



AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT MAY 2018

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

Data Period: June 2017- May 2018 (Digital, Nielsen DRM, now Nielsen Digital Panel, NDP, May 2018)

NATIONAL

NEWS BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
The Australian	1,963	1,488	3,186
Financial Review	949	1,247	2,024

STATE/TERRITORY

REGION	NEWS BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
NSW	Sydney Morning Herald	1,858	3,708	4,860
NSW	Daily Telegraph	2,425	1,784	3,741
VIC	Herald Sun	2,465	1,855	3,687
VIC	The Age	1,374	1,912	2,833
VIC	Geelong Advertiser	166	161	322
QLD	Courier Mail	1,581	1,183	2,368
QLD	Gold Coast Bulletin	210	257	453
QLD	Sunshine Coast Daily	162	158	303
QLD	Chronicle Toowoomba	120	82	199
SA	Adelaide Advertiser	838	889	1,461
WA	West Australian	1,057	1,153	1,827
WA	Sunday Times	614	932	1,364
TAS	Mercury	198	212	364
ACT	Canberra Times	186	461	582
NT	Northern Territory News	105	197	252

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending May 2018, Nielsen DRM, now NDP Nielsen Digital Panel May 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 DRM figures, now NDP. 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

