

more readers



more high-income readers

more exclusive readers

more young readers

more readers mean ...

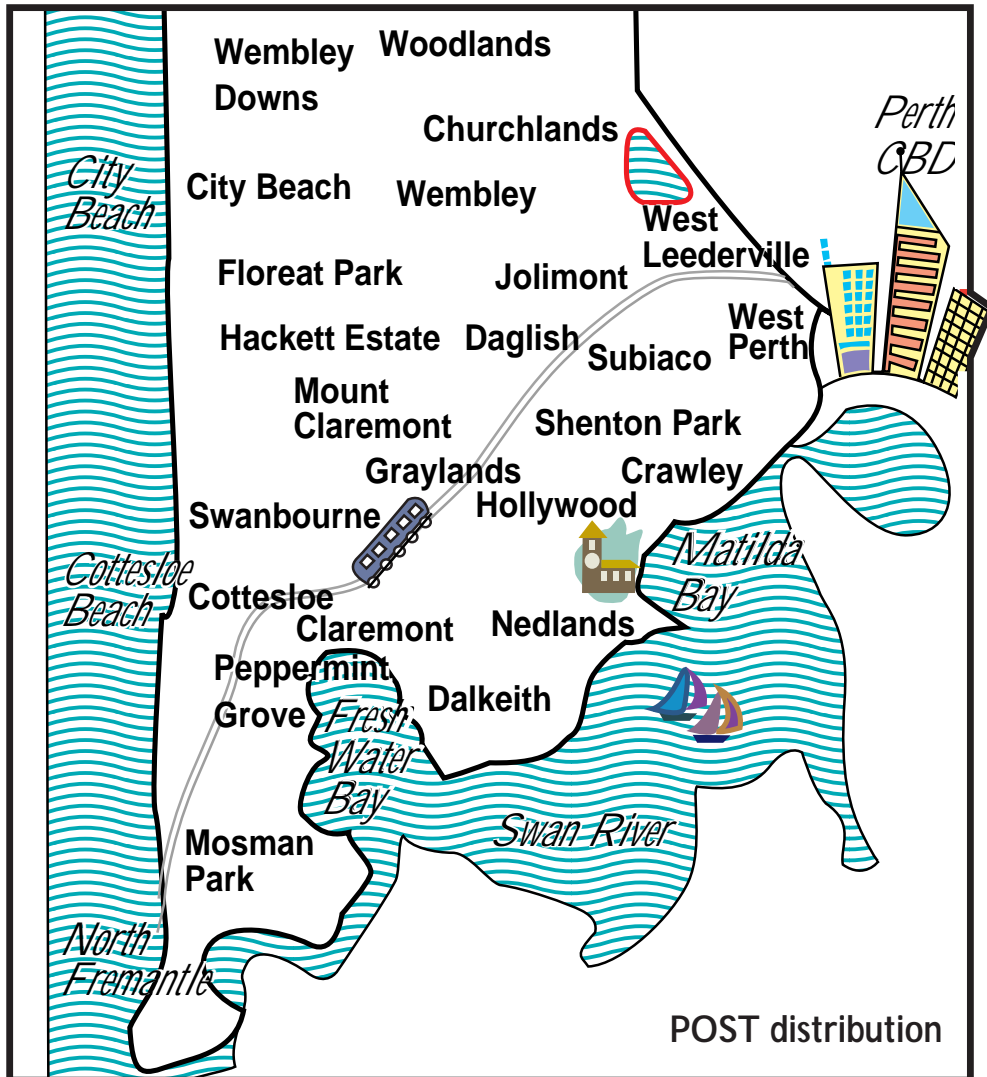
more sales

Turn the pages and see how POST power
puts your business way in front



(08) 9381 3088 or fax (08) 9388 2258 www.postnewspapers.com.au

Morgan Research April 2001 - March 2002



91,000 adults live in the **POST** distribution area, the riverside and waterfront suburbs of Perth. They are Perth's elite suburbs, the equivalent of Sydney's eastern suburbs and Melbourne's south eastern suburbs.

The **POST** area stretches from the affluent coastal strip of City Beach, Swanbourne, Cottesloe and North Fremantle, then along the Swan River to the doorstep of the city, West Perth. The readers in this area form a distinct target market.

Every household and business in this map area has a **POST** delivered free each week. Bulk drops are also made to other riverside suburbs.



