

WEST BUSINESS

Published daily in
The West Australian
and The Weekend West



Reach and engage WA's business leaders and decision makers



489,000 readers each week (Mon-Sat net)
190,000 readers on an average weekday
235,000 readers every weekend

Meet our readers*



113,000 managers and professionals



87,000 business decision makers²



21,000 C-suite executives (e.g. CEO, Director)



112,000 business travellers³



216,000 in the top social grade AB¹



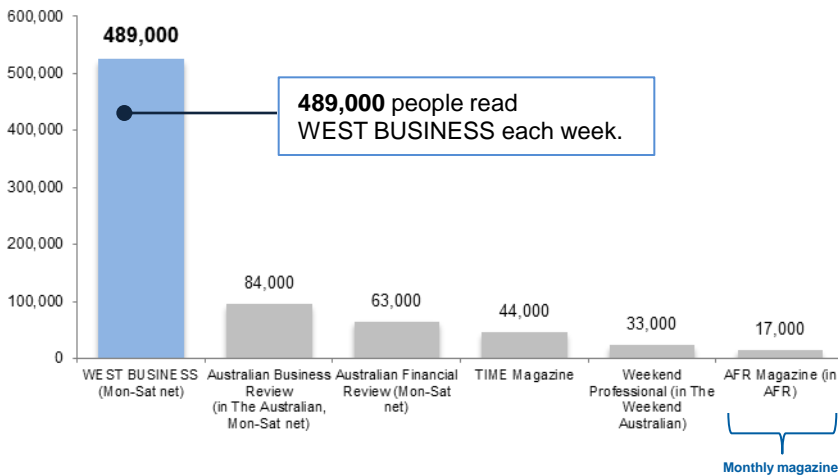
60% male



40% female

**NEARLY HALF
A MILLION
READERS
EVERY WEEK!**

WEST BUSINESS delivers more WA readers than any other business section or magazine



Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017.
*Read WEST BUSINESS (Mon-Sat net). | ¹An affluence/lifestyle indicator based on equal weightings of income, education, occupation and home ownership status. 'AB' represents the top 40%. | ²Business decisions made in the last 12 months. | ³Travelled for business in the last 12 months.

Welcome

From the Editor

With its award-winning team of journalists, WEST BUSINESS is the definitive source of news and commentary on business in WA.

As well as authoritative coverage of business each day in the paper, WEST BUSINESS online has emerged as the go-to source of up-to-date information about the financial plays and business figures which are driving the State's economy.



Ben Harvey
Group Business Editor

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

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A HIGH-VALUE WEST BUSINESS AUDIENCE

WEST BUSINESS readers* are:

Key influencers

- **43% more likely** than non-readers to keep up-to-date with financial products and services

Business decision makers

- **20% more likely** to be employed in professional/managerial roles
- **12% more likely** to make business decisions¹ (Base: Full Time)

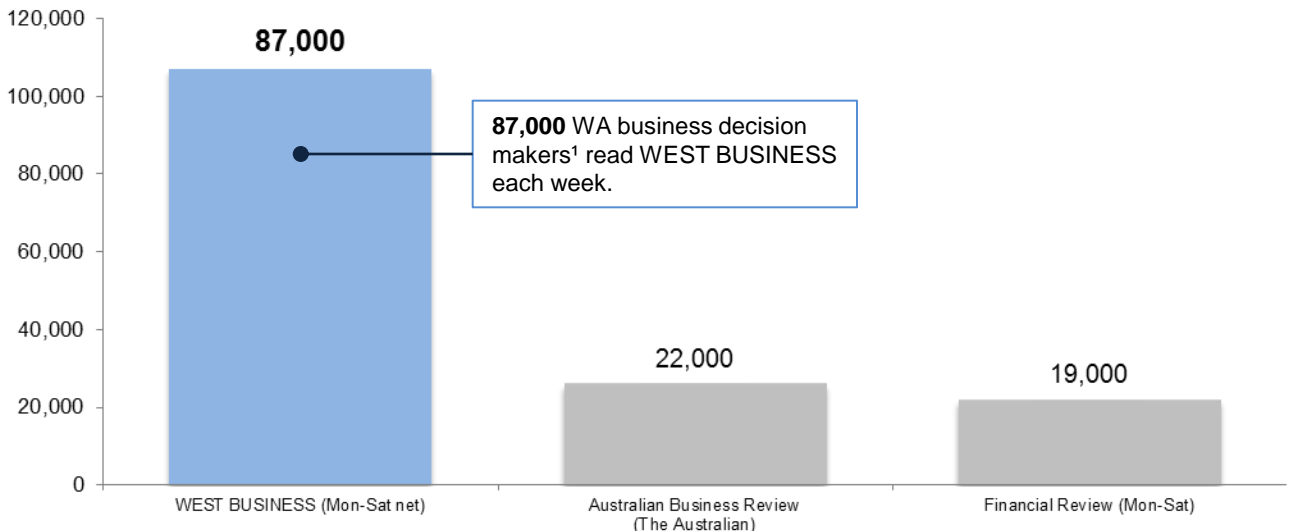
High value prospects

- Make business decisions **worth 63% more** on average than non-readers¹.



WEST BUSINESS readers* are **74% more likely** to hold senior executive positions (e.g. CEO, Director)²

Reach more WA business decision makers¹ with WEST BUSINESS!



Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017. *Read WEST BUSINESS (Mon-Sat net)
¹Business decisions made in the last 12 months. | ²Filter: Employed full-time/part-time.

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