

# The No.1 w@y to reach



Western Australia's mature demographic



2024 *Have a Go*  
NEWS mediakit

Have a Go News is published by Concept Media | ABN 97 425 866 519 ACN 069904221 | Telephone (618) 9227 8283 | Fax (618) 9227 8293  
Website [www.haveagonews.com.au](http://www.haveagonews.com.au) | 28B Sexton Road, Inglewood WA 6052 | Postal address PO Box 1042, West Leederville WA 6901



# 33 years of delivering positive outcomes for the mature demographic in Western Australia

*Have a Go News* is one of the last independent newspapers published in Western Australia providing an alternative to mainstream media with a strong and growing reach into the huge over 50s market and delivering this since its inception in 1991.

With a team of experienced journalists and contributors we provide readers with an inspiring and positive experience in our pages each and every month.

We provide a unique community service not seen in other mediums including opportunities for readers to interact with our columnists such as our question and answer feature with Hank Jongen from Services Australia.

*Have a Go News'* longevity means our brand is well respected and sought out

each and every month. Our print medium is still the strongest part of our stable and our digital channels grow and strengthen each year.

The electronic edition is delivered to more than 5000 inboxes each month and is downloadable direct from the website.

Our website is growing in popularity and offers a variety of information different to what's in our hard copy pages.

*Have a Go News'* social media has proved very popular and offers a huge reach month on month with a greater trust seen with followers as we monitor the page well and post regularly.

Every two years we survey our readers and in 2024 we will deliver the next reader survey which sees hundreds of

readers participate.

**Newspapers are still the most trusted source for advertising response with 92% of readers preferring to respond to a print advertisement rather than an online one.**

Each month through our print, electronic edition, website and socials we reach **half a million** people.

*Have a Go News* has strong relationships embedded in the community and features on Channel 9 Perth each month, 6PR on a weekly basis and we are regularly out in the community talking to the many clubs and groups.

Our readers are loyal with 99.19% recommending *Have a Go News* as a good source of information to their friends.

**Take the **digital blinkers off** - Print is still important in people's lives - don't underestimate its strength and worth in your marketing plans!**

## Read what our readers say...

*Have a Go News* is such a professional newspaper medium and understands the need to be 'more than a newspaper'!

You make the rivals seem lightweight in their content. Keep up the good work because you have a real place in the way news is communicated.

**George Booth**  
Fremantle

The *Have a Go Newspaper* is so worthwhile. I have always enjoyed activities advertised through this media and it reaches so many venues and communities. (Participated in rock climbing at *Have a Go Day* it was awesome!).

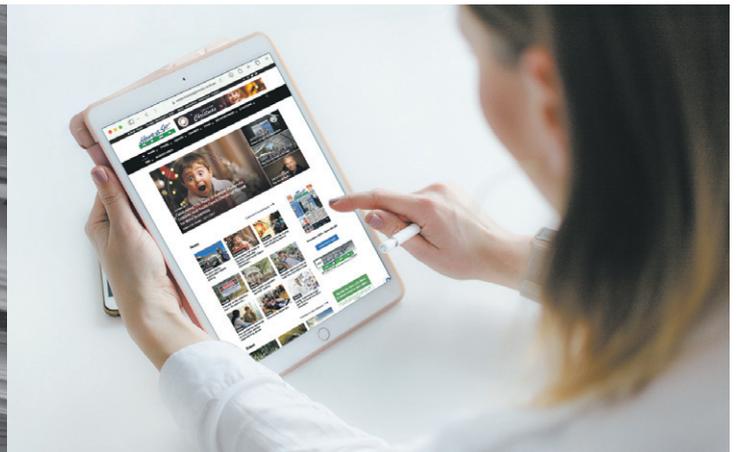
**Linda Janczyk**  
Volunteer & Committe member Harvey RDA

Life is about the legacy and *Have a Go News* has shown its true legacy, caring and sharing information for the good of all seniors.

**Peter & Maureen McKenzie**  
Burswood

*Have a Go News* has been a comfort in my life for more than 10 years. The inspirational articles and helpful advertising are among my favourites.

