



w e s t e r n s y d n e y  

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PUBLISHING GROUP

the western  
**weekender**

**parra news**

**WesternProperty**

**creative**  
publishing  
AUSTRALIA

## Why choose the Western Weekender?



**MULTIPLE SECTIONS** with rich content to engage a wide variety of readers



Strong **RETURN ON INVESTMENT** for advertisers



Strong **DIGITAL** and **SOCIAL MEDIA** engagement



**AFFORDABLE MARKETING** solutions for your business

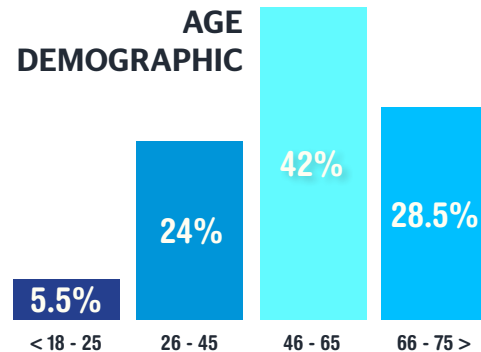


**MORE** copies, **MORE** pages, **MORE** stories than any other paper in the region



## Our Statistics

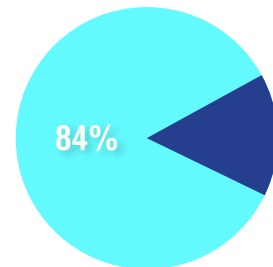
Data taken from our readership survey



Our highest viewership age demographic is 46 - 65

# 84%

Have purchased a product or utilised a service after seeing it advertised in the Weekender



# parra news

## Why choose Parra News?



**PRINT COMBINED WITH DIGITAL** to present a powerful business offering



Strong, **HIGHLY VISIBLE** delivery network

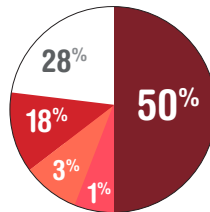


We are **EFFECTIVE** and **AFFORDABLE**



Parra News covers the **PARRAMATTA** and **CUMBERLAND** Local Government Areas.

## HOW OFTEN DO YOU READ PARRA NEWS?



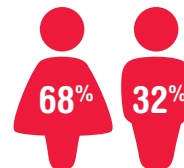
- EVERYWEEK
- 1-2 TIMES PER MONTH
- LESS THAN ONCE A MONTH
- FIRST TIME READER
- OTHER

With 50% of viewers reading weekly, continuous advertising is a great strategy for repetitive brand recognition.

# Our Statistics

Data taken from our readership survey

## GENDER



Higher Female readership.



# Western Property



**EXCLUSIVE** and informative expert contributors



Printed in **HIGH QUALITY FULL GLOSS**



**DIGITAL DISTRIBUTION** via The Western Weekender and Parra News

## Whats Inside?

- ✓ WESTERN PROPERTY PREFERRED AGENTS
- ✓ REAL ESTATE NEWS
- ✓ PROPERTY PARTNERS
- ✓ SPONSORED CONTENT



**2,800 +  
Followers**

[facebook.com/westernpropertymag](https://facebook.com/westernpropertymag)

**1/4**

Young families make up over 1/4 of Western Property viewers

# ARE YOU LOOKING TO PRODUCE A PUBLICATION FOR YOUR EVENT, BUSINESS OR FESTIVAL?

Creative Publishing Australia are the experts when it comes to specialist publications, whether it be in newspaper form, gloss magazine or perhaps a special customised size. We can handle everything from production of pages to typesetting, content, sales, printing and even photography - we can cater for every aspect of your publication, or just the particular areas you need help with.

✓ **EXCLUSIVE** partnerships with some of Australia's leading print providers

✓ **FAST** turn around times

✓ **IN HOUSE** graphic design team

✓ Tailored high quality and **PROFESSIONAL** output



# News

If you're not advertising in a news service you are missing out.

**97%** of Australians read news each month.

Every week 17 million Aussies read news across printed newspapers and/or online - that's more than Aussies who drink coffee!



News covers all interests.



Readership is strong all year round

**If you're not advertising in news you are missing out.**

**News offers a breadth of titles to engage readers time and time again.**

**BREAKING NEWS**



**YOUR AD HERE**

# Digital Solutions

Genuine digital marketing solution

## WHAT IS TRADITIONAL DIGITAL MEDIA?

- ✓ WEBSITE BANNER
- ✓ VIDEO CONTENT
- ✓ SOCIAL MEDIA



## WESTERN SYDNEY'S DIGITAL MEDIA LEADER

A truly comprehensive online presence without the cost of some national media outlets. Western Sydney Publishing Group gives you access to traditional online media advertisement.



Facebook:  
80,000+



Subscribers:  
25,000+



Instagram:  
7,000+



Twitter:  
4,500+



Average monthly unique  
web views:  
180,000+

# Clients

We work with a variety of businesses to introduce them to our local print and digital audiences.



**PENRITH CBD CORPORATION**



**MCDONALDS**



**HOYTS**



**BOTTLEMART**



**SYDNEY SHOWGROUND**



**PANTHERS**

# Partnerships

Our media partnerships, using promotion and raising visibility & credibility.



