

# Weekend West top Saturday seller in nation

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

Figures released this week by the Audit Bureau of Circulation show sales of *The Weekend West* rose 0.7 per cent in the three months to September 30.

With an audited sale of 318,352 copies, *The Weekend West* is now the second highest selling Saturday newspaper in the nation.

We now sell more copies each Saturday than the Sydney Morning Herald and the Daily Telegraph and are well ahead of other



metropolitan Saturday newspapers, including the Age, the Courier-Mail in Queensland and the



Advertiser in South Australia.

*The West Australian* had a modest drop of 1.7 per cent

Monday to Friday. It was the smallest drop of any metropolitan daily newspaper in the nation.

The Age was the only paper to increase circulation Monday to Friday.

Sunday newspapers were the worst performers, their combined sales dropping almost 5 per cent.

*The Weekend West's* rise in circulation comes near the anniversary of the rebranding of the Saturday edition of *The West Australian* and a week after journalists at *The West* won an unprecedented 12 awards at the WA Media Awards.