

MEDIA release



The West Australian's sections continue to drive reader engagement

The West Australian's portfolio of sections have demonstrated readership growth in key market categories including food/wine, home & garden, health, travel, entertainment, business, real estate and motoring since June 2013.

The latest release of emma™ data (12 months to February 2014) shows *The West Australian* is achieving greater reader participation with our sections since the June 2013 report.

Travel continues to lead the way with 50 per cent of West Australians reading *Travel* in *The West Australian* every month - the highest market reach of any travel section in a major metropolitan newspaper.

Business is a key driver of readership for *The West Australian* and the WA market has soundly endorsed *West Business* (published daily) as the destination for authoritative business and industry news with readership gaining momentum and demonstrating solid growth. *West Business* delivers the strongest market penetration of any business section in a major metropolitan newspaper.

West Wheels (Wednesday) achieved the strongest growth, with monthly readership up 11.4 per cent.

And West Australians' love of food, wine and their homes is clearly evident with strong reader growth for *Fresh* up 11 per cent and *Habitat* up 9.4 per cent.

The West Australian's *Travel*, *Habitat*, *Fresh*, *Health+Medicine*, *Sport*, *Jobfinder/Employment*, *Real Estate*, *West Business* and *West Wheels* sections are market leaders in their categories reaching more WA readers each issue than competitor newspaper sections or specialty magazines.

The West Australian delivers premium local content for the West Australian market and sections are a key driver of readership for *The West Australian*. Readers look for information and inspiration across a range of genres and advertising is an integral part of section content adding real value for readers.

For more information on targeting lucrative markets with *The West Australian* please contact:

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Start talking

The West Australian

