

west

TRAVEL . FOOD . CULTURE

media kit

Spring - Summer 2024



west

For too long, a generational stigma has tainted
the perception of Western Sydney.

WEST wants to celebrate the cultural diversity,
the food and the individuality found in
the West and within Regional NSW.



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branding+editor+director

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branding + communications + content

west@olsenpalmer.com.au

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social media + PR + marketing

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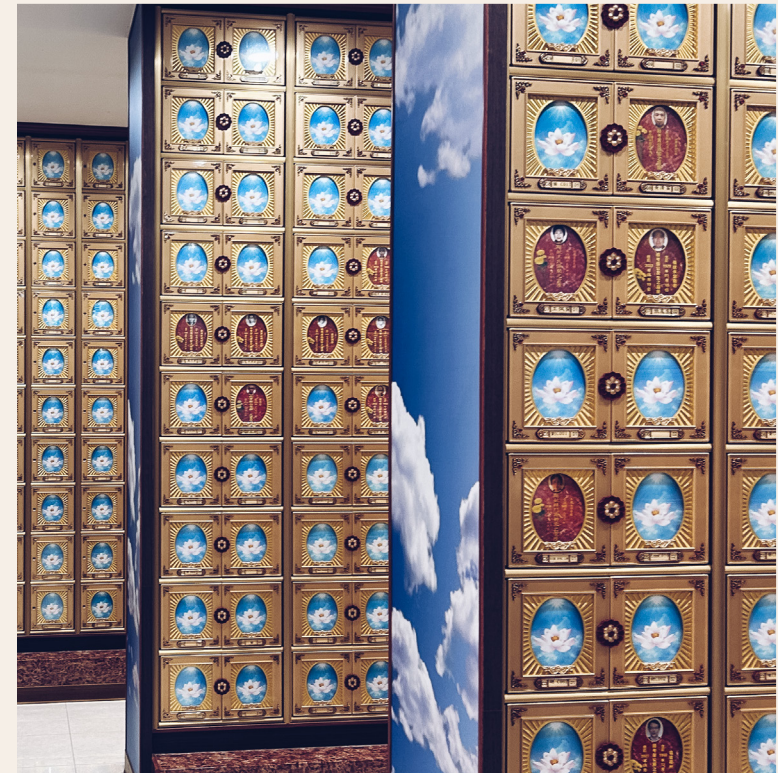


Key contacts

For any advertising, advertorial or editorial questions or comments, please contact a member of the WEST team.

For any general enquiries please contact west@olsenpalmer.com.au

Welcome to The WEST Journal



We **TRAVEL** and discover what is
unique and special.

We explore **FOOD** and uncover
great experiences.

We experience **CULTURE** in all
forms, shapes, and sizes.



The WEST Journal is about experience and brand creation

The WEST Journal is a celebration of wonderful experiences we have in Western Sydney and regional NSW.

Published biannually, we share and celebrate experiences, destinations and events with our readers who want to be kept informed about whats happening in their own backyards and neighbouring suburbs.

We love all things WEST and we want to be right here alongside you, supporting and promoting your experiences.

The WEST Journal connects you directly with the customer in a way that showcases quality and authenticity.

The WEST Journal has made its presence on social media, where each week a new suburb or area is explored and celebrated.

We are so excited to build a lasting relationship with you and take you on this journey with us.

Let us help celebrate your experience and brand.

About

Western Sydney

Greater Western Sydney is the fastest growing region in NSW in terms of economic opportunity, community aspirations, and environmental diversity.

Greater Western Sydney is recognised as an area of growing national importance and has one of the fastest growing populations in Australia.

Regional NSW is an economic powerhouse and the backbone of the states economic success, hosting a third of the NSW population.



