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

PRINT READERSHIP

Monday to Friday, Saturday and Sunday Newspapers

A year ago, *The Age* was the darling of the newspaper world, gaining readers in an environment where no others could. But in the subsequent 12 months to December 2015, the title has now suffered double-digit declines from those lofty results, down on Monday to Friday (down 16.1% to 475,000), Saturday, (down 15.4% to 588,000) and Sunday (down 19.0% to 470,000).

Other major metro editions (which had already endured equivalently heavy declines in years past) are now holding steady. Readership changed less than 1% for the Monday to Friday editions of the *Sydney Morning Herald* (down 0.8% to 514,000) and *West Australian* (up 0.9% to 435,000), as well as the Saturday editions of the *Daily Telegraph* (up 0.5% to 599,000) and the *Weekend Australian* (unchanged at 663,000).

Among the most prominent successes: the Saturday edition of the *Australian Financial Review* gained readers (up 25.2% to 159,000); *The Mercury* in Tasmania gained on Saturdays (up 4.9% to 108,000) and almost maintained its average weekday readership (down 1.3% to 78,000); Sunday was sunny for both the *Sunday Tasmanian* (up 2.2% to 92,000) and *Sunday Territorian* (up 10.0% to 33,000); and the *Gold Coast Bulletin* managed the ultimate feat of adding readers on both weekdays (up 4.0% to 78,000) and the weekend (up 10.0% to 88,000).

Despite shedding 50,000 print readers per average edition, the *Herald Sun* remains the country's most-read Monday to Friday newspaper (down 5.6% to 842,000).

FOR IMMEDIATE RELEASE

Newspaper Average Print Issue Readership

	M-F December 2014	M-F December 2015	Sat December 2014	Sat December 2015	Sun December 2014	Sun December 2015
NEWSPAPERS	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)
National						
The Australian	340	311	663	663	-	-
Aust. Financial Review	197	195	127	159	-	-
NSW						
Daily Telegraph	638	630	596	599	-	-
Sydney Morning Herald	518	514	737	724	-	-
Sunday Telegraph	-	-	-	-	1,036	995
The Sun-Herald	-	-	-	-	682	656
Newcastle Herald	94	82	121	98	-	-
Illawarra Mercury	48	33	50	36	-	-
Canberra Times	70	65	103	79	76	51
The Saturday Paper (NSW)	-	-	55	55	-	-
VIC						
Herald Sun	892	842	857	784	-	-
The Age	566	475	695	588	-	-
Sunday Herald Sun	-	-	-	-	903	866
The Sunday Age	-	-	-	-	580	470
Geelong Advertiser	55	52	76	71	-	-
The Saturday Paper (VIC)	-	-	44	29	-	-
QLD						
Courier-Mail	468	410	555	517	-	-
The Sunday Mail	-	-	-	-	835	807
Cairns Post	55	49	81	73	-	-
Gold Coast Bulletin	75	78	80	88	-	-
Townsville Bulletin	54	48	66	53	-	-
The Saturday Paper (QLD)	-	-	-	16	-	-
SA						
Adelaide Advertiser	351	321	411	378	-	-
Sunday Mail	-	-	-	-	467	432
The Saturday Paper (SA)	-	-	-	12	-	-
WA						
West Australian	431	435	-	-	-	-
Weekend West	-	-	593	570	-	-
Sunday Times	-	-	-	-	478	424
Tasmania						
The Mercury	79	78	103	108	-	-
The Examiner	56	48	68	55	-	-
The Advocate	37	34	42	39	-	-
Sunday Tasmanian (Tas)	-	-	-	-	90	92
Sunday Examiner	-	-	-	-	66	54
Northern Territory						
Northern Territory News	39	33	52	42	-	-
Sunday Territorian	-	-	-	-	30	33

[View the full Newspaper Average Print Issue Readership Results](#)

Newspaper Inserted Magazines

Moving from a newsstand magazine to a monthly insert in the *Financial Review* in April 2015 has helped give *Smart Investor* a readership boost (up 9.0% to 97,000).

Reflecting the *Gold Coast Bulletin's* success on Saturdays, readership of the paper's inserted *Gold Coast Eye* also grew (up 8.9% to 49,000).

Wish grew 6.6% to score 81,000 readers per average issue, while the *Weekend Australian Magazine* (up 1.6% to 704,000) and the *Australian Financial Review Magazine* (up 1.6% to 453,000) continue to reach more readers on average than the papers they come inside.

