

THE WEST AUSTRALIAN OUTSHINES COMPETITION

WA's highest selling, best read print media, *The West Australian* has dominated the reading market, reaching more West Australian's than competitors with its popular sections.

A readership analysis conducted by the new emma™ (Enhanced Media Metrics Australia) showed *The West Australian's* weekend masthead, *The Weekend West* outreached its competition in all sections where there were direct comparisons in the WA marketplace.

The Weekend West is WA's leading print media for reaching high value consumer groups including household grocery buyers, parents with children under 16 years, big discretionary spenders, full-time workers, professionals and high income earners.

Sales Director of *The West Australian* David Bignold said the paper continued to provide value to its advertisers.

"Our sections are a major draw-card for readers and offer advertisers opportunities to connect with high value markets across a range of categories," he said.

"Together they reach a combined net audience of more than a million readers every week."

The popular Travel section, published every weekend in *The Weekend West*, is the highest read section of all reaching 740,000 readers every month.

The West Australian's broad array of Monday to Friday section titles including Habitat, Fresh, Mind & Body, Health & Medicine, Travel and West Real Estate all continued to perform well, exceeding a readership of 500,000^.

The Weekend West's sections New Homes, Travel, Sport, Real Estate, West Wheels, Employment and West Classifieds all outshone competitors.

For further information please contact:
Sue McDonnell
Media Strategy Manager
sue.mcdonnell@wanews.com.au

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013, Nielsen Online Ratings June 2013, People 14+ only.
^weekly section- measured over last four weeks



The West Australian

The Weekend West