

# TOTAL AUDIENCE READERSHIP REPORT: NEWSPAPERS

(12 months to September 2017)

Newspaper Brand	EMMA			ROY MORGAN		
	Print (Monthly)	Digital (Monthly)	Total (Monthly)	Print	Digital (web or app)	Total (Print, web or app)
Adelaide Advertiser	863,000	1,169,000	1,649,000	597,000	717,000	1,104,000
Canberra Times	192,000	631,000	755,000	101,000	438,000	512,000
Chronicle	131,000	209,000	317,000			
Courier-Mail	1,715,000	1,580,000	2,825,000	982,000	1,260,000	1,961,000
Daily Telegraph	2,716,000	2,285,000	4,387,000	1,380,000	2,332,000	3,330,000
Financial Review	970,000	772,000	1,633,000	403,000	975,000	1,293,000
Geelong Advertiser	157,000	139,000	277,000			
Gold Coast Bulletin	237,000	334,000	540,000			
Herald Sun	2,574,000	2,779,000	4,436,000	1,572,000	1,927,000	3,015,000
Mercury (Tas)	201,000	219,000	338,000	96,000	111,000	206,000
Newcastle Herald				165,000	130,000	270,000
Northern Territory News	122,000	180,000	276,000			
Sunday Times	773,000	865,000	1,438,000	354,000	740,000	1,001,000
Sunshine Coast Daily	168,000	304,000	447,000			
Sydney Morning Herald	1,997,000	3,982,000	5,213,000	1,104,000	3,527,000	4,040,000
The Age	1,421,000	2,060,000	2,969,000	949,000	2,405,000	2,842,000
The Australian	1,938,000	1,568,000	3,203,000	913,000	1,659,000	2,352,000
The Saturday Paper				121,000	112,000	205,000
Weekly Times				271,000	36,000	299,000
West Australian	1,192,000	764,000	1,645,000	710,000	595,000	1,115,000

## \*NOTE ON ROY MORGAN STATISTICS

For newspapers: Print is net readership in an average of seven days and digital is net website visitation and app usage in an average of seven days.