



AUSTRALIAN MULTIPLATFORM TOTAL AUDIENCE REPORT JANUARY 2019

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

Multi-Platform Brands Calibrated to DCR Ratings – January 2019

NEWS BRAND	Print Audience (Jan 19)	Digital Audience (Jan 19)	Total Audience (Jan 19)
Body+Soul	3,066	689	3,628
Domain	1,836	5,076	6,233
Drive	596	649	1,201
Escape	3,265	499	3,669
Real Estate	2,884	8,351	9,929
Taste.com.au	2,458	3,925	5,703
Traveller	1,363	1,242	2,487

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

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

**taste.com.au has been moved from the Magazines Total Audience Report to the Multiplatform Total Audience Report due to the title being available on various platforms and to avoid duplication of the title on multiple Total Audience Reports.*

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



Titles Reported from NDP Ratings – January 2019

MAGAZINE BRANDS	Print Audience (Jan 19)	Digital Audience (Jan 19)	Total Audience (Jan 19)
Good Food / Epicure	1,300	1,053	2,223

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

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.