



# AUSTRALIAN TOTAL AUDIENCE REPORT

## FEBRUARY 2019

Total monthly (any of last 4 weeks) audience by platform in '000s  
Data Period: March 2018 - February 2019

### MAGAZINES

Titles Calibrated to DCR Ratings – February 2019

MAGAZINE BRANDS	Print Audience (Feb 19)	Digital Audience (Feb 19)	Total Audience (Feb 19)
Australian Geographic	712	139	846
Australian Gourmet Traveller	251	239	485
Australian 4WD Action	431	85	513
Better Homes and Gardens	1,898	573	2,392
delicious.	578	589	1,131
Golf Australia	121	283	400
Healthy Food Guide	226	94	318
Homes to Love	1,203	255	1,438
Marie Claire	298	253	544
MiNDFOOD	98	73	171
New Idea	2,624	1,226	3,595
Now to love	4,495	1,634	5,636
Reader's Digest Australia	463	314	770
Taste.com.au*	800*	3,659*	4,232*
That's Life!	1,191	68	1,253
Vogue Australia	394	220	601
Weight Watchers	102	349	446
Which Car	1,072	560	1,585
Who	960	801	1,704

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

MAGAZINE BRANDS	Print Audience (Feb 19)	Digital Audience (Feb 19)	Total Audience (Feb 19)
GQ	106	70	175
Home Beautiful	490	145	631
Women's Health	328	145	470

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

NEWS BRAND	Print Audience (Feb 19)	Digital Audience (Feb 19)	Total Audience (Feb 19)
<b>Total National or Metro Newspapers</b>	<b>10,002</b>	<b>11,170</b>	<b>14,970</b>
Financial Review	1,009	1,855	2,675
The Australian	1,831	1,748	3,326
The Weekly Times	336	325	644

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

### State/Territory Calibrated to DCR Ratings – February 2019

Region	NEWS BRAND	Print Audience (Feb 19)	Digital Audience (Feb 19)	Total Audience (Feb 19)
ACT	Canberra Times	174	675	770
NSW	Daily Telegraph	2,359	2,521	4,440
NSW	Illawarra Mercury	139	350	483
NSW	Newcastle Herald	243	545	776
NSW	Northern Star	79	198	275
NSW	Sydney Morning Herald	1,703	6,706	7,494
NSW	The Land	225	144	367
NT	Northern Territory News	110	450	524
QLD	Cairns Post	135	249	373
QLD	Chronicle	108	234	340
QLD	Courier-Mail	1,416	1,848	2,823
QLD	Gold Coast Bulletin	196	590	772
QLD	Morning Bulletin	64	163	223
QLD	Sunshine Coast Daily	154	453	593
QLD	The Border Mail (Albury)	103	107	205
QLD	Townsville Bulletin	133	509	632
SA	Adelaide Advertiser	791	1,121	1,581
TAS	Mercury (Tas)	189	308	424
TAS	The Examiner (Launceston)	109	214	294
VIC	Geelong Advertiser	150	208	349
VIC	Herald Sun	2,359	2,381	4,131
VIC	The Age	1,202	3,047	3,709
VIC	The Courier (Ballarat)	73	270	336
WA	West Australian + Sunday Times	1,104	2,763	3,164

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

### State/Territory Titles Reported from NDP Ratings – February 2019

Region	NEWS BRAND	Print Audience (Feb 19)	Digital Audience (Feb 19)	Total Audience (Feb 19)
TAS	The Advocate (Burnie)	76	173	225

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

NEWS BRAND	Print Audience (Feb 19)	Digital Audience (Feb 19)	Total Audience (Feb 19)
Body+Soul	3,017	583	3,500
Domain	1,814	4,819	6,022
Drive	600	610	1,158
Escape	3,213	446	3,570
Real Estate	2,807	8,018	9,573
Taste.com.au*	2,389*	3,659*	5,460*
Traveller	1,346	925	2,173

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

## Titles Reported from NDP Ratings – February 2019

NEWS BRAND	Print Audience (Feb 19)	Digital Audience (Feb 19)	Total Audience (Feb 19)
Good Food / Epicure	1,271	765	1,948

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

### Notes:

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

*\* 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.