



AUSTRALIAN TOTAL AUDIENCE REPORT

MARCH 2019

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

MAGAZINES

Titles Calibrated to DCR Ratings – March 2019

MAGAZINE BRANDS	Print Audience	Digital Audience	Total Audience
	(Mar 19)	(Mar 19)	(Mar 19)
Australian Geographic	715	306	1,010
Australian Gourmet Traveller	247	224	463
Australian 4WD Action	424	124	546
Better Homes and Gardens	1,859	660	2,425
delicious.	573	739	1,270
Golf Australia	118	168	284
Healthy Food Guide	225	127	350
Homes to Love	1,202	243	1,418
Marie Claire	293	196	477
MiNDFOOD	98	141	237
New Idea	2,617	1,707	4,009
Now to love	4,455	1,739	5,671
Reader's Digest Australia	446	497	924
Taste.com.au*	789*	3,966*	4,533*
That's Life!	1,187	85	1,265
The Monthly	103	72	175
Vogue Australia	395	256	630
Weight Watchers	101	221	320
Which Car	1,065	545	1,571

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

MAGAZINE BRANDS	Print Audience	Digital Audience	Total Audience
	(Mar 19)	(Mar 19)	(Mar 19)
Men's Health	421	159	575
Who	953	917	1,788
Women's Health	319	272	585

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

NEWS BRAND	Print Audience	Digital Audience	Total Audience
	(Mar 19)	(Mar 19)	(Mar 19)
Total National or Metro Newspapers	9,979	11,751	15,224
Financial Review	1,002	1,793	2,608
The Australian	1,827	2,154	3,672
The Weekly Times	333	353	680
The Saturday Paper	446	66	510

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

State/Territory Calibrated to DCR Ratings – March 2019

Region	NEWS BRAND	Print Audience	Digital Audience	Total Audience
		(Mar 19)	(Mar 19)	(Mar 19)
ACT	Canberra Times	175	719	817
NSW	Daily Telegraph	2,352	2,487	4,235
NSW	Illawarra Mercury	139	391	524
NSW	Newcastle Herald	246	580	806
NSW	Northern Star	76	206	279
NSW	Sydney Morning Herald	1,700	7,288	8,023
NSW	The Land	218	137	354
NT	Northern Territory News	125	371	465
QLD	Cairns Post	136	244	373
QLD	Chronicle	108	214	314
QLD	Courier-Mail	1,411	1,577	2,627
QLD	Gold Coast Bulletin	191	240	423
QLD	Morning Bulletin	61	155	214
QLD	Sunshine Coast Daily	154	382	523
QLD	Townsville Bulletin	136	248	379
SA	Adelaide Advertiser	797	1,392	1,829
TAS	Mercury (Tas)	187	322	435
TAS	The Examiner (Launceston)	110	202	281
VIC	Geelong Advertiser	152	239	381
VIC	Herald Sun	2,371	2,333	4,094
VIC	The Age	1,216	3,810	4,416
VIC	The Courier (Ballarat)	73	293	361
WA	West Australian + Sunday Times	1,087	3,072	3,505
NSW/ACT/VIC/ QLD/WA/SA/TAS	The Senior	624	62	686

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

State/Territory Titles Reported from NDP Ratings – March 2019

Region	NEWS BRAND	Print Audience	Digital Audience	Total Audience
		(Mar 19)	(Mar 19)	(Mar 19)
NSW	The Daily Advertiser	57	118	174
QLD	The Border Mail (Albury)	104	117	217
TAS	The Advocate(Burnie)	73	135	184
VIC	Bendigo Advertiser	87	192	269

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

MEDIA BRANDS	Print Audience	Digital Audience	Total Audience
	(Mar 19)	(Mar 19)	(Mar 19)
Domain	1,807	5,444	6,547
Drive	604	495	1,058
Escape	3,192	421	3,520
Good Food	1,282	1,036	2,190
Realestate	2,778	8,305	9,803
Taste.com.au*	2,385*	3,966*	5,729*
Traveller	1,330	977	2,198

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

Titles Reported from NDP Ratings – March 2019

MEDIA BRANDS	Print Audience	Digital Audience	Total Audience
	(Mar 19)	(Mar 19)	(Mar 19)
Body+Soul	2,993	404	3,325

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