

ThinkNewsBrands **FUNDAMENTALS** **H1, 2020**

NEWS BRANDS



**Key facts about
print and digital
news sites in
Australia**

What are news brands?

- The term 'news brands' refers to the newspapers and digital platforms of Australia's leading news publishers. News brands are the go-to trusted source of news content for Australians and, as a result, the professionally produced content is sourced, syndicated and repurposed across all other media platforms 24-7
- When readers interact with news brands, it's a lean-forward experience. Unlike other media channels, news brands have an actively engaged audience
- Digital news brands are proven to be particularly strong in moving prospective consumers through the purchase funnel by shifting the needle on how people feel about the brands that are advertising¹
- News brands have the scale to drive business outcomes with more than 18.3m Australians engaging with them each month. That's 97% of the population aged 14+²
 - ◆ 17.7m Australians engage with digital news websites every month
 - ◆ 11.6m Australians read newspapers every month
- Printed news brands drive the daily agenda with almost two in three readers reading a newspaper before midday

Australia's leading news brands

A powerhouse news and editorial engine, news brands create timely, relevant, trusted content that feeds the most read websites, papers, sections and inserts in Australia.











5 national 21 metro

345 regional

360 branded newspaper sections

24 newspaper Inserted magazines

297+ digital news sites

The brand/title count includes The Australian (Mon-Fri) and the Weekend Australia as 2 separate titles, for example. Some News brands are Digital only including the high profile sites of news.com.au, brisbanetimes.com.au and Watoday.com.au. There are also a number of Regional & Community News brands that are Digital only with no newspaper format



**WHO IS
READING
NEWS
BRANDS?**

**Cross platform
readership by
demographic,
platform, section
and over time**

News brands readership across all sites and publications

| | Cross platform | Digital | Newspapers |
|--|----------------|---------|------------|
| Advertiser & non-advertiser supported newspapers, digital mastheads and news websites ¹ | 18.3m | 17.7m | 11.6m |
| Advertiser supported newspapers, digital mastheads and news websites ² | 18.1m | 17.1m | 11.6m |
| emma TM newspapers and digital mastheads total ³ | 18m | 16.9m | 11.6m |

Source: emmaTM, 12 months to June 2020. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to June 2020, people 14+ calibrated to Digital Content Ratings (DCR) June 2020 People 14+.

¹ Represents ² and ³ (below) also adding in All other News related websites that are not owned by the Australian newspaper publishers eg SBS News, DailyMail, ABC online, DailyExpress, BuzzFeed

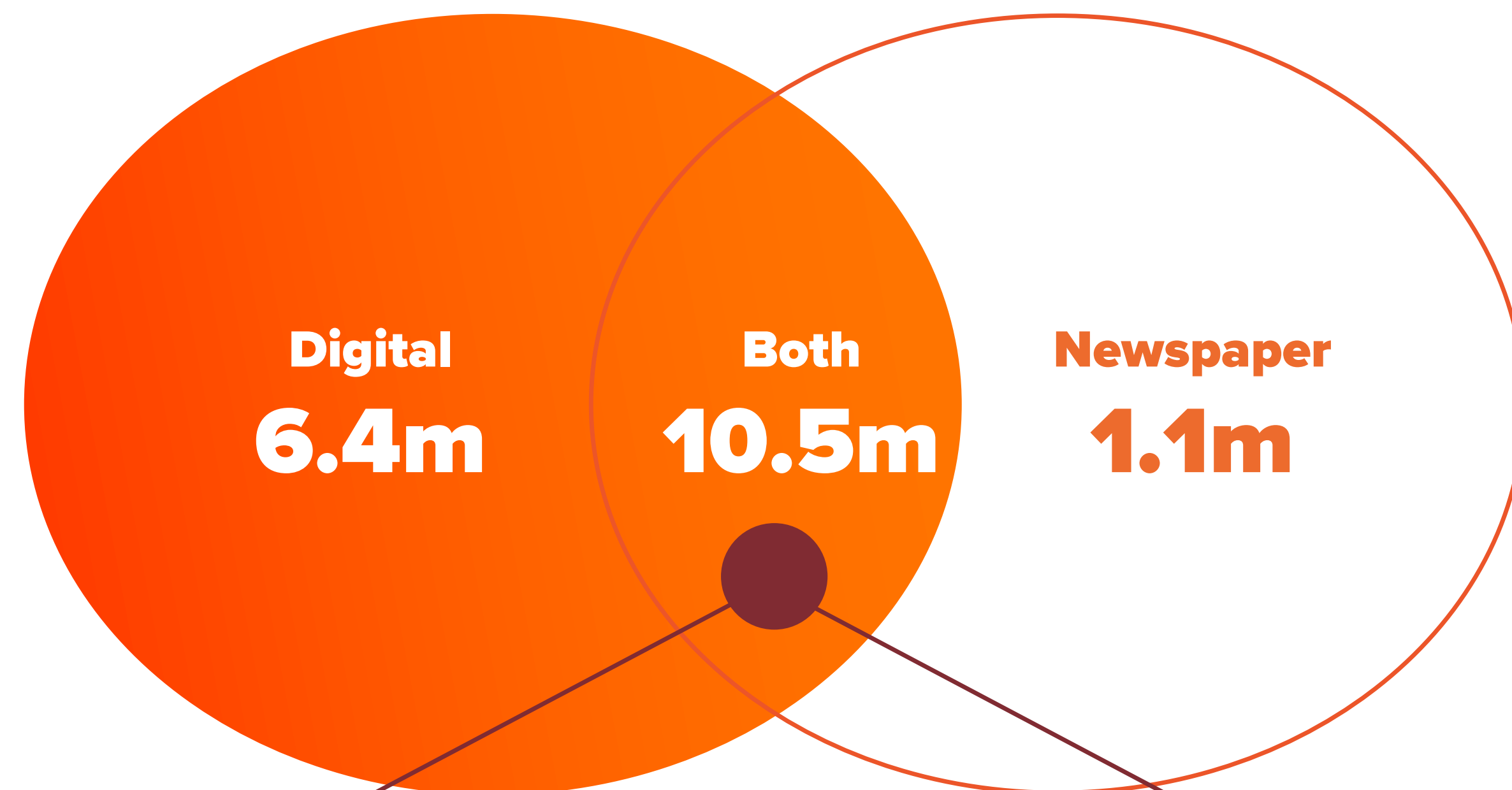
² Represents ³ (below) also adding in TV News websites that are owned by the newspaper publishers ie 7News, 9News, NBN News, Fox News

