

SUMMER ESCAPES PERTH

30TH OCTOBER 2016



Over the last 12 months domestic travel and the idea of 'exploring your own backyard' has become widely popular. The number of West Australians intending to travel within their home state has increased to **1,256,000**. The ESCAPE editorial team understand this like no one else and are offering readers more domestic getaway ideas than ever before!

As one of the largest and most diverse states in the world, Western Australia is never short of unique and extraordinary holiday experiences. On October 30 we are publishing a special feature covering everything readers need to know when planning their summer adventures. This feature will be a fantastic opportunity to showcase what summer has to offer, be it surfing, boating, fishing or island tours we've got you covered.

The Sunday Times' ESCAPE continues to be recognised as the leader in the Western Australian market, with **263,000** loyal readers each week. We inspire readers with beautiful pictures and enticing editorial on the day of the week they are more likely to plan a holiday.

ESCAPE Readers

78,000 like to take multiple short breaks
75,000 prefer to stay in Australia on holidays
183,000 intend to travel within WA in the next 12 months
226,000 intend to travel in the next 12 months

DEADLINES

Publication:

Sunday October 30, 2016

Booking:

Wednesday, October 19, 2016

Material:

Wednesday, October 26, 2016

Source: emma™ conducted by Ipsos MediaCT, people 14+ June 2016

Images Tourism Western Australia

The Sunday Times perth**now**.com.au

ESCAPE

News Corp Australia

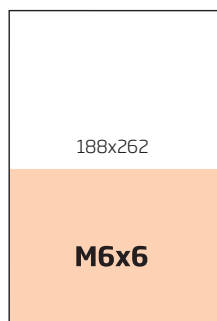
ESCAPE FEATURE ADVERTISING OPTIONS

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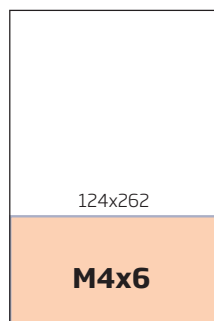
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\$7,506.85 inc GST



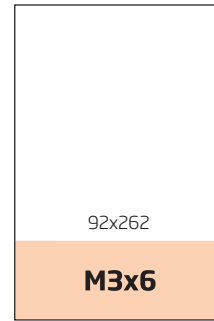
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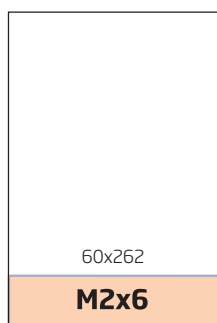
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Medium Strip

\$1,876.71 inc GST



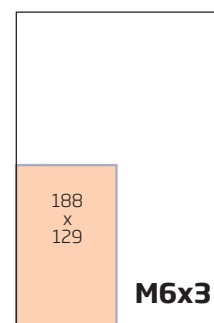
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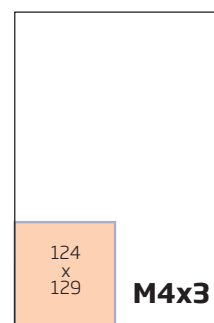
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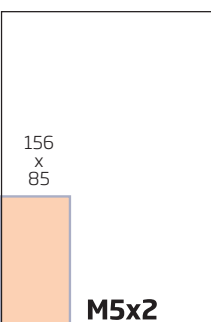


Quarter Page

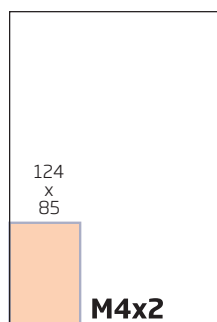
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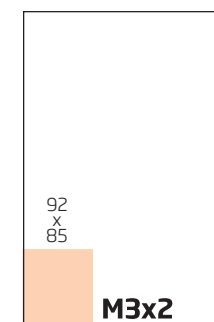
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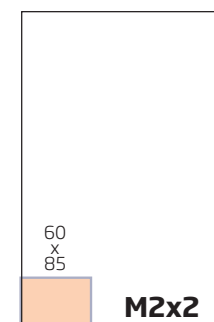
\$1,042.60 inc GST



\$834.09 inc GST



\$625.57 inc GST



\$417.04 inc GST

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