

Thursday, 6 August 2015

## Roy Morgan Newspaper Readership and Cross-Platform Audience Results for June 2015

**Roy Morgan Research today releases the latest Print Readership and seven-day Cross-Platform Audience results for Australian Newspapers for the 12 months to June 2015.**

Digital audiences continue to grow for many mastheads with some, including the *Daily Telegraph* and the *Sydney Morning Herald*, up overall thanks to increasing numbers of online or app readers. The *AFR*'s inserts *Financial Review Magazine* and *Boss* have both gained readers over the past year, and Sunday issues across the country are holding ground.

Readership of **Print Monday to Friday editions** have overall declined 11.3% in the total number of readers for the country's major metropolitan papers.

*The Age* continues to outperform the industry weekday norm, with average issue readership down just 0.7% to 531,000. Throughout the most recent quarter however, readership has been below the full 12-month average, and will need a boost during the second half of this year to avoid suffering declines in the near future.

Melbourne competitor the *Herald Sun* shed 9.2% of weekday readers but remains Australia's top print paper M-F with 870,000. In Sydney, its News Corp stablemate the *Daily Telegraph* declined 9.4% to 625,000, while the *Sydney Morning Herald* is down 3.6% to 515,000.

Nationally, *The Australian* is down 5.9% to 333,000 and the *Financial Review* fell 8.6% to 201,000.

Brisbane's *Courier-Mail* now gets 420,000 readers per average weekday issue (down 13.0%) and the *Adelaide Advertiser* gets 321,000 (down 13.2%). The *Newcastle Herald* and *Gold Coast Bulletin* were the worst performing weekday titles, with each losing over a quarter of their readers since June 2014.

**Saturday editions** fared better—but still declined 8.8% overall. Both Mercuries rose: the *Illawarra Mercury* grew 16.3% to 50,000 readers on an average Saturday, and Hobart's *Mercury on Saturday* grew 6.8% to 110,000. Of the majors, above-average performers include the *Daily Telegraph* (down 2.7% to 605,000), the *Financial Review*'s weekend edition (down 3.4% to 141,000) and the *Sydney Morning Herald* (down 4.1% to 727,000).

And making their respective weekday losses seem like windfalls by comparison, the *Newcastle* and *Gold Coast* papers now reach over a third fewer readers on Saturday than they did a year ago.

On **Sundays**, 4.8 million Australians still want a sleep in, a coffee, croissant and some good old un-clickable print news, down just 7.1%. The *Sunday Tasmanian* and *Sunday Mail* in Queensland were both just a touch shy of holding steady, while Fairfax's *Sun-Herald* and *Sunday Age* did better than average. The *Sunday Telegraph* is down 7.8%—enough to keep it above the million-reader mark.

## Newspaper Average Print Issue Readership

Newspapers	M-F June 2014 R'ship ('000s)	M-F June 2015 R'ship ('000s)	Sat June 2014 R'ship ('000s)	Sat June 2015 R'ship ('000s)	Sun June 2014 R'ship ('000s)	Sun June 2015 R'ship ('000s)
<b>National</b>						
The Australian	354	333	714	664	-	-
Aust. Financial Review	220	201	146	141	-	-
<b>NSW</b>						
Daily Telegraph	690	625	622	605	-	-
Sydney Morning Herald	534	515	758	727	-	-
Sunday Telegraph	-	-	-	-	1,095	1,010
The Sun-Herald	-	-	-	-	714	685
Newcastle Herald	105	77	147	96	-	-
Illawarra Mercury	43	44	43	50	-	-
Canberra Times	79	67	102	90	69	64
The Saturday Paper (NSW)	-	-	-	56	-	-
<b>VIC</b>						
Herald Sun	958	870	948	837	-	-
The Age	535	531	702	639	-	-
Sunday Herald Sun	-	-	-	-	961	890
The Sunday Age	-	-	-	-	566	534
Geelong Advertiser	54	50	81	71	-	-
The Saturday Paper (VIC)	-	-	-	33	-	-
<b>QLD</b>						
Courier-Mail	483	420	593	533	-	-
The Sunday Mail	-	-	-	-	869	847
Cairns Post	56	52	83	75	-	-
Gold Coast Bulletin	87	64	108	71	-	-
Townsville Bulletin	57	47	72	62	-	-
<b>SA</b>						
Adelaide Advertiser	370	321	459	382	-	-
Sunday Mail	-	-	-	-	505	445
<b>WA</b>						
West Australian	466	443	-	-	-	-
Weekend West	-	-	633	578	-	-
Sunday Times	-	-	-	-	525	440
<b>Tasmania</b>						
The Mercury	85	82	103	110	-	-
The Examiner	58	47	73	55	-	-
The Advocate	38	31	45	38	-	-
Sunday Tasmanian (Tas)	-	-	-	-	93	91
Sunday Examiner	-	-	-	-	65	59
<b>Northern Territory</b>						
Northern Territory News	38	35	56	46	-	-
Sunday Territorian	-	-	-	-	35	31

