

emma™ Total Audience Report - Newspapers

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

Data Period: Feb 2016-Jan 2017 (Web – Jan 2017)

| NEWSPAPER BRAND | Print (monthly) | Digital (monthly) | Total (monthly) |
|-------------------------|-----------------|-------------------|-----------------|
| Adelaide Advertiser | 898 | 910 | 1,491 |
| Canberra Times | 201 | 777 | 891 |
| Courier-Mail | 1,846 | 1,550 | 2,886 |
| Daily Telegraph | 2,819 | 2,079 | 4,335 |
| Financial Review | 941 | 692 | 1,543 |
| Herald Sun | 2,624 | 2,298 | 4,137 |
| Mercury (Tas) | 206 | 233 | 391 |
| Northern Territory News | 129 | 177 | 273 |
| Sunday Times | 811 | 796 | 1,393 |
| Sunshine Coast Daily | 176 | 357 | 487 |
| Sydney Morning Herald | 2,068 | 4,143 | 5,359 |
| The Age | 1,446 | 2,325 | 3,203 |
| The Australian | 1,873 | 1,166 | 2,826 |
| West Australian | 1,257 | 749 | 1,647 |

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 Jan 2017, Nielsen DRM Jan 2017, People 14+ only