**Casey Greenfield**  
North Perth



# Testimonials about the effectiveness of *Have a Go News*

Nine Perth has proudly established a firm and trusted relationship with the team at *Have a Go News*. We admire their editorial professionalism, ongoing commitment to their readers and the immense variety of inspiring local stories which appeal to their target audience each month. Our synergies included supporting their milestone 30th anniversary event with 9News Perth's Monika Kos MC, as well as contributing to giveaways and complimentary station tours during Seniors Week. We look forward to our continued relationship with *Have a Go News* in the years ahead.

**Peter Brennan** - Program, Marketing and Communications Manager, Nine Perth

*Have a Go News* has been a key supporter of the Perth Concert Hall, in publicising our venue tours, since 2017.

As our tours take place during the day, they appeal to people and groups who are retired or semi-retired many of who read *Have a Go News*.

The support we receive from *Have a Go News* has been key in publicising the venue tours to a wide group of people and to the many suburbs of Perth.

**Lorraine Rice** - Deputy General Manager, Perth Concert Hall

Over the past few years I have been promoting my rail tours exclusively on radio. A recent decision to promote in *Have a Go News* produced astonishing results which filled one of our forthcoming tours in a matter of weeks. We are now planning further promotion in *Have a Go News* for our tours program as the paper definitely produces results for our target mature age clientele.

**Kevin Pearce** - Manager, Kevin Pearce Tours

Kings Tours and Travel have been advertising regularly with *Have a Go News* for more than 25 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



Seniors Recreation Council of WA would like to thank *Have a Go News* for their invaluable contribution toward our programs and especially *Have a Go Day*. This continued promotion ensures thousands of people attend our premier event *Have a Go Day* and also many other programs we run throughout the year including our Tech Savvy Seniors events.

**Dawn Yates** - Executive Officer Seniors Recreation Council of WA (Inc)



## Cross Promotions



## Radio

Editor Jennifer Merigan has a weekly spot every Friday night with Tod Johnston on Radio 6PR.

## Television

*Have a Go News* is promoted on Channel 9 Perth with a 15 second commercial to advertise the current issue each month.

Editor Jennifer Merigan is a regular on Perth's community television show *The Couch* which is a fun filled old fashioned variety show airing on Foxtel and online.

## Guest Speakers

*Have a Go News* provides guest speaking spots to various clubs and groups around Perth including Probus, Rotary, and many others.

## Sponsorship and Promotions

*Have a Go News* supports and sponsors many community groups and not-for-profits. We offer special rates for not for profit organisations and support and sponsor the following: Major media partner for Seniors Recreation Council of WA *Have a Go Day* Western Australian Carpet Bowls Association

## Competitions and Giveaways

Each month we spoil our readers with myriad competitions, giving away 1000s of prizes each year. This provides a great opportunity to feature your product or service in our pages.

# Have a Go News Hard Copy Reach

Our reach is outstanding, reliable and the best way to access the mature demographic in Western Australia. No Australia Post deliveries only in-house couriers who ensure papers are placed neatly in all outlets.



## PERTH METROPOLITAN AREAS

### EASTERN CORRIDOR 51,687

Perth through to all suburbs heading east from Mount Lawley, Morley, Midland, Guildford, Swan Valley, York, Northam and Toodyay, Bindoon, GinGin, Chittering, Bullsbrook.

### NORTHERN CORRIDOR 51,437

CBD Perth, north through West Perth, Subiaco, Shenton Park, Leederville, Stirling, Mirrabooka, Karrinyup, Innaloo, Tuart Hill, Hillarys, Kingsley, Woodvale, Duncraig, Wanneroo, Warwick, Greenwood, Balga, and all suburbs heading north to Yanchep and Two Rocks.

### SOUTHERN CORRIDOR 63,751

South of Perth through Nedlands, Claremont, Bicton, Melville, Willagee, Swanborne, East Fremantle, Fremantle, South to Rockingham and surrounds.

## REGIONAL CENTRE AREAS

Albany and surrounds	3000
Jurien Bay, Cervantes, Ledge Point, Seabird, Leeman and Guilderton.	875
Mandurah, Pinjarra, Jarrahdale, Harvey	19,250
South West towns inclusive of Bunbury, Busselton, Capel, Collie, Margaret River, Augusta and Bridgetown.	10,000
Wheatbelt towns including Brookton, Wandering, Bruce Rock and Wongan Hills.	200

## Efficient Distribution and Circulation

### Readership of 200,000 people each month

\*Based on readership survey of 2.5 people per copy and digital downloads.

