



AUSTRALIAN NEWS MEDIA TOTAL AUDIENCE REPORT

JANUARY 2019

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

National / Metro Titles Calibrated to DCR Ratings – January 2019

NEWS BRAND	Print Audience (Jan 19)	Digital Audience (Jan 19)	Total Audience (Jan 19)
Total National or Metro Newspapers	10,145	11,660	15,187
The Australian	1,879	1,977	3,564
Financial Review	987	1,627	2,440
The Weekly Times	334	343	673

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

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 – January 2019

Region	NEWS BRAND	Print Audience (Jan 19)	Digital Audience (Jan 19)	Total Audience (Jan 19)
ACT	Canberra Times	181	760	843
NSW	Daily Telegraph	2,419	2,439	4,236
NSW	Illawarra Mercury	135	561	681
NSW	Newcastle Herald	251	582	807
NSW	Northern Star	81	217	295
NSW	Sydney Morning Herald	1,732	7,283	8,083
NSW	The Land	228	243	462
NT	Northern Territory News	109	399	497
QLD	Cairns Post	133	241	363
QLD	Chronicle	109	239	343
QLD	Courier-Mail	1,449	1,891	2,885
QLD	Gold Coast Bulletin	202	552	723
QLD	Morning Bulletin	64	205	265
QLD	Sunshine Coast Daily	162	443	582
QLD	The Border Mail (Albury)	105	187	278
QLD	Townsville Bulletin	136	305	426
SA	Adelaide Advertiser	815	1,255	1,755
TAS	Mercury (Tas)	185	346	461
TAS	The Examiner (Launceston)	112	156	231
VIC	Geelong Advertiser	152	195	341
VIC	Herald Sun	2,388	2,216	4,146
VIC	The Age	1,216	3,336	4,021
VIC	The Courier (Ballarat)	78	250	319
WA	West Australian + Sunday Times	1,114	3,144	3,571

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

State/Territory Titles Reported from NDP Ratings – January 2019

Region	NEWS BRAND	Print Audience (Jan 19)	Digital Audience (Jan 19)	Total Audience (Jan 19)
VIC	Bendigo Advertiser	87	198	278
TAS	The Advocate (Burnie)	74	172	235

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