

## emma™ Total Audience Report - Newspapers

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

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

NEWSPAPER BRAND	Print (monthly)	Digital (monthly)	Total (monthly)
Adelaide Advertiser	885	897	1,514
Canberra Times	200	728	856
Chronicle	127	127	228
Courier-Mail	1,760	1,772	2,973
Daily Telegraph	2,818	2,406	4,560
Financial Review	959	950	1,763
Geelong Advertiser	154	134	278
Gold Coast Bulletin	236	264	473
Herald Sun	2,616	2,266	4,096
Mercury (Tas)	200	166	301
Northern Territory News	121	111	221
Sunday Times	788	766	1,291
Sunshine Coast Daily	174	217	356
Sydney Morning Herald	2,048	3,837	5,066
The Age	1,432	2,101	3,005
The Australian	1,902	1,595	3,214
West Australian	1,212	778	1,673

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