

MEDIA release



Australia's best performing metro daily delivers big spending shoppers for the retail sector

The West Australian has again demonstrated its strength as the nation's best performing metropolitan daily newspaper with the release of the latest emma™ data for the 12 months ended March 2014.

Readership of *The West Australian* (M-S net) increased 5.5 per cent since the June 2013 report (to 1,123,000) compared to a 3.5 per cent population increase over the period.

The Weekend West continues to dominate the weekend market, increasing its lead over the nearest competitor to a massive 132,000 readers.

Seven Days and *West Weekend* both gained readers further consolidating their positions as WA's best read magazines.

thewest.com.au is the No. 1 WA online news-site bringing advertisers a compelling and highly responsive proposition and broadening the audience profile of our masthead.

Amid challenging retail trading conditions, Western Australia is Australia's strongest retail market^ and *The West Australian* is the medium of choice for retail advertisers.

In the last 12 months *The West Australian* generated 44 per cent* more retail advertising spend than the nearest local media competitor.

The West Australian delivers WA's most sought after consumer's right across the week.

Compared to the average Australian, readers of *The West Australian* (M-S net) are 20 per cent more likely to be big spenders on consumer goods and 14 per cent more likely to be big spenders on groceries.

The West Australian's cross platform audience spends more than the average Australian across high value retail categories including - groceries, electrical goods, furniture and home-ware, hardware and gardening products, clothing and footwear.

For more information please contact:

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Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending March 2014.

Nielsen Online Ratings March 2014, People 14+ only.

*Nielsen AQX, 12 months ended March 2014. The West Australian/The Weekend West.

^Commsec State of the States report April 2014.



Start talking

The West Australian

