

The West Australian

MEDIA RELEASE

Australia's best performing metro daily newspaper - weekly readership is up 6.5% year on year

The West Australian continues to lead the way with the latest emma™ readership survey (12 months to 30 June 2016) showing weekly readership (Mon-Sat net) is up 6.5 per cent on the same period last year, the best performance of any Australian metro daily masthead.

- The West Australian (Mon-Fri) average daily readership: +8.9 per cent year on year
- The Weekend West: +2.6 per cent
- Print campaigns in The West Australian connect advertisers with one in three WA consumers in a single day!
- Seven Days is still WA's most read magazine¹ with 433,000 readers and a seven day shelf life.
- West Weekend magazine has increased its audience by 3.5 per cent over the past year.
- thewest.com.au is the number one WA news site,² and readers are increasingly looking to the convenience of The West Australian's digital replica (pdf) edition with over 16,000 subscribers to date.

The West Australian is your direct line to WA's most sought after consumers. Our readers³ earn more, spend more and shop more than non-readers (across a range of categories).

'Traditional Media' is an obsolete term at *The West - One Stop Shop* is the new currency. We're proud to deliver value for money marketing solutions to our clients across print (including over 200 bespoke supplements and magazines annually), digital, video, social media, state of the art digital imaging, regional media - print and radio, events, Click2Bid - annual online auction, outdoor with Pro-Acqua, Qantas Acquire program, Seven West Travel Club and YomConnect consumer engagement solutions.

For further information please contact:

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