

The West Australian

MEDIA RELEASE

Print and digital campaigns with The West deliver WA's big earners, big spenders and key influencers.

The West Australian and *The Weekend West* remain the best performing of the major metro newspapers in print* and our digital audience in WA continues to grow (up 7.5 per cent year on year) according to the latest emma data release for the 12 months to September 2015.

In an average month 71 per cent of West Australians access our masthead across print and digital platforms.

The West Australian delivers loyal, regular readers and a key difference between consumers who read *The West Australian* and those who don't, is their value to advertisers.

Our readers earn more, spend more and drive valuable word of mouth more than non-readers across a range of consumer markets - ensuring ad campaigns build exposures to high volume, high value consumers with real spending power.

And in the past year, the proportion of our audience accessing both print and digital content has grown as consumers follow breaking news and evolving stories with *The West* anytime, anywhere across the day. This ensures cross platform campaigns build exposures for multi-platform readers and effectively reach single platform readers.

West Australians love waking-up with *The West* - our newspaper home delivery rates are among the highest in the country and our mobile audience continues to demonstrate strong growth, which is not surprising with more than 80 per cent of Australians checking their smartphone within an hour of waking and our appetite for reading news remaining strong.¹

News, breaking news and sport are key drawcards for *The West Australian's* digital platforms and readers who flag thewest.com.au as their preferred site over local competitors nominate quality of content as the clear driver of preference.²

The West's mobile audience grew 30 per cent year on year with females leading the charge (up 43 per cent since September 2014) and males increasing mobile access by 20 per cent year on year. Growth in tablet audiences is also being led by females, up 15 per cent while the over 40's increased tablet access by 22 per cent.

The 18-49's age group indexes above average for accessing *The West Australian's* content via mobile, 35-64's over-index for tablet access while the over 35's are more likely to read print editions.

In print, *The West Australian* delivers almost a third of the WA market in a single day. Any day's edition outreaches the local Sunday competitor with *The Weekend West* now leading by a massive 144,000 readers each week (increasing its lead by 23,000 readers since the September 2014 report).

Seven Days and *West Weekend* continue to dominate the magazine category with more WA readers than any other mass circulating or newspaper inserted magazine and are actively sought-out and prioritised by weekend readers.²

For further information please contact:

Sue McDonnell

Media Strategy Manager

sue.mcdonnell@wanews.com.au

Ph: (08) 9482 3550