“ Greater Western Sydney is projected to be home to 3.4 million people by 2041 ”



Greater Western Sydney	Regional NSW
<ul style="list-style-type: none">Population of Greater Western Sydney in 2020 was 2.65 million and growing.Greater Western Sydney is home to roughly 1 in every 11 Australians.Has the third largest economy in Australia, behind Sydney and Melbourne.Has a new world class airport due to open in 2026, servicing 10 million passengers per year.	<ul style="list-style-type: none">Population project to increase by 14% by 2041 to 3.4 million people\$138 Billion dollar economy.The seven Evocities include; Albury, Bathurst, Dubbo and Tamworth.Around 3 million (people live in regional NSW, making up 38.3% of NSW populationWestern Sydney's gross regional product is estimated at \$155.8 billion, 23.46% of NSW GSP

*Information sourced from the Greater Western Sydney Region Community Profile (using ABS Census data 2021)

Statistics

Our social media achieves a reach of **54k accounts monthly** across Facebook and Instagram.

Our target market demographic breakdown includes:

- An estimated population of 2,389,122.*
- An employment rate of 92.9%.*
- 798,585 dwellings.*
- An average household size of 3.01 peoples.*
- We have a digital database of 25 000+.

The statistics of how large the Greater Western Sydney area is, both geographically as well as in population growth and density, proves the magnitude of advertising potential in this market segment.

We are partnering with leading **brands and agencies** in Western Sydney including the **Cultural Arts Alliance**, a Western Sydney based arts collective which in turn will give us exposure to all **Western Sydney Councils, Regional Galleries** and **Tourism Information Centres**.

Our distribution will include **accommodation locations, hotels, pubs, clubs and sporting facilities** as well as **local and regional airports** and a host of hospitality locations.

*Information sourced from the Greater Western Sydney Region Community Profile (using ABS Census data 2016)

62% of followers aged between 25-40
20% of followers aged between 45-54

37% Business viewership vs. 63% Individual

Organically per month 31k Instagram and 23k Facebook accounts reached.

97% of our followers are from Greater Western Sydney and NSW

EDM open rate of 41.9% and click rate of 13.8%



Advertise in The WEST Journal

The WEST Journal is a clear brand.

We are proud of who we are and what we believe in. We love collaborating with like minded individuals, businesses and visionaries who share the same belief in the untapped value found WEST of the city.

Advertising within **The WEST Journal** is an exciting opportunity to get your business or service into the homes of an estimated 60,000 readers.

Our advertising guidelines are specifically put in place to ensure your advertisement aligns itself with the WEST brand and ensures you are positioned with other unique quality businesses that resonate with our vision. **The WEST Journal** is both a print media and digital platform



- High quality imagery

As our journal is made up of many beautiful images, we want our advertisers to emulate this. Minimise text, maximise imagery.

- Graphic design presentation

WEST has an established brand look and feel and we want advertisers to carefully consider well designed advertisements that provide simple and effective communication to our readers.

- Tone of voice

The existing WEST tone of voice is about authenticity and positivity. We want any advertisement to represent those values also.