### Newspaper Inserted Magazines

The big winner again among Newspaper Inserted Magazines was the *Financial Review Magazine*, now with an average 462,000 readers per issue, up 15.8% thanks largely to the enduring popularity of Rich Lists. *Boss* also managed to grow to 104,000 readers (up 1.0%), bucking a 6.0% decline overall for readership of inserted mags.

But not all NIMs are equal—even those that are the same. For weekend titles inserted in both Sydney and Melbourne papers, readership is actually up in NSW, but dragged down by Victoria.

Fairfax's *Good Weekend* is now read by 1,296,000 people, comprising 753,000 in NSW (up 2.0%) and 543,000 in Victoria (down 15.4%). *Sunday Life*'s overall decline of 5.6% to 876,000 belies a gain of 7.9% in NSW to 508,000 but a loss of 19.3% down south to 368,000 Victorian readers. The trend continues over at News Corp: in NSW, more people now read *Sunday Style* (up 1.6% to 523,000) but fewer do in Victoria (down 16.0% to 437,000). The total of 960,000 readers is 7.2% below last year's result.

#### Newspaper Inserted Magazine Readership

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2014	Jun 2015	Gain/Loss	Jun 2014	Jun 2015	% Change
Wish	0.4	0.4	0.0	82	77	-6.1
Weekend Australian Magazine	3.8	3.6	-0.2	732	697	-4.8
Financial Review Magazine	2.1	2.4	0.3	399	462	15.8
Boss	0.5	0.5	0.0	103	104	1.0
Smart Investor	0.5	0.4	-0.1	104	85	-18.3
Good Weekend (NSW & Vic)	7.2	6.7	-0.5	1,380	1,296	-6.1
Sunday Style (NSW & Vic)	5.4	4.9	-0.5	1,035	960	-7.2
Sunday Life (NSW & Vic)	4.8	4.5	-0.3	928	876	-5.6
Sunday Telegraph TV Guide (NSW)	3.5	3.4	-0.1	672	657	-2.2
Sunday Herald Sun TV Guide (Vic)	3.1	2.5	-0.6	593	479	-19.2
Qweekend (Qld)	2.1	1.9	-0.2	413	376	-9.0
Sunday Mail TV Guide (Qld)	2.8	2.5	-0.3	537	493	-8.2
Gold Coast Eye (Qld)	0.3	0.2	-0.1	52	42	-19.2
Sunday Mail TV Guide (SA)	1.8	1.7	-0.1	345	325	-5.8
SA Weekend	1.7	1.5	-0.2	320	296	-7.5
Sunday Times TV Guide (WA)	1.8	1.4	-0.4	347	278	-19.9
STM - Sunday Times Magazine (WA)	1.7	1.5	-0.2	333	296	-11.1
Seven Days (WA)	2.0	1.8	-0.2	382	347	-9.2
West Weekend (WA)	2.0	1.9	-0.1	386	376	-2.6

#### Cross-Platform Audiences

Cross-Platform Audience is the number of Australians who read or accessed a newspaper's content via print, web or app in an average 7-day period.

