

# MEDIA release



## September is Million Dollar Month at The West Australian

During the month of September, *The West Australian* will give one lucky reader the chance to WIN \$50,000 each day. For a \$1.50 investment this is an attractive proposition!

It is a first for the newspaper. It is the first time giving readers daily chances at winning cash, and the first time *The West Australian/ The Weekend West* will be uniquely coded on a daily basis for an extended period. New technology was purchased to enable the newspapers to be coded uniquely, giving *The West Australian* significant promotional and commercial benefits. The new technology is also available for advertising promotions.

The objective of the Million Dollar Month is to increase casual sales and to secure a database for marketing and advertiser promotions.

*The West Australian* will have significant exposure in the WA market through September, with Ch7 TV and radio air time as well as POS in over 800+ retail outlets

Marketing Director at *The West Australian* Susan Parker said "Promotions like Million Dollar Month give subscribers and casual readers added value from the newspaper. The magnitude of our promotions using the combined assets of *The West Australian* and Channel 7 really gets people talking about our brand."

September is huge at *The West Australian* with AFL finals, IGA Perth Royal Show, Telstra Perth Fashion Festival and now Million Dollar Month – providing great value for money and plenty of reasons to purchase the paper.

For further information please contact:  
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# Start talking

The West Australian