³ Includes only Australian publishers' news brands (newspapers, their associated websites and their news websites that are online only ie News.com.au, BrisbaneTimes.com.au, WAToday.com.au, Canberratimes.com.au). This represents "currency" market reporting and is the focus of the rest of this report.

Readership by news type

Total digital news brand readers
16.9m

Total newspaper readers
11.6m

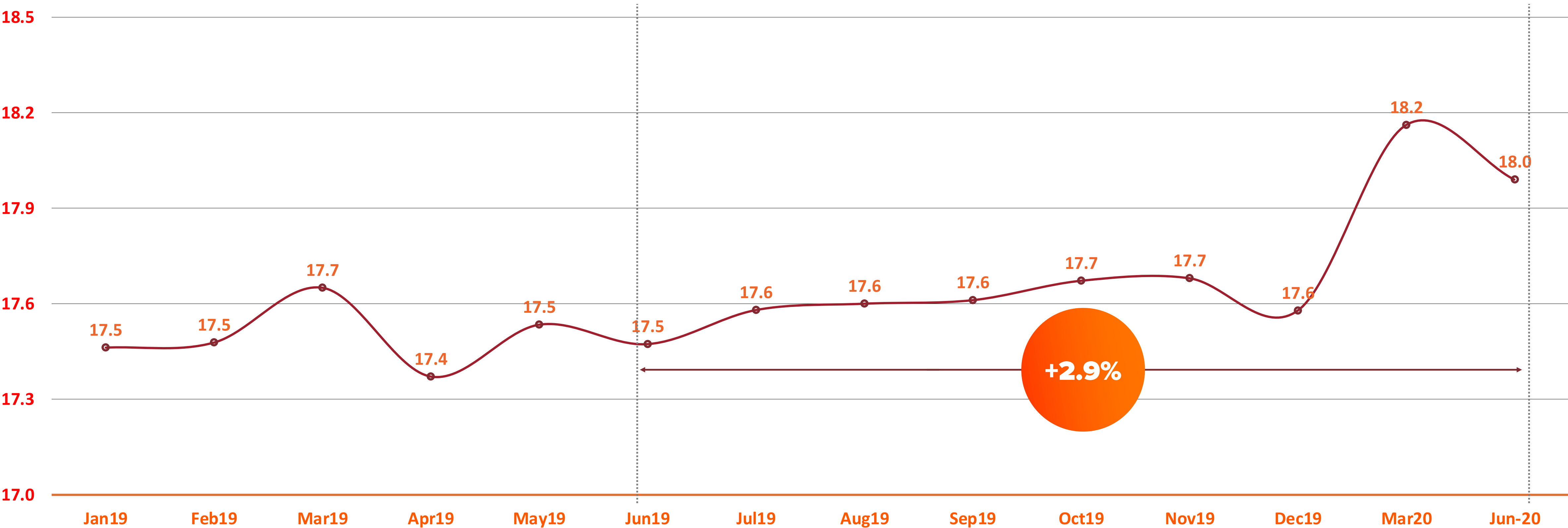


Newspaper inserted magazines
3.7m

Newspaper sections
8.2m

Readership over time

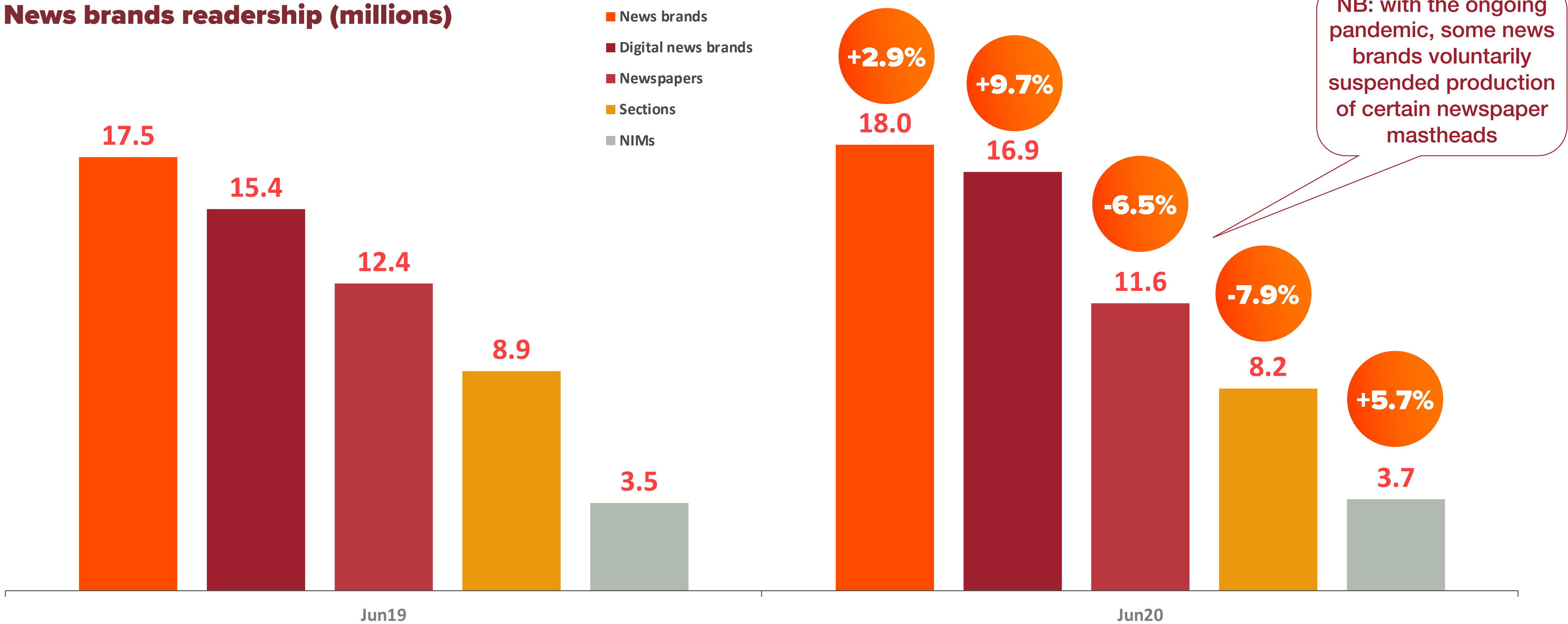
News brands readership (millions)



Source: emmaTM, 12 months to June 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to June 2020, people 14+ calibrated to Digital Content Ratings (DCR) Jun 2020 People 14+.

Readership news type growth/decline

News brands readership (millions)



Source: emmaTM, 12 months to June 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to June 2020, people 14+ calibrated to Digital Content Ratings (DCR) Jun 2020 People 14+.

Readership news type by age/region

