

The Game PreGame

Monday and Friday editions
in *The West Australian*



On an average weekday 602,000 people read *The West Australian*

THE GAME – Monday (during AFL season)

THE GAME features news, highlights, analysis, results from weekend fixtures, current premiership table, fixtures for the next round, plus an overview of the WAFL result.

PRE-GAME – Friday[^] (during AFL season)

PRE-GAME provides previews and analysis of weekend AFL fixtures by The West Australian's panel of experts, complete team lists, plus the latest TAB odds and margins for the round ahead.

Male readers nominate
PRE-GAME and
THE GAME only behind
news and sport as the
main editorial sections
they actively seek out
and prioritise on their
publication days!^{*}

The West Australian (Monday-Friday av day)

On an average weekday, The West Australian¹ reaches:



327,000
males



275,000
females



344,000 AFL
supporters

Base: Read The West Australian (Mon-Fri average day).



OUR READERS ARE MOTIVATED CAR BUYERS

Readers of The West Australian¹ are
44% more likely than non-readers to
intend to buy a NEW car².



THEY LIKE A BET

Readers¹ are **35% more likely** than non-
readers to place a bet online/at a TAB at
least once a month (Base: 18+ years).



THEY LIKE A DRINK

403,000 readers¹ purchased alcohol in the
last four weeks (Base: 18+ years).



AND ARE HOT PROSPECTS FOR SPORTS RETAILERS

264,000 readers¹ intend to buy sports gear/
equipment, sportswear or sports shoes².

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 30 September 2016.

^{*}WAN Tracking Study conducted by Ipsos MediaCT, 2016. | [^]Or Thursday if there is a Thursday night game.

¹Read The West Australian (Mon-Fri average issue). | ²Intend to buy within the next year.

To find out more, contact your representative at **The West Australian**