Perth's western suburbs have been saying it for years:

Everybody reads the POST

Here's proof from an independent source*:

83,000 people read the **POST** each week in the Perth metropolitan area. And the **POST** wins hands down in the western suburbs, Perth's highest-income market.

Western suburbs readership

	Number of readers	% of all people aged 14+
POST Newspapers	65,000	(83.2%)
West Australian (Mon-Fri)	46,000	(59.0%)
Sunday Times	40,000	(51.4%)
Western suburbs Community	18,000	(23.6%)

The POST has 18,000 extra readers outside its core distribution area

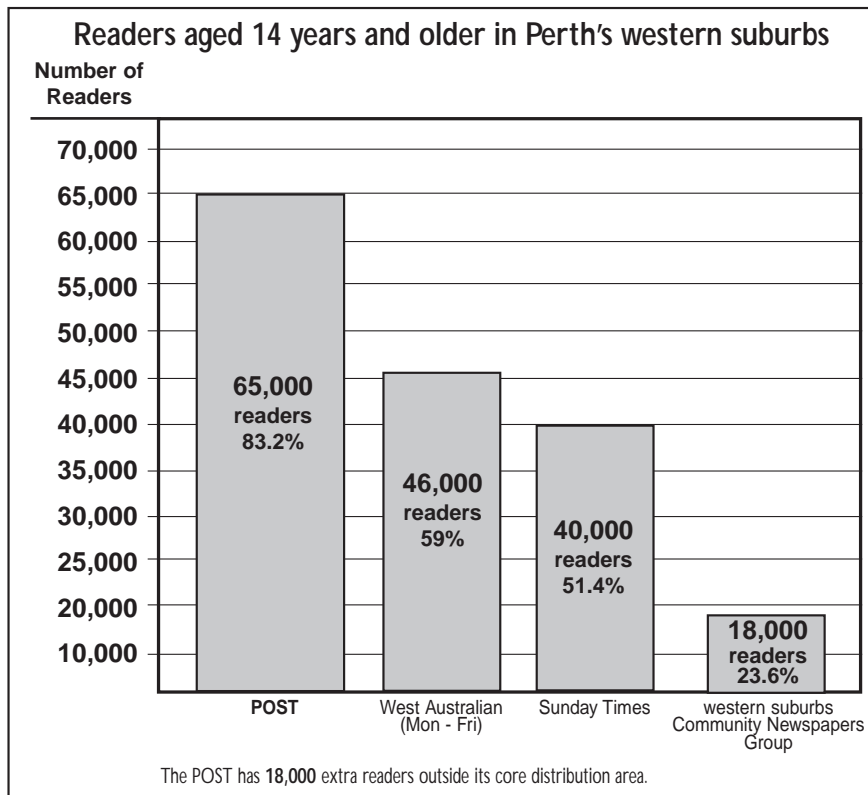
If you want your business message to reach Perth's top market,
there is only one choice



It's economical too.

This high penetration of Perth's top market comes at a surprisingly low price per reader for both black and white and colour advertising.

More Readers.



We can show you how to harness the power of the POST for the best advertising value and the most inexpensive way to reach Perth's premier market.

Exclusive readers

52,000 POST readers don't read the western suburbs Community Newspapers

32,000 POST readers don't read The West Australian (Mon-Fri)

10,000 POST readers don't read The West Australian (Sat)

