Lifestyle options for West Australian’s mature adults
In 2016 Have a Go News proudly celebrated its 25th anniversary with a new look - a new slogan and a new font and ‘freshen up’ of its pages. We conducted a reader survey with more than 600 people participating which provides strategic information for advertisers. Continuing on, in 2017 we venture on...

Have a Go News has received many acknowledgements and awards including winning the WA Senior Awards, 2000, 2006, 2010, finalist in WA Heritage Awards 2009, 2011 media award for the Bethanie Medallion and many other accolades.

Each month the paper features stories about inspirational people and services specifically for the mature Western Australian.

Features include regular columnists, Healthy Living, Great Home and Garden with Colin Barlow, Food and Wine featuring recipes from local personality Vince Garreffa, Arts and Entertainment, Friend to Friend, activities for reader participation, competitions and the very popular Let’s go Travelling liftout. The travel section is the largest and most comprehensive section targeting the mature traveller in WA.

HARD COPY - pick up a hard copy from one of 1800 outlets.
SUBSCRIBE - posted direct to your door!

Readership fast facts**

Demography: 75% female 25% male
70.43% of readers use the companies who advertise in Have a Go News
92.16% of readers refer back to the paper after their first read.

Hit the target with our audience*

By 2021 21% of WA’s population will be aged 60 and over, that’s 595,000 people...

Age breakdown of readership**

38% Have a Go News readers aged 45-64
42% Have a Go News readers aged 65-74
20% Have a Go News readers aged 75+

*Source: DLGC State Govt WA
**Source: Have a Go News Reader Survey 2016

Have a Go News is available free throughout the metropolitan area, major regional centres and numerous country towns. Each month more than 180,000 West Australians read Have a Go News with more than 52,000 people accessing the digital version annually.

Have a Go News is available in stands at:
• Major Shopping Centres
• Public Libraries
• Supermarkets including Coles and many IGAs
• Senior Centres
• Retirement Villages
• Community centres
• Recreation centres
• Hospitals
• Crown Perth

Distribution & circulation

Have a Go News is available free throughout the metropolitan area, major regional centres and numerous country towns. Each month more than 180,000 West Australians read Have a Go News with more than 52,000 people accessing the digital version annually.

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• Recreation centres
• Hospitals
• Crown Perth

Our readers love facebook - we engage about 8,000-10,000 people weekly with thousands of followers.

Online presence for www.haveagonews.com.au

Monthly page views 113,090*
Unique visitors (new visitors to website) 23,429*

*Data range 01/01/16 to 31/12/16

Established in 1991 this is independently family owned newspaper takes pride in delivering quality lifestyle information to the mature market. Have a Go News is the ONLY wholly owned Western Australian newspaper for the mature market and is the longest running lifestyle newspaper paper available for the mature demographic aged 45 and over...
2017 advertising rates*

**Casual Rate** $16.35 per col cm (inclusive of colour)

Discount levels:
- 3 to 5 issues: $15.40 per col cm
- 6 to 9 issues: $14.95 per col cm
- 10 + issues: $14.55 per col cm

*Rates are exclusive of GST

**Half Page Special** $161 per issue (inclusive of colour)

Dimensions (horizontal):
- Height 200mm
- Width 265mm

Dimensions (vertical):
- Height 280mm
- Width 187.429mm

**Full Page** $2510 per issue (inclusive of colour)

Discount levels:
- 3 to 5 issues: $2395 per issue
- 6 to 9 issues: $2280 per issue
- 10 + issues: $2095 per issue

Let’s Go Travelling Liftout

**Preferred Positions Loading**

- Page 1: 100% Subject to editor’s discretion
- Page 2: 20% Min. size 16cms, maximum 100cms
- Page 3: 30% Min. size 16cms, maximum 80cms
- Page 4: 15% Any acceptable size to 100cm
- Page 5: 20% Any acceptable size to 126cm
- Page 6: 10% Any acceptable size to 140cm
- Page 7: 15% Any acceptable size to 126cm
- Page 8: 10% Any acceptable size to 140cm
- Page 9: 10% Any acceptable size to 126cm
- RHP: 10%
- Let’s Go Travelling Liftout cover: 25% 10cm x 7 column size only

Preferred Page cancellations will not be accepted after 15th of month prior to publication and all cancellations must be confirmed in writing.
Contract bookings may be subject to a cancellation fee.

