

Roy Morgan Research

Roy Morgan Research Ltd.

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ROY MORGAN LAUNCHES SECTIONAL READERSHIP MEASURE

Michele Levine, CEO Roy Morgan Research

Roy Morgan today launched an exciting new readership measure for publishers, agencies and advertisers – the Roy Morgan Sectional Readership measure which for the first time provides detailed and intimate knowledge of exactly what parts of the Newspaper are actually read – and by whom – and how engaged the readers are with each newspaper section.

Newspapers in Australia are in a substantially better position than in the United States or any other country – and we believe the relative success of newspapers is at least in part due to the Roy Morgan measurement system that enables Australian newspapers to demonstrate their power as a channel to consumers.

With the new Roy Morgan sectional reading and engagement data:

- Newspaper readers are now the most deeply understood audience of any main media.
- Newspaper sections can now take their rightful place in integrated marketing campaigns.
- Newspaper can now be conceived of as a series of sections – so newspaper sections can now be used as a repertoire of opportunities to communicate rather than just one.

The 22 Sections covered by Sectional Readership

The sectional reading measurement tracks 22 newspaper sections/topics including News, Sport, Editorial & Opinion, Letters to the Editor, Business, Personal Finance, Celebrities & Social, Holidays & Travel, Eating, Drinking & Dining, Home Interiors, Gardening, Health & Wellbeing, Fashion & Beauty, TV Listings & Reviews, Movie Listings & Reviews, Art, Music & Book Reviews, Cars & Motoring, Computers & IT, Home Entertainment & Electronics, Real Estate & Property, Careers & Employment and Racing/ Form Guides.

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Sections by proportion of men and women

One way of understanding the gender differences of the different section audiences is to look at the relative proportions of men versus women for each section as the table below shows.

The top five sections by highest proportion of **Women** readers are:

1. Fashion & Beauty
2. Health & Wellbeing
3. Home Interiors
4. Celebrities & Social
5. Eating, Drinking & Dining

The top five sections by highest proportion of **Men** readers are:

1. Cars & Motoring
2. Computers & IT
3. Racing/ Form guide
4. Business
5. Home Entertainment & Electronics

Sections: proportion of Men vs Women (all papers)

