

NUMBER ONE in WA

The Weekend West continues to outperform all Australian weekend newspaper mastheads being the only metropolitan weekend paper in Australia to increase circulation year on year.

The latest ABC circulation audit and Morgan Readership Survey results confirm *The West Australian* and *The Weekend West*'s continued strength in print media.

The year on year comparison says it all:

- *The West Australian* is WA's highest selling best read print medium
- *The Weekend West* is the only metropolitan weekend newspaper to increase circulation year on year
- West Weekend magazine is WA's best read magazine joining Seven Days as WA's No 1 & 2 magazines
- thewest.com.au is the No 1 WA online news site

The West Australian delivers for advertisers:

The West Australian reaches an average weekday readership of 493,000 per day.

The average daily readership of *The West Australian* is twice that of the average daily listenership of WA's leading radio station. Getting to more people, more easily than competitive advertising mediums.

The Weekend West reaches 696,000 readers dominating the local market with a penetration of 35.2% and an impressive 103,000 more readers than The Sunday Times.

The Weekend West dominates the market across key consumer groups, reaching WA's most sought after consumers including: grocery buyers, parents (children <16 years), full-time workers, professionals/managers, high income earners (personal income \$150k+ pa).

The West Australian, *The Weekend West* and thewest.com.au deliver a total weekly audience (net) of 1.3 million people.

West Weekend magazine and Seven Days are WA's best read magazines - compared to all mass circulating magazines and NIMS. West Weekend magazine has increased its lead over STM (year on year) by 55,000 readers.

Seven Days continues to outreach both The Sunday Times TV Guide and STM.

Readers continue to support *The West Australian* and *The Weekend West* endorsing the quality of its editorial and coverage. This was recognised when Steve Pennels was awarded with Australia's most prestigious award the Gold Walkley.

Steve joins other award winning journalists and photographers at *The West Australian*.

The West Australian's editor Brett McCarthy said "great journalism continues to sell great newspapers."

IF YOU WANT TO REACH MORE WEST AUSTRALIANS MORE OFTEN CONTACT YOURS SALES REPRESENTATIVE AT THE WEST AUSTRALIAN

Sources:
Readership: Morgan Readership Survey 12 months to 31 December 2012.
Circulation: ABC circulation audit three months to 31 December 2012.
Nielsen Radio Adviser, Survey #8 2012.
Nielsen Online Market Intelligence. (Australian domestic traffic December 2012)

