

emma™ Total Audience Report - Newspapers

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

Data Period: Jan 2016-Dec 2016 (Web – Dec 2016)

NEWSPAPER BRAND	Print (monthly)	Digital (monthly)	Total (monthly)
Adelaide Advertiser	894	747	1,369
Canberra Times	200	702	819
Courier-Mail	1,837	1,463	2,834
Daily Telegraph	2,794	1,763	4,038
Financial Review	922	659	1,475
Herald Sun	2,579	2,193	3,960
Mercury (Tas)	203	256	396
Northern Territory News	131	199	300
Sunday Times	810	751	1,340
Sunshine Coast Daily	172	228	373
Sydney Morning Herald	2,043	3,736	4,999
The Age	1,408	2,020	2,883
The Australian	1,849	1,222	2,829
West Australian	1,252	721	1,649

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 Dec 2016, Nielsen DRM Dec 2016, People 14+ only

