

The West Australian

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The West Australian tops the nation for print audience growth

The latest emma™ readership release from IPSOS reveals growth in *The West Australian's* weekly print readership was the best performance of any major metropolitan newspaper in the nation.

Figures for the 12 months to January 2014 show the number of people reading the print edition of *The West Australian* at least once a week increased 5.5 per cent since the 12 months to June 2013 report.

As the WA population (aged 14 and over) increased only 3.5 per cent over the same period *The West Australian* has demonstrated real growth in print numbers.

Thewest.com.au continues to be the number one WA online news site with 44 per cent more people (aged 14 and over) accessing the site each month compared to the local competitor.

Further development of *The West Australian's* multi-pass rendering assist platform has ensured steady growth in mobile and tablet audiences with 19 per cent more people accessing content via mobile and tablet compared to the 12 months to June 2013.

As one of the best performing and most resilient newspapers, *The West Australian*, together with thewest.com.au continues to be a flexible, responsive and effective cross platform publication.

To find out more about *The West Australian* and its readership reach contact:

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*emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending January 2014/ compared to 12 months to June 2013
Nielsen Online Ratings January 2014. All people 14+ only.



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The Weekend West