

MEDIA release



Digital drives growth for 'The West' and readers continue to look to print

The West Australian continues to be one of Australia's best performing news mastheads with a growing digital audience and a loyal print following.

The latest emma monthly data release for the 12 months to July 2014 showed strong year on year growth for *The West Australian's* digital platform and the WA market continuing to engage with print.

In the local market eight in 10 West Australians access content across *The West Australian's* print and digital platforms each month.

thewest.com.au is gaining momentum, recording its strongest monthly audience since the release of emma data in June 2013.

The number of people accessing the website increased 9.3 per cent in the year to July 2014.

The use of tablet devices to view content on thewest.com.au is driving digital growth increasing 21 per cent in the last 12 months while mobile access is up 6 per cent year on year.

In the WA market print continues to be a compelling proposition for readers and advertisers with nine in 10 of *The West Australian's* cross platform readers consuming a print edition in an average month.

The West Australian drives the daily news agenda in WA and the demand for authoritative news, information and entertainment is strong with younger and older audiences.

In the WA market, 58 per cent of *The West Australian's* print readers are under the age of 50 while 62 per cent of the digital audience is under 50.

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



Start talking
The West Australian

