



AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT

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

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

NATIONAL

NEWS BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
The Australian	1,981	1,587	3,296
Financial Review	970	1,152	1,979

STATE/TERRITORY

REGION	NEWS BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
NSW	Sydney Morning Herald	1,902	3,577	4,750
NSW	Daily Telegraph	2,461	2,070	4,003
VIC	Herald Sun	2,487	2,137	3,954
VIC	The Age	1,417	1,918	2,920
VIC	Geelong Advertiser	161	90	247
QLD	Courier Mail	1,611	1,234	2,431
QLD	Gold Coast Bulletin	218	229	433
QLD	Sunshine Coast Daily	160	237	386
QLD	Chronicle Toowoomba	123	81	200
SA	Adelaide Advertiser	852	821	1,394
WA	West Australian	1,073	1,023	1,734
WA	Sunday Times	632	1,056	1,476
TAS	Mercury	200	192	347
ACT	Canberra Times	184	629	748
NT	Northern Territory News	102	167	241

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending March 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

