or has a receiver, manager, liquidator or administrator appointed to any of its property or assets or has a petition presented for its winding up.

- 11.3. Fairfax may withhold any discounts or rebates if Customer fails to comply with its payment obligations.

- 11.4. A written statement of debt signed by an authorised employee of Fairfax is evidence of the amount owed by the Customer to Fairfax.

1. Liability

- 12.1. Each of the parties excludes all implied conditions and warranties from these terms, except any condition or warranty (such as conditions and warranties implied by the Competition and Consumer Act 2010 and equivalent State acts) which cannot by law be excluded ("Non-excludable Condition").

- 12.2. Each of the parties limits its liability for:

- a) breach of any Non-excludable Condition (to the extent such liability can be limited); and
- b) for any breach of contract caused by or contributed by a party, in the case of Fairfax, to the re-supply of the Advertising if reasonably possible or payment of the cost of re-supply to Customer and in the case of Customer, the amount paid for the Advertising.

- 12.3. Subject to clauses 12.1, neither party will, in any circumstances, be liable to the other for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity.

- 12.4. Subject to clause 12.2, the Customer indemnifies Fairfax and its officers, employees, contractors and agents (the "Indemnified") against any costs, expenses, losses, damages and liability suffered or incurred by the Indemnified arising from the Customer's breach of these Terms and any negligent or unlawful act or omission of the Customer in connection with the Advertising.

13. Privacy

- 13.1. Fairfax collects a Customer's personal information to provide the Advertising to the Customer and for invoicing purposes. Fairfax may disclose this personal information to its related bodies corporate, to credit reporting agencies and other third parties as part of provision of the Advertising and for overdue accounts, to debt collection agencies to recover amounts owing.

- 13.2. Fairfax provides some published Advertising to third party service providers. Where such Advertising contains personal information, Customer consents to the disclosure of their personal information in the advertising to third parties and to the personal information being republished by a third party.

- 13.3. Customers may gain access to their personal information by writing to the Privacy Officer, GPO Box 506, Sydney NSW 2001. Fairfax's privacy policy is at www.fairfaxmedia.com.au.

14. Confidentiality

- 14.1. Each party will treat as confidential, and will procure that its advertising agents, other agents, and contractors ("Agents") treat as confidential and will not disclose, unless disclosure is required by law:
 - a) the terms of this Agreement (including terms relating to volumes and pricing);

- b) information generated for the performance of this Agreement, including all data relating to advertising schedules, budgets, forecasts, booked advertising, prices or volumes;
- c) any other information that ought in good faith to be treated as confidential given the circumstances of disclosure or the nature of the information; and
- d) any information derived wholly or partly for any information referred to in (a) to (c) above.

- 14.2. Each party agrees to take all reasonable precautions to prevent any unauthorised use, disclosure, publication or dissemination of the confidential information by or on behalf of itself or any third party.

15. General

- 15.1. These Terms, with any other written agreement, represent the entire agreement of the Customer and Fairfax for Advertising. They can only be varied in writing by an authorised officer of Fairfax. No purchase order or other document issued by the Customer will vary these Terms.

- 15.2. Fairfax will not be liable for any delay or failure to publish Advertising caused by a factor outside Fairfax's reasonable control (including but not limited to any act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).

- 15.3. Fairfax may serve notice on Customer by post or fax to the last known address of the Customer.

- 15.4. These Terms are governed by the laws of the State in which the billing Fairfax company for the Advertising is located and each party submits to the non-exclusive jurisdiction of that State.



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NSW

1 Darling Island Rd
Pyrmont
NSW 2009
(02) 9282 2833

VIC

655 Collins St,
Docklands
VIC 3008
(03) 8667 2000

QLD

Lvl 7, 140 Ann St
Brisbane
QLD 4000
(07) 3835 7540

SA

Lvl 1, 200 Greenhill
Rd, Eastwood
SA 5063
(08) 8212 1212

WA

Lvl 1, 169 Hay St
East Perth
WA 6004
(08) 9220 1575

ACT

9 Pirie St,
Fyshwick
ACT 2609
(02) 6280 2122