| Readership and reach (Jun20) | Reach % to popn 14+ | Totals | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|------------------------|--------|------|--------|----------|----------|------|------------------|---------------------|
| Reach to age 14+ | | 95% | 94% | 95% | 91% | 96% | 98% | 95% | 95% |
| Population 14+ | 100% | 18.9m | 9.3m | 9.6m | 6.7m | 6.0m | 6.3m | 13.3m | 5.6m |
| News brands | 95% | 18.0m | 8.8m | 9.2m | 6.1m | 5.8m | 6.2m | 12.6m | 5.4m |
| Digital news brands | 89% | 16.9m | 8.2m | 8.7m | 5.6m | 5.5m | 5.8m | 11.9m | 5.0m |
| Newspapers | 61% | 11.6m | 5.8m | 5.9m | 3.0m | 3.8m | 4.9m | 7.8m | 3.9m |
| Any section of the newspaper | 43% | 8.2m | 4.2m | 4.0m | 1.9m | 2.6m | 3.7m | 5.7m | 2.4m |
| Newspaper inserted magazines (NIMs) | 19% | 3.7m | 1.7m | 2.0m | 0.8m | 1.0m | 1.9m | 2.7m | 1.0m |

Source: emmaTM, 12 months to June 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to June 2020, people 14+ calibrated to Digital Content Ratings (DCR) June 2020 People 14+.

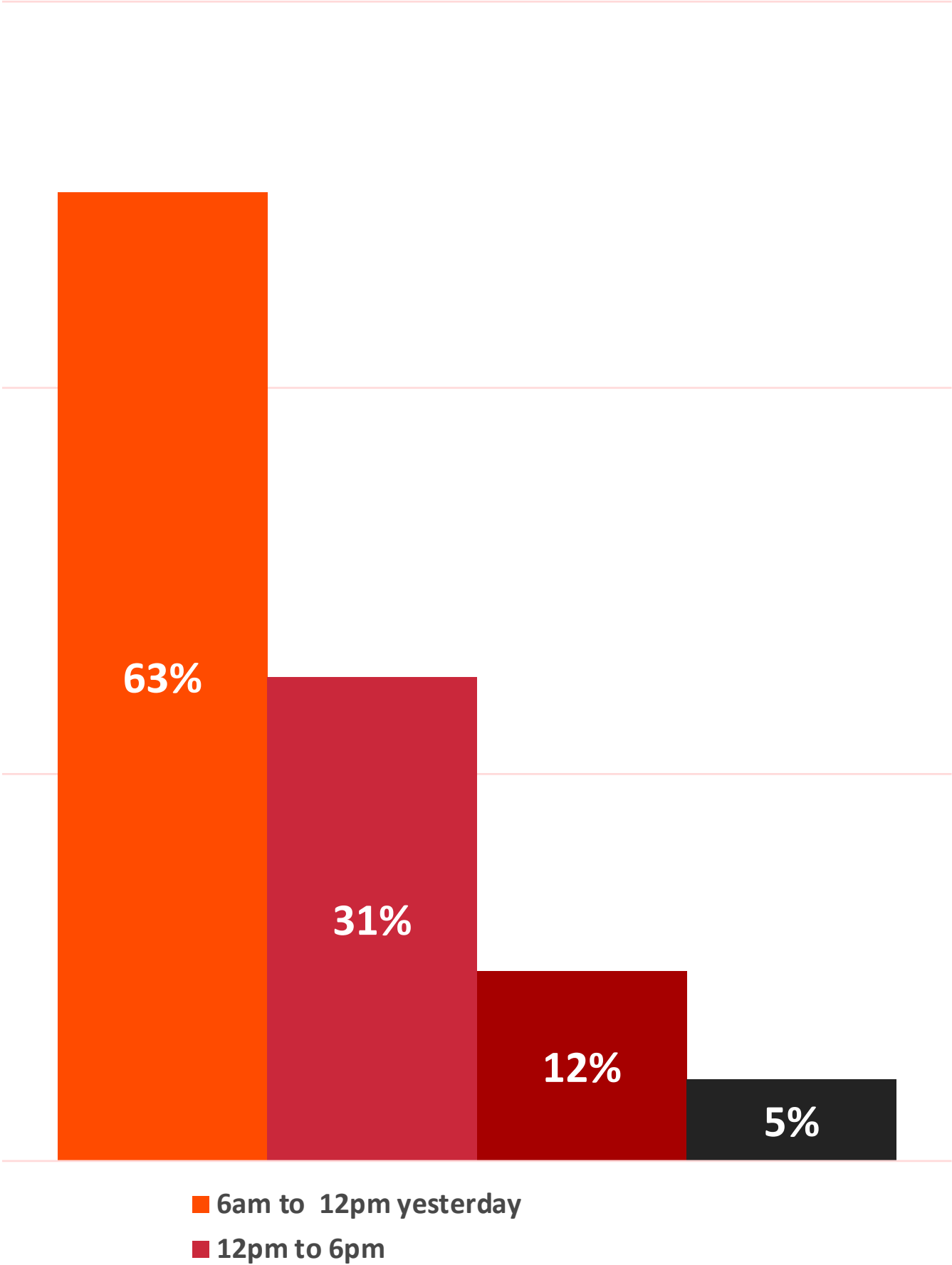
HOW DO AUSTRALIANS READ NEWS BRANDS?

