



AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT SEPTEMBER 2018

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

NATIONAL

NEWS BRAND	Print Audience (Sep18)	Digital Audience (Sep18)	Total Audience (Sep18)
The Australian	1,905	1,063	2,787
Financial Review	952	984	1,799

STATE/TERRITORY

Region	NEWS BRAND	Print Audience (Sep18)	Digital Audience (Sep18)	Total Audience (Sep18)
NSW	Sydney Morning Herald	1,792	3,600	4,685
NSW	Daily Telegraph	2,391	1,656	3,598
VIC	Herald Sun	2,415	2,247	3,936
VIC	The Age	1,274	1,858	2,718
VIC	Geelong Advertiser	164	85	244
QLD	Courier-Mail	1,519	1,314	2,441
QLD	Gold Coast Bulletin	200	187	374
QLD	Sunshine Coast Daily	160	152	301
QLD	Chronicle	117	136	247
SA	Adelaide Advertiser	832	847	1,342
WA	West Australian	1,040	1,039	1,709
WA	Sunday Times	596	857	1,274
TAS	Mercury (Tas)	194	141	291
ACT	Canberra Times	178	415	535
NT	Northern Territory News	101	261	350

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

