

# Newspapers are Transforming not Disappearing

iMAT Conference 2006

Sydney, Australia

July 20, 2006

## Newspapers are transforming rather than disappearing

### Sydney Morning Herald

	2003 '000	2006 '000	% Difference
Monday - Friday average issue readership	879	879	0%
Newspaper only	683	637	- 7%
smh.com.au only	299	457	+ 53%
Both SMH newspaper & online	196	242	+ 23%
<b>Total SMH readers</b>	<b>1178</b>	<b>1336</b>	<b>+ 13%</b>

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Source: Roy Morgan Single Source, March 2003 & 2006

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### The Age (Melbourne)

	2003 '000	2006 '000	% Difference
Monday - Friday av. issue readership	689	721	+ 5%
Newspaper only	546	530	- 3%
smh.com.au only	263	408	+ 55%
Both Age newspaper & online	143	191	+ 34%
<b>Total Age readers</b>	<b>952</b>	<b>1129</b>	<b>+ 19%</b>

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### Herald Sun (Melbourne)

	2003 '000	2006 '000	% Difference
Monday - Friday average issue readership	1510	1497	-1%
Newspaper only	1436	1401	-2%
heraldsun.com.au only	131	224	+ 71%
Both Herald Sun newspaper & online	74	96	+ 30%
<b>Total Herald Sun readers</b>	<b>1641</b>	<b>1721</b>	<b>+ 5%</b>

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Source: Roy Morgan Single Source, March 2003 & 2006

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