

Number one online news site makes its mark

According to the latest emma results, thewest.com.au has seen another successful quarter and remains the number one WA online news site.

1,024,000 people accessed thewest.com.au website via any device (computer, tablet or mobile) in the last four weeks.

thewest.com.au also held a strong lead over its closest competitor, perthnow.com.au, with 51 per cent higher visitation to *The West Australian's* website.

The West Australian brand (across both print and online) reaches over 2 million people nationally every month. This includes eight out of 10 West Australians who accessed *The West Australian* or thewest.com.au via any platform or device.

thewest.com.au homepage gets more than 330,000 page views a day with around 50,000 unique browsers every day.[^]

Notably, the news section containing breaking news, WA, national and world news had 13,712,276 monthly page views in November 2013 and 1,322,273 monthly unique users.[^]

The total number of people who accessed thewest.com.au via mobile or tablet device in the last four weeks has increased by 16 per cent since June 2013.

thewest.com.au digital audience spends well above the Australian average across key categories including – groceries, electricals, furniture/home-wares, hardware/gardening products, clothing, footwear, IT products, music/books/DVDs and cosmetics/fragrances.

If you want to reach West Australian's who are online, thewest.com.au, together with *The West Australian* has the reach, influence and audience profile that drives the daily news agenda in the WA market.

For more information please 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.
[^] as of November 2013. Yahoo!7 Digits

