

SEVENDAYS

WA's number 1 magazine

Every week in **The Weekend West**



Reach over 395,000 readers every week

More WA readers each week than any mass-circulating magazine or newspaper-inserted magazine.



224,000
female readers



171,000
male readers



Age 25-54 years: 136,000 readers



Home owners: 305,000 readers
(Own/paying-off home)



READERS ACTIVELY SEEK OUT & PRIORITISE SEVEN DAYS MAGAZINE

Readers of *The Weekend West* nominate SEVEN DAYS as the main section they **actively seek out and prioritise** (only behind news)*.

SEVEN DAYS OF ADVERTISING EXPOSURE

Regular advertising in SEVEN DAYS primes people to notice your brand, plants seeds, influences and informs buying decisions at touch-points along their path to purchase.

Reach and influence thousands of motivated buyers

SEVEN DAYS readers are actively on their path to purchase a range of consumer goods¹.



215,000
pet owners.
Readers spend above the WA average on their pets[^].



163,000
intend to buy sports shoes, sportswear or equipment.



109,000
intend to buy home entertainment products².



83,000
intend to buy white goods or home appliances.



76,000
intend to buy furniture or homewares.

Readers love entertainment, arts and cultural activities

Activities in last 3 months:

- 190,000 readers are movie goers
- 92,000 have attended a live theatre performance
- 92,000 have been to an art exhibition, gallery/museum
- 49,000 have been to a ballet, opera or classical performance

Here's what our advertisers say...

Advanced Window Shutters

"Short answer: it works! We advertise in Seven Days because it reaches a large number of potential customers in our target market. Unlike online advertising, our Seven Days ad is free of distractions and allows potential customers to focus only on what we are saying and showing."

Sitting Pretty Furniture

"As an online furniture retailer, we're always seeking ways to engage our customers and influence prospects who have yet to discover us. Our regular ads in Seven Days successfully manage to do both. We always receive a significant spike to our online traffic with each ad and reach new customers."

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017.

*WAN Tracking Study conducted by Ipsos MediaCT 2016. | ¹Within the next 12 months.

²Home entertainment products, TV, home theatre system, camera equip, gaming or tech gadgets, etc.

[^]ABS Household Expenditure Survey (Top 40% of spenders).

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