

Friday, 4 November 2016

Daily Telegraph and Herald Sun score increased Readership across the whole week

Roy Morgan Research today releases the latest Print Readership and Cross-Platform Audience results for Australian Newspapers for the 12 months to September 2016.

8.3 million Australians aged 14+ (42%) read print newspapers in an average week in the 12 months to September 2016, down 3.3% year-on-year. However, most mastheads continued to benefit from further growth in digital readership.

The overall appetite for print news has held stronger on weekends than weekdays: Saturday print editions reach a combined 5,001,000 readers on average (down 1.9%), and 4,531,000 read on Sundays (down 3.5%). During the week Monday to Friday, 5,889,000 Australians read at least one print newspaper, on one or more days (down 3.7%).

The total cross-platform audiences for 80% of mastheads were up or steady overall compared with their previous cross-platform results in June 2016.

Print Readership

News Corp

Coinciding with the appointment of new editor Chris Dore in mid-December last year, News Corp's *Daily Telegraph* is the big winner, with an increase in readers for all weekday and weekend editions. The average Monday to Friday print issue over the past 12 months reached 640,000 readers (up 3.4% year-on-year), with 628,000 on average reading the Saturday edition (up 5.5%), and 1,008,000 the *Sunday Telegraph* (up 1.3%).

In Victoria, stablemate the *Herald Sun* also scored a rare hat-trick, albeit with smaller gains right across the week: 858,000 now read the average Monday to Friday issue in print (up 0.2%), 825,000 read on Saturdays (up 1.2%), and 873,000 on Sundays (up 0.3%).

Results for the other Murdoch-owned capital city tabloids were mixed: the *Northern Territory News* gained readers right across the week (up 3.0% Monday to Friday, 2.4% on Saturday and 13.3% for Sunday's *Territorian*); the *Adelaide Advertiser* grew 2.2% on the average weekday, declined slightly on Saturday (down 1.3%) while the *Sunday Mail* held steady (down just 0.2%); Queensland's *Courier-Mail* and Tasmania's *Mercury* have each lost print readers across the whole week.

Three of News Corp's regional titles continued to perform among the best overall. The *Newcastle Herald*, *Geelong Advertiser*, *Gold Coast Bulletin* all gained readers across the week, although its *Townsville Bulletin* and *Cairns Post* suffered the opposite trend.

News Corp's flagship national title lost readers throughout the week: 319,000 Australians read *The Australian* in print on an average weekday (down 3.3%), while 638,000 read the *Weekend Australian* (down 7.0%).

Fairfax

It was a mixed bag over at Fairfax. The *Sydney Morning Herald* lost print readers for its issues on Monday to Friday (down 8.2% to 482,000), Saturday (down 3.8% to 704,000), and Sunday (down 5.6% to 629,000). The average weekday edition of *The Age* also reached fewer readers (down 6.7% to 477,000), but won them back on Saturday (up 5.0% to 645,000) and Sunday (up 2.0% to 508,000).

As with News Corp's national offering, appetite for Fairfax's *Financial Review* also fell: the average Monday to Friday issue now has 193,000 readers (down 5.9%), while the weekend reaches 126,000 (down 15.4%).

Newspaper Average Issue Print Readership

	M-F September 2015	M-F September 2016	Sat September 2015	Sat September 2016	Sun September 2015	Sun September 2016
NEWSPAPERS	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)
National						
The Australian	330	319	686	638	-	-
Aust. Financial Review	205	193	149	126	-	-
The Saturday Paper	-	-	99	115	-	-
NSW						
Daily Telegraph	619	640	595	628	-	-
Sydney Morning Herald	525	482	732	704	-	-
Sunday Telegraph	-	-	-	-	995	1,008
The Sun-Herald	-	-	-	-	666	629
Newcastle Herald	75	89	90	108	-	-
Illawarra Mercury	40	37	44	38	-	-
Canberra Times	68	50	86	70	58	43
VIC						
Herald Sun	856	858	815	825	-	-
The Age	511	477	614	645	-	-
Sunday Herald Sun	-	-	-	-	870	873
The Sunday Age	-	-	-	-	498	508
Geelong Advertiser	53	58	76	77	-	-
QLD						
Courier-Mail	406	392	514	505	-	-
The Sunday Mail	-	-	-	-	823	772
Cairns Post	54	47	78	66	-	-
Gold Coast Bulletin	60	69	69	75	-	-
Townsville Bulletin	49	43	57	56	-	-
SA						
Adelaide Advertiser	321	328	382	377	-	-
Sunday Mail	-	-	-	-	438	437
WA						
West Australian	447	379	-	-	-	-
Weekend West	-	-	575	521	-	-
Sunday Times	-	-	-	-	426	392
Tasmania						
The Mercury	82	55	106	85	-	-
The Examiner	51	39	59	47	-	-
The Advocate	29	40	34	46	-	-
Sunday Tasmanian	-	-	-	-	90	68
Sunday Examiner	-	-	-	-	58	52
Northern Territory						
Northern Territory News	33	34	41	42	-	-
Sunday Territorian	-	-	-	-	30	34

