

## 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

