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## It's Official: Sydney Morning Herald is still Australia's most widely read masthead and Australians continue to embrace the shift to digital news

**Roy Morgan Research today releases the latest readership report for Australian newspapers for the 12 months to June 2017.**

12,913,000 Australians 14+ (64.8 per cent) now read or access newspapers in an average 7 day period either in print, or online via website or app – 'cross-platform'. This is virtually unchanged from a year ago.

While cross-platform audiences are steady, today's results do show growing numbers of Australians are choosing to consume their news via digital platforms rather than through the traditional print format.

Over the past 12 months nine of Australia's leading mastheads have increased their digital readership compared to only three that have increased their print readership.

[For full details of all mastheads surveyed click here.](#)

Stand-out performers in this latest report are: the Sydney Morning Herald – the most widely read with cross-platform readership of 4,235,000, up 3.8 per cent from a year ago; it's increase driven by an increase in digital readership that more than offset the loss of print readers.

Sydney rival the Daily Telegraph with a cross-platform reach of 3,418,000 is up 10.5 per cent in a year; and regional title the Canberra Times is up 15.3 per cent to 544,000 – see the regional titles table for greater detail.

### Top 5 Metropolitan Mastheads by Total Cross-Platform Audience (Print & Online)

Publication	Print		Digital (web or app)		Total Cross-Platform Audience*		
	June 2016 '000s	June 2017 '000s	June 2016 '000s	June 2017 '000s	June 2016 '000s	June 2017 '000s	% Change
<b>SMH</b>	1,196	1,094	3,462	3,691	4,081	4,235	<b>3.8%</b>
<b>Daily Telegraph</b>	1,518	1,395	2,014	2,394	3,093	3,418	<b>10.5%</b>
<b>Herald Sun</b>	1,550	1,569	1,744	1,960	2,915	3,055	<b>4.8%</b>
<b>The Age</b>	935	950	2,415	2,395	2,898	2,805	<b>-3.2%</b>
<b>The Australian</b>	929	922	1,615	1,709	2,302	2,412	<b>4.8%</b>

[Total Cross-Platform Audience results available to view here.](#)

\*Total cross-platform audience comprises print which is net readership in an average 7 days and digital which is net website visitation and app usage in an average 7 days.

### *Print Readership*

Overall 7.8 million Australians read print newspapers, including 5.6 million who read weekday issues, 4.7 million who read Saturday editions and 4.3 million Sunday titles. Although these numbers have declined over the past year, the sheer size of the audience demonstrates the ongoing importance of print – 60% of Australians aged 14+ can be reached by newspapers each week.

FOR IMMEDIATE RELEASE

## *Weekend Newspaper Readership splits on geographic lines*

Australia's leading weekend newspaper is Sydney's Sunday Telegraph with a print readership of 900,000 – although this has fallen a significant 10.1 per cent over the past year and is now just ahead of southern stablemate Melbourne's Sunday Herald Sun with readership of 873,000 (up 2.3 per cent).

### **Top 5 Weekend Newspapers – Print Readership**

<b>Publication</b>	<b>June 2016</b>	<b>June 2017</b>	<b>% Change</b>
	<b>'000s</b>	<b>'000s</b>	<b>%</b>
<b>Sunday Telegraph</b>	1,001	900	<b>-10.1%</b>
<b>Sunday Herald Sun</b>	853	873	<b>2.3%</b>
<b>Saturday Herald Sun</b>	786	825	<b>5.0%</b>
<b>The Sunday Mail (QLD)</b>	763	685	<b>-10.2%</b>
<b>Saturday Age</b>	636	651	<b>2.4%</b>

### **Full Newspaper Readership Results available to view here.**

Although Australia's move to digital is impacting print editions of Australia's leading Monday to Friday newspapers, the performance of Australia's leading weekend newspapers is splitting on familiar geographic lines – decreasing in New South Wales and increasing in Victoria.

The three leading weekend newspapers in New South Wales and Queensland all lost ground over the past year. In addition to the 10.1 per cent decrease for the Sunday Telegraph, The Sunday Mail is down 10.2 per cent to a readership of 685,000 and the Sun-Herald lost 7.9 per cent to 579,000.