Our team of in-house delivery crew ensure that newspapers are well presented across the network and stands are regularly topped up throughout the month. There are no letterbox deliveries. New outlets are added each month.

Have a Go News is available at major shopping centres, supermarkets, general retail outlets, retirement villages, recreation centres, seniors centres, community centres and hospitals.

### Print / hard copy - Newspaper

Hard copies available from 1800 outlets throughout WA. All distribution is through outlets across the metropolitan area and into major regional centres.

### Digital / electronic - 'E' Edition

The 'E' edition is emailed to 5,000 inboxes and is available to download direct from website.

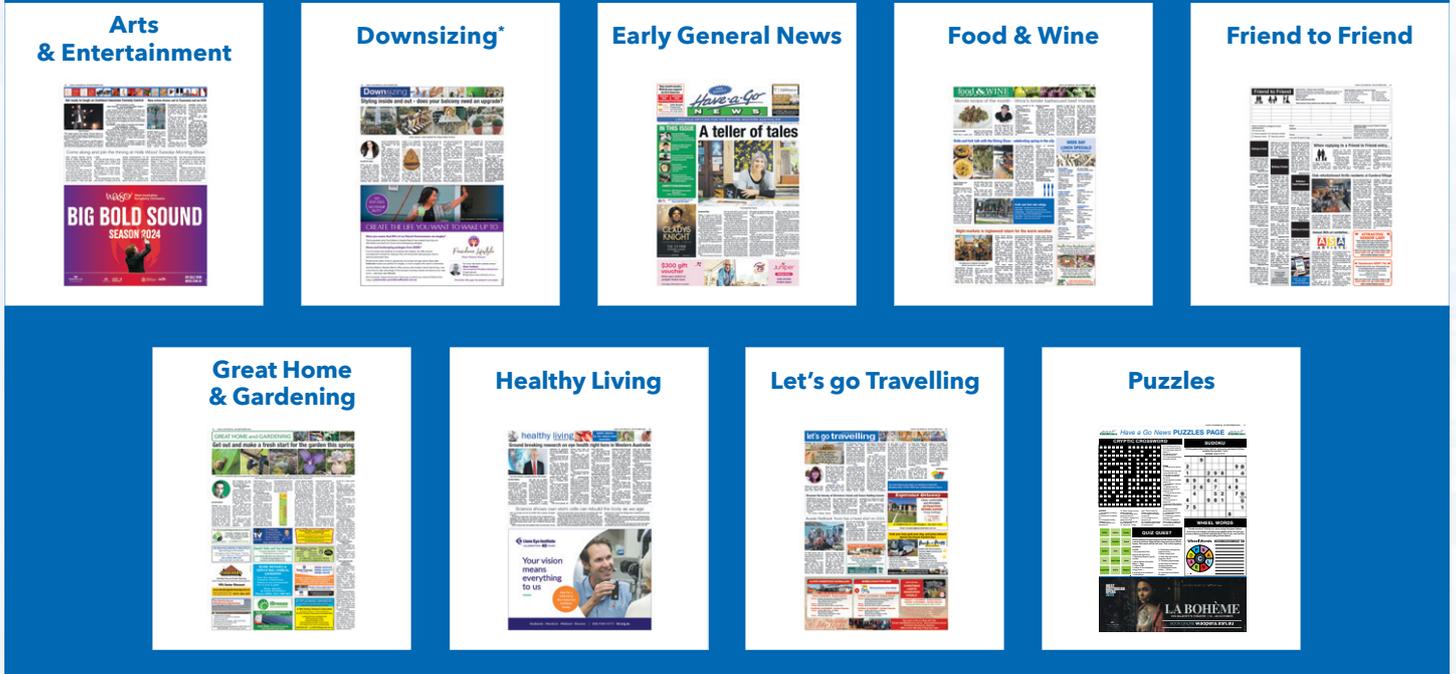


# Trust *Have a Go News* to be your solution for print advertising

Our regular core and monthly features are the perfect medium for your desired reach

