

# The West Australian

West Australian Newspapers Limited

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**Never mind the sleigh bells... let's get the cash registers ringing!**

***The West Australian*, bringing a high volume, big spending WA audience to advertisers.**

*The West Australian* continues to deliver a high volume, high value audience across the lucrative West Australian consumer market according to the latest emma™ monthly data release for the 12 months to September 2014.

Every month 76 per cent of West Australians access the masthead (across print, desk-top, mobile, tablet) - one of the strongest market penetrations of any Australian news-media masthead.

This increases to 85 per cent among people in the top A social grade, 83 per cent for professionals/managers and 80 per cent for WA's big spenders.

*The West Australian's* weekly print audience has grown 2.9 per cent since the September 2013 survey with 1,098,000 West Australians reading at least one edition in print each week.

*The Weekend West* outreaches WA's Sunday newspaper by a massive 121,000 readers every week.

Female readers are driving print audience growth, increasing 7 per cent for average Monday-Friday reading and up 2.4 per cent for *The Weekend West*.

These female readers are big spenders on consumer goods and food/groceries and display an above average propensity to be in the top spending groups\* for a range of categories including dining out, entertainment^, holidays/airfares and newspapers.

*The West Australian's* tablet audience continues to grow – up 5 per cent year on year.

And a bit of Christmas cheer for retailers - emma again demonstrates people who read *The West Australian* (print/digital) spend more than people who don't across a broad spectrum of consumer categories including supermarket spending, electrical goods, furniture/home-wares, hardware/garden products, clothing, footwear and IT products.

For further information please contact:

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Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending September 2014, Nielsen Online Ratings September 2014, People 14+ only.

\*ABS Household Expenditure Survey in emma (Top 20% of spenders)

^ Concerts, theatre, museums, nightclubs and other social and cultural expenses.

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