

THE WEST AUSTRALIAN LAUNCHES THE WEEKEND WEST

The West Australian's Saturday masthead will become *The Weekend West* from 30 October 2010, and will be on sale all weekend.

This change brings a new freshness and vitality to the paper positioning it as an all-weekend read of news, opinion, information and entertainment.

Consumer research over the past 18 months evidenced readers consuming the newspaper in a different way and with a different mindset on the weekend versus the weekday.

Editor, Brett McCarthy said, "We have embarked on these changes to the newspaper in response to what our readers have been telling us. The design changes in particular have all been made to make the newspaper easier to read and navigate.

"The change to the masthead acknowledges what many of our readers have already pointed out – there is a whole weekend's reading in the newspaper. What readers will find is not only has the look of the newspaper changed but the content has been significantly improved", he said.

Layout will benefit advertisers with more solus advertising positions. Regular lift-outs remain unchanged and Part 2 will become a more-lifestyle focused section of the paper.

Sales Director, David Bignold said, "The launch of *The Weekend West* marks a new era in weekend reading and some exciting opportunities for our advertisers.

“Increased availability with Saturday and Sunday sales means greater longevity for advertising, while design features enhance the advertising environment to maximize impact and ownership of the page.”

West Australian Newspapers CEO, Chris Wharton, said, “*The Weekend West* is part of the evolution of one of Australia’s great newspapers. It is a reflection of our readers’ desires. These changes haven’t been made just for the sake of change but to better serve our readers’ and advertisers’ interests.

“One subtle change we think will be appreciated is that the print size in editorial will be slightly bigger and will improve the legibility for readers.

“While editorially driven, I am pleased with the way departments across the newspaper worked in close harmony to achieve such a great result,” he said.

A significant marketing campaign for *The Weekend West* will commence on Sunday 24 October involving television, radio, press advertising, online and point of sale.

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