**Readership
and engagement
by location and
demographic**

When, how frequent and how long?

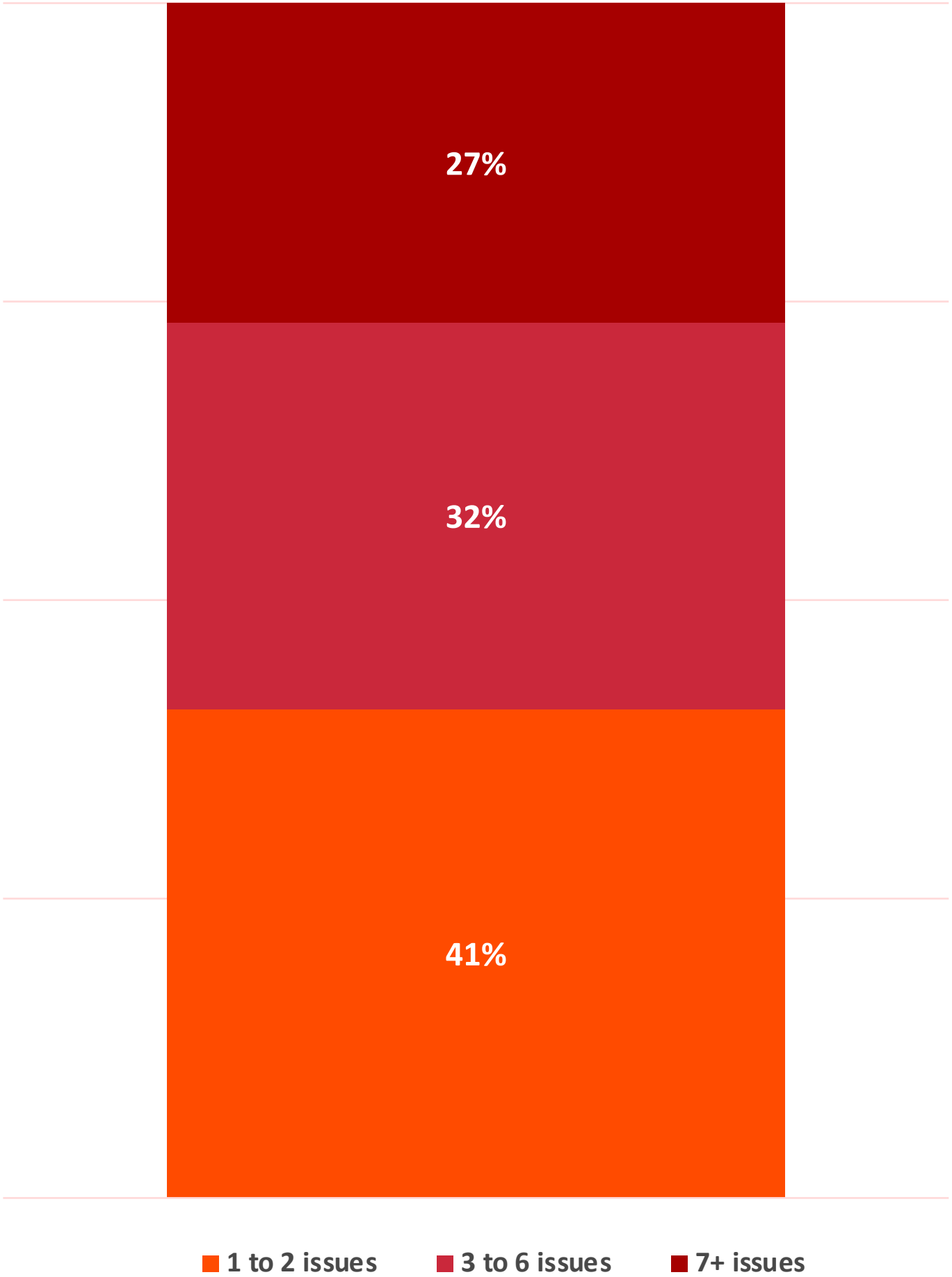
WHEN

63% of yesterday's newspaper readers read them between 6am & 12pm*



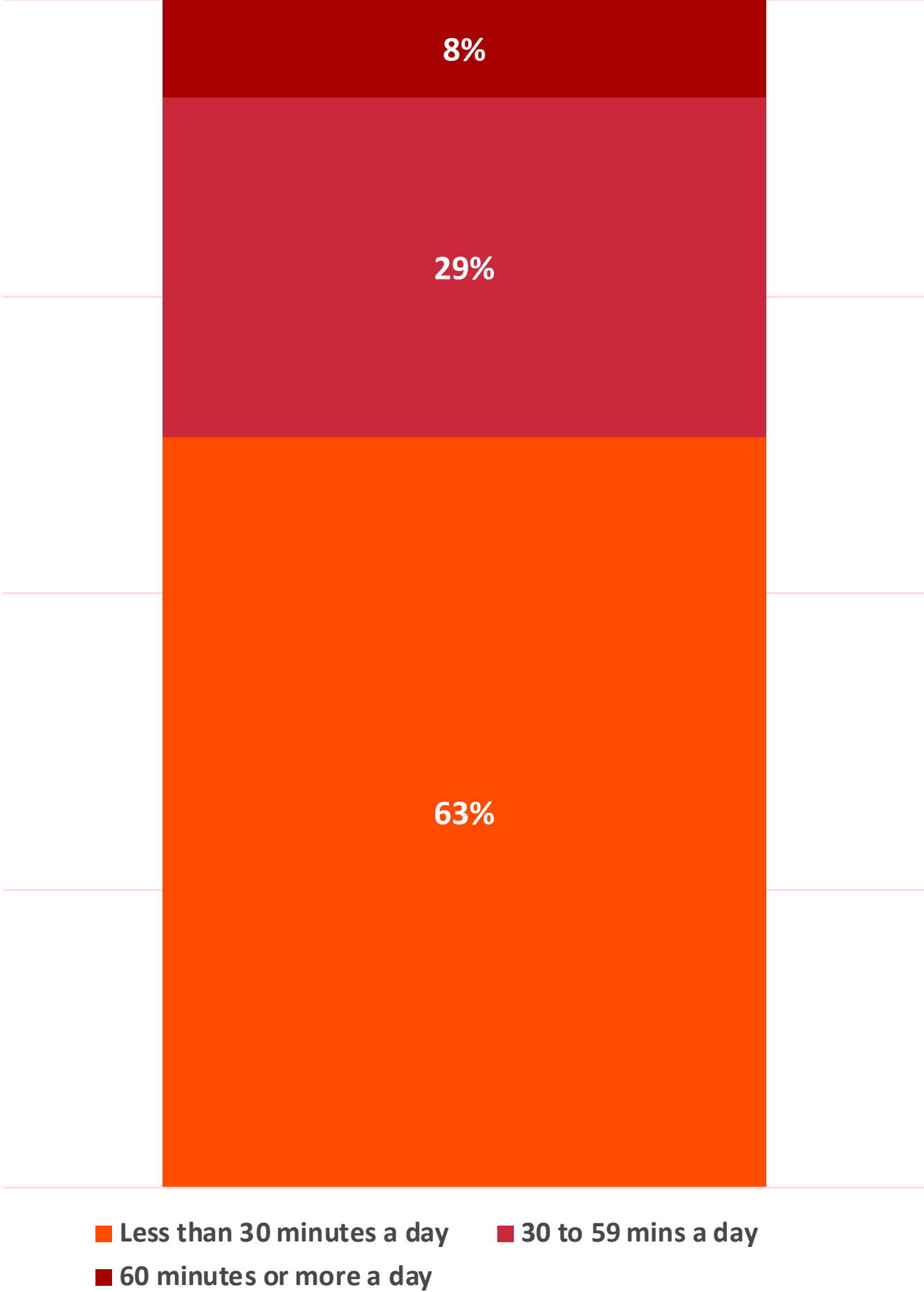
HOW FREQUENT

27% of newspaper readers Typically read 7 or more issues a week



HOW LONG

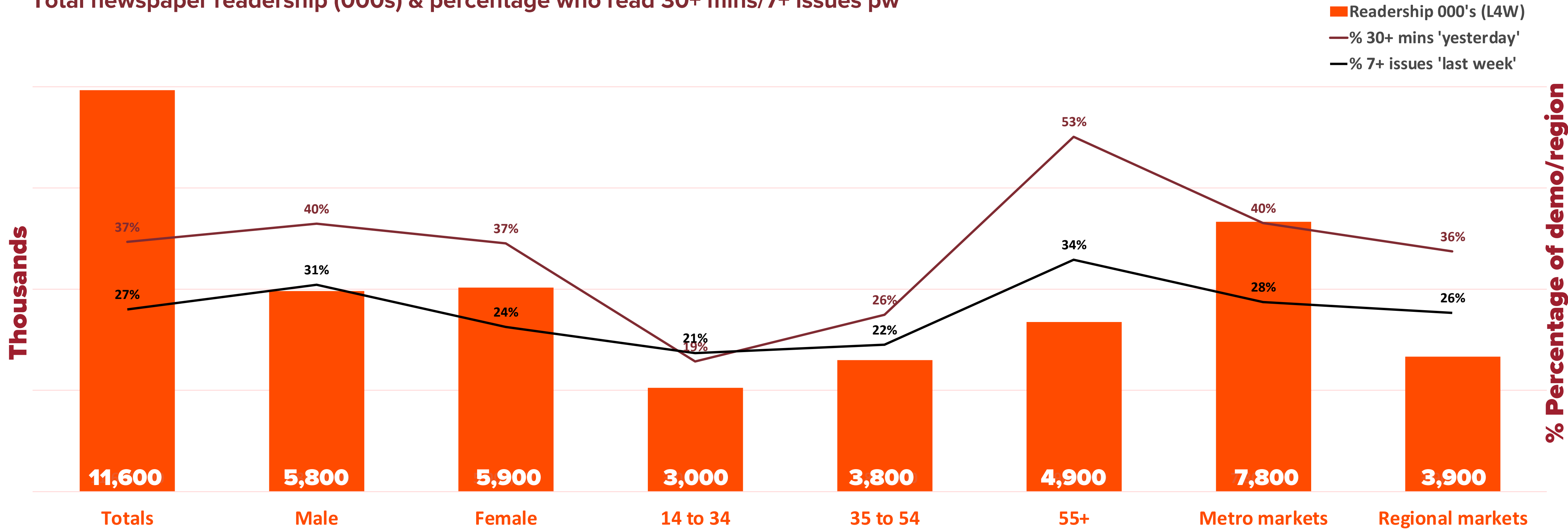
37% of yesterday's newspaper readers read them for more than 30 minutes



