

### Advertising statistics: REPA vs. Competitive Publications

Week Commencing	23-Feb		16-Feb		9-Feb		2-Feb		26-Jan		Average/Magazine	
	Agents	Ad Pages	Agents	Ad Pages	Agents	Ad Pages	Agents	Ad Pages	Agents	Ad Pages	Agents	Ad Pages
<b>Homes Pictorial / Showcase</b>	<b>95</b>	<b>176.5</b>	<b>95</b>	<b>177</b>	<b>83</b>	<b>174</b>	<b>93</b>	<b>177</b>	<b>87</b>	<b>161.5</b>	<b>90.6</b>	<b>173.2</b>
Homesguide Western Sydney	71	123.5	60	109.5	69	129	67	107	57	107	64.8	115.2
Hills News	21	23.5	19	18.5	20	23	17	18	20	17.5	19.4	20.1
Hills Shire Times	38	35	38	32	37	40	39	33	30	29	36.4	33.8
Blacktown City Sun	9	6	7	4.5	11	7	11	5	8	3.5	9.2	5.2
Blacktown Advocate	22	14	20	13	15	10.5	16	11	12	7.5	17.0	11.2
Parramatta Advertiser	19	20.5	33	38	35	31	30	25	25	24	28.4	27.7
Liverpool City Champion	34	24	25	20	27	21	26	20.5	27	19.5	27.8	21.0
Liverpool Leader	30	24	30	25	28	20	20	19	19	17	25.4	21.0
Realestateworld	24	14.5	20	11.5	17	14.5	n/a	n/a	n/a	n/a	20.3	13.5

\*Agents refers to the number of real estate agent, related service providers and housing projects represented by pictorial advertising in each issue.

\*Ad Pages refers to the number of pictorial advertising pages excluding open home listings, editorials, website listings, etc.

\*Some publications unavailable for comparison. Averages are based on weeks available.