



AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT OCTOBER 2018

Total monthly (any of last 4 weeks) audience by platform in '000s
Data Period: November 2017- October 2018

National / Metro Titles Calibrated to DCR Ratings – October 2018

NEWS BRAND	Print Audience (Oct 18)	Digital Audience (Oct 18)	Total Audience (Oct 18)
Total Metro Newspapers	10,299	11,538	15,225
The Australian	1,909	1,941	3,627
Financial Review	976	1,701	2,472
The Weekly Times	340	208	545

Source: emmaTM conducted by Ipsos Connect, People 14+ for the 12 months ending October 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings October 2018.

National Titles Reported from NDP Ratings – October 2018

NEWS BRAND	Print Audience (Oct 18)	Digital Audience (Oct 18)	Total Audience (Oct 18)
The Saturday Paper	440	120	557

Source: emmaTM conducted by Ipsos Connect, People 14+ for the 12 months ending October 2018, 14+ Nielsen Digital Panel data October 2018.

Notes: Print audience in this report is shown as a total over a period of 4 weeks for consistency with NDP.



State/Territory Calibrated to DCR Ratings – October 2018

Region	NEWS BRAND	Print Audience (Oct 18)	Digital Audience (Oct 18)	Total Audience (Oct 18)
NSW	Daily Telegraph	2,427	2,728	4,500
NSW	Illawarra Mercury	135	392	518
NSW	Newcastle Herald	271	449	701
NSW	Northern Star	80	282	360
NSW	Sydney Morning Herald	1,798	6,693	7,429
NSW	The Land	241	203	439
VIC	Geelong Advertiser	160	243	396
VIC	Herald Sun	2,431	2,627	4,435
VIC	The Age	1,277	2,854	3,643
VIC	The Courier	85	242	321
QLD	Cairns Post	138	260	387
QLD	Chronicle	116	212	313
QLD	Courier-Mail	1,511	2,018	3,042
QLD	Gold Coast Bulletin	201	506	682
QLD	Morning Bulletin	75	178	250
QLD	Sunshine Coast Daily	161	545	677
QLD	Townsville Bulletin	144	254	387
SA	Adelaide Advertiser	831	1,118	1,625
TAS	Mercury (Tas)	190	312	413
TAS	The Examiner	120	190	266
WA	Sunday Times	599	1,586	1,932
ACT	Canberra Times	178	598	722
NT	Northern Territory News	100	274	357

Source: emmaTM conducted by Ipsos Connect, People 14+ for the 12 months ending October 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings October 2018.

State/Territory Titles Reported from NDP Ratings – October 2018

Region	NEWS BRAND	Print Audience (Oct 18)	Digital Audience (Oct 18)	Total Audience (Oct 18)
WA	West Australian	1,041	1,910	2,442
QLD	The Border Mail	111	128	232
NSW	The Daily Advertiser	67	86	152
VIC	The Standard	48	112	151
VIC	Bendigo Advertiser	90	44	134
TAS	The Advocate (Burnie)	81	133	185

Source: emmaTM conducted by Ipsos Connect, People 14+ for the 12 months ending October 2018, 14+ Nielsen Digital Panel data October 2018.

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Sectional Content – October 2018

NEWS BRAND	Print Audience (Oct 18)	Digital Audience (Oct 18)	Total Audience (Oct 18)
Domain	1,943	5,648	6,797
Traveller	1,468	1,130	2,457
Good Food / Epicure	1,347	928	2,171
Drive	662	572	1,190
Real Estate	2,887	8,319	9,860
Escape	3,275	478	3,651
Body + Soul	3,083	474	3,496
Taste.com.au	2,469	3,922	5,734

Source: emmaTM conducted by Ipsos Connect, People 14+ for the 12 months ending October 2018, 14+ Nielsen Digital Panel data October 2018.

Please Note:

Print audience figures for Real Estate, Escape, Body + Soul, Taste.com.au include, State / Territory Capital Mastheads as detailed below:

Real Estate: Hobart Mercury, Courier Mail, Daily Telegraph, Sunday Telegraph, Herald Sun, Saturday Advertiser, Geelong Advertiser, Cairns Weekend Post, Chronicle, Sunshine Coast Daily Weekend, The Weekend Star, Townville Bulletin, Weekend Bulletin, Weekend Gold Coast Bulletin

Escape: Sunday Herald Sun, Sunday Mail (QLD), Sunday Mail (SA), Sunday Tasmanian, Sunday Telegraph, Sunday Territorian, Sunday Times

Body + Soul: Sunday Herald Sun, Sunday Mail (QLD), Sunday Mail (SA), Sunday Tasmanian, Sunday Telegraph, Sunday Territorian, Sunday Times

Taste.com.au: Cairns Post, Courier-Mail, Gold Coast Bulletin, Herald Sun, Mercury (Tas), Sunday Territorian, Taste.com.au Magazine

Domain: Financial Review, Newcastle Herald, Sydney Morning Herald, Sun-Herald, The Age, Sunday Age, Prestige in Financial Review

Traveller: Sydney Morning Herald, Sun-Herald, The Age, Sunday Age

Good Food: Sydney Morning Herald, The Age

Drive: Sydney Morning Herald, The Age