



AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT DECEMBER 2018

Total monthly (any of last 4 weeks) audience by platform in '000s
Data Period: January 2018 - December 2018

National / Metro Titles Calibrated to DCR Ratings – December 2018

NEWS BRAND	Print Audience (Dec 18)	Digital Audience (Dec 18)	Total Audience (Dec 18)
Total National or Metro Newspapers	10,196	11,168	14,974
Financial Review	997	1,386	2,230
The Australian	1,898	1,733	3,364
The Weekly Times	336	302	627

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

National Titles Reported from NDP Ratings – December 2018

NEWS BRAND	Print Audience (Dec 18)	Digital Audience (Dec 18)	Total Audience (Dec 18)
The Saturday Paper	472	111	580

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

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



State/Territory Calibrated to DCR Ratings – December 2018

Region	NEWS BRAND	Print Audience (Dec 18)	Digital Audience (Dec 18)	Total Audience (Dec 18)
NSW	Daily Telegraph	2,421	2,196	4,103
NSW	Illawarra Mercury	134	334	457
NSW	Newcastle Herald	263	531	784
NSW	Northern Star	80	199	275
NSW	Sydney Morning Herald	1,732	6,892	7,675
NSW	The Land	235	133	359
VIC	Geelong Advertiser	158	197	345
VIC	Herald Sun	2,385	2,041	3,864
VIC	The Age	1,229	2,965	3,658
VIC	The Courier	79	236	311
QLD	Cairns Post	138	277	408
QLD	Chronicle	112	247	351
QLD	Courier-Mail	1,471	1,687	2,706
QLD	Gold Coast Bulletin	202	440	625
QLD	Morning Bulletin	70	172	237
QLD	Sunshine Coast Daily	156	451	587
QLD	The Border Mail	106	163	262
QLD	Townsville Bulletin	141	359	491
SA	Adelaide Advertiser	834	1,104	1,674
TAS	Mercury (Tas)	192	331	467
TAS	The Examiner	120	193	262
WA	Sunday Times	597	1,386	1,683
WA	West Australian	1,030	1,790	2,351
ACT	Canberra Times	176	518	624
NT	Northern Territory News	104	377	413
NSW/ACT/VIC/QLD/WA/SA/TAS	The Senior	679	27	706

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

State/Territory Titles Reported from NDP Ratings – December 2018

Region	NEWS BRAND	Print Audience (Dec 18)	Digital Audience (Dec 18)	Total Audience (Dec 18)
TAS	The Advocate (Burnie)	76	136	187
NSW	The Daily Advertiser	64	64	127

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