



Monday - Friday in
The West Australian



Dedicated to entertainment, arts, culture and designed specifically for the WA market.

Meet our readers



52% female



48% male



96,000 readers go to live theatre performances
41% more likely than non-readers



79,000 readers go to concerts or music performances
40% more likely than non-readers



48,000 readers go to ballet/opera or classical performances
52% more likely than non-readers



209,000 readers go to the movies/cinema
That's one in two readers!



200,000 readers go to hotels or wine bars for a drink
16% more likely than non-readers (NB:18+ years)

205,000 readers each weekday
437,000 people read TODAY
at least once a week

TODAY is published five days a week – ensuring advertisers can deliver campaigns that are timely and responsive to market opportunities.

On the weekend, entertainment coverage includes Seven Days magazine, AAA and Arts pages in *The Weekend West*.

Base: Read TODAY (Mon-Fri net), Activities in the last three months.

Female readers consistently rank TODAY among the top three sections they actively seek out and prioritise each day![^]

TODAY readers* are key influencers, driving valuable word of mouth.



104,000

TODAY readers agree
"I encourage others to buy (movie and entertainment category) based on my experiences."



71,000

readers agree
"I am often asked for my opinion/knowledge on movies and entertainment."



61,000

readers agree
"I keep up-to-date on the latest developments in movies and entertainment."



58,000

readers are active in sharing/posting comments about movies and entertainment on social media.

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017. | *Read TODAY (Mon-Fri net).
^WAN Tracking Study conducted by Ipsos MediaCT 2016.

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