

NUMBER ONE FOR ADVERTISERS

Another outstanding performance by *The West Australian* as the only major metropolitan daily newspaper in Australia to increase circulation over the quarter. In the three months to the end of March, sales of *The West Australian* rose while every other daily newspaper in Australia fell.

The latest ABC circulation audit and Morgan Readership results* have confirmed that *The West Australian* and *The Weekend West* remain WA's number one newspapers for advertisers.

The facts:

- *The West Australian* is WA's highest selling best read print medium
- *The West Australian* is the only metropolitan daily newspaper to increase circulation over the quarter
- *The Weekend West* remains the best selling and most read weekend newspaper in WA
- *The Weekend West* is the third highest selling Saturday newspaper in the country
- Seven Days and West Weekend have retained their positions as WA's best read magazines
- thewest.com.au is the No 1 WA online news and information site

The West Australian continues to provide value for its advertisers:

The West Australian reaches 24.8% of WA's 14+ market with an average weekday readership of 496,000 per day.

Every week 985,000 West Australians read at least one edition of *The West Australian* generating a huge 3.1 million exposures for advertisers, making *The West Australian* an advertising medium not to be overlooked.

Across its print and online platforms *The West Australian* reaches a weekly audience of 1.3 million (net) a striking 40% more than The Sunday Times/Perthnow.

The Weekend West continues to dominate the weekend market:

The Weekend West reaches 696,000 readers a massive 99,000 more than The Sunday Times.

The Weekend West is WA's leading print media for reaching high value consumer groups including - household grocery buyers, parents with children under 16 years, big discretionary spenders, full-time workers, professionals/managers, high income earners and AB's.

Delivered with WA's leading newspaper, Seven Days and West Weekend remain WA's best read magazines – compared to all mass market magazines and NIMS.

Seven Days outreaches The Sunday Times TV Guide by 26,000 readers and the STM by 58,000 readers.

West Weekend reaches 45,000 more readers than STM and is the magazine of choice for WA's most sought after consumers including affluent, educated and big discretionary spenders. More of these sought after consumers read West Weekend than any other mass market magazine or NIM.

IF YOU WANT TO REACH MORE WEST AUSTRALIANS MORE OFTEN CONTACT YOUR SALES REPRESENTATIVE AT THE WEST AUSTRALIAN

*Readership: Morgan Readership Survey 12 months to 31 March 2013 Circulation: ABC audit three months to 31 March 2013.

+Source: Nielsen Online Market Intelligence. (Australian domestic traffic March 2013)