Core features appearing every month

(\*excludes January and June editions)



Sectional PRINT features and frequency	J	F	M	A	M	J	J	A	S	O	N	D
<b>ACCPA Care &amp; Ageing Well Expo</b>							•					
<b>Active Ageing</b>			•					•				
<b>Church Services</b>			•									•
<b>Classes &amp; Courses</b>	•	•										
<b>Have a Go Day</b>											•	
<b>Mothers Day</b>				•								
<b>Museums</b>							•					
<b>National Volunteer Week</b>					•							
<b>Retire in Style</b>	•					•						
<b>Safe &amp; Secure</b>								•				
<b>Seniors Week Events Guide</b>										•		
<b>Seniors Week Focus</b>									•			
<b>Thank a Volunteer Day</b>											•	
<b>Wills, Legal &amp; Finance</b>			•						•			
<b>let's go travelling</b>												
<b>Australia's Golden Outback</b>			•					•				
<b>Avon Valley</b>				•								
<b>Central Wheatbelt</b>					•							
<b>Coastal Holidays</b>		•										
<b>Destination Geraldton</b>		•										
<b>Destination Swan Valley</b>										•		
<b>WA North West</b>				•								
<b>WA Wildflowers</b>						•	•	•	•			
<b>Winter in the West</b>						•	•	•				

# Have a Go News Reader Survey Results

Reader surveys conducted every two years - Information sourced 2022 Survey - 455 participants.

## DEMOGRAPHICS

<b>64%</b>	Female
<b>35.5%</b>	Male
<b>0.5%</b>	Gender Neutral

## AGE RANGE

<b>4.5%</b>	35-45
<b>12%</b>	55-64
<b>35%</b>	65-74
<b>40%</b>	75-84
<b>8.5%</b>	85+

## WORK OR RETIRED

<b>69.5%</b>	readers are retired
<b>19.15%</b>	readers are still working
<b>2%</b>	unemployed
<b>9.35%</b>	volunteer
<b>55.5%</b>	of our retired readers have fully or partly funded their retirement - meaning they are cashed up!

## TRAVEL

<b>84.44%</b>	of readers say that the stories featured in Let's Go Travelling provide them with holiday inspiration
<b>74.89%</b>	readers intend to travel in the next 12 months

We asked readers are they more likely to respond to advertisements in print or digital?

<b>92.5%</b>	of readers respond to print
<b>7.5%</b>	readers respond to digital

We asked our readers what sort of advertisements would spark their interest if they were advertised in *Have a Go News*...

<b>72.93%</b>	Health
<b>58.54%</b>	Government Messages
<b>44.15%</b>	Supermarkets
<b>47.56%</b>	Food
<b>37.32%</b>	Medical Devices
<b>13.9%</b>	Cars



**99.15%**

would recommend *Have a Go News* to a friend as a good source of information



**91.5%** refer back to the newspaper after their first read

**81.5%** of readers are the main grocery buyers

**90.76%**  
of readers use the paper's advertisers

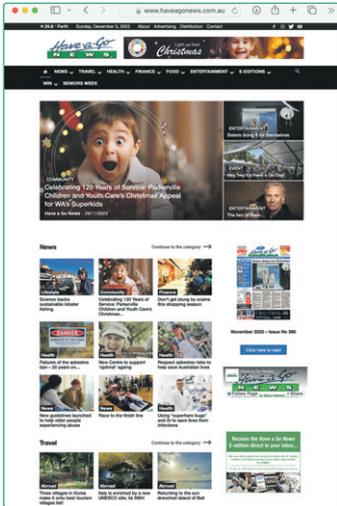
**65%** of readers keep the paper for more than two weeks...

**Want to know more? Further survey results are available - get in touch**

# Have a Go News DIGITAL reach and target options

**Website Advertisement Impressions**  
(01/12/22 - 30/11/23)  
**1,080,396**

**Event count**  
**223,000**



**Monthly page views**  
**15,942**

**Average 6 users from Australia per minute**

## Website

The *Have a Go News* website offers a variety of interesting-information each month and is updated regularly. It offers a directory of clubs and groups relevant to the mature demographic which is well utilized. A variety of banner, and side bar advertisements are available which are not rotated. Sponsored content is also available for advertisers.

