



AUSTRALIAN TOTAL AUDIENCE REPORT DECEMBER 2020

Total monthly (any of last 4 weeks) audience by platform in '000s
Data Period: JANUARY 2020 – DECEMBER 2020

MAGAZINES

Titles Calibrated to DCR Ratings - DECEMBER 2020

Magazine Brands	Print Audience	Digital Audience	Total Audience
	(DEC20)	(DEC20)	(DEC20)
Australian Gourmet Traveller	221	461	666
Better Homes and Gardens	1,638	771	2,311
Delicious	427	1,174	1,540
GQ	118	196	314
Homes to Love	969	499	1,439
Marie Claire	301	427	698
New Idea	1,680	968	2,477
Now To Love	3,131	1,074	3,931
Taste.com.au	764	4,626	5,094
Vogue	391	446	813
Which Car	871	796	1,615

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2020, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings December 2020.

Notes:

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

Homes To Love print unduplicated audience: Australian House & Garden, Belle, Country Style, Inside Out, Real Living.

Which Car print unduplicated audience: Wheels, Motor, 4x4 Australia, Street Machine, Unique Cars.

Now to Love print unduplicated audience: The Australian Women's Weekly, Woman's Day, Take 5, TV Week, Empire

*In this report taste.com.au is comprised of Taste Magazine print audience and the Taste.com.au digital audience and does not include the newspaper sections. The total audience of Taste.com.au including newspaper sections has been reported separately in the Multi-platform Brands Total Audience Report.

Titles Reported from NDP Ratings - DECEMBER 2020

Magazine Brands	Print Audience	Digital Audience	Total Audience
	(DEC20)	(DEC20)	(DEC20)
Australian Geographic	611	274	874
Readers Digest Australia	417	496	902
Thats Life	1,083	110	1,182
Who	539	630	1,144
MiNDFOOD	62	102	164

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2020, 14+ Nielsen Digital Panel data December 2020

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



NEWS MEDIA

National / Metro Titles Calibrated to DCR Ratings - DECEMBER 2020

News Brands	Print Audience	Digital Audience	Total Audience
	(DEC20)	(DEC20)	(DEC20)
Total Metro or National Titles	8,883	13,069	15,563
Financial Review	1,088	2,273	3,094
The Australian	1,896	3,224	4,677
The Weekly Times	483	239	715
The Saturday Paper	516	150	658

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2020, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings December 2020.

State/Territory Calibrated to DCR Ratings-DECEMBER 2020

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(DEC20)	(DEC20)	(DEC20)
SA	Adelaide Advertiser	703	1,362	1,754
QLD	Cairns Post	123	229	347
ACT	Canberra Times	152	1,036	1,118
QLD	Courier-Mail	1,289	2,020	2,845
NSW	Daily Telegraph	2,139	3,069	4,608
VIC	Geelong Advertiser	141	284	416
QLD	Gold Coast Bulletin	187	491	657
VIC	Herald Sun	2,010	3,181	4,355
NSW	Illawarra Mercury	136	449	575
TAS	Mercury (Tas)	179	301	439
NSW	Newcastle Herald	214	482	680
NT	Northern Territory News	103	258	324
NSW	Sydney Morning Herald	1,466	8,893	9,387
VIC	The Age	1,008	4,419	4,865
VIC	The Courier	72	221	286
QLD	Townsville Bulletin	137	206	333
WA	West Australian	957	3,330	3,646
TAS	The Examiner	108	226	302

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2020, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings December 2020

Titles Reported from NDP Ratings - DECEMBER 2020

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(DEC20)	(DEC20)	(DEC20)
VIC	Bendigo Advertiser	79	162	239
TAS	The Advocate(Burnie)	85	123	182
VIC	The Border Mail	95	139	232

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2020, 14+ Nielsen Digital Panel data December 2020.

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



MULTIPLATFORM BRANDS

Multi-Platform Brands Calibrated to DCR Ratings - DECEMBER 2020

Multiplatform Brands	Print Audience	Digital Audience	Total Audience
	(DEC20)	(DEC20)	(DEC20)
Domain	1,687	6,399	7,433
Drive	518	640	1,111
Escape	2,894	648	3,434
Good Food	1,523	1,190	2,577
News Women's Network	1,306	7,273	8,075

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2020, 14+ Nielsen Digital Panel data December 2020.

Notes:

Print audience figures for Escape, News Women's Network, Drive and News Women's Network include, State / Territory Capital Mastheads as detailed below.

News Women's Network: Body+Soul in Sunday Times and Sunday Territorian, Stellar (NSW), Stellar (VIC), U on Sunday

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

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

Drive: Sydney Morning Herald, The Age

Good Food: Sections in Sydney Morning Herald and Age, NIMs in Sydney Morning Herald and The Age

Notes:

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