

The West Australian

MEDIA RELEASE

The West Australian is your one-stop-shop to engage WA's most sought after consumers

The latest emma™ readership survey (12 months to January 2016) shows *The West Australian* remains the best performing of Australia's major metro daily newspapers year on year.

Reaching almost a third of the WA market with a single edition, print remains the pivotal platform for *The West Australian*. Readership has gained some momentum over the last quarter, notably among younger males whose access to employment, business, entertainment and sports content has increased year on year.

71% of West Australians read *The West Australian* masthead in an average month. West Australians wake up with *The West* in print and online and engage with our content via different platforms and devices across the day. And whether it's editorial, pictorial or video *The West Australian* is at the forefront of delivering premium content to our market.

Mobile continues to drive digital growth for *The West Australian* across age groups and gender. The number of West Australians reading our digital content has grown 33 per cent year on year, driven by mobile access (up 52 per cent) while tablet access is stable.

If you're doing business in the WA market, *The West Australian* is your one-stop shop, we have the audience, platforms, insights, resources and creative ideas to help you deliver compelling campaigns to your best prospects.

Our readers are active, discerning consumers across retail, auto, travel, financial services, home and garden and more, they hold considerable assets and are highly responsive to advertising. They earn more, spend more and drive word of mouth more than non-readers, making them our state's most sought-after consumers.

A regular campaign with *The West* will drive awareness, consideration and purchase intention, offering relevant touch-points to influence and inform consumer preference along the path to purchase.

For further information please contact:

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Sources: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 January 2016, Nielsen Online Ratings January 2016 14+ only. Emma engagement survey conducted by IPSOS Media CT