

Thursday, 5 November 2015

Roy Morgan Newspaper Print Readership and Cross-Platform Audience Results for September 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 September 2015.

Across print and digital formats, the country's metro newspapers continued to reach 11.9 million Australians (14+) in an average week, unchanged from the year before. In NSW, both Fairfax's *Sydney Morning Herald* and News Corp's *Daily Telegraph* gained cross-platform audience—but their stablemates in Victoria declined.

FOR IMMEDIATE RELEASE

Newspaper Average Print Issue Readership

Newspapers	M-F September 2014 R'ship ('000s)	M-F September 2015 R'ship ('000s)	Sat September 2014 R'ship ('000s)	Sat September 2015 R'ship ('000s)	Sun September 2014 R'ship ('000s)	Sun September 2015 R'ship ('000s)
National						
The Australian	334	330	651	686	-	-
Aust. Financial Review	205	205	144	149	-	-
The Saturday Paper (NSW/Vic/Qld/SA) (from Jul)	-	-	-	99	-	-
NSW						
Daily Telegraph	658	619	605	595	-	-
Sydney Morning Herald	515	525	750	732	-	-
Sunday Telegraph	-	-	-	-	1,048	995
The Sun-Herald	-	-	-	-	701	666
Newcastle Herald	104	75	140	90	-	-
Illawarra Mercury	44	40	43	44	-	-
Canberra Times	78	68	100	86	74	58
The Saturday Paper (NSW) (from Jul14)	-	-	-	51	-	-
VIC						
Herald Sun	927	856	895	815	-	-
The Age	547	511	700	614	-	-
Sunday Herald Sun	-	-	-	-	929	870
The Sunday Age	-	-	-	-	591	498
Geelong Advertiser	55	52	77	75	-	-
The Saturday Paper (VIC) (from Jul14)	-	-	-	24	-	-
QLD						
Courier-Mail	483	406	581	514	-	-
The Sunday Mail	-	-	-	-	863	823
Cairns Post	52	54	81	78	-	-
Gold Coast Bulletin	86	60	99	69	-	-
Townsville Bulletin	56	49	70	57	-	-
The Saturday Paper (QLD) (from Dec14)	-	-	-	15	-	-
SA						
Adelaide Advertiser	359	321	438	382	-	-
Sunday Mail	-	-	-	-	487	438
The Saturday Paper (SA) (from Dec14)	-	-	-	13	-	-
WA						
West Australian	453	447	-	-	-	-
Weekend West	-	-	615	575	-	-
Sunday Times	-	-	-	-	501	426
Tasmania						
The Mercury	78	82	103	106	-	-
The Examiner	57	51	71	59	-	-
The Advocate	37	29	45	34	-	-
Sunday Tasmanian (Tas)	-	-	-	-	92	90
Sunday Examiner	-	-	-	-	67	58
Northern Territory						
Northern Territory News	38	33	57	41	-	-
Sunday Territorian	-	-	-	-	32	30

PRINT READERSHIP

Monday to Friday, Saturday and Sunday Newspapers

A number of major daily newspapers gained readers for their print formats: the *Weekend Australian* (+5.4%); the *Mercury Monday to Friday* (+5.1%) as well as the *Mercury on Saturday* (+2.9%); the *Cairns Post M-F* (+3.8%); the *Financial Review Weekend* edition (+3.5%) and the *Saturday Illawarra Mercury* (+2.3%). The *Sydney Morning Herald* also gained print readers (+1.9%).

Newspaper Inserted Magazines

For Newspaper Inserted Magazines, it seems there's a national interest in four-letter words, with year-on-year readership growth for the *AFR's Boss* (+12.5%) and *The Australian's Wish* (+9.5%). The *Financial Review Magazine* and *West Weekend* were stable.

Meanwhile Victorians and New South Welshmen continue to have divergent appetites for the weekend lift-out mags published in both states. Readership of *Good Weekend* grew 1.0% up north, but fell 19.4% down south; *Sunday Style* and *Sunday Life* were up 2.4% and 1.3% respectively in NSW, but down 18.7% and 26.2% in Victoria.

Despite the decline in readership for each of the TV Guides included in News Corp's Sunday papers around the country, the issues still reach almost 2.2 million Australians combined.