**LOCAL BUSINESS AWARDS**

Recognising and celebrating the best in Local Businesses.



Penrith CBD CORPORATION

**PENRITH CBD CORPORATION**

Helping to promote businesses in the Penrith CBD



**THE SYDNEY DISABILITY EXPO**

Links thousands of people with a disability with hundreds of product and service providers.



**SWR 99.9 FM**

A local community radio station for Sydney's West!



**ZEST AWARDS**

Showcase and recognise the innovative work of the Community Sector.



**BRETT CARTER EVENTS**

Careers | Jobs | Apprenticeships | Traineeships | Further Education Expos.



# IN THE SPOTLIGHT

## IN THE SPOTLIGHT

BRISKET BOYS • 215 CASTLEREAGH ROAD, PENRITH • WWW.BRISKETBOYS.COM.AU

### Barbecuing together – American style!



Brisket isn't only being served to the stars in Hollywood and major commercial events. The founders of Brisket Boys - Mark Fitzpatrick, Russell Taylor, Darren Kelly and Dave O'Donnovan - expressed their passion for what they considered to be their true love: barbecue. Within the last year, they've been featured in numerous articles, including a recent one in *Brisket* magazine. They're currently focused on sharing their love of food and their experiences abroad to their home in Penrith, bringing a bit of Texas to the Blue Mountains region.

The BBQ style has been in operation since the 1950s and is a traditional way of cooking meat in a slow, moist environment using indirect heat. The art is passed down from father to son, with each family having its own unique style. The boys have purchased quality equipment for their home in Penrith, including a professional-grade smoker, a large grill, and a variety of meats and sides. They're currently focused on sharing their love of food and their experiences abroad to their home in Penrith, bringing a bit of Texas to the Blue Mountains region.

The boys and Steve, a member of the team, are currently focused on sharing their love of food and their experiences abroad to their home in Penrith, bringing a bit of Texas to the Blue Mountains region.

# Brisket Boys

American BBQ Coming to Penrith!



# Opportunities

Highlighted features that are more connected to your company and brand.

# READ ALL ABOUT US



## MERRYLANDS RSL CLUB GOES HOLLYWOOD ON NYE

End 2021 goodbye and say hello to 2022 in style at Merrylands RSL Club's New Year's Eve Red Carpet Event on the 31st of December. The event will be Hollywood themed, complete with a Hollywood backdrop for photos and selfies. Don't hesitate to glam up on the night for your chance to win the best-dressed prize. Live entertainment will kick off from 8:30pm, featuring Menique Mosker, a multiple-award-winning and world-class vocalist who will be performing hits from Hollywood classics. The M7 Band will also get everyone dancing the night away with energetic party songs all the way through the count down.

There is also the exciting \$4,000 Blockbuster Giveaway where members are given the chance to win as much as \$500 in offers each night. It will be an exclusive member's promotion but anyone can sign up as a member on the night and also receive a FREE entry ticket into the draw.

Keeping in theme, patrons can enjoy complimentary popcorn on the night along with a special New Year's Eve menu available at SAGE 2160. Midnight fireworks will be shown on the big screen, live and loud.

For more information on this event, go to [mrls.com.au](http://mrls.com.au) or call 8668 7777

# READ ALL ABOUT US



## PENRITH LIFESTYLE AND GAS SHOP

Come see us at the newly renovated PENRITH LIFESTYLE AND GAS SHOP under NEW MANAGEMENT. A place with a wide range of Lifestyle products and a friendly team with many years of industry knowledge and experience ready and willing to attend to your needs. Penrith Lifestyle and Gas Shop has a wide range of products including Gas (oil and bottled) and everything with brands such as Ecos, Wharfedale, Jemeter and Coopers, also a Australian made range of wood heaters to suit every home. If you're looking for something portable then look no further than our range including Russel Gravelas or the Stanski Avenger, or even the Omega Akite.

Brigadier or Lance. As the seasons are changing and these heaters are not needed to be used till next year, we've got you covered, with our latest BBQ'S from trustworthy brands of Napoleon, Revolution and Indigo. But that's not all, with our new upgrade of products we now range quality outdoor furniture, Billabong Spas and a large range of modern traps to suit your family lifestyle. We continue to be the one stop shop for your home, fittings and all your gas needs backed by professional knowledge with our licensed plumber on site that gives you peace of mind. We look forward to seeing you at Penrith Lifestyle and Gas Shop... YOUR ONE STOP SHOP.

UNDER NEW MANAGEMENT VISIT US AT [WWW.GASSHOP.COM.AU](http://WWW.GASSHOP.COM.AU)

**PENRITH Lifestyle & GAS SHOP**

**SERVICES**

- Gas Fireplaces
- Heating
- Outdoor Furniture
- Spas
- Woodfires
- BBQ'S
- Rugs
- Heating Repairs & Services

1/88 BATT STREET, JAMISON TOWN  
4731 1208

# FB PAID PARTNERSHIP POST



# SPECIAL OFFER!

## FREE QUARTER PAGE AD WITH ANY CAMPAIGN

Campaign is a minimum of two print or digital ads