

MENTAL HEALTH STARTS WHERE WE LIVE, LEARN, WORK & PLAY



mhw.waamh.org.au

#mentalhealthstartshere



Government of Western Australia
Mental Health Commission

Mental Health Week 2018 aims to shift the focus towards breaking down stigma around mental health issues and highlighting the important role both supportive communities and prevention services play.

Following the overwhelming support for last year's publication, *The West Australian*, in conjunction with the Western Australian Association for Mental Health (WAAMH), is publishing a magazine on Wednesday, October 10 – World Mental Health Day - to recognise **Mental Health Week** in 2018.

This year, Mental Health Week will be published in *The West Australian* and, for the second year following positive responses, will also be hosted on a digital microsite.

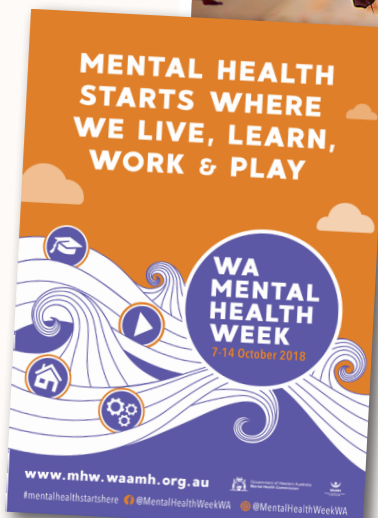
The magazine will be published as a special Health+Medicine supplement, following the theme selected for WA's 2018 Mental Health Week; Mental health starts where we live, learn, work and play #mentalhealthstartshere. This magazine will highlight outstanding community mental health initiatives, promote positive mental wellbeing and celebrate stories of recovery and resilience.

The supplement is open to community and acute mental health support providers, health and mental wellbeing services, businesses who would like to promote good mental health and those who would like to promote their event or service during Mental Health Week.

This magazine will be exposed to half a million readers of *The West Australian* on an average Wednesday*, including **69,000** who consider health and mental health the most important issues facing Australian's today.



2018 Themes



Autumn Leaves by Shanna Kinniburgh

Deadlines

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Publication Date:
Wednesday October 10, 2018

Booking Deadline:
5pm, Wednesday September 26, 2018

Material Deadline:
12pm, Tuesday October 2, 2018

Advertising Rates: Prices include GST and colour.

Size Dimensions – H x W	Discounted WAAMH Rate*	Casual Rate
Twelfth Page 80mm x 82mm - Print Only	\$883	\$1622
Eighth Page 80mm x 126mm - Print Only	\$1542	\$2440
Quarter Page 161mm x 126mm - Print + Digital	\$3580	\$5018
Half Page 161mm x 256mm - Print + Digital	\$5500	\$9238
Full Page 326mm x 256mm - Print + Digital	\$11,000	\$18,478

Source: emma CMV, People 14+ for the 12 months to March 31, 2018. *The West Australian- Wednesday edition has 500,000 readers.



The West Australian

TO SECURE YOUR SUPPORT TODAY PLEASE CONTACT:

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