

The West Australian **mate**

WESTmate

NEW MEN'S LIFTOUT

FIRST ISSUE FRIDAY APRIL 5, 2013 IN *THE WEST AUSTRALIAN*

Every Friday, *The West Australian* is set to become a must-read for blokes everywhere with the launch of *West Mate* – our new full-colour, weekly men's lift-out.

The eight-page lift-out will cover all the big issues in "blokes' world" - including the latest in sport, boys toys, fitness, lifestyle and entertainment for the average man.

The West's Food Editor Rob Broadfield joins us as our dedicated drinks columnist to show that real men drink cocktails, Mike Roennfeldt has brought his popular fishing page over from *Today*, while *Seven's* Adrian Barich will have the last word on all things sport every Friday.

In tomorrow's debut edition, WA cricketing legend Mike Hussey talks about his nervous introduction to the Test side and why he won't be making a comeback. We also look at the five new tough guys of movies and mountaineer Mike Wood takes us through what you need to do to tackle Everest. Plus every week, our advice columnist The Gay Guy will provide advice to solve the most complicated social problems, while our "lawman", The Bison, will tell you which rule you broke to get yourself into the sticky situation in the first place.

Delivered with WA's leading newspaper *The West Australian*, *West Mate* will enable advertisers to connect with more men on Friday than any other weekday. *West Mate* readers are active consumers, big discretionary spenders, responsive to offers and promotions and are loyal to the brands they like.

High profile positioning within *The West Australian* (in *Pre Game* during the AFL season) ensures maximum impact and exposure for advertisers.

A comprehensive marketing campaign will support the launch of *West Mate*, including press advertising and editorial, online and social media marketing, point of sale, radio and TV promotion.

Don't miss the first issue of *West Mate*, inside *The West Australian* every Friday from April 5.

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