

Thursday, 5 May 2016

Roy Morgan Newspaper Print Readership Results for March 2016

Roy Morgan Research today releases the latest Print Readership results for Australian Newspapers for the 12 months to March 2016. Total masthead readership will follow next week, incorporating enhanced cross-device audience data.

Monday to Friday

The number of Australians (14+) who read the print edition one or more metro daily newspapers Monday to Friday fell 10% compared with year to March 2015 to 5,984,000. Some regional titles performed strongly, including the *Geelong Advertiser* (up 15.2% to 53,000 readers per average weekday issue) and *Gold Coast Bulletin* (up 5.8% to 73,000). After some declines in 2015, readership of the *Newcastle Herald* has now steadied at 86,000.

Among the major metro dailies, print readership of both NSW-based titles was robust: the *Daily Telegraph* was almost unchanged with 645,000 readers per average weekday issues, and the *Sydney Morning Herald* fell just 1.5% to 513,000.

News Corp also outperformed Fairfax in Victoria, where the *Herald Sun* with 843,000 print readers (down just 3.0% year-on-year) remains the country's most-read weekday print newspaper. Readership of *The Age* declined (down 16.8% to 469,000), however this largely reflects the title 'catching up' on the wider industry declines it had successfully staved off in 2014-15.

The major metro dailies in other states had smaller declines: the *Adelaide Advertiser* (down 3.0% to 324,000), *Courier-Mail* (down 6.2% to 409,000), and the *West Australian* (down 9.0% to 402,000). Nationally, *The Australian* fell 7.2% to 310,000 but the *Financial Review* is on relatively steady footing (down 2.5% to 192,000).

Saturday

Saturday newspapers are now read in their print form by 5,006,000 Australians (down 4.6%). Replicating their strong weekday results were the *Weekend Gold Coast Bulletin* (up 17.8% to 86,000) and the *Geelong Advertiser* (up 14.7% to 78,000). Readership also grew for the weekend edition of the *Financial Review* (up 8.2% to 145,000), while the *Weekend Australian* held steady (down 0.9% to 658,000).

As with Monday to Friday, both metro NSW titles are doing better than their Victorian stablemates on Saturday: the *Daily Telegraph* (down just 2.1% to 597,000) and the *Sydney Morning Herald* (down 2.7% to 711,000), compared with the *Herald Sun* (down 10.2% to 766,000) and the *Saturday Age* (down 8.4% to 612,000).

Sunday

Australia's Sunday newspapers reach, in print, a combined 4,546,000 readers (down 6.6%). The most read Sunday paper is also the country's most-read newspaper overall: the *Sunday Telegraph* continues to reach over a million readers (1,015,000, down just 0.8%).

Sunday titles that performed better than average include the *Sun-Herald* (down 4.8% to 640,000), *Sunday Mail* (SA) (down 4.9% to 425,000), *Sunday Mail* (QLD) (down 5.3% to 785,000), and *Sunday Herald Sun* (down 5.7% to 847,000), while the *Sunday Times* and *Sunday Age* suffered double-digit declines.

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

Newspaper Inserted Magazines

From feature articles and quizzes to stock picks and ties, healthy recipes, and TV listings, newspaper inserted magazines reach 4,961,000 Australians a week (down 4.2%). Major successes over the past year include the *Financial Review's* smart inclusion of *Smart Investor* (up 43.6% to 112,000) and the ongoing strength of *Boss* (up 1.0% to 104,000), and *The Australian's* come-true *Wish* (up 25.4% to 89,000).

Good Weekend remains far and away the country's top newspaper inserted with 1,207,000 readers across NSW and Victoria (down 9.5%).

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

Michele Levine, CEO, Roy Morgan Research, says:

"Almost 8.5 million Australians read at least one print edition of a weekday or weekend newspaper during the week. Overall, Saturday editions have performed best, reaching over five million readers between them.

"News Corp and Fairfax's Sydney-based titles are doing well, with readership steady for both the Daily Telegraph and Sydney Morning Herald. However it's notable that their Melbourne stablemates have each declined, suggesting there are regional differences in print newspaper appetites, rather than shifts between the two publishers.