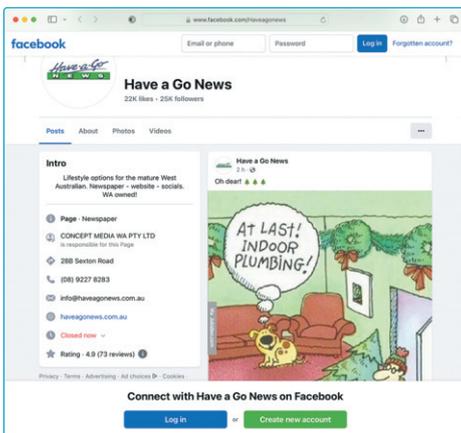
Sponsored content for website <a href="http://www.haveagonews.com.au">www.haveagonews.com.au</a>	Price and frequency <i>*excludes gst</i>	Criterion for creative assets and/or collateral
Advertisers have the opportunity to run online editorial material as sponsored content.	<p><b>\$220 for 3 months*</b></p> <p>This offer is for the client to be invoiced for the full amount at the beginning of the contract.</p> <p><b>\$700 for permanent placement*</b></p>	<p>Word count of 350 to 700 words<sup>^</sup></p> <p>Maximum of five images<sup>^</sup></p> <p>Videos include YouTube and video links<sup>^</sup></p>

<sup>^</sup>All material supplied for online editorial use will be up to the editor's discretion.

## DIGITAL and SOCIALS - How to buy Sponsored Content on [www.haveagonews.com.au](http://www.haveagonews.com.au) and *Have a Go News'* Facebook

Sponsored content for Facebook Shout Out	Price and frequency <i>*excludes gst</i>	Criterion for creative assets and/or collateral
<p>Take advantage of <i>Have a Go News'</i> loyal and growing facebook audience with paid boosted content.</p> <p>Content subject to approval.</p>	<p><b>BASIC POST \$200 per post*</b> (includes \$20 boost)</p> <p><b>SUPER CHARGED POST \$300 per post*</b> (includes \$100 boost)</p> <p>These offers are for the client to be invoiced for the full amount at the beginning of the contract.</p>	<p>Word count of 50 words or less<sup>^</sup></p> <p>One logo/image<sup>^</sup></p> <p>Video and web links are to be insert.</p>

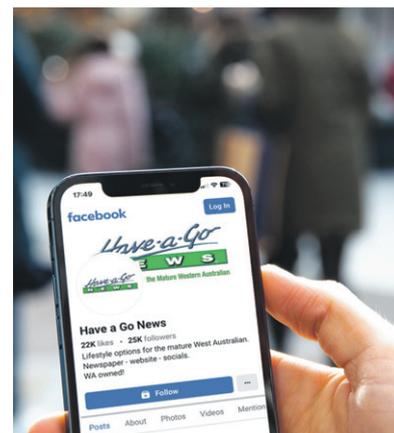
<sup>^</sup>All material supplied for online editorial use will be up to the editor's discretion.



## Social Media

The *Have a Go News* socials have more than 26,000 followers between Facebook and Instagram. Facebook is the most popular platform with our demographic. In 2023 from 01/01/23 - 30/11/23 we reached 5,240,024 people. On average we reach 250,000 people per month.

It's a powerful and useful tool which offers a low cost digital option for advertising. We know that boosting a post gives it the most effective reach on this platform and we are all about giving our clients the best value possible. See above to include a Boosted Shout Out in your marketing mix, we have a basic and this year include a super charged for those who want to increase their reach quickly.