The *Sydney Morning Herald*'s total cross-platform audience grew 5.0% to 3,563,000. Once again, its loss in net print readership during the week paled in comparison to the gain of 276,000 more digital readers. Now over 80% of the SMH audience arrives through website visitation or app usage.

At the *Daily Telegraph*, *The Age* and *Sunday Times* digital growth also more than compensated for print declines. The *Tele's* masthead's audience grew 1.0% overall to reach 2,544,000 people in an average week, still just ahead of *The Age* with 2,527,000 (up 2.7%). The *Sunday Times* recorded the largest cross-platform audience growth overall, up 5.5% to 901,000.

The *Courier-Mail* lost readers for print and gained them for digital—and ended up with exactly the same audience of 1,917,000.

However most mastheads were either unable to secure enough digital growth to compensate for print losses or actually lost digital audiences too. Even a big increase in digital readership of the *Newcastle Herald* couldn't quite replenish its bigger print decline. The *Adelaide Advertiser*, *Financial Review* and *The Australian* also finished down despite digital growth, while the *Herald Sun*, *Canberra Times*, and *West Australian* declined on both fronts.

### 7-day Cross Platform Audiences for Newspapers

Publication	Print		Digital (web or app)		Total Cross-Platform Audience (print, web or app)		
	June 2014 (000's)	June 2015 (000's)	June 2014 (000's)	June 2015 (000's)	June 2014 (000's)	June 2015 (000's)	% change in Total Cross- Platform Audience
Adelaide Advertiser	759	653	470	495	1088	995	-8.5%
Canberra Times	160	146	400	358	509	456	-10.4%
Courier-Mail	1310	1227	860	921	1917	1917	0.0%
Daily Telegraph	1660	1549	1074	1242	2520	2544	1.0%
Financial Review	430	425	359	384	735	725	-1.4%
Herald Sun	1707	1584	1340	1276	2716	2563	-5.6%
Mercury	149	154	116	106	246	229	-6.9%
Newcastle Herald	210	158	97	132	293	277	-5.5%
Sunday Times	525	440	418	541	854	901	5.5%
Sydney Morning Herald	1323	1241	2597	2873	3392	3563	5.0%
The Age	1069	1003	1830	1924	2461	2527	2.7%
The Australian	1028	970	957	1022	1796	1782	-0.8%
West Australian	908	880	541	535	1287	1260	-2.1%

*Print is 7-day net readership (Monday to Sunday); digital is net 7-day website visitation and app usage*

**Click here to see the results for  
Newspaper Print Readership or Total Newspaper Cross-Platform Audiences  
for the 12 months to June 2015.**

**Michele Levine, CEO, Roy Morgan Research, says:**

*“Although The Age has been one of the best-performing print titles over the past year, and just about maintained readership in a difficult climate riddled with heavy falls, we are now beginning to see some signs that a similar fate may have been deferred rather than avoided.*

*“Both the Financial Review Magazine and Boss have earned more readers, adding a little gloss to the AFR's print results.*

*“And the comparatively positive figures for Sunday editions suggest that these print newspapers remain for many a preferred leisurely habit that we're not so eager to swap for scrollable text, videos and hyperlinks.*

*“With three mastheads suffering a decline across both print and digital formats, plus another four down even despite making gains online, a digital content strategy is clearly not a universal magic bullet. First and foremost, publishers and their editors clearly need to ensure their online content is unique, compelling, functional and then, perhaps, even worth paying for.*

*“Roy Morgan’s ‘average issue’ print readership and ‘average 7 days’ cross-platform audience numbers are the industry standard for advertisers and media agencies looking to get a real and applicable understanding of just how many Australians they can reach.*

*“Adding exponential depth to these readership results, Roy Morgan Single Source is the preferred multi-media audience measurement currency used by the majority of Australian media strategy, planning and buying agencies as well as telecommunications, financial services and automotive brands.”*

**For comments or more information about Roy Morgan Research Readership, please contact:**

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