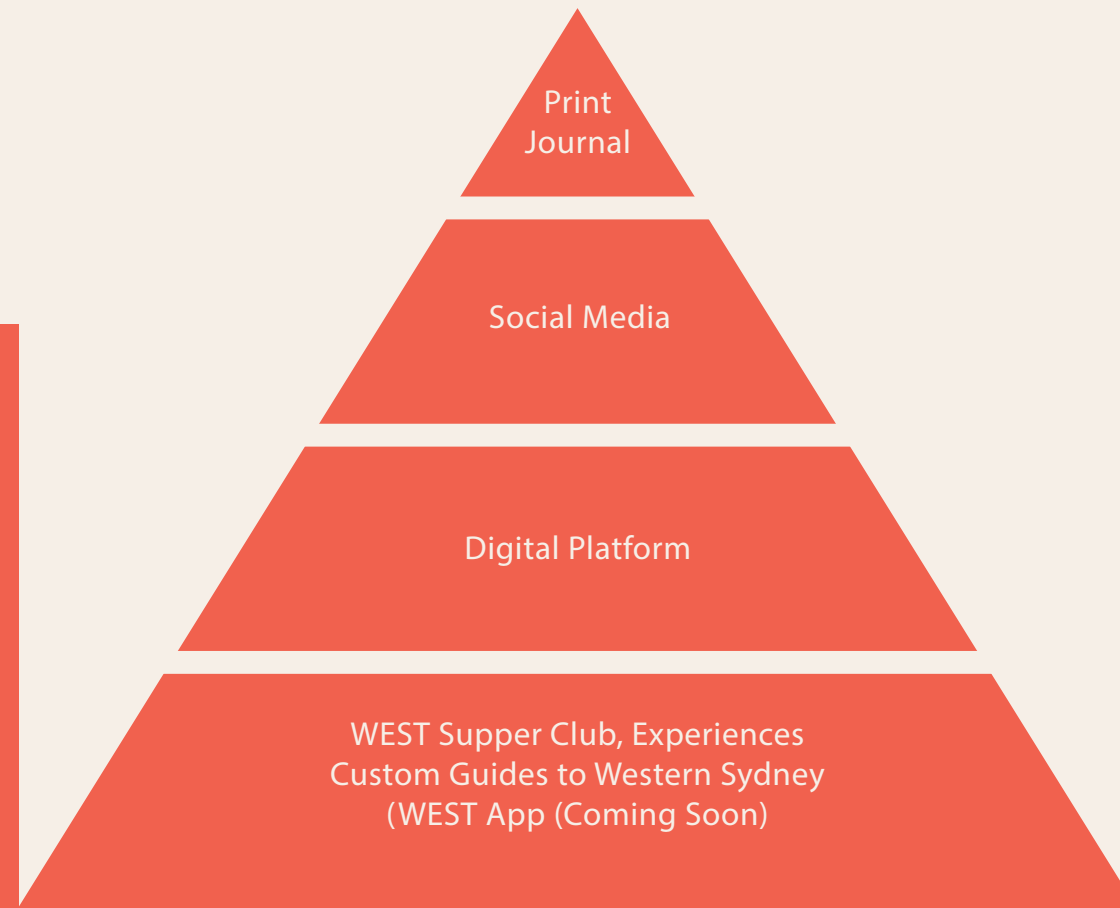
The WEST team is here to help and we are able to provide graphic design services.

The WEST Journal Media Structure

The WEST Journal has advertising options that are accessible for everyone

With a Print Journal, Social Media Presence, Digital Platform and WEST Supper Club content, **The WEST Journal** has many avenues of accessible advertising all created and developed within the **WEST** Style.

With our premium offering of **The WEST Journal** as well as our social media options, we are also able to create custom experiences for clients. For the simple to the expansive. We are all about bringing value and quality to Western Sydney and celebrating too.



The WEST Journal Experience

Let us build you a WEST Journal Experience

Through our premium print edition of **The WEST Journal** we allow business to promote their offerings through **The WEST Journal** in an organic story telling way.

Double Page Advertorial - **WEST** creates the Advertorial for the client in our tone, voice and image style. We provide the copy and develop a storyline for them, showcasing their venue, establishment and experience.

Sponsored Article - Sponsor a **WEST** created article based in your own LGA and have your logo and contact details attached to the end of the story. This is a great way to showcase community engagement through the journal for your business, council or company.

The consistent 'voice' of **WEST** resonates throughout all our media.

Contact west@olsenpalmer.com.au

Double Page Advertorial



The WEST Journal Experience

Let us mention you in The WEST Journal

Premium Mentions - The premium mentions section is a feature at the end of each of the thirteen chapters. The premium mentions feature one location for travel, food and culture. These mentions are the standout feature of the article.

Standard Page Mentions - Standard mentions are found throughout all parts of the journal and are showcased in our WEST Brand terracotta. This section allows an affordable and accessible way for smaller venues to be apart of WEST.