Newspaper Inserted Magazine Readership

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2014	Sep 2015	Gain/Loss	Sep 2014	Sep 2015	% Change
Wish	0.4	0.4	0.0	74	81	9.5
Weekend Australian Magazine	3.7	3.6	-0.1	710	693	-2.4
Financial Review Magazine	2.3	2.3	0.0	437	442	1.1
Boss	0.5	0.6	0.1	96	108	12.5
Smart Investor	0.5	0.5	0.0	99	96	-3.0
Good Weekend (NSW & Vic)	7.1	6.4	-0.7	1,362	1,247	-8.4
Sunday Style (NSW & Vic)	5.2	4.7	-0.5	1,008	924	-8.3
Sunday Life (NSW & Vic)	4.8	4.2	-0.6	926	814	-12.1
Sunday Telegraph TV Guide (NSW)	3.4	3.2	-0.2	652	624	-4.3
Sunday Herald Sun TV Guide (Vic)	2.8	2.4	-0.4	543	459	-15.5
Qweekend (Qld)	2.1	1.9	-0.2	396	368	-7.1
Sunday Mail TV Guide (Qld)	2.7	2.5	-0.2	523	485	-7.3
Gold Coast Eye (Qld)	0.3	0.2	-0.1	52	41	-21.2
Sunday Mail TV Guide (SA)	1.8	1.6	-0.2	340	321	-5.6
SA Weekend	1.7	1.5	-0.2	319	288	-9.7
Sunday Times TV Guide (WA)	1.7	1.4	-0.3	328	264	-19.5
STM - Sunday Times Magazine (WA)	1.7	1.5	-0.2	321	287	-10.6
Seven Days (WA)	1.9	1.8	-0.1	358	345	-3.6
West Weekend (WA)	1.9	1.9	0.0	371	373	0.5

CROSS-PLATFORM AUDIENCES

The *Financial Review* scored the largest increase in cross-platform audience. Driven by a 20.7% increase in the average number of Australians who access the masthead by website or app, the total net weekly audience grew 9.0% to 760,000.

Tasmania's *Mercury* added to its print success with 15.0% increase in website readers, for an overall cross-platform gain of 8.2%. Other titles scoring an increase in reach across print and digital platforms include the *Sunday Times* (+4.0%), *The Australian* (+3.4%), the *Daily Telegraph* (+2.6%), and the *Sydney Morning Herald* (+2.0%).

The *Newcastle Herald* presents the clearest case of an audience transitioning from print to digital: the masthead suffered the largest decline in 7-day net print readership (-24.3%), but the largest increase in digital audience (+43.8%). Taken together, its overall cross-platform reach is down just 1.7%—and almost the same number of people now read it via print (153,000) as on the website (151,000).

Only a few mastheads—including the *West Australian*, *Adelaide Advertiser* and *Courier-Mail*—reach less than half their total audience via web or app.

7-day Cross Platform Audiences for Newspapers

Publication	Print		Digital (web or app)		Total Cross-Platform Audience (print, web or app)		
	Sep 2014 (000's)	Sep 2015 (000's)	Sep 2014 (000's)	Sep 2015 (000's)	Sep 2014 (000's)	Sep 2015 (000's)	% change in Total Cross- Platform Audience
Adelaide Advertiser	735	645	491	470	1083	966	-10.8%
Canberra Times	159	141	403	339	503	439	-12.7%
Courier-Mail	1291	1182	879	865	1926	1815	-5.8%
Daily Telegraph	1611	1513	1114	1279	2487	2552	2.6%
Financial Review	417	436	338	408	697	760	9.0%
Herald Sun	1657	1566	1331	1257	2675	2537	-5.2%
Mercury	147	153	100	115	220	238	8.2%
Newcastle Herald	202	153	105	151	292	287	-1.7%
Sunday Times	501	426	425	538	844	878	4.0%
Sydney Morning Herald	1302	1251	2734	2835	3487	3556	2.0%
The Age	1089	949	1834	1882	2486	2438	-1.9%
The Australian	971	972	968	1050	1754	1813	3.4%
The Saturday Paper	--	99	--	98	--	191	--
West Australian	890	883	529	549	1262	1268	0.5%

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

Michele Levine, CEO, Roy Morgan Research, says:

"The Newcastle Herald provides one of the starkest examples we've seen of a publication's progress from print to digital. Compared with a year ago, almost 50,000 more people now visit the paper's website in an average week, while almost 50,000 fewer read print editions.

"Of course, it's unlikely that 50,000 people simply stopped reading print and started going to the website. Only more in-depth analysis of the Newcastle Herald's (and all other titles') changing audience composition across platforms will reveal the real underlying trends in readership beyond these currency figures.

“Depending on your view (and how you cut these latest cross-platform results), mastheads such as the West Australian, Adelaide Advertiser and Courier-Mail have either done well to keep two-thirds of their audience reading print, or been slow to grow the audience coming in through web visitation and app usage.

“Roy Morgan’s ‘average issue’ print readership and ‘average 7 days’ cross-platform audience numbers are the industry standards 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.”

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