



AUSTRALIAN MULTIPLATFORM TOTAL AUDIENCE REPORT DECEMBER 2018

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

Data Period: January 2018 - December 2018

Multi-Platform Brands – December 2018

NEWS BRAND	Print Audience (Dec 18)	Digital Audience (Dec 18)	Total Audience (Dec 18)
Body + Soul	3,062	536	3,523
Domain	1,858	4,207	5,505
Drive	623	551	1,143
Escape	3,260	363	3,548
Good Food / Epicure	1,298	627	1,861
Real estate	2,931	7,491	9,181
taste.com.au	2,431	4,530	6,257
Traveller	1,404	1,085	2,393

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2018, 14+ Nielsen Digital Panel data December 2018.

Please Note:

Print audience figures for Real Estate, Escape, Body + Soul, 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

Body + Soul: 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

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

Good Food: Sydney Morning Herald, The Age

Drive: Sydney Morning Herald, The Age