36,000 POST readers don't read the Sunday Times

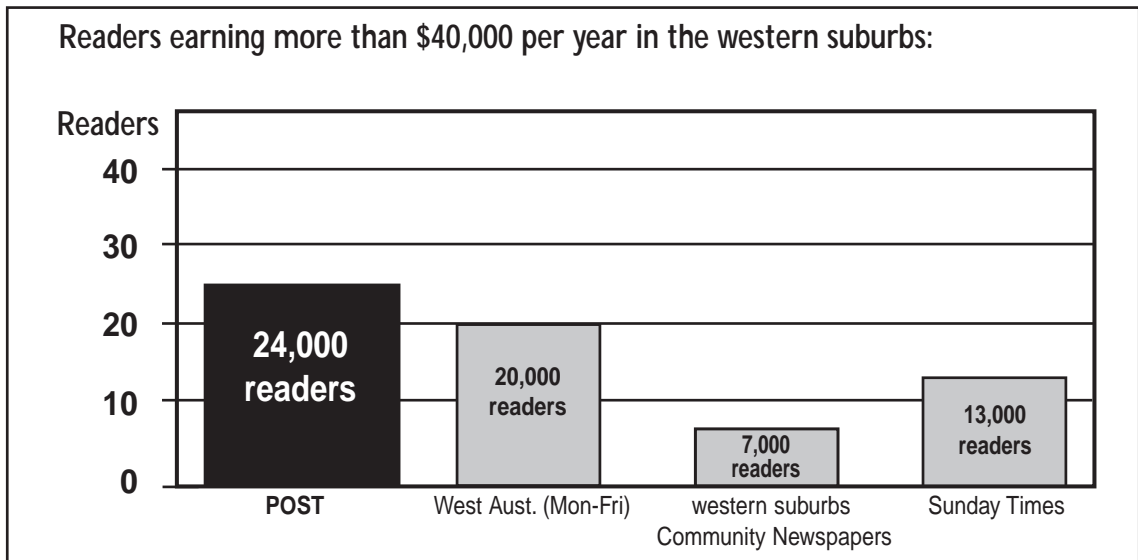
5000 POST readers don't read any other newspaper

If you want to reach every reader in the lucrative western suburbs market at a reasonable price, there is only one choice... The POST.



More high income readers

The POST has by far the highest number of high income readers. The Community Newspapers group publications have failed to attract this target market in the western suburbs.



Award-winning journalism means more readers

The POST has 25 years of commitment to vigorous reporting of everything that affects and entertains people of the western suburbs. That is the reason for the POST's unequalled penetration of homes in the western suburbs.

More reach

In the POST's distribution area, 45% of adults are professionals and managers compared to 22% for the Perth metropolitan area.

POST readers prefer the ABC

Professionals and managers are very light users of commercial TV and commercial radio. In fact 12,000 POST readers watch no commercial TV at all. And 39,000 listen to no commercial radio. The POST is easily the best, often the only way to reach this prime market



Far more POST readers own their homes

In the western suburbs 49,000 regular readers of the POST are home owners. Only 16,000 readers of the western suburbs Community Newspapers are home owners.

Young adults prefer the POST

The POST enjoys very high readership right across the age spectrum – teenagers, people in their twenties and thirties, baby-boomers, mums, dads and grannies.

In the under-29 age group, 23,000 young people in the western suburbs read the POST each week. This is more than four times as many as the western suburbs Community Newspapers (a mere 5,000)



In the over 30 age group, 45,000 people read the POST, compared with 16,000 for the western suburbs Community Newspapers.

Wealthy readers

In the age group 25 plus, a massive 53,000 people in the western suburbs read the POST each week.

This is the asset-rich, high disposable income group in the highest income suburbs of Perth.

Among the big-spending baby-boomer over-50s, the POST wins hands down with 27,000 readers per week.

More readers who are high up on the socio-economic scale

The AB quintile, the highest category on the socio-economic scale, is represented by 32,500 POST readers. This is many thousands more than any comparable newspaper.



We love to travel

The frequency of overseas and interstate air travel shows the income and leisure profile of the people who also love reading their POST. Last year 46,000 POST readers took at least one plane trip.

And 10,000 POST readers own a boat!

More readers per paper

More readers mean more sales

In this desirable western suburbs market, the POST has more than three times as many readers as the western suburbs Community Newspapers.

We're not talking about the numbers of publications distributed, but actual readers.

Each week, householders throw away 32,000 copies of the western suburbs Community Newspapers group without reading them, according to their published circulation figures.

In contrast, the POST distributes 50,000 copies a week and the Roy Morgan survey records 83,000 readers of the POST.

Western suburbs people prefer their locally-owned and produced POST newspaper, with its local news and its award-winning journalism.

They have turned their backs on the generic Community Newspapers chain, ultimately controlled from America by Rupert Murdoch.

Cheaper cost per reader

No matter what you pay in the Community Newspapers publications, your advertising can never reach the lucrative POST market.

On a cost per reader basis, the POST again resoundingly beats any other local publication.



Everybody reads the **POST**

If you are in business and you want the best way to reach
Perth's top market, phone Trina now on
(08) 9381 3088 or fax (08) 9388 2258
www.postnewspapers.com.au Quickcut



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