

Wednesday in *The West Australian*
and in *The Weekend West*



333,000 people read WEST REAL ESTATE each week (Wednesday/Weekend)

610,000 read at least once each month



52% males



WEST REAL ESTATE readers are motivated buyers indexing 30% above the WA average for home buying intention¹.



48% females



Three in five readers work full-time or part-time.



Among intending home buyers¹, those who read WEST REAL ESTATE earn 18% more per annum than non-readers².

WEST REAL ESTATE is a stand-alone real estate buyers' guide.



38% of intending established home buyers read WEST REAL ESTATE at least once in the last four weeks.



In the Perth property market, adding print advertising to online improves success rates and reduces discounting*.



Influence genuine buyers mid-week and at the start of the weekend, when they have more time to discuss and plan home open visits.

MOST USEFUL MEDIA for information when buying property

Base: WA intend to buy a home in the next 12 months¹

1. Online search or home/property web-sites

2. NEWSPAPERS

3. Online advertising
4. Magazines
5. Social media
6. Television
7. Outdoor advertising
8. Unaddressed mail or catalogues
9. Radio
10. Cinema

WA home buyers look to newspapers

It's not internet vs newspapers.
It's internet **AND** newspapers.

42% of intending home buyers¹ who use home/property websites, and 45% who use online search, also use **NEWSPAPERS** as a source of information.

The West Australian delivers a range of solutions for real estate advertisers to drive awareness, consideration and action.

- WEST REAL ESTATE – Wednesday/Weekend
- Special edition property reports
- Special features
- The Gallery
- Commercial property (Wed) in *West Business*

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

*CoreLogic/RP Data. Base: Perth. | ¹Intend to buy new or established within next 12 months. | ²Average personal income.