

The West Australian

MEDIA RELEASE

If you're looking for WA's most valuable consumers- they're reading The West Australian, in print and online

The West Australian has a total monthly cross-platform audience of over 1.9 million people, an increase of 5.4 per cent over the quarter, according to the latest emma™ data release for the 12 months to December 2014.

In the WA market, three in four West Australians access the masthead (print/online each month).

The West Australian in print, continues to engage the local market with around 1.1 million or 56 per cent of West Australians (14 years+) reading at least one print edition across the week.

Any single days' edition of *The West Australian* has more readers than the Sunday competitor paper, by at least 50,000 readers, while *The Weekend West* reaches 131,000 more readers each week (increasing its lead by 8.3 per cent over the quarter).

Weekday print readership¹ is growing among women in metropolitan Perth, up 5.4 per cent YOY. These women are big spenders across a range of consumer goods categories as well as food/groceries and have a major influence on household finance, telco and utility decisions.

Seven Days and *West Weekend Magazine* continue to dominate the NIMs and broader magazine market with more WA readers than any other newspaper inserted or mass circulating magazine.

The West publishes market leading print sections including food/wine, health, sport, business, entertainment, travel, home décor, real estate and motors with year on year readership growth for most weekday sections.

Notably, the continued appetite for food/wine, home, health and travel is driving readership for Fresh up 9 per cent YOY, Habitat up 6 per cent, Mind&Body up 6 per cent and a 5 per cent increase for weekday Travel.

thewest.com.au is the No.1 WA online news site (December web audience is up 5 per cent on the previous month)² with an audience indexing above average for professionals/white-collar workers including influential business decision makers, big earners and importantly- big discretionary spenders.

For further information please contact:

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Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2014, Nielsen Online Ratings December 2014, People 14+ only. 1 Monday-Friday average day. 2 Accessed thewest.com.au via any device.

For all of The West Australian's media releases please visit www.sevenwestmedia.com.au