



AUSTRALIAN TOTAL AUDIENCE REPORT

JUNE 2019

Total monthly (any of last 4 weeks) audience by platform in '000s
Data Period: July 2018 – June 2019

MAGAZINES

Titles Calibrated to DCR Ratings – June 2019

MAGAZINE BRANDS	Print Audience	Digital Audience	Total Audience
	(Jun 19)	(Jun 19)	(Jun 19)
Australian Gourmet Traveller	262	192	441
Better Homes and Gardens	1,817	643	2,380
Delicious	567	718	1,240
GQ	102	291	389
Homes to Love	1,156	133	1,279
Marie Claire	306	265	561
New Idea	2,476	1,189	3,436
Now to love	4,297	1,290	5,191
Taste.com.au Magazine*	770	4,247	4,741
Vogue Australia	401	367	726
Which Car	1,003	668	1,612

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

MAGAZINE BRANDS	Print Audience	Digital Audience	Total Audience
	(Jun 19)	(Jun 19)	(Jun 19)
Australian Geographic	701	220	913
Australian 4WD Action	416	84	498
Home Beautiful	459	168	622
Men's Health	389	185	565
MiNDFOOD	94	64	158
Reader's Digest Australia	436	385	802
that's life!	1,153	195	1,329
Weight Watchers	100	194	292
Who	936	623	1,497
Women's Health	292	193	481

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

NEWS BRAND	Print Audience	Digital Audience	Total Audience
	(Jun 19)	(Jun 19)	(Jun 19)
Financial Review	1,035	1,824	2,650
The Australian	1,793	2,067	3,551
Weekly Times	348	372	699

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

National / Metro Titles Reported from NDP Ratings – June 2019

NEWS BRAND	Print Audience	Digital Audience	Total Audience
	(Jun 19)	(Jun 19)	(Jun 19)
Total Metro or National Titles	9,735	11,252	14,923
Saturday Paper	439	165	603

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

Region	NEWS BRAND	Print Audience	Digital Audience	Total Audience
		(Jun 19)	(Jun 19)	(Jun 19)
ACT	Canberra Times	169	953	1,022
NSW	Daily Telegraph	2,269	2,659	4,414
NSW	Illawarra Mercury (Wollongong)	127	390	508
NSW	Newcastle Herald	227	580	794
NSW	Northern Star	74	183	255
NSW	Sydney Morning Herald	1,642	7,276	7,968
NSW	Land	217	108	322
NT	Northern Territory News	114	460	574
QLD	Cairns Post	139	235	364
QLD	Chronicle	100	197	290
QLD	Courier-Mail	1,353	1,532	2,579
QLD	Gold Coast Bulletin	192	454	632
QLD	Queensland Country Life	140	113	250
QLD	Sunshine Coast Daily	149	301	439
QLD	Townsville Bulletin	133	255	378
SA	Adelaide Advertiser	776	1,066	1,570
TAS	Mercury (Tas)	184	268	393
TAS	Examiner (Launceston)	115	197	272
VIC	Geelong Advertiser	145	250	389
VIC	Herald Sun	2,312	2,422	4,113
VIC	Age	1,214	3,472	4,172
VIC	The Courier (Ballarat)	70	269	328
WA	West Australian & Sunday Times	1,074	2,883	3,240

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

State/Territory Titles Reported from NDP Ratings – June 2019

Region	NEWS BRAND	Print Audience	Digital Audience	Total Audience
		(Jun 19)	(Jun 19)	(Jun 19)
NSW	The Daily Advertiser (Wagga Wagga)	54	107	161
NSW/ACT/VIC/QLD/WA/SA/TAS	The Senior	593	37	629
QLD	The Border Mail (Albury)	101	146	243
TAS	The Advocate (Burnie)	72	175	228
VIC	Bendigo Advertiser	87	257	332
VIC	Standard (Warrnambool)	44	169	212

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

NEWS BRAND	Print Audience	Digital Audience	Total Audience
	(Jun 19)	(Jun 19)	(Jun 19)
Domain	1,770	4507	5,653
Drive	583	619	1,155
Escape	3,039	440	3,392
Good Food / Epicure	1,274	1140	2,285
Real Estate	2,645	8151	9,567
Taste.com.au*	2,338	4247	5,901
Traveller	1,271	1083	2,240
WHIMN	2,822	3588	5,863

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

Notes:

Print audience figures for Real Estate, Escape, WHIMN, 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

WHIMN: 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.