Contact west@olsenpalmer.com.au

Premium Page Mention



Standard Page Mention



Please note:

- All page mentions include a digital hyperlink on the online version of the journal.
- Rates exclude GST

statistics

- 20,000 Print Journal Distribution
- 7,500 Digital Journal Accessed via the Website
- 67,500 Instagram Weekly Impressions
- 38,700 Instagram Post Impressions
- 4,500+ Direct Business Database Subscribers

The WEST Online Experience

Join us online

Weekly Story - We are able to engage businesses for paid promotional **WEST** Stories, separately from the Journal. These story posts focus on your business and builds a story around the venue, connecting it to the local community. The major aspect is that the blog posts are created to be in the same tone as the print version of **The WEST Journal**, providing the same quality as the publication. The weekly stories also include a set of 3 instagram posts as well as 6 social media stories. An exclusive and dedicated feature.

Social Media Post - A standard Instagram post made in the **WEST** style highlighting the venue or experience.

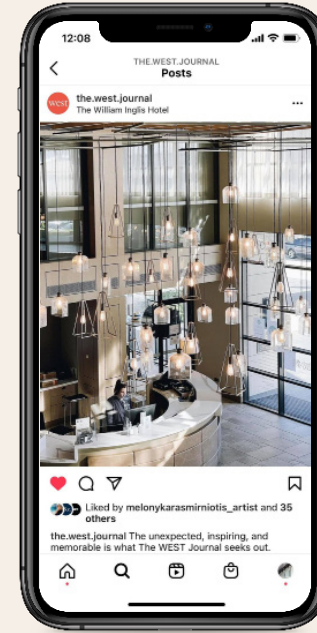
Social Media Story - A standard Instagram story taken in the **WEST** Style highlighting the venue or experience.

WEST Online Weekly Story Mention + Link - A mention within the online story, with a hyperlink to the venue or experience - subject to availability.

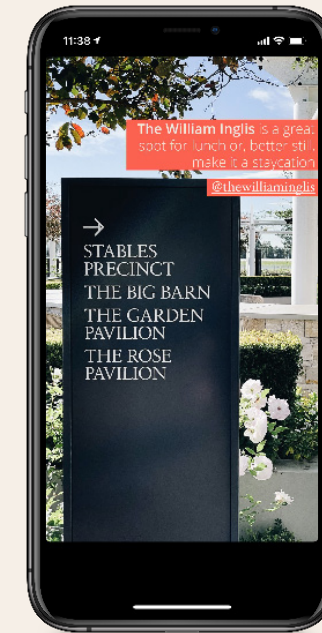
For more information Contact:

west@olsenpalmer.com.au

Social Media Post



Social Media Story



instagram

67,500 Weekly Impressions

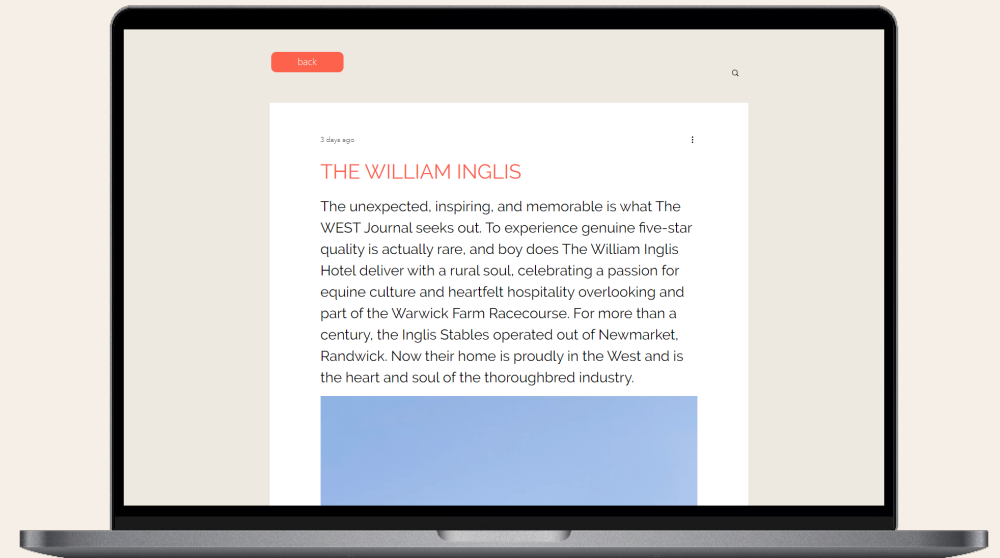
9,640 Daily Impressions

38,700 Post Impressions

48.2% Growth Rate over 90 days

27.1% Growth Rate average per Month

WEST Online Weekly Story





Advertise in

The WEST Journal

Advertise your brand to an audience all throughout Greater Western Sydney, and into regional NSW.