In contrast weekend editions in Victoria all increased their print readership over the past year with the Sunday Herald Sun up 2.3 per cent, Saturday Herald Sun up 5.0 per cent to 825,000, Saturday Age up 2.4 per cent to 651,000 and the Sunday Age up an impressive 8.5 per cent 536,000.

## *Newspaper Inserted Magazines surge*

The encouraging result for several weekend print titles was supported by increases for the leading Newspaper Inserted Magazines – usually included in weekend newspaper editions.

Market leader Good Weekend retained top spot with print readership of 1,270,000 (up 1.6 per cent) ahead of News Corp Sunday newcomer Stellar\* (971,000), Sunday Life on 765,000 (up 4.5 per cent) and the Weekend Australian Magazine on 722,000 (up 5.1 per cent).

### **Top 5 Newspaper Inserted Magazines – Print Readership**

<b>Publication</b>	<b>June 2016</b>	<b>June 2017</b>	<b>% Change</b>
	<b>'000s</b>	<b>'000s</b>	<b>%</b>
<b>Good Weekend</b>	1,250	1,270	<b>1.6%</b>
<b>Stellar*</b>	-	971	<b>-</b>
<b>Sunday Life</b>	732	765	<b>4.5%</b>
<b>Weekend Australian Magazine</b>	687	722	<b>5.1%</b>
<b>Sunday Telegraph TV Guide</b>	600	606	<b>1.0%</b>

### **Full Newspaper Inserted Magazine Readership Results available to view here.**

\*Stellar magazine launched in August 2016 as a magazine insert in News Corp publications The Sunday Telegraph (NSW), Sunday Herald Sun (VIC) and The Sunday Mail (QLD).

## Regional newspapers hit by declining print readership

All six of Australia's leading regional mastheads lost print readership over the past year, as well as total cross-platform audience at the Newcastle Herald and The Mercury in Hobart.

The notable exception to this trend was the Canberra Times which despite losing print readership over the year managed to increase its total cross-platform audience to 544,000 (up 15.3 per cent).

### Top 6 Regional Newspapers – Print Readership (Monday – Friday)

Publication	June 2016	June 2017	% Change
	'000s	'000s	%
Newcastle Herald	90	76	-15.6%
Gold Coast Bulletin	72	61	-15.3%
Geelong Advertiser	57	55	-3.5%
The Mercury	63	52	-17.5%
Cairns Post	50	50	-
Canberra Times	56	48	-14.3%

[Full Newspaper Readership Results available to view here.](#)

### Total Cross-Platform Readership for available titles

Publication	Print		Digital (web or app)		Total Cross-Platform Audience (print, web or app)		
	June 2016 '000s	June 2017 '000s	June 2016 '000s	June 2017 '000s	June 2016 '000s	June 2017 '000s	% Change
Canberra Times	114	101	394	470	472	544	15.3%
Newcastle Herald	173	160	172	133	320	268	-16.3%
The Mercury	132	109	136	131	241	220	-8.7%

\*Total cross-platform audience comprises print which is net readership in an average 7 days and digital which is net website visitation and app usage in an average 7 days.

**Michele Levine, CEO Roy Morgan Research, says the growth of the 'experience economy' is increasingly shaping the way Australians consume news:**

*"Cross-platform audiences of Australia's leading mastheads have grown strongly over the last year led by increasing digital take-up as Australians turn to websites and apps to consume their favourite sources of news rather than the traditional print medium.*

*"However, although capital city publications like market leader the Sydney Morning Herald – now with over 4.2 million readers via print and digital – are completing the transition to a digital future, the impact of the 'global village' is presenting a significant challenge to regional newspapers in Australia that have faced steep declines in readership over the same time period and clearly need to find new ways to engage local audiences.*

*"For newspapers wondering how to leverage their existing name recognition to increase their readership the success of newspaper inserted magazines over the past year is an encouraging sign and indicates that the growth of the 'experience economy' won't always come at the expense of the traditional print medium.*

*"Australia's leading newspaper inserted magazines all experienced print readership growth in the year to June 2017 suggesting that for many Australians the experience of 'escaping' the immersive nature of the digital world while relaxing on the weekend is best done with a glossy magazine easily accessible via your local weekend newspaper."*

**To learn more about Roy Morgan's Readership research, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com).**

**Please click on this link to the [Roy Morgan Online Store](#).**

### **About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

### **Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2