

emma™ results confirm *The West Australian's* leadership status

In figures released today by emma™ conducted by Ipsos MediaCT, for the 12 months ending September 2013, any single day's edition of *The West Australian* outreaches its major newspaper competitor *The Sunday Times*. *The Weekend West* leads by 126,000 readers.

The data explicitly confirms that *The West Australian* masthead is in a clear leadership position with a total monthly audience of 1.9 million (1,940,000) across platforms and is ahead by half million people (528,000) compared to *The Sunday Times/PerthNow*.

According to emma™ 79% of the WA population accessed *The West Australian* brand via any platform or device in the last 4 weeks.

The impressive performance for *The West Australian* continues this quarter with *The West Australian* and *The Weekend West* beating competitors for advertising volume, increased circulation performance and reach, while winning industry awards.

Monday to Friday print readership reaches 35.1% (634,000 Average Issue Readership) of the WA population, while readership of *The Weekend West* has increased to 701,000 with an average issue reach of 38.8%.

thewest.com.au continues to outperform its competitor PerthNow with an impressive 25% more people accessing *thewest.com.au* every month (via any device).

Seven West Media WA CEO Chris Wharton stated "for *West Australian Newspapers* and importantly our advertisers, this new release of emma™ confirms that *The West Australian* is focused on delivering engaging news and information meeting the interests and likes of our readers".

Newspaper Inserted Magazines

Seven Days and *West Weekend* in *The Weekend West* are the best read magazines in WA (compared to all mass circulating magazines and newspaper inserted magazines) with 532,000 readers and 424,000 readers respectively.

The leadership position continues for *The West Australian* with the recent win of five Pacific Area Newspaper Publishers Association Awards and four marketing gongs at this year's PANPA thus offering the best value proposition and integrated solutions for advertisers in WA.

To find out more about emma™ and how to reach WA's most sought after consumers contact:

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Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2013, Nielsen Online Ratings September 2013, People 14+ only

