



AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT JULY 2018

Total monthly (any of last 4 weeks) audience by platform in '000
Data Period: August 2017- July 2018 (Digital, NDP Nielsen Digital Panel, July 2018)

NATIONAL

NEWS BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
The Australian	1,958	1,461	3,180
Financial Review	956	1,036	1,842

STATE/TERRITORY

REGION	NEWS BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
NSW	Sydney Morning Herald	1,832	3,890	5,029
NSW	Daily Telegraph	2,412	1,941	3,830
VIC	Herald Sun	2,442	2,185	4,020
VIC	The Age	1,315	1,886	2,810
VIC	Geelong Advertiser	166	126	283
QLD	Courier Mail	1,563	1,328	2,520
QLD	Gold Coast Bulletin	211	276	481
QLD	Sunshine Coast Daily	163	238	387
QLD	Chronicle Toowoomba	118	108	222
SA	Adelaide Advertiser	839	918	1,487
WA	West Australian	1,037	1,277	2,064
WA	Sunday Times	582	1,017	1,461
TAS	Mercury	198	190	339
ACT	Canberra Times	181	439	581
NT	Northern Territory News	104	164	256

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending July 2018, NDP Nielsen Digital Panel July 2018, People 14+ only

Notes: Print audience in this report is shown as a total over a period of 4 weeks for consistency with Nielsen NDP figures. These print figures are therefore larger than those shown in the separate Print Audience report, which are for a single issue. All figures in '000's

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