



Western Australian Association
for Mental Health

20 August 2015

Invitation to feature in *The West Australian* during Mental Health Week

The Western Australian Association for Mental Health would like to invite you to feature your organisation and its services in a special magazine format edition of *Health + Medicine* produced by *The West Australian* for Mental Health Week.

This informative magazine, written by award-winning health journalists, offers you the chance to reach an audience of 651,000 Wednesday readers statewide.

Last year, *The West Australian's Health + Medicine* team published a 24-page colour magazine to raise awareness of Mental Health Week in WA and thanks to you – our key partners – the publication was a success. We were delighted with the number of participating organisations and individuals within the mental health sector who wanted to be a part of this opportunity.

This year, we are planning to release a similar 20-page editorial colour supplement. This format allows the *Health + Medicine* writers to promote positive attitudes to mental health, raise public awareness and highlight important changes underway to improve the delivery of mental health services.

The hard copy magazines will be distributed to the WA population with *The West Australian* newspaper on Wednesday, 30 September 2015 in the lead up to Mental Health Week (2-10 October 2015) and will also be published on *The West Australian's Health + Medicine* website at www.health.thewest.com.au. Both electronic and hard copies will be distributed at various events during Mental Health Week, including the Good Outcomes Awards.

The Mental Health Commission is fully supportive of this magazine and as such, has already taken out the first advertising slot on the back page of the magazine.

We encourage you to participate in this rare opportunity to market your organisation to your target audience and the broader community.

To ensure you secure your advertising space, we encourage you to contact Eithne Healy at *The West Australian* on 9482 3559.

All editorial submissions are separate from the advertising process. To submit editorial content for consideration, please email Brooke Johns at BJohns@waamh.org.au and she will forward it to the editor for consideration.

We look forward to working with you again in 2015.

Rod Astbury
Executive Director
WA Association for Mental Health