

LIVING

WEST COAST

Media Release
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For People Who Are Passionate About Property, Homes & Living Announcing Australia's newest magazine – West Coast Living

If you speak to the average Perth resident, many will admit that their obsession with the property market has increased only in the last few years. Trying to keep up with our fast paced economy, buying into the real estate market or adding more value to your current home, is a trend taking the State by storm. Thinking, planning and plotting a way to make that next acquisition seems to occupy a large part of the collective consciousness in our city. Now, there is a magazine to indulge that obsession in a very West Coast way – *West Coast Living*.

“*West Coast Living* is designed for people who are obsessed with property at the time they are actively buying, selling or renovating,” says West Coast editor Katie Lee. “But property is not just about getting the right price or furnishings to suit a particular room. It is about how we live, create and indulge, so we’ve produced a magazine that shows the lifestyle offered by different parts of Perth, and how to personally craft your ideal lifestyle in this great city.”

If you are looking for design inspiration, our first issue opens many doors – we see inside the beautiful Applecross home of Channel Nine newsreader Sonia Vinci, and find out what well-known restaurateur Albasio La Pegna loves most about his own kitchen. Design Brief’s Alison Evans presents some simple interior design tricks, and you will see some of Perth’s best contemporary home designs, classic home designs, smart home fit-outs, renovations, extensions, storage solutions, furnishings, kitchens, luxury bathrooms, pools and landscapes. Jamie Durie even pops in to give the latest advice on building a garden that conserves water and will survive the toughest water restrictions.

And if you are currently buying or selling, our regular suburb snapshots will surely become one of your favourites, along with our Around Town feature, which profiles some of WA’s best local haunts.

Going Local

“As media options multiply, consumers are taking up niche mediums that speak directly to them,” commented Associate Publisher Janice Williams. “Property really is a city-specific phenomenon, so we are giving consumers a magazine that tells them where to buy, and how to build or improve property in a way that is right for Perth. This in turn delivers great value for advertisers whose markets are geographically targeted.”

West Coast Living joins *Melbourne Living* and *Sydney Living* as part of the new Living Series by Universal Magazines.

For further information about West Coast Living call Bonnie Sullivan on 0407 072 325.