



AUSTRALIAN TOTAL AUDIENCE REPORT DECEMBER 2019

Total monthly (any of last 4 weeks) audience by platform in '000s
Data Period: January 2019 – December 2019

MAGAZINES

Titles Calibrated to DCR Ratings - December 2019

Magazine Brands	Print Audience	Digital Audience	Total Audience
	(DEC19)	(DEC19)	(DEC19)
Australian Gourmet Traveller	280	449	711
Better Homes and Gardens	1,741	690	2,355
delicious	636	960	1,516
GQ	105	205	306
Homes to love	1,107	345	1,417
Marie Claire	285	368	641
New Idea	2,299	1,652	3,656
Now to love	4,040	1,042	4,736
Taste.com.au*	760	4,253	4,740
The Monthly	100	149	248
Vogue	434	490	895
Which Car	969	814	1,722

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings December 2019.

Notes:

Print audience in this report is shown as a total over a period of 4 weeks for consistency with NDP.

Now To Love print unduplicated audience: Australian Women's Weekly, Woman's Day, Take 5, Good Health, OK!, NW, TV Week.

Homes To Love print unduplicated audience: Australian House & Garden, Belle, Country Style, Inside Out, Real Living.

Which Car print unduplicated audience: Wheels, Motor, 4x4 Australia, Street Machine, Unique Cars.

*In this report taste.com.au is comprised of Taste Magazine print audience and the Taste.com.au digital audience and does not include the newspaper sections. The total audience of Taste.com.au including newspaper sections has been reported separately in the Multi-platform Brands Total Audience Report.



Titles Reported from NDP Ratings - December 2019

Magazine Brands	Print Audience	Digital Audience	Total Audience
	(DEC19)	(DEC19)	(DEC19)
Australian Geographic	670	289	949
Healthy Food Guide	251	80	328
Home Beautiful	442	144	583
Men's Health	333	389	714
MiNDFOOD	89	114	204
Reader's Digest Australia	412	384	781
Thats Life	1,085	191	1,260
Who	868	609	1,438

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019, 14+ Nielsen Digital Panel data December 2019.

Notes: Print audience in this report is shown as a total over a period of 4 weeks for consistency with NDP.



NEWS MEDIA

National / Metro Titles Calibrated to DCR Ratings - December 2019

News Brands	Print Audience	Digital Audience	Total Audience
	(DEC19)	(DEC19)	(DEC19)
Total Metro or National Titles	9,337	11,948	15,104
Financial Review	1,019	1,632	2,450
The Australian	1,729	2,170	3,590
The Saturday Paper	447	128	570
The Weekly Times	330	340	656

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings December 2019.

State/Territory Calibrated to DCR Ratings-December 2019

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(DEC19)	(DEC19)	(DEC19)
SA	Adelaide Advertiser	746	1,467	1,850
QLD	Cairns Post	126	206	325
ACT	Canberra Times	154	1,082	1,139
QLD	Courier-Mail	1,287	2,374	3,191
NSW	Daily Telegraph	2,105	2,911	4,532
VIC	Geelong Advertiser	134	263	392
QLD	Gold Coast Bulletin	186	620	780
VIC	Herald Sun	2,256	2,490	4,017
NSW	Illawarra Mercury (Wollongong)	128	421	541
TAS	Mercury (Tas)	179	349	468
NSW	Newcastle Herald	205	495	689
NT	Northern Territory News	107	443	465
QLD	Queensland Country Life	151	166	305
NSW	Sydney Morning Herald	1,537	7,583	8,175
VIC	The Age	1,207	4,004	4,579
VIC	The Courier (Ballarat)	79	279	353
TAS	Examiner (Launceston)	107	176	249
NSW	Land	210	328	534
QLD	Townsville Bulletin	131	316	433
WA	West Australian	1,042	3,046	3,461

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings December 2019.

Titles Reported from NDP Ratings - December 2019

Region	News Brands	Print Audience	Digital Audience	Total Audience
		(DEC19)	(DEC19)	(DEC19)
VIC	Bendigo Advertiser	84	212	287
TAS	The Advocate (Burnie)	68	154	210

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019, 14+ Nielsen Digital Panel data December 2019.

Notes: Print audience in this report is shown as a total over a period of 4 weeks for consistency with NDP.



MULTIPLATFORM BRANDS

Multi-Platform Brands Calibrated to DCR Ratings - December 2019

Multiplatform Brands	Print Audience	Digital Audience	Total Audience
	(DEC19)	(DEC19)	(DEC19)
Domain	1,691	4,565	5,721
Drive	560	442	964
Escape	2,827	593	3,319
Good Food	1,209	1,068	2,154
Realestate	2,511	7,754	9,166
Taste.com.au*	2,216	4,253	5,772
WHIMN	2,594	4,141	6,070
Traveller	1,195	984	2,097

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019, 14+ Nielsen Digital Panel data December 2019.

Notes:

Print audience figures for Real Estate, Escape, WHIMN, Taste.com.au include, State / Territory Capital Mastheads as detailed below:

Real Estate: Hobart Mercury, Courier Mail, Daily Telegraph, Sunday Telegraph, Herald Sun, Saturday Advertiser, Geelong Advertiser, Cairns Weekend Post, Chronicle, Sunshine Coast Daily Weekend, The Weekend Star, Townville Bulletin, Weekend Bulletin, Weekend Gold Coast Bulletin

Escape: Sunday Herald Sun, Sunday Mail (QLD), Sunday Mail (SA), Sunday Tasmanian, Sunday Telegraph, Sunday Territorian, Sunday Times

WHIMN: Sunday Herald Sun, Sunday Mail (QLD), Sunday Mail (SA), Sunday Tasmanian, Sunday Telegraph, Sunday Territorian, Sunday Times

Taste.com.au: Cairns Post, Courier-Mail, Gold Coast Bulletin, Herald Sun, Mercury (Tas), Sunday Territorian, Taste.com.au Magazine

* In this report the total audience of Taste.com.au is reported including Taste Magazine print audience, the Taste.com.au digital audience and the Taste newspaper sections. The Taste.com.au Magazine plus digital audience has been reported separately in the Magazines Total Audience Report.

Domain: Financial Review, Newcastle Herald, Sydney Morning Herald, Sun-Herald, The Age, Sunday Age, Prestige in Financial Review

Traveller: Sydney Morning Herald, Sun-Herald, The Age, Sunday Age

Drive: Sydney Morning Herald, The Age

Good Food/ Epicure: Sydney Morning Herald, The Age

Notes:

Print audience in this report is shown as a total over a period of 4 weeks for consistency with NDP.