**Monthly Insert**

Let’s Go Travelling Liftout

**Preferred Positions Loading**

- Page 1: 100% Subject to editor’s discretion
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- Page 3: 30% Min. size 16cms, maximum 80cms
- Page 4: 15% Any acceptable size to 100cm
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- Page 6: 10% Any acceptable size to 140cm
- Page 7: 15% Any acceptable size to 126cm
- Page 8: 10% Any acceptable size to 140cm
- Page 9: 10% Any acceptable size to 126cm
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**Annual Insert**

Events Guide to Seniors Week Liftout

**Preferred Positions Loading**

- Page 1: 100% Subject to editor’s discretion
- Page 2: 20% Min. size 16cms, maximum 100cms
- Page 3: 30% Min. size 16cms, maximum 80cms
- Page 4: 15% Any acceptable size to 100cm
- Page 5: 20% Any acceptable size to 126cm
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**Exclusive Advertising Opportunity - October 2017**

The Have a Go News Events Guide to Seniors Week 2017 is published as an insert with the October 2017 edition. The insert contains event listings and information on activities including Have a Go Day a LiveLighter event.

**Preferred Positions Loading**

- Page 1: 100% Subject to editor’s discretion
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- Page 3: 30% Min. size 16cms, maximum 80cms
- Page 4: 15% Any acceptable size to 100cm
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**Exclusive Advertising Page - Let’s Go Travelling Liftout**

Advertisers who would like to be featured on a page exclusively can take up the offer of buying a 10 x 7 column advertisement with a 25% page loading option. This ensures reader optimisation of your brand.
Travel advertisers may work with the Travel Editor for exclusive editorial to accompany the feature.

**Preferred Positions Loading**

- Page 1: 100% Subject to editor’s discretion
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Embedded fonts must be embedded into PDF.

*Effective as of 1 July 2016. Rates are exclusive of GST

**Placement on preferred pages is subject to availability and payment of the appropriate loading.**

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### Material requirements

**Supplied artwork requirement**
- Compatibility: Acrobat 4 (PDF 1.3) ‘Press ready’ PDF
- *Adobe Distiller settings are available upon request*

**Material deadline**
- 25th of the month prior to publication

**Resolution**
- Minimum of 300 dpi

**Screen ruling**
- 150 lpi

**Colour**
- Grayscale or CMYK mode images or elements
- “DO NOT colour manage in Photoshop or Illustrator
- *Postscript Type 1 fonts recommended over TrueType fonts*

**Submission of artwork**
- Material needs to be, preferably, emailed to production@haveagonews.com.au
- Proofs are not sent for press ready supplied artwork.
- Please avoid emailing pdfs larger than 8MBs.

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### Column widths

<table>
<thead>
<tr>
<th>Column</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>one column</td>
<td>34.286mm</td>
</tr>
<tr>
<td>two column</td>
<td>72.571mm</td>
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<tr>
<td>three column</td>
<td>110.857mm</td>
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<tr>
<td>four column</td>
<td>149.143mm</td>
</tr>
<tr>
<td>five column</td>
<td>187.429mm</td>
</tr>
<tr>
<td>six column</td>
<td>225.714mm</td>
</tr>
<tr>
<td>seven column</td>
<td>265mm</td>
</tr>
</tbody>
</table>

Please direct all production queries to our Production Department via phone or email.
Ph: (08) 9227 8283
Email: production@haveagonews.com.au
### Sectional features

