

The West Australian

West Australian Newspapers Limited

MEDIA RELEASE

West Australians wake up with The West

73 per cent of West Australians access *The West Australian* masthead each month across print and digital, the latest emma data release for the 12 months to April 2015 shows.

Print continues to resonate with the local market while there is demonstrated growth in mobile access, notably among females.

More than a million West Australians (53 per cent) read at least one edition of *The West Australian* newspaper (print) each week and it is a very loyal, regular readership which is great news for advertisers looking for a high volume audience and repeated exposures across campaigns.

64 per cent of weekday readers read three or more of the five editions while two thirds of *The Weekend West's* readers have read 4/4 editions in the last month.

The number of West Australians accessing our content via mobile has grown 7.7 per cent year on year and 31per cent for women. Women are also driving growth in tablet access with their usage up 7.3 per cent since the April 2014 emma report.

People in the 18-49's age group index above average for accessing *The West Australian's* content via mobile while 35-64's over-index for tablet access.

West Australians wake-up with The West. In print they read across the day/evening but index above average for the 6am-9am timeframe. And our digital audience is active online from when they wake up right through the day and evening.

Our digital audience is affluent, educated and career minded. They keep-up-to-date on new products/services, are early adopters and highly influential in their peer and social network –often sought-out for their opinion and knowledge of various products/services and regularly posting and sharing information on products services.

Print readers are affluent, educated and either working full-time or retired – regardless of work status, they have money to spend and they spend it. Their opinion/knowledge is also sought out by others, notably in the automotive and finance sectors where they keep up-to-date on the latest products and services.

For further information please contact:

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Sources: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending April 2015/Nielsen Online Ratings April 2015, People 14+ only.