*Multiple response question. Answers sum to more than 100%. Chart re-based to 100%. Source: emmaTM, 12 months to June 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, People 14+.

Regular readership by age/region

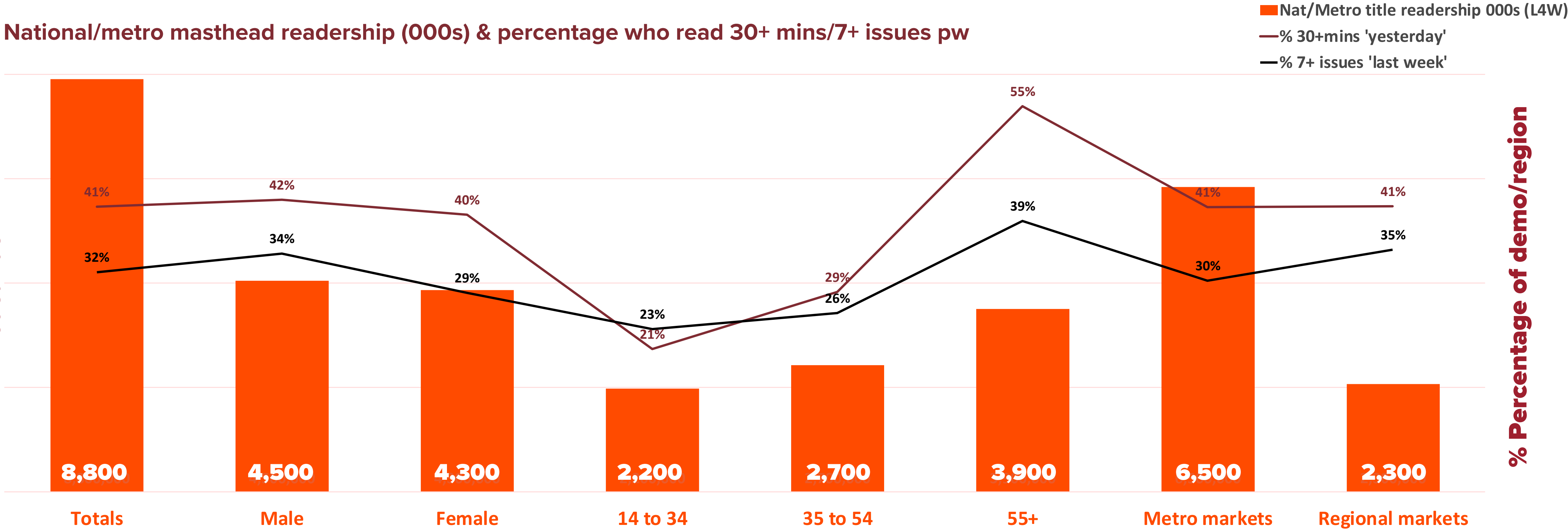
Total newspaper readership (000s) & percentage who read 30+ mins/7+ issues pw



| | Reach % (of popn 14+) | Total | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|--------------------------|-------|------|--------|----------|----------|------|---------------|------------------|
| Readership (Millions) (L4W) | 61% | 11.6m | 5.8m | 5.9m | 3.0m | 3.8m | 4.9m | 7.8m | 3.9m |
| Proportion (%) reading 30+ mins 'yesterday' | | 37% | 40% | 37% | 19% | 26% | 53% | 40% | 36% |
| Proportion (%) reading 7+ issues 'last week' | | 27% | 31% | 24% | 21% | 22% | 34% | 28% | 26% |

Source: emmaTM, 12 months to June 2020. Total readership based on last four weeks (June 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (June 2020). 7+ issues pw is per typical week (June 2020). Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: national/metro titles by age/region