"Among regional titles, the Geelong Advertiser and Gold Coast Bulletin have expanded their reach across weekday and weekend issues, while the Canberra Times and Illawarra Mercury have contracted.

"Total masthead readership will follow next week, incorporating enhanced cross-device audience data."

Newspaper Average Print Issue Readership

	M-F March 2015	M-F March 2016	Sat March 2015	Sat March 2016	Sun March 2015	Sun March 2016
NEWSPAPERS	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)
National						
The Australian	334	310	664	658	-	-
Aust. Financial Review	197	192	134	145	-	-
NSW						
Daily Telegraph	648	645	610	597	-	-
Sydney Morning Herald	521	513	731	711	-	-
Sunday Telegraph	-	-	-	-	1,023	1,015
The Sun-Herald	-	-	-	-	672	640
Newcastle Herald	86	86	111	103	-	-
Illawarra Mercury	45	36	51	39	-	-
Canberra Times	70	62	97	73	72	48
The Saturday Paper (NSW)	-	-	48	56	-	-
VIC						
Herald Sun	869	843	853	766	-	-
The Age	564	469	668	612	-	-
Sunday Herald Sun	-	-	-	-	898	847
The Sunday Age	-	-	-	-	564	477
Geelong Advertiser	46	53	68	78	-	-
The Saturday Paper (VIC)	-	-	39	33	-	-
QLD						
Courier-Mail	436	409	542	513	-	-
The Sunday Mail	-	-	-	-	829	785
Cairns Post	57	49	82	72	-	-
Gold Coast Bulletin	69	73	73	86	-	-
Townsville Bulletin	50	45	59	55	-	-
The Saturday Paper (QLD)	-	-	-	13	-	-
SA						
Adelaide Advertiser	334	324	391	371	-	-
Sunday Mail	-	-	-	-	447	425
The Saturday Paper (SA)	-	-	-	15	-	-
WA						
West Australian	442	402	-	-	-	-
Weekend West	-	-	588	545	-	-
Sunday Times	-	-	-	-	455	401
Tasmania						
The Mercury	82	72	108	100	-	-
The Examiner	52	50	62	56	-	-
The Advocate	35	35	42	38	-	-
Sunday Tasmanian (Tas)	-	-	-	-	90	86
Sunday Examiner	-	-	-	-	63	52
Northern Territory						
Northern Territory News	35	37	46	49	-	-
Sunday Territorian	-	-	-	-	29	37

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Newspaper Inserted Magazine Readership

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2015	Mar 2016	Gain/Loss	Mar 2015	Mar 2016	% Change
Wish	0.4	0.5	0.1	71	89	25.4
Weekend Australian Magazine	3.5	3.6	0.1	679	705	3.8
Financial Review Magazine	2.4	2.2	-0.2	466	426	-8.6
Boss	0.5	0.5	0.0	103	104	1.0
Smart Investor	0.4	0.6	0.2	78	112	43.6
Good Weekend (NSW & Vic)	6.9	6.2	-0.7	1,334	1,207	-9.5
Sunday Style (NSW & Vic)	5.1	4.5	-0.6	989	890	-10.0
Sunday Life (NSW & Vic)	4.6	3.7	-0.9	896	718	-19.9
Sunday Telegraph TV Guide (NSW)	3.4	3.1	-0.3	650	613	-5.7
Sunday Herald Sun TV Guide (Vic)	2.6	2.3	-0.3	497	443	-10.9
Qweekend (Qld)	2.0	1.8	-0.2	385	354	-8.1
Sunday Mail TV Guide (Qld)	2.6	2.3	-0.3	503	444	-11.7
Gold Coast Eye (Qld)	0.2	0.2	0.0	43	41	-4.7
Sunday Mail TV Guide (SA)	1.7	1.5	-0.2	320	295	-7.8
SA Weekend	1.5	1.4	-0.1	295	272	-7.8
Sunday Times TV Guide (WA)	1.5	1.3	-0.2	282	246	-12.8
STM - Sunday Times Magazine (WA)	1.5	1.3	-0.2	291	264	-9.3
Seven Days (WA)	1.8	1.7	-0.1	348	337	-3.2
West Weekend (WA)	1.9	1.8	-0.1	368	358	-2.7

For comments or more information about Roy Morgan Research Readership, please call:

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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.