

WA's highest selling, best read print media

The West Australian's readers are among WA's most sought after consumers. According to new figures released by emma™*, every week 1.1million** West Australian's read *The West Australian/The Weekend West*. That's a whopping three out of five people.

Any single edition of *The West Australian* outreaches its competitor *The Sunday Times*.

Notably, *The Weekend West* reaches 710,000 readers surpassing *The Sunday Times* by 128,000.

The West Australian offers the most effective solution for advertisers wanting to reach affluent, educated, information seekers with significant purchasing power, as well as reaching a number of highly engaged target audiences.

Seven West Media WA CEO Chris Wharton stated "The West works and that's why our customers use and rely on it. Our readership ranges across the demographic spectrum and The West continues to be relevant and reliable."

80 per cent of the WA Market access *The West Australian* every month, giving advertisers a significant opportunity to reach, engage and influence lucrative WA markets.

The West Australian is actively purchased every day by highly engaged readers seeking news and information- including advertising.

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 advertising solution.

To find out more about *The West Australian* and how to reach WA's most sought after consumers contact:

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*emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2013 Nielsen

Online Ratings December 2013, People 14+ only.

** reads at least one edition every week.



The West Australian

The Weekend West