

emma™ Total Audience Report - Newspapers

Total monthly (any of last 4 weeks) audience by platform in '000

Data Period: Dec 2015-Nov 2016 (Web – Nov 2016)

NEWSPAPER BRAND	Print (monthly)	Digital (monthly)	Total (monthly)
Adelaide Advertiser	900	828	1,476
Canberra Times	202	586	717
Courier-Mail	1,845	1,539	2,920
Daily Telegraph	2,785	1,942	4,142
Financial Review	929	744	1,575
Herald Sun	2,599	2,229	4,039
Mercury (Tas)	202	213	372
Northern Territory News	130	140	248
Sunday Times	829	841	1,426
Sunshine Coast Daily	170	157	293
Sydney Morning Herald	2,057	4,011	5,241
The Age	1,432	2,101	2,991
The Australian	1,864	1,249	2,871
West Australian	1,268	658	1,680

Notes:

Print audience in this report is shown as a total over a period of 4 weeks for consistency with Nielsen DRM figures. These print figures are therefore larger than those shown in the separate Print Audience report, which are for a single issue.

Measures:

Print - emma™; Number of people reading a print version in last 4 weeks

Digital - Nielsen DRM; Number of people accessing web site across all devices in last calendar month

** (These figures may vary slightly from official DRM figures due to differences in universe. Please refer to DRM for official rankings)

Total - emma™ / Nielsen DRM; Total number of people accessing brand via any platform in the last 4 weeks (Digital - last calendar month)

Source:

emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending Nov 2016, Nielsen DRM Nov 2016, People 14+ only

