



Driving the daily news agenda in Western Australia Scale, quality, influence

Seven West Media WA's print and digital assets continue to drive the daily news agenda in Western Australia and deliver audiences at scale. The demand for trusted, authoritative news and information through a WA lens remains strong.

The latest emma readership survey (12 months to 30 September 2017) shows The West Australian/The Sunday Times deliver the **highest market penetration** (Mon-Sun) among the nation's major metro mastheads with 50 per cent market reach and over one million print readers (net) across the week.

- The West Australian Mon-Fri edition: 575,000 readers: Increased average daily readership by 17,000 readers (+3.0 per cent) since the June survey (12 months to 30 June 2017) and has the highest market reach of any major metro weekday newspaper. Notable increase among males and household grocery buyers.
- The Weekend West: 546,000 readers: Up 6,000 readers since the June survey, maintained market reach and has the second highest market penetration of Australia's major Saturday newspapers.
- The Sunday Times with 416,000 readers delivers the second highest market penetration of Australia's major Sunday mastheads.
- thewest.com.au and PerthNow remain the go-to destinations for WA online news with a monthly unique audience of 1.3 million (net) and a total of 25.4 million page views.[^]
- Cross platform: The West Australian/The Sunday Times (print and digital) reach 2.1 million readers each month, up 10 per cent (186,000) on the 12 months to June result. Three in four West Australians access our mastheads each month, the second highest market penetration of any Australian cross-platform masthead.

TRUSTED ENVIRONMENTS = BRAND SAFETY

The NewsMediaWorks' recent ADTRUST study identified that West Australian consumers trust ads in newspapers ahead of other media. And, advertising in digital news-media was the most trusted of any digital channel among West Australians.

A quality environment and trust in content creates a halo effect for your advertising.

Consumer engagement in content they trust has a major impact on awareness, influence, and the overall effectiveness of your advertising.

News Media Works – ADTRUST study 2017. Base: Users of each media.

emma conducted by Ipsos MediaCT for the 12 months to 30 September 2017. Nielsen Digital Ratings (Monthly) September 2017. People 14+ only ^ Nielsen Digital Ratings (Monthly) September 2017