

Readership & Circulation

Sources: Morgan Readership Survey, 12 months ending March 2009
 Audit Bureau of Circulations, 3 months ending March 2009

Circulation		
Total WA	Metro	Country
51,976	43,024	8,952

Readership		
Total WA	Metro	Country
204,000	166,000	39,000

Reader Profile

All People **204,000**

By Sex

Men 118,000
 Women 86,000

By Age

Age 14-24 years 54,000
 Age 25-34 years 35,000
 Age 35 - 49 years 64,000
 Age 50+ years 52,000
 Age 25-54 years 117,000

By Personal Income

Under \$30K 44,000
 \$30 - \$60K 59,000
 \$60K + 49,000

Household Life-Cycle

Young Singles/Couples 46,000
 Young Parents 60,000
 Mid-Life Families 27,000
 Mid-Life Households 58,000
 Older Households 13,000

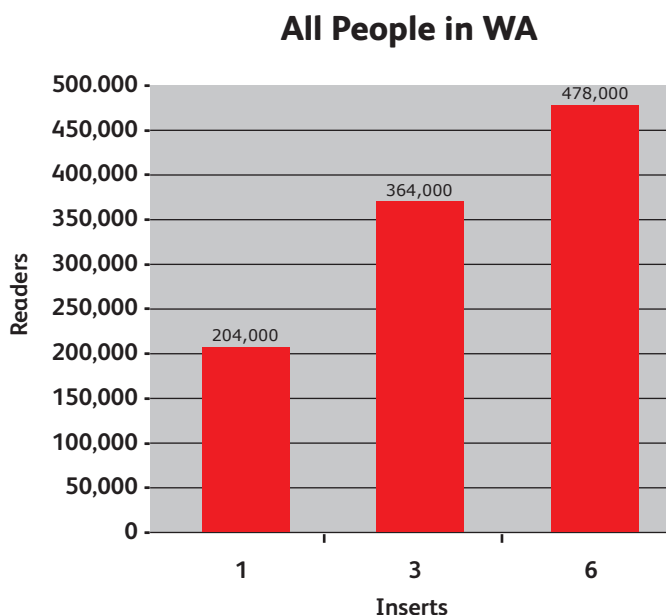
Grocery Buyer 118,000



Building Up Reach & Frequency

Advertising regularly maintains a strong identity amongst your potential clients. Frequent advertising reaches even more people, ensuring your message is seen by regular and occasional readers of the Quokka.

The table below shows the outstanding single issue reach offered by the Quokka and the benefits in reach, gross impacts and frequency that would be achieved over a campaign of 1, 3 and 6 inserts.



	Inserts	Readers	Gross Impact	Average Frequency
WA: All people aged 14+ years				
	1	204,000	204,000	1.0
	3	364,000	612,000	1.7
	6	478,000	1,225,000	2.6

In WA a single issue of Quokka reaches **204,000** people. Over a campaign consisting of 6 insertions, this coverage accumulates to reach **478,000** different people in the state. In total, the campaign generates **1,225,000** exposures and on average each prospect will have **2.6** opportunities to see the campaign.