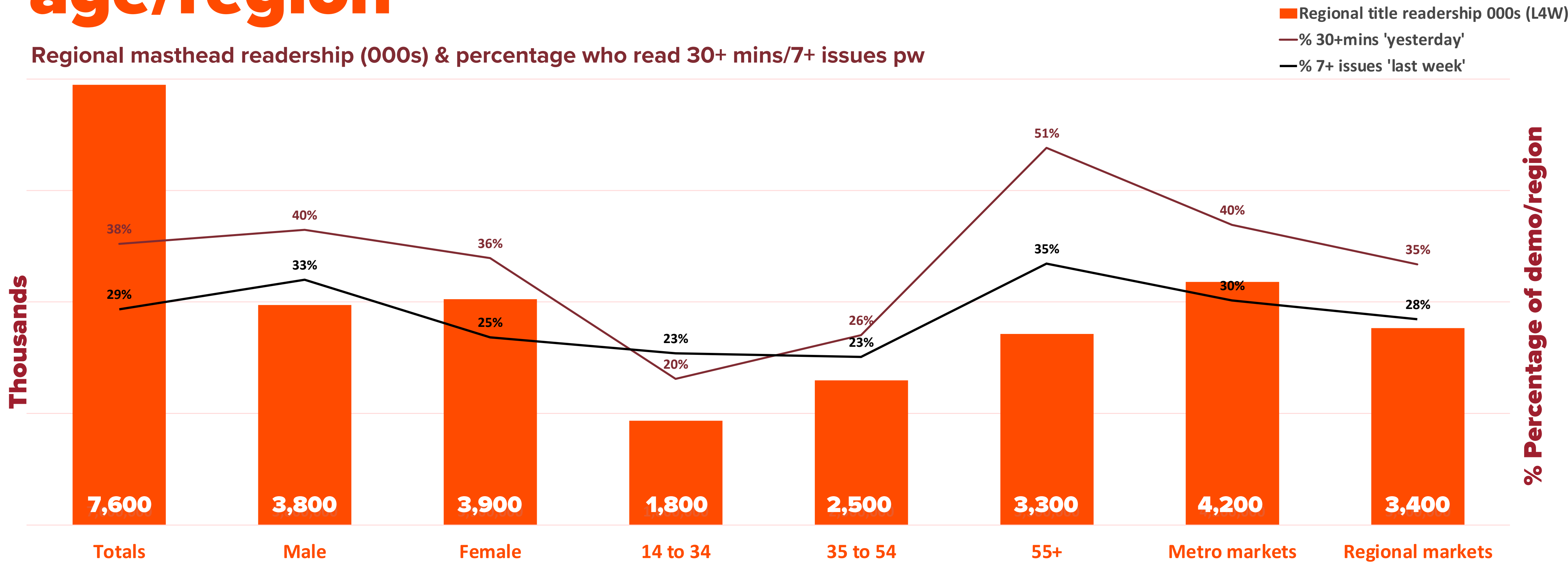


| | Reach % (of popn 14+) | Total | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|--------------------------|-------|------|--------|----------|----------|------|---------------|------------------|
| Nat/Metro title readership (Millions) (L4W) | 46% | 8.8m | 4.5m | 4.3m | 2.2m | 2.7m | 3.9m | 6.5m | 2.3m |
| Proportion (%) reading 30+ mins 'yesterday' | | 41% | 42% | 40% | 21% | 29% | 55% | 41% | 41% |
| Proportion (%) reading 7+ issues 'last week' | | 32% | 34% | 29% | 23% | 26% | 39% | 30% | 35% |

Source: emmaTM, 12 months to June 2020. Total readership based on last four weeks (June 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (June 2020). 7+ issues pw is per typical week (June 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas. Nat/Metro newspapers are The Australian, Financial Review, The Saturday Paper, Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, The Adelaide Advertiser, Courier-Mail and West Australian/Sunday Times – that includes their Mon-Fri editions & their Weekend editions. All other papers are classified as Regional.