Seven West Media

Seven West Media's *West Australian* declined 15.2% to 379,000 readers per average weekday issue, with its *Weekend West* also down 9.4% to 521,000. Recently purchased from News Corp and approved by the ACCC, the *Sunday Times* also followed the downward trend in appetite for print news in WA (down 8.0% to 392,000).

Schwartz Media

Semi-national title *The Saturday Paper* was read by 115,000 eastern mainland residents per average issue in the 12 months to September 2016. Thanks in part to an expanded footprint, readership has grown 16.2% compared with a year ago.

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

Newspaper Inserted Magazines

4,714,000 Australians read Newspaper Inserted Magazines (down 7.6% compared with the previous 12 months to September 2015), with six titles among the winners.

Distributed with the Saturday newspapers across NSW and Victoria, the country's most-read inserted magazine got even bigger: total readership of the *Good Weekend* grew 2.2% to 1,275,000.

Despite the newspaper itself reaching fewer weekend readers, its inserted *Weekend Australian Magazine* grew 1.0% to 700,000 readers on average—more than the paper it comes in.

The huge year-on-year gain for *Smart Investor* (up 40.6% to 135,000) still partly reflects its successful move from newsstands to inclusion in the *Financial Review* in early 2015. *Wish* in *The Australian* also grew (up 13.6% to 92,000).

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

Cross-Platform Audiences

The *Sydney Morning Herald* remains Australia's most-read masthead cross-platform, reaching a combined audience of 4,187,000 in an average week, including a net 1,152,000 print readers and 3,609,000 digital readers.

The inclusion of digital audiences more than doubles the reach of the *Daily Telegraph* from 1,519,000 print readers to 3,127,000 cross-platform across a full week. The *Herald Sun* almost doubles its reach through digital platforms to 2,985,000 readers overall, ahead of Victorian rival *The Age* with 2,861,000.

Nine of the 15 newspapers measured across both print and digital gained cross-platform audiences compared with the previous results in June 2016: *The Australian*, the *Canberra Times*, *Courier-Mail*, *Daily Telegraph*, *Financial Review*, *Herald Sun*, *The Saturday Paper*, *Sunday Times*, and the most-read *Sydney Morning Herald*.

A further three maintained their total cross-platform readership thanks to digital growth: the *Mercury*, *Newcastle Herald*, and *Weekly Times*.

The remaining three mastheads which decreased compared the June 2016 results (the *West Australian*, *Adelaide Advertiser*, and *The Age*) all suffered decreases in their digital audience.

Net Print, Digital, and Total Cross-Platform Audiences

Publication	Print	Digital (web or app)	Total Cross- Platform
	Sep 2016 (000's)	Sep 2016 (000's)	Sep 2016 (000's)
Adelaide Advertiser	652	762	1219
The Age	953	2375	2861
The Australian	934	1628	2319
Canberra Times	107	428	497
Courier-Mail	1149	1288	2139
Daily Telegraph	1519	2044	3127
Financial Review	421	1144	1454
Herald Sun	1563	1839	2985
Mercury	122	147	240
Newcastle Herald	169	176	321
The Saturday Paper	115	165	271
Sunday Times	392	810	1064
Sydney Morning Herald	1152	3609	4187
Weekly Times	275	37	308
West Australian	782	771	1319

Print is net readership in an average 7 days; digital is website visitation and app usage in an average 7 days

[View the full Cross-Platform Audiences Results](#)

Michele Levine, CEO, Roy Morgan Research, says:

“News Corp’s metro dailies in Sydney and Melbourne have both managed an extraordinary feat: increasing their print readership for average issues on weekdays, Saturdays and Sundays.

“Perhaps the long-term decline of print readership is finally starting to ‘bottom out’. These two News Corp mastheads had been slower than their counterparts at Fairfax to transition audiences to digital—which may turn out to be a benefit if print readership can be now stabilised.

“However even as (and if) print readership continues to decline at other mastheads, the vast majority are clearly still able to increase their overall audiences through digital growth.”

For comments or more information about Roy Morgan Research Readership, please call: (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

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, 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.