Newspaper Inserted Magazine Readership

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2014	Dec 2015	Gain/Loss	Dec 2014	Dec 2015	% Change
Wish	0.4	0.4	0.0	76	81	6.6
Weekend Australian Magazine	3.6	3.6	0.0	693	704	1.6
Financial Review Magazine	2.3	2.3	0.0	446	453	1.6
Boss	0.5	0.5	0.0	105	92	-12.4
Smart Investor	0.5	0.5	0.0	89	97	9.0
Good Weekend (NSW & Vic)	6.9	6.1	-0.8	1,341	1,201	-10.4
Sunday Style (NSW & Vic)	5.1	4.6	-0.5	977	902	-7.7
Sunday Life (NSW & Vic)	4.7	3.9	-0.8	906	761	-16.0
Sunday Telegraph TV Guide (NSW)	3.3	3.2	-0.1	640	624	-2.5
Sunday Herald Sun TV Guide (Vic)	2.7	2.3	-0.4	517	453	-12.4
Qweekend (Qld)	2.0	1.9	-0.1	383	369	-3.7
Sunday Mail TV Guide (Qld)	2.6	2.4	-0.2	506	470	-7.1
Gold Coast Eye (Qld)	0.2	0.3	0.1	45	49	8.9
Sunday Mail TV Guide (SA)	1.7	1.5	-0.2	332	298	-10.2
SA Weekend	1.6	1.4	-0.2	310	280	-9.7
Sunday Times TV Guide (WA)	1.6	1.4	-0.2	304	267	-12.2
STM - Sunday Times Magazine (WA)	1.5	1.5	0.0	300	287	-4.3
Seven Days (WA)	1.8	1.8	0.0	347	349	0.6
West Weekend (WA)	1.9	1.9	0.0	374	363	-2.9

[View the full Newspaper Inserted Magazine Readership Results](#)

CROSS-PLATFORM AUDIENCES

Ten of 14 mastheads expanded their Digital reach in 2015, as more Australians accessed newspaper content by website or app.

Five mastheads scored double-digit growth in digital audiences: the *Mercury* (up 44.8% to 126,000), the *Financial Review* (up 33.4% to 447,000), the *Sunday Times* (28.2% to 555,000), the *Newcastle Herald* (up 24.2% to 149,000), and the *Daily Telegraph* (up 11.8% to 1,258,000). For the *Financial Review* and the *Mercury*, Digital growth supplemented gains in seven-day net Print readership to deliver Total Cross-Platform Audience increases of 13.9% and 20.7% respectively; the other three mastheads also increased their Total Cross-Platform Audiences as Digital gains exceeded declines in Print.

Weekly Digital reach also grew for *The Australian* (up 7.9% to 1,032,000), the *West Australian* (up 7.9% to 545,000) and the *Sydney Morning Herald* (up 1.6% to 2,796,000)—enough in each case to offset the contraction in Print and deliver virtually unchanged Total reach.

Launching in March 2014, *The Saturday Paper* doesn't yet have two full year-on-year results for comparison, however compared with the previous readership results for September 2015, the title

grew in both Print (up 13.1% to 112,000) and Digital (up 21.4% to 119,000), for a rising Cross-Platform Audience (up 15.2% to 220,000).

Overall, 11 of these 14 metro mastheads now reach over 50% of their Audiences via website or app in an average week.

7-day Cross Platform Audiences for Newspapers

Publication	Print		Digital (web or app)		Total Cross-Platform Audience (print, web or app)		
	Dec 2014 (000's)	Dec 2015 (000's)	Dec 2014 (000's)	Dec 2015 (000's)	Dec 2014 (000's)	Dec 2015 (000's)	% change in Total Cross- Platform Audience
Adelaide Advertiser	713	644	498	500	1069	986	-7.8%
Canberra Times	159	130	387	342	492	423	-14.0%
Courier-Mail	1264	1165	928	835	1949	1792	-8.1%
Daily Telegraph	1563	1519	1125	1258	2456	2510	2.2%
Financial Review	416	429	335	447	700	797	13.9%
Herald Sun	1615	1553	1303	1214	2611	2479	-5.1%
Mercury	147	153	87	126	208	251	20.7%
Newcastle Herald	183	163	120	149	290	293	1.0%
The Saturday Paper	--	112	--	119	--	220	--
Sunday Times	478	424	433	555	832	877	5.4%
Sydney Morning Herald	1277	1238	2753	2796	3494	3483	-0.3%
The Age	1087	903	1889	1763	2528	2303	-8.9%
The Australian	989	935	956	1032	1760	1762	0.1%
West Australian	882	859	505	545	1236	1236	0.0%

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

[View the full Newspaper 7-day Cross Platform Audience Results](#)

Michele Levine, CEO, Roy Morgan Research, says:

“People increasingly access news throughout the day using multiple devices, whether it’s their tablet over breakfast in the morning, a phone on the train, a desktop at work or a laptop in the evening.

“Roy Morgan Audiences is a game-changing new tool that can measure and evaluate unique digital audiences across devices, and provide owners and advertisers with twice-daily updates on who has been reached, how many times, via which of their devices.

“With Roy Morgan Single Source in the background, it represents a major leap toward a unified cross-media audience measurement currency. Roy Morgan Single Source is already used by the majority of Australian media strategy, planning and buying agencies.”

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

Vaishali Nagaratnam
Office: +61 (3) 9224 5309
Vaishali.Nagaratnam@roymorgan.com

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About Roy Morgan Research

Roy Morgan Research Ltd. A.B.N. 91 007 092 944 Quality System Certified to AS/NZS ISO 9001
401 Collins Street, Melbourne, Victoria, 3000 – GPO Box 2282U, Melbourne, Victoria, 3001, Australia
Tel: (03) 9629 6888 Fax: (03) 9629 1250 (03) 9224 5387 melbourne@roymorgan.com www.roymorgan.com

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