



## AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT

Data Period: May 2017 - April 2018 (Digital, Nielsen DRM April 2018)

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

### NATIONAL

NEWSPAPER BRANDS	PRINT (Monthly)	DIGITAL (Monthly)	TOTAL (Monthly)
The Australian	1971	1361	3093
Financial Review	972	1087	1918

### STATE/TERRITORY

REGION	NEWSPAPER BRANDS	PRINT (Monthly)	DIGITAL (Monthly)	TOTAL (Monthly)
NSW	Sydney Morning Herald	1888	3593	4713
NSW	Daily Telegraph	2448	1950	3880
VIC	Herald Sun	2496	2426	4184
VIC	The Age	1421	1857	2794
VIC	Geelong Advertiser	165	97	259
QLD	Courier-Mail	1595	1117	2358
QLD	Gold Coast Bulletin	218	507	709
QLD	Sunshine Coast Daily	159	263	411
QLD	Chronicle	122	91	210
S.A	Adelaide Advertiser	855	836	1408
W.A	West Australian	1067	894	1652
W.A	Sunday Times	617	948	1373
TAS	Mercury (Tas)	199	137	272
ACT	Canberra Times	186	512	642
NT	Northern Territory News	104	186	273

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending April 2018, Nielsen DRM March 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. 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

