

## emma™ Total Audience Report - Newspapers

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

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

NEWSPAPER BRAND	Print (monthly)	Digital (monthly)	Total (monthly)
Adelaide Advertiser	880	856	1,455
Canberra Times	200	798	901
Chronicle	127	123	239
Courier-Mail	1,777	1,678	2,965
Daily Telegraph	2,835	2,412	4,554
Financial Review	947	779	1,621
Geelong Advertiser	161	139	278
Gold Coast Bulletin	234	254	462
Herald Sun	2,638	2,462	4,335
Mercury (Tas)	201	175	319
Northern Territory News	124	129	234
Sunday Times	813	918	1,491
Sunshine Coast Daily	174	242	382
Sydney Morning Herald	2,061	4,100	5,240
The Age	1,428	2,143	3,022
The Australian	1,879	1,551	3,157
West Australian	1,230	672	1,620

### 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 Apr 2017, Nielsen DRM Apr 2017, People 14+ only