

The West Australian

West Australian Newspapers Limited

MEDIA RELEASE

Celebrate the season with WA's most sought after consumers and The West Australian

Christmas cheer is all around and according to the latest emma™ monthly data release (12 months to October 2014) *The West Australian's* audience of almost 2 million^ readers will be embracing the spirit of the season.

The West Australian is the place to be for advertisers in the liquor, food, hospitality and entertainment sectors. 'The West' delivers a high volume, high value audience across print and digital platforms every day. Our audience is actively seeking news and information, including advertising, and has demonstrated spending power.

On average, 76 per cent of West Australians access our masthead each month (across print, desktop, mobile, tablet) and this increases to over 80 per cent for alcohol drinkers¹, people who like a drink at hotels/wine-bars,² host dinner parties at home² or go to BYO restaurants.³

Digital readers in particular spend big on alcohol and dining out. Compared to the average West Australian they are 19 per cent more likely to be among the top spenders on meals in restaurants/hotels, 15 per cent more likely to be top spenders on alcohol and 22 per cent more likely to spend big on seafood/meat/poultry.⁴

In print, the most sought after consumers in food/grocery markets are reading FRESH (Thursday). These readers are big spenders on food/groceries and responsible for buying and cooking food in their household.

'The West' is also the place to be for event/entertainment advertisers with WA's packed summer schedule of sporting and cultural activities. Our WA audience indexes above average for attending live shows (theatre/music etc) and arts/cultural events and digital readers are big fans of professional sporting activities/matches.

The West Australian both in print and digital is a compelling proposition for advertisers to tap in to highly engaged audiences, who will be out and about, eating, drinking, cooking and more importantly SPENDING on having a good time over the Christmas and new year period.

For further information please contact:

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Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending October 2014, Nielsen Online Ratings October 2014, People 14+ only.

^ Monthly unique audience print/digital

1 Consume alcohol at least once a week. 2. Activities in the last month

3 Go to BYO restaurants once a month or more

4 ABS Household Expenditure Survey in emma (Top 20% of spenders)

For all of *The West Australian's* media releases please visit www.sevenwestmedia.com.au