<table>
<thead>
<tr>
<th>Month</th>
<th>Travel Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Retire in Style, Healthy Ageing - Get Up &amp; Go, Grand Activities (School Holidays)</td>
</tr>
<tr>
<td>February</td>
<td>Downsizing (Property &amp; Finance), Healthy Ageing - Aged Care, Making a Will - Estate Planning</td>
</tr>
<tr>
<td>March</td>
<td>Downsizing (Property &amp; Finance), Healthy Ageing - Aged Care, National Volunteer Week, Grand Activities (School Holidays)</td>
</tr>
<tr>
<td>April</td>
<td>Downsizing (Property &amp; Finance), National Volunteer Week, Grand Activities (School Holidays)</td>
</tr>
<tr>
<td>May</td>
<td>Downsizing (Property &amp; Finance), Healthy Ageing - Aged Care, National Volunteer Week</td>
</tr>
<tr>
<td>June</td>
<td>Retire in Style, Downsizing (Property &amp; Finance), Grand Activities</td>
</tr>
<tr>
<td>July</td>
<td>Downsizing (Property &amp; Finance), Grand Activities (School Holidays)</td>
</tr>
<tr>
<td>August</td>
<td>Downsizing (Property &amp; Finance), Healthy Ageing - Aged Care, Hearing Awareness Week</td>
</tr>
<tr>
<td>September</td>
<td>Downsizing (Property &amp; Finance), Retirement Living Expo, Seniors Week Focus, Grand Activities (School Holidays), Spring Improvements (Great Home &amp; Gardening)</td>
</tr>
<tr>
<td>October</td>
<td>Downsizing (Property &amp; Finance), Retirement Living Expo, Seniors Week Events Guide Liftout, Seniors Week - Have a Go Day</td>
</tr>
<tr>
<td>November</td>
<td>Downsizing (Property &amp; Finance), Healthy Ageing - Aged Care, Seniors Week - Have a Go Day, Home &amp; Personal Security, Christmas Gift Guide</td>
</tr>
<tr>
<td>December</td>
<td>Downsizing (Property &amp; Finance), Grand Activities (School Holidays)</td>
</tr>
</tbody>
</table>

### Let’s go Travelling Liftout

- Perth Holiday & Travel Expo
- WA Coastal Holidays
- Perth Caravan & Camping Show
- WA Coastal Holidays
- Coral Coast Focus
- Perth Caravan & Camping Show
- International Cruising
- WA Northwest Focus
- WA Southwest Focus
- Travel Insurance
- Winter in the West
- WA Wildflowers
- WA Wildflowers
- WA Wildflowers
- Central Wheatbelt Focus
- WA Wildflowers
- Winter in the West
- Travel Insurance
- WA Wildflowers
- Winter in the West
- Travel Insurance
- Blackwood River and Southern Forests Focus
- WA Wildflowers
- Perth 4WD & Adventure Show
- Cruising
- Travel Insurance
- WA Holiday Guide

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**All advertisement and editorial copy is subject to approval of the publisher. The publisher reserves the right to reject any advertisement or editorial without reason. Any changes to artwork or copy are to be received in writing.**
The paper supports, through free promotional editorial, many community groups and not for profit organisations. Have a Go News also financially sponsors the following:

- The City of Perth’s Holly Wood Tuesday Morning Show
- Have a Go Day
- Seniors Recreation Council
- West Australian Carpet Bowls Association
- COTA WA Inc Living Longer Living Stronger (LLLS)
- Masters Swimming Western Australia Inc

partnerships and cross promotion

Each month Have a Go News’ Editor Jennifer Merigan promotes the current edition on radio via partnership with 6PR. 6PR radio announcer Jon Lewis contributes a regular column to the paper each month.

competition

Each month Have a Go News has a myriad of competitions for its readers.

what our advertisers say - client testimonials...

“Crown Perth considers Have a Go News as an important and strategic business partner and we look forward to working with them on future projects and opportunities.”

Denise Chier
Public Relations Manager
Crown Perth

“...it is the most effective response we have had to a newspaper advert this year. It was interesting to note the life of the advertisement that had us receiving telephone calls up to two weeks from the date of issue.”

George Booth
Director of Sales
Travel Tree

“We’ve advertised in many different print media publications. Our experience has been that we get more calls and orders for the identical ad that we’ve placed in other newspapers. Cost-wise, the Have a Go News has been the best value for our advertising dollar when compared with any other WA advertising medium; that includes radio.”

Lance Stracke
Director
Mobile Alert

“Kings Tours and Travel have been advertising regularly with Have a Go News for more than 15 years and we would have no hesitation in recommending this newspaper for its niche reach to the over 50s demographic.”

Jenny Page
Managing Director
Kings Tours and Travel

join the many businesses who market to the target audience through our pages"

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84.59% of readers enter our competitions Have a Go News