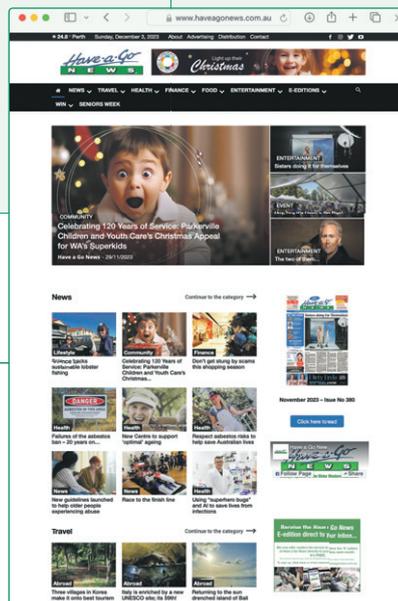


# Have a Go News DIGITAL advertisement rates

Type of advert	Dimensions (pixels)	Recommended (pixels)	Price *excludes gst	Artwork Specifications
<p><b>Header</b></p> <p>This advert, banner style, appears on every page of the <i>Have a Go News</i> website and will also be hyperlinked to your chosen website.</p>	728 x 90 px	1456 x 180 px	<p><b>\$500 per month*</b></p> <p>This offer is for the client to be invoiced for the full amount at the beginning of the contract. Client may change artwork as many times as they like but artwork must be supplied to the requested size.</p>	<p>Clients to please supply .png files with the minimum resolution of 728 x 90 pixels. We also suggest supplying artwork at least 300dpi and at the recommended size (1456 x 180) for best results.^ ^</p>
<p><b>Side bar</b></p> <p>This advert, block style, is available on all of the following section pages; Home page About Travel Advertising Health Distribution Finance Contact Food Join a club Entertainment Competitions E-Editions</p> <p>Side bar advert will also be hyperlinked to your chosen website.</p>	300 x 250 px	600 x 500 px	<p><b>\$150 per month*</b> <b>\$400 for 3 months*</b></p> <p>This offer is for the client to be invoiced for the full amount at the beginning of the contract. Client may change artwork as many times as they like but artwork must be supplied to the requested size.</p>	<p>Clients to please supply .png files with the minimum resolution of 300 x 250 pixels. We also suggest supplying artwork at least 300dpi and at the recommended size (600 x 250) for best results.^ ^</p>
<p><b>Strip banner</b></p> <p>This banner style advert is available on all of the following section pages; Home page About Travel Advertising Health Distribution Finance Contact Food Join a club Entertainment Competitions E-Editions</p> <p>Strip banner advert will also be hyperlinked to your chosen website.</p>	728 x 90 px	1456 x 180 px	<p><b>\$150 per month*</b> <b>\$400 for 3 months*</b></p> <p>This offer is for the client to be invoiced for the full amount at the beginning of the contract. Client may change artwork as many times as they like but artwork must be supplied to the requested size.</p>	<p>Clients to please supply .png files with the minimum resolution of 728 x 90 pixels. We also suggest supplying artwork at least 300dpi and at the recommended supply size (1456 x 180) for best results.^ ^</p>

728 pixels (wide) x 90 pixels (high)

728 pixels (wide)  
x  
90 pixels (high)



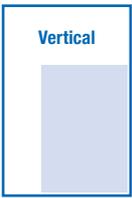
300 pixels (wide)  
x  
250 pixels (high)

^^Screen resolution of web banners and advertisements will be dependent upon the reader's viewing device and original artwork submitted.

# Have a Go News\* PRINT advertising rates

\*Effective as of 3/01/23. Rates are exclusive of GST

**\*CASUAL RATE \$17.17 per col cm (inclusive of colour)** \*Effective as of 3/01/23. Rates are exclusive of GST

<p><b>CASUAL RATE</b> \$17.17 per col cm (inclusive of colour) applies to all assorted sizes</p> <p><b>DISCOUNT LEVELS:</b> 3 to 5 issues, only \$16.17 per col cm 6 to 9 issues, only \$15.70 per col cm 10+ issues, only \$15.70 per col cm</p>	<p><b>QUARTER PAGE SPECIAL</b> \$981 per issue (inclusive of colour)</p> <p>QUARTER PAGE Height 190mm x Width 111.152mm</p>  <p><b>DISCOUNT LEVELS:</b> 3 to 5 issues, only \$1595 per issue 6 to 9 issues, only \$1495 per issue 10+ issues, only \$1395 per issue</p>	<p><b>HALF PAGE SPECIAL</b> \$1615 per issue (inclusive of colour)</p> <p>HALF PAGE (Horizontal) Height 190mm x Width 265mm</p>  <p>Horizontal</p> <p>HALF PAGE (Vertical) Height 260mm x Width 188.076mm</p>  <p>Vertical</p>	<p><b>FULL PAGE SPECIAL</b> \$2510 per issue (inclusive of colour)</p> <p>FULL PAGE Height 380mm Width 265mm</p>  <p><b>DISCOUNT LEVELS:</b> 3 to 5 issues, only \$2395 per issue 6 to 9 issues, only \$2280 per issue 10+ issues, only \$2095 per issue</p>
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## Preferred Positions Loading\*\*

