

Exclusive Readership

Sources: Morgan Readership Survey, 12 months ending March 2009
(*An average issue of.)

*If your not advertising in **QUOKKA** and you think you're reaching your market, **THINK AGAIN.***

Thousands of Quokka readers cannot be effectively reached by other papers in Western Australia. For example:

Of **QUOKKA** readers

130,000 (64%) do not read* The Western Australian M-F Paper.

87,000 (43%) do not read* the West Australian Saturday Paper.

178,000 (87%) do not read* Auto Trader.

88,000 (43%) do not read* Sunday Times

Quokka now has 204,000 readers in WA aged 14+ years. Futhermore, **Quokka** now has 130,000 readers each week who choose not to read The West Australian on a weekday* and 87,000 **Quokka** readers who choose not the read The West Australian on a Saturday*.

