

emma™ Total Audience Report - Newspapers

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

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

| NEWSPAPER BRAND | Print (monthly) | Digital (monthly) | Total (monthly) |
|-------------------------|-----------------|-------------------|-----------------|
| Adelaide Advertiser | 877 | 1,087 | 1,633 |
| Canberra Times | 198 | 712 | 820 |
| Courier-Mail | 1,832 | 1,711 | 3,064 |
| Daily Telegraph | 2,815 | 2,428 | 4,618 |
| Financial Review | 939 | 855 | 1,684 |
| Herald Sun | 2,634 | 2,256 | 4,037 |
| Mercury (Tas) | 204 | 193 | 344 |
| Northern Territory News | 124 | 203 | 274 |
| Sunday Times | 813 | 820 | 1,403 |
| Sunshine Coast Daily | 176 | 243 | 376 |
| Sydney Morning Herald | 2,067 | 4,380 | 5,509 |
| The Age | 1,448 | 2,395 | 3,289 |
| The Australian | 1,860 | 1,365 | 2,969 |
| West Australian | 1,247 | 683 | 1,641 |

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

