

The West Australian

West Australian Newspapers Limited

MEDIA RELEASE

Press is Alive in The West Australian

Yesterday's edition of *The West Australian* was a great endorsement of the power of print.

It was one of the strongest mid-week editions of the past year with 200 pages of news, information and entertainment.

A big vote of confidence from advertisers saw a 13 per cent year on year increase in advertising volume for a Wednesday edition.

The West Australian continues to deliver quality, original and curated content that engages WA consumers and offers advertisers the time and space to tell their story, connect with consumers and influence their purchasing behaviour.

More than any other media, readers expect and look for advertising in print media. Yesterday's edition of *The West Australian* included a high volume of retail advertising, a 56 page advertising feature for Skills West Expo, a 12 page lift out for Jandakot City and over 170 display advertisers including Myer, Audi, University of WA and IGA.

The West Australian continues to drive the news agenda in Australia's most dynamic state delivering credible, authoritative content. Eight in 10 West Australian's access *The West Australian* masthead each month and while digital may be driving growth, a massive 70 per cent of readers only read the print edition.

The West Australian's sales director David Bignold said the strength of yesterday's edition proved newspapers are alive and well.

"*The West Australian* not only offers readers valuable and informative content but, it's also the perfect playground for advertisers to place their campaigns and reach targeted audiences," he said.

Every week 1.1 million West Australians read at least one edition, with an average of 637,000 people reading *The West Australian* each weekday and 681,000 reading *The Weekend West*.

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