

## West magazines perform the best

The West Australian's newspaper inserted magazines (NIMs) and sections are the best performing publications in Australia.

According to new emma results, *Seven Days* and *West Weekend Magazine* have the highest market penetration of any Australian metropolitan newspaper inserted magazine.

More West Australian's read *Seven Days* and *West Weekend* than any other mass circulating magazine or newspaper inserted magazine.

The West Australian publishes WA's best read newspaper sections across travel, sport, food, home and garden, real estate, employment, motoring and business.

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 and high income earners. The *Weekend West's* sections outreach Sunday Times sectional readership in all sections where there is a direct comparison.

*Seven Days Magazine* reaches 535,000 readers, surpassing *The Sunday Times TV Guide* by 166,000.

*West Weekend Magazine* leads *Sunday Times Magazine* by 26,000 readers.

The West Australian's broad array of Monday to Friday section titles including *Habitat*, *Fresh*, *Mind & Body*, *Health & Medicine*, *Travel* and *West Real Estate* all continued to perform well, exceeding a readership of 500,000\*.

The West Australian has multiple entry points for our audience to engage with your advertising messages. For more information on how to reach this audience please contact:

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\*emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2013 Nielsen Online Ratings December 2013, People 14+ only.

