

# The West Australian

West Australian Newspapers Limited

## THE WEST COMES TO MEDIA CITY SYDNEY

West Australian Newspapers has strengthened its presence in the Sydney market by bringing our greatest asset - our people - to you!

To make it easier for Sydney based agencies and advertisers to connect with audiences in Australia's most dynamic state; *The West Australian* now has a dedicated team located at Media City - the hub of Seven West's media assets.

*The West Australian* is the number one audience delivery platform in the WA market across newspaper, newspaper inserted magazine and digital channels and is home to WA's largest regional newspaper group.



*The West Australian's* sales director, David Bignold:

*"Bringing a dedicated sales team to Media City takes our Sydney representation to the next level in service and delivery of new solutions for advertisers. We have a highly experienced team, well known in the Sydney market and we appreciate the positive response and great feedback the initiative has received from the industry so far."*

### Meet the team:

National Sales Manager Gavin Riley has represented *The West Australian* in the Sydney market for 10 years and heads our new team of media and communications specialists.

- *Emma Keft, National Account Manager and Head of NIMs* (West Weekend, Seven Days, West Business Insider) has experience across print, digital, radio and agencies. She has most recently worked with Pacific Magazines Sydney and in the Perth radio industry.
- *Arthur Sarlas, National Account Manager and Head of Regional* has a print and digital media background and significant agency knowledge. In the industry for over 12 years, Arthur has worked across a range of newspapers, websites and magazines including The Canberra Times and The Sydney Morning Herald.
- *Martin Turner, National Account Manager and Head of Digital* brings exceptional digital and print media experience, plus agency knowledge to The West Australian. He has worked across key accounts at Neo/Ogilvy Digital Advertising, Universal McCann, and a variety of digitally progressive businesses in the banking/investment and financial services sectors.
- *Daveena Kumar, Operations/Account Executive*, brings operational/ organisational skills to the team. Daveena has worked for Channel 7 and a range of international newspapers, websites, and magazines.
- *Caroline Jaffer, Sales Support Supervisor* is already well known to our Sydney clients for her efficiency, professionalism and outstanding customer service and has worked with The West Australian for over six years.

*"The new team brings experience, professionalism and energy to servicing our Sydney clients and agencies and we are excited to be working together to help them maximise opportunities in the WA market."*

Gavin Riley - National Sales Manager Sydney.

### For further information please contact:

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For all of *The West Australian's* media releases please visit [www.sevenwestmedia.com.au](http://www.sevenwestmedia.com.au)