Page 1	100%
Page 2	20%
Page 3	30%
Page 4	15%
Page 5	20%
Page 6	10%
Page 7	15%
Page 8	10%
Page 9	10%
RHP	10%
Back Page	50%

## Acceptable Sizes

Subject to editor's discretion  
Min. size 16cms, maximum 100cms  
Min. size 16cms, maximum 80cms  
Any acceptable size to 100cm  
Any acceptable size to 126cm  
Any acceptable size to 140cm  
Any acceptable size to 126cm  
Any acceptable size to 140cm  
Any acceptable size to 126cm  
Full Page only

## Annual insert (not to be missed) Events Guide to Seniors Week



### Exclusive advertising opportunity - October 2024

The *Have a Go News Events Guide to Seniors Week 2024* is published as an insert with the October 2024 edition. This is the **only liftout** in WA which contains event listings and information on activities during Seniors Week. The feature also includes an exclusive guide to *Have a Go Day* a LiveLighter event held at Burswood Park.

\*Effective as of 3/01/23. Rates are exclusive of GST

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



## Material Requirements

Please refer to the *Have a Go News material requirements* instructions for our column sizes. This document can be obtained via download from our website via the advertising page or from your sales representative.



## Special items - companies can include an insert in the paper

**Inserts \$61.95\* per 1000 plus GST**

\*conditions apply

Only runs of 10,000 plus inserts is accepted.

Cancellations will not be accepted after 20th of month prior to publication and all cancellations must be confirmed in writing. Contract bookings may be subject to a cancellation fee.

## Deadlines for Publication

Issue No.	Month	Appearance	Editorial submission	Booking deadline	Late Finished Artwork
382	January	Friday 12	Friday 15/12/23	Friday 5/1/24	*Friday 5/1/24
383	February	Friday 9	Friday 19/1/24	Monday 29/1/24	*Friday 2/2/24
384	March	Friday 8	Tuesday 20/2/24	Monday 26/2/24	*Friday 1/3/24
385	April	Friday 12	Wednesday 20/3/24	Thursday 28/3/24	*Wednesday 3/4/24
386	May	Friday 10	Friday 19/4/24	Friday 26/4/24	*Friday 3/5/24
387	June	Friday 7	Monday 20/5/24	Monday 27/5/24	*Friday 31/5/24
388	July	Friday 5	Wednesday 19/6/24	Monday 24/6/24	*Friday 28/6/24
389	August	Friday 9	Friday 19/7/24	Monday 29/7/24	*Friday 2/8/24
390	September	Friday 6	Monday 19/8/24	Monday 26/8/24	*Monday 30/8/24
391	October	Friday 4	Friday 20/9/24	Friday 27/9/24	*Tuesday 1/10/24
392	November	Friday 1	Monday 21/10/24	Friday 25/10/24	*Tuesday 29/10/24
393	December	Friday 6	Wednesday 20/11/24	Tuesday 26/11/24	*Friday 29/11/24

**\*Conditions apply - The above listed deadline dates for finished artwork apply to the arrival of late supplied finished agency and/or client material. The standard artwork deadline is the 25th of the month prior to publication.**

## contact details



**Managing Editor**  
**Jennifer Merigan**  
jen@haveagonews.com.au  
(08) 9227 8283  
0414 882 938

### Publishers

Concept Media  
ABN 97 425 866 519  
ACN 069904221

### Website Facebook

www.haveagonews.com.au  
@Haveagonews

### Office Address

28B Sexton Road  
Inglewood WA 6052

### Postal Address

PO Box 1042  
West Leederville WA 6901



**Sharlene Galvin**  
Sales Account Manager



**Helen Peripanos**  
Sales Account Manager