Placement options within **The WEST Journal** include a double page or full page brand ad, a half page ad, or a one third horizontal ad.

We also offer **WEST** Experience advertorial spreads over 2 full pages.

For editorial content please contact:

west@olsenpalmer.com.au

All advertisements, advertorials and editorials are subject to approval by **The WEST Journal** team, and are at the editors discretion.

Please note:

- For guaranteed priority page placement, an additional 30% loading applies.
- Front, internal front pages, and rear covers are an additional 50% loading applies subject to discussion
- Rates exclude GST

Please get in touch with our advertising team for availability and more information about sponsored editorial features at:

admin@olsenpalmer.com.au

Advertising Requirements

File Format

Files need to be supplied as single page PDF documents with bleed and crop marks present.

PDF documents need to be supplied in CMYK format.

PDF documents and imagery need to be supplied in 300ppi.

All advertising is subject to editors discretion.

Artwork and Booking Deadline

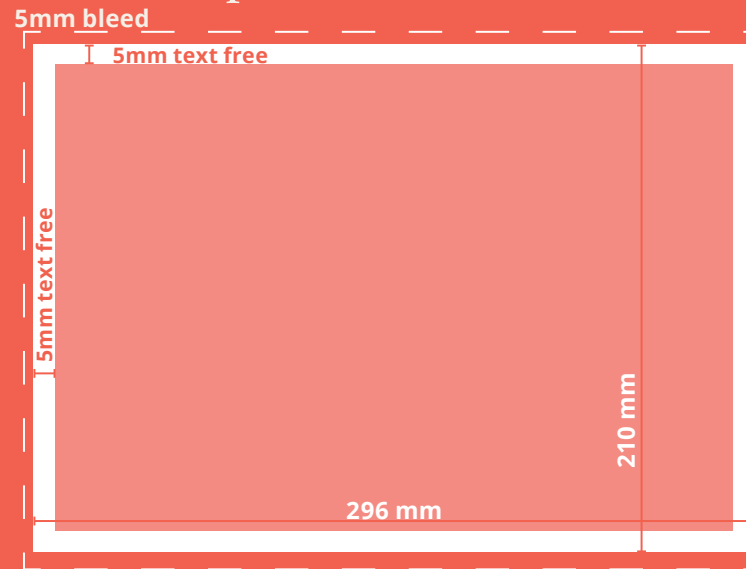
We publish the print journal in **Autumn and Spring**.

To confirm your booking deadlines, speak with our team today for a proposal and timeline.

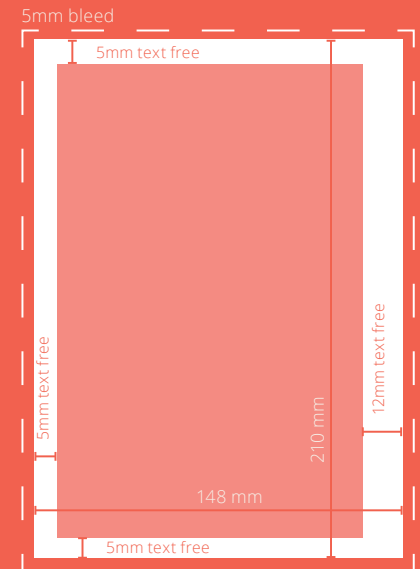
Terms

- 50% deposit issued on sign up - 7 days terms.
- All imagery and content to be provided
- Final Payment issued on publication date - 14 days terms.
- Interest may be charged for late payment.
- Graphic design works are additional at \$135 + GST per hour
- Editor discretion applies to all content.

