

WA's highest selling, best read print media*

CIRCULATION

	<i>The West Australian</i> Mon-Fri av	<i>The Weekend West</i>
Total State	188,947	318,352
Perth Metro	149,935	259,516
Country	39,012	58,836

***The Weekend West* is the only Saturday newspaper in Australia to increase circulation year on year.**

With a total circulation of 318,352,[^] *The Weekend West* increased sales by 0.7 per cent year on year and is the second highest selling Saturday newspaper in Australia!

READERSHIP

	<i>The West Australian</i> Mon-Fri av	<i>The Weekend West</i>
Total State	532,000	772,000
Perth Metro	410,000	624,000
Country	122,000	147,000

***The West Australian* and *The Weekend West* reach a combined net audience of 1,039,000 readers every week.**

***The Weekend West* dominates the weekend reading market, reaching 89,000 more readers than WA's Sunday paper.**

For more information on how *The West Australian* and *The Weekend West* can work with you to grow your business call us today on (08) 9482 3111.

* Sources: Circulation: ABC audit 3 months to 30 September 2011.

Readership: Morgan Readership Survey 12 months to 30 September 2011.

[^] ABC audit three months to 30 September 2011/ compared to three months to 30 September 2010.

