

MEDIA release



The West Australian is one of Australia's best performing newspapers

The West Australian is one of Australia's best performing newspaper mastheads offering advertisers access to a significant footprint in the WA market according to the latest IPSOS MediaCT emma data released for the 12 months to June 2014.

The number of people accessing *The West Australian* by tablet in the past year grew an impressive 21.1 per cent with mobile access up by an equally substantial 14.3 per cent. The number of people reading the printed edition of *The West Australian* across the week (Mon-Sat) increased by 3.5 per cent to 1.1 million across the year.

The West Australian continues to present advertisers with a compelling print and digital sales proposition with a total cross platform audience of 1.9 million readers every month. Seven in 10 readers consume a printed edition and almost half access the digital platform.

Three out of four (76.1 per cent) West Australians access the masthead in an average month (print, computer, tablet, mobile).

thewest.com.au is the number one WA online news site with 17 per cent more people accessing the site each month (via any device) than the nearest local competitor. The digital audience delivers WA's most sought after consumers - affluent, educated professionals and managers who are high earners and big discretionary spenders.

Seven Days and *West Weekend Magazine* are Australia's best performing newspaper inserted magazines - delivering a higher market reach than any other newspaper inserted magazine. Both offer a loyal audience of regular readers who are highly engaged in the content and responsive to advertising.

The West Australian consistently delivers advertisers a high value, big spending audience who spend significantly more on consumer goods.

For further information please contact your agency sales team or;

Rhianna Harby

Sales & Marketing Relationships Manager

rhianna.harby@wanews.com.au

Ph: (08) 9482 3579

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

Start talking

The West Australian

