

The West Australian

West Australian Newspapers Limited

MEDIA RELEASE

Money talks and so do our readers, driving valuable word of mouth for your business!

Only five months after its launch in February this year, *The West Australian's* YOUR MONEY section is averaging 202,000 readers each Monday.

YOUR MONEY is a comprehensive, authoritative guide to personal finance and investment, with advice, analysis and news on wealth management and life stage and retirement planning. And for advertisers it's a gateway to genuine prospects, word of mouth influencers and household financial decision makers.

The latest emma™ readership survey (12 months to July 2015) shows YOUR MONEY is resonating with the local market and has particular appeal for baby boomers, retirees and working families/couples. And, WA's top income earners rank YOUR MONEY only behind news, sport and business as the main section they actively seek out and prioritise in *The West Australian* on Mondays.

West Australians rate advice from family, friends or colleagues as an important source of information on financial institutions/services and YOUR MONEY readers are key influencers, driving valuable word of mouth. Readers are 34% more likely than non-readers to agree "I am often asked my opinion and knowledge on financial products/ services" and 16% more likely to agree "I keep up to-date on the latest developments on financial products/ services."

Newspaper sections offer strong contextual targeting opportunities where readers perceive advertising as an integral part of content. And, newspaper readers welcome and accept advertising more than in any other media.

The July emma™ readership survey also reports *The West Australian* reaches 71% of West Australians each month across print and digital platforms.

In print, *The West Australian* reaches almost one third of the market (14+) with a single issue while *Seven Days* and *West Weekend* magazine continue to attract more WA readers than any other mass circulating or newspaper inserted magazine.

The number of West Australians accessing our content via mobile has grown 20% year on year and 35% for women. Women are also driving growth in tablet access with their usage up 7.5% since the July 2014 emma report.

For further information please contact:

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