



AUSTRALIAN TOTAL AUDIENCE REPORT

JUNE 2020

Total monthly (any of last 4 weeks) audience by platform in '000s
Data Period: JULY 2019 – JUNE 2020

MAGAZINES

Titles Calibrated to DCR Ratings - June 2020

Magazine Brands	Print Audience	Digital Audience	Total Audience
	(JUN20)	(JUN20)	(JUN20)
Australian Gourmet Traveller	250	397	636
Better Homes and Gardens	1,712	797	2,416
Delicious	574	1,078	1,583
GQ	104	215	311
Homes to Love	1,083	478	1,529
Marie Claire	285	237	513
New Idea	2,025	1,336	3,112
The Monthly	86	116	201
Vogue	424	391	783
Which Car	994	799	1,735
Taste.com.au*	767	4,345	4,846

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

Notes:

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

Now To Love print unduplicated audience: Australian Women's Weekly, Woman's Day, Take 5, Good Health, OK!, NW, TV Week.

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.

*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 - June 2020			
Magazine Brands	Print Audience	Digital Audience	Total Audience
	(JUN20)	(JUN20)	(JUN20)
Australian Geographic	636	254	879
Healthy Food Guide	286	90	375
Home Beautiful	396	172	563
Readers Digest Australia	410	440	831
Thats Life	1,073	270	1,325
Who	724	1,047	1,704

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

News Brands	Print Audience	Digital Audience	Total Audience
	(JUN20)	(JUN20)	(JUN20)
Total Metro or National Titles	9,050	13,079	15,513
Financial Review	1,012	2,585	3,326
The Australian	1,759	3,044	4,413
The Saturday Paper	462	134	589
The Weekly Times	379	306	676

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

State/Territory Calibrated to DCR Ratings-June 2020

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(JUN20)	(JUN20)	(JUN20)
SA	Adelaide Advertiser	725	1,242	1,632
QLD	Cairns Post	123	270	388
ACT	Canberra Times	152	1,061	1,153
QLD	Courier-Mail	1,257	2,521	3,280
NSW	Daily Telegraph	2,090	2,732	4,320
VIC	Geelong Advertiser	146	210	345
QLD	Gold Coast Bulletin	188	450	618
VIC	Herald Sun	2,154	2,586	4,016
NSW	Illawarra Mercury	130	397	519
TAS	Mercury (Tas)	177	408	548
NSW	Newcastle Herald	207	372	569
NT	Northern Territory News	103	330	387
NSW	Sydney Morning Herald	1,493	8,803	9,371
VIC	The Age	1,099	4,517	5,026
VIC	The Courier	82	259	334
TAS	The Examiner	101	249	315
QLD	Townsville Bulletin	129	209	325
WA	West Australian	1,005	2,842	3,247

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

Titles Reported from NDP Ratings - June 2020

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(JUN20)	(JUN20)	(JUN20)
VIC	Bendigo Advertiser	81	184	261
TAS	The Advocate(Burnie)	68	157	199
VIC	The Border Mail	107	99	203
VIC	The Standard	51	124	170

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

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

MULTIPLATFORM BRANDS

Multiplatform Brands	Print Audience	Digital Audience	Total Audience
	(JUN20)	(JUN20)	(JUN20)
Delicious*	1,413	1,078	2,366
Domain	1,680	6,487	7,540
Drive	555	696	1,221
Escape	2,842	651	3,372
News Women's Network	1,339	6,495	7,368
Realestate	2,537	10,899	11,977
Taste.com.au*	2,234	4,345	5,892

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

Notes:

Print audience figures for Real Estate, Escape, News Women's Network, Taste.com.au include, State / Territory Capital Mastheads as detailed below:

Delicious: Adelaide Advertiser, The Daily Telegraph, Delicious Magazine

* In this report the total audience of Delicious is reported including Delicious Magazine print audience, the Delicious digital audience and the Delicious newspaper sections. The Delicious Magazine plus digital audience has been reported separately in the Magazines Total Audience Report.

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

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

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

* In this report the total audience of Taste.com.au is reported including Taste Magazine print audience, the Taste.com.au digital audience and the Taste newspaper sections. The Taste.com.au Magazine plus digital audience has been reported separately in the Magazines Total Audience Report.

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

Drive: Sydney Morning Herald, The Age

Notes:

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