

The West Australian

West Australian Newspapers Limited

MEDIA RELEASE

The West Australian continues to deliver compelling multi-channel advertising solutions

The latest emma™ monthly data release for the 12 months to August 2014 demonstrates the power and efficiency of *The West Australian's* audience delivery.

Every month 76 per cent of West Australians access *The West Australian* masthead (across print, desktop, mobile, tablet).

The WA market continues to engage with print, with six in 10 West Australians reading at least one print edition of *The West Australian* across the week.

The continued uptake of tablet devices has seen the tablet audience increase 9.2 per cent year on year as readers access content anytime, anywhere.

The West Australian delivers a mass market audience and is highly efficient for reaching sought-after consumer segments (including big spenders, home owners, and key decision makers on household spending) allowing advertisers to reach and influence prospects and build exposures quickly and effectively.

emma demonstrates people who read *The West Australian* (print/digital) spend more than people who don't, across a broad spectrum of product/service categories.

There has never been so much choice in advertising and media but there has also never been so much fragmentation.

The West Australian is a proven performer in the media mix and offers real choice for advertisers across print and digital channels.

Through breaking news and premium original and curated content *The West Australian* is informing, inspiring and engaging readers and creating opportunities to effectively execute tactical and branding campaigns at the right time in the right environment.

The West Australian's portfolio of first to market creative executions, award winning print production, coloured and scented inks, and branded content means your messaging really packs a punch. And we are always ready to discuss new ideas.

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

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