

26 August 2019

INVITATION

The West Australian's Mental Health Week Magazine 2019

As a member of the Western Australian Association for Mental Health (WAAMH) you're invited to participate in marketing your organisation and its services in 'The West Australian's' Mental Health Week magazine, in order to reach a broader audience beyond the mental health sector.

This year we are planning to release a 16-page editorial colour supplement, published inside *The West Australian* on Wednesday October 2, with a full run of 135,000 copies distributed across Perth metropolitan and regional WA as well as our mental health week events.

Written by lifestyle and special publications journalists, the magazine will showcase the key themes of Mental Health Week 2019 – 'Mental health starts where we live, learn, work and play' -with editorial features highlighting the full spectrum of Mental Health Week's initiatives, including personal stories of resilience, recovery, hope; and programs and services improving mental health.

This is your chance to reach to reach **420,000** Wednesday readers of 'The West Australian' **at a heavily reduced advertising rate** exclusive to WAAHM members.

As part of the campaign there will be digital extensions exclusive to advertisers of the print feature, including one 'Home Page' display advertising package on the same day of the magazine release and up to five native content sponsored articles to run during mental health week on thewest.com.au

I encourage you to take up this opportunity to highlight your services in this project celebrating Mental Health Week and presenting yourself as a market leader in mental health support.

If you have any topics, stories, speakers or programs you feel might be suitable for editorial consideration please email the WAAMH Communications Manager at BJohns@waamh.org.au and we will present your story to the publication journalists to consider organising a follow-up interview and potential inclusion in the magazine.

To ensure you secure your advertising space, please contact Val Fernandez at *Seven West Media* on (08) 9482 3255 or val.fernandez@wanews.com.au

Thank you for your involvement with this Mental Health Week partnership for another year.

Taryn Harvey
Chief Executive Officer
Western Australian Association for Mental Health