



AUSTRALIAN TOTAL AUDIENCE REPORT SEPTEMBER 2020

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

MAGAZINES

Titles Calibrated to DCR Ratings - SEPTEMBER 2020

Magazine Brands	Print Audience	Digital Audience	Total Audience
	(SEP20)	(SEP20)	(SEP20)
Australian Gourmet Traveller	236	300	521
Better Homes and Gardens	1,703	875	2,467
Delicious	502	969	1,412
GQ	116	217	330
Homes to Love	1,068	572	1,603
Marie Claire	289	393	666
New Idea	1,860	1,093	2,759
Taste.com.au	747	4,039	4,550
Vogue	435	450	858
Which Car	985	710	1,664

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

*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.

Magazine Brands	Print Audience	Digital Audience	Total Audience
	(SEP20)	(SEP20)	(SEP20)
Australian Geographic	655	215	862
Healthy Food Guide	314	102	415
Readers Digest Australia	447	412	845
Thats Life	1,085	160	1,228
Who	649	676	1,285
MiNDFOOD	81	62	128

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

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NEWS MEDIA

National / Metro Titles Calibrated to DCR Ratings - SEPTEMBER 2020

News Brands	Print Audience	Digital Audience	Total Audience
	(SEP20)	(SEP20)	(SEP20)
Total Metro or National Titles	9,033	13,374	15,750
Financial Review	1,063	2,286	3,106
The Australian	1,819	3,192	4,567
The Weekly Times	444	330	764

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

State/Territory Calibrated to DCR Ratings-SEPTEMBER 2020

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(SEP20)	(SEP20)	(SEP20)
SA	Adelaide Advertiser	727	1,119	1,552
QLD	Cairns Post	126	282	399
ACT	Canberra Times	158	823	919
QLD	Courier-Mail	1,290	2,620	3,352
NSW	Daily Telegraph	2,149	2,836	4,437
VIC	Geelong Advertiser	141	361	491
QLD	Gold Coast Bulletin	189	445	617
VIC	Herald Sun	2,071	2,996	4,283
NSW	Illawarra Mercury	132	426	552
TAS	Mercury (Tas)	177	414	540
NSW	Newcastle Herald	207	434	629
NT	Northern Territory News	100	319	397
QLD	Queensland Country Life	145	113	253
NSW	Sydney Morning Herald	1,458	8,729	9,242
VIC	The Age	1,046	4,872	5,387
VIC	The Courier	79	303	374
QLD	Townsville Bulletin	134	310	426
WA	West Australian	992	2,937	3,341

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

Titles Reported from NDP Ratings - SEPTEMBER 2020

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(SEP20)	(SEP20)	(SEP20)
VIC	Bendigo Advertiser	77	229	301
TAS	The Advocate(Burnie)	74	153	204
VIC	The Border Mail	108	150	253
VIC	The Standard	48	160	208

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending September 2020, 14+ Nielsen Digital Panel data September 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
	(SEP20)	(SEP20)	(SEP20)
Domain	1,719	5,863	6,981
Drive	550	595	1,095
Escape	2,926	536	3,358
News Women's Network	1,304	6,629	7,422

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

Notes:

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