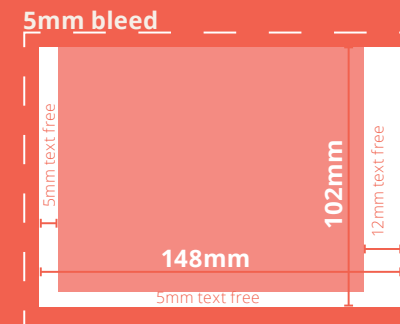
Double Spread



Full Page



Half Page



Please see the mock advertisements on the following page as inspiration of how to design and create your own advertisements.

Acceptance of all advertisements will be at discretion of the editor. If you would like some advice on graphic design services, please contact the team where we will be more than happy to assist you in designing an advertisement.



for Western Sydney", Richard says.

Must-tries include **Chu Restaurant** by China Doll, (yes, you heard correctly). This is a beautifully designed space with a premium and modern take on culinary traditions from China, Hong Kong, Japan and South-East Asia. The new Yum Cha menu is set to be the best in the west.

With venues by restaurateurs such as **Steak & Co.** by Sean Connolly, **PizzaAperta** Manfredi by Stefano Manfredi, **Chur**

Burger, **Gelatissimo**, **New Town Thai**, **Eat St.** Bar and **33Grill Bar** for every die-hard foodie. With so much to see and do, this is a place to come back to more than once.

WEST HQ also features a **Novotel Hotel** and is set to open a **Pullman Hotel** in the mid 2020s. With all this in mind, WEST HQ is a destination in and of itself. It can be found at the apex of the M4 and M7, and believe us, you're not going to want to skip out on this one!

DISCOVER

STAY

DINE

WELCOME HOME TO THE HEART OF GREATER WESTERN SYDNEY

WEST HQ

WESTHQ.COM.AU

123 BULLWAY ST, ROOTY HILL NSW 2780

..... Half Page



Contact Us

Advertise in WEST
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to request a media kit.

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thewestjournal

The West Journal

thewestjournal.com.au

Publisher
Olsen Palmer Pty Ltd.

Printing
This journal was printed by **Repsol Print Group**.

Both print stocks are from FSC Mixed Source & qualify for FSC approval.



The WEST Journal is published *seasonally*, and has taken the utmost care to ensure the *content* is accurate on the date of publication. WEST does not assume or accept any legal liability or responsibility for the quality, reliability, accuracy, completeness or usefulness of any information, error, omission, product or service represented within this journal. No part of this publication may be reproduced in part or whole without the permission of the publisher. Any views expressed in the journal are not necessarily the view of the publisher. All rights reserved.

The WEST Journal
a concept of **OLSEN PALMER**
ABN 31 4609 740 205

GOLIATH
COFFEE ROASTERS

Goliath Coffee Roasters

793 The Hoopier Drive, Wetherill Park, NSW, 2164, Australia
PH 2 9788 0275
hello@goliathcoffee.com.au

Double Page



developments such as Western Sydney's Aerotropolis, Moorebank Intermodal Terminal, and further expansions for the Western Sydney Employment Area are underway. With these innovations expected, we are anticipating a shift in our economy in the coming years.

Currently, advocacy for diversity is striking to displace the stigma and exclusion Greater Western Sydney regularly battles. With our current regional infrastructures increasing to serve our communities, new space for passion and success is inevitable.

The WEST Journal is proud to share, celebrate and be a part of the changing face of Greater Western Sydney. As one of the fastest-growing regions of Australia, it is absolutely overflowing with opportunity, ambition, energy, diversity and will be a place of the world's best practice in terms of urban design and architecture. Many people don't realise just how dynamic this change will be and for example most don't know that Western Sydney is Australia's third largest economic areas.

McGrath

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west.com.au

McGrath

CABRAMATTA

west

what are you doing this
weekend ?