

emma™ Total Audience Report - Newspapers

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

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

NEWSPAPER BRAND	Print (monthly)	Digital (monthly)	Total (monthly)
Adelaide Advertiser	880	998	1,547
Canberra Times	200	679	795
Courier-Mail	1,809	1,747	2,977
Daily Telegraph	2,832	2,573	4,732
Financial Review	949	692	1,556
Herald Sun	2,632	2,497	4,366
Mercury (Tas)	206	173	352
Northern Territory News	128	160	244
Sunday Times	812	869	1,443
Sunshine Coast Daily	175	262	400
Sydney Morning Herald	2,050	4,150	5,367
The Age	1,432	2,316	3,191
The Australian	1,859	1,408	3,007
West Australian	1,240	922	1,825

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