Regular readership: regional titles by age/region

Regional masthead readership (000s) & percentage who read 30+ mins/7+ issues pw

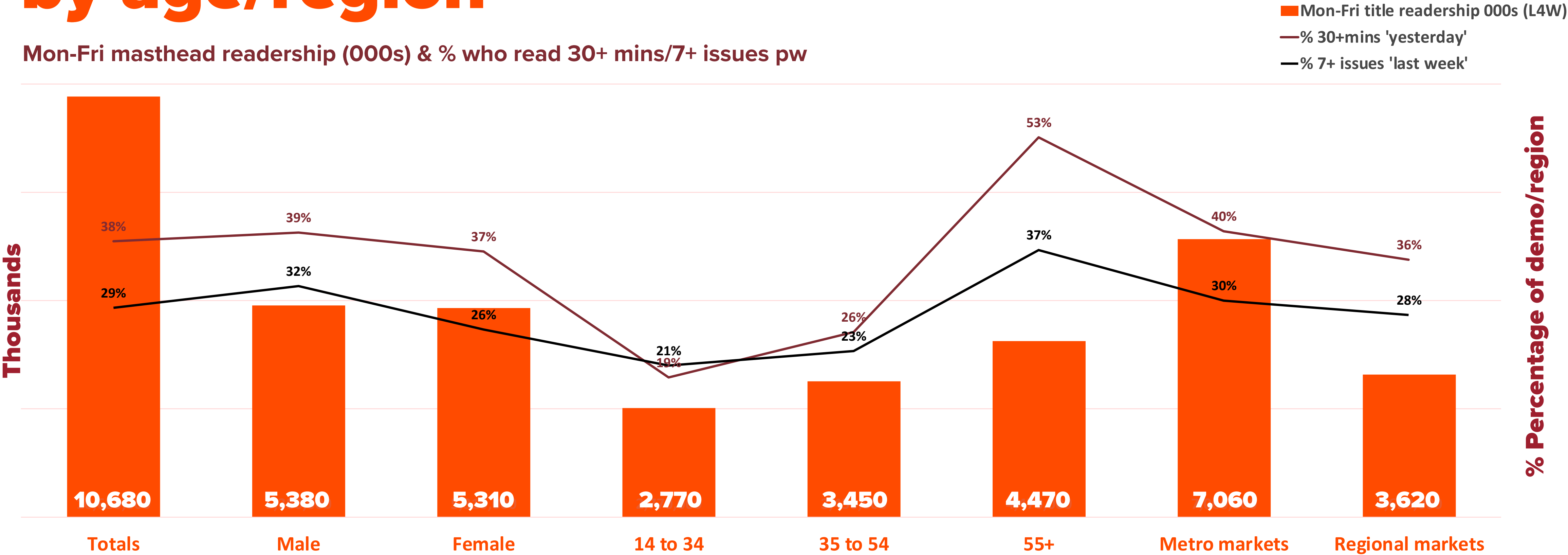


| | Reach % (of popn 14+) | Total | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|--------------------------|-------|------|--------|----------|----------|------|---------------|------------------|
| Regional title readership (Millions) (L4W) | 40% | 7.6m | 3.8m | 3.9m | 1.8m | 2.5m | 3.3m | 4.2m | 3.4m |
| Proportion (%) reading 30+ mins 'yesterday' | | 38% | 40% | 36% | 20% | 26% | 51% | 40% | 35% |
| Proportion (%) reading 7+ issues 'last week' | | 29% | 33% | 25% | 23% | 23% | 35% | 30% | 28% |

Source: emmaTM, 12 months to June 2020. Total readership based on last four weeks (June 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (June 2020). 7+ issues pw is per typical week (June 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas. Nat/Metro newspapers are The Australian, Financial Review, The Saturday Paper, Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, The Adelaide Advertiser, Courier-Mail and West Australian/Sunday Times – that includes their Mon-Fri editions & their Weekend editions. All other papers are classified as Regional.

Regular readership: Mon-Fri titles by age/region

Mon-Fri masthead readership (000s) & % who read 30+ mins/7+ issues pw

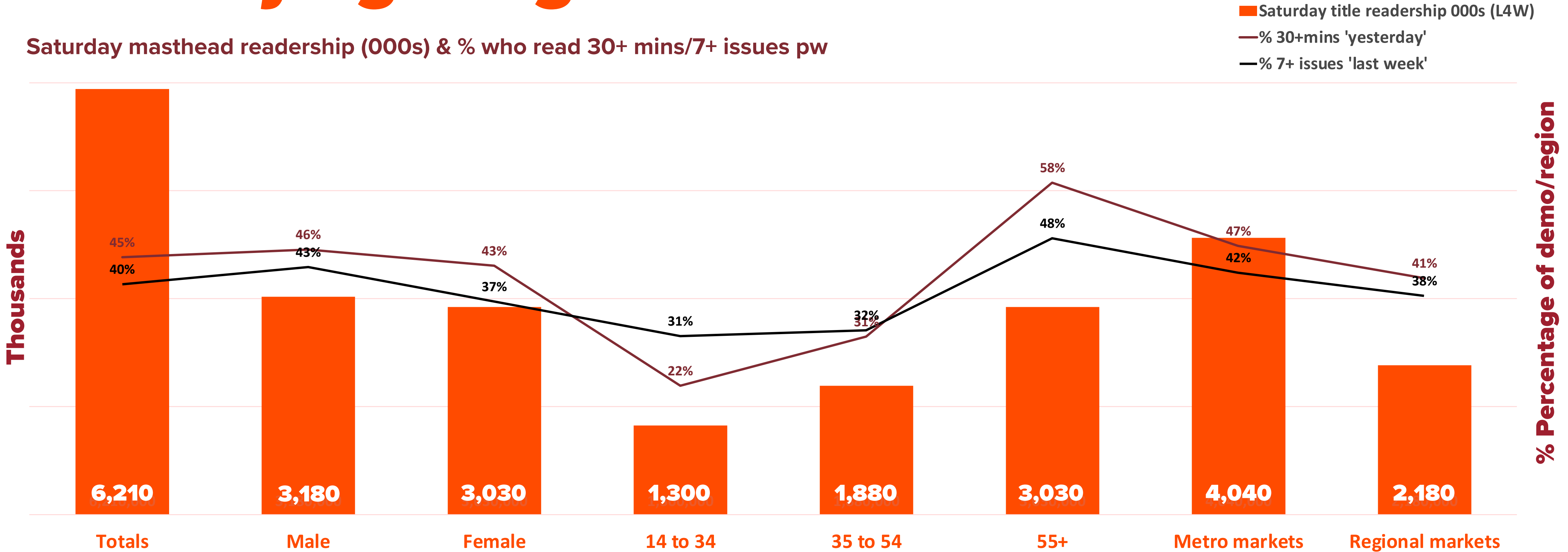


| | Reach % (of popn 14+) | Total | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|--------------------------|-------|------|--------|----------|----------|------|---------------|------------------|
| Mon-Fri title readership (Millions) (L4W) | 56% | 10.7m | 5.4m | 5.3m | 2.8m | 3.4m | 4.5m | 7.1m | 3.6m |
| Proportion (%) reading 30+ mins 'yesterday' | | 38% | 39% | 37% | 19% | 26% | 53% | 40% | 36% |
| Proportion (%) reading 7+ issues 'last week' | | 29% | 32% | 26% | 21% | 23% | 37% | 30% | 28% |

Source: emmaTM, 12 months to June 2020. Total readership based on last four weeks (June 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (June 2020). 7+ issues pw is per typical week (June 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: Saturday titles by age/region

Saturday masthead readership (000s) & % who read 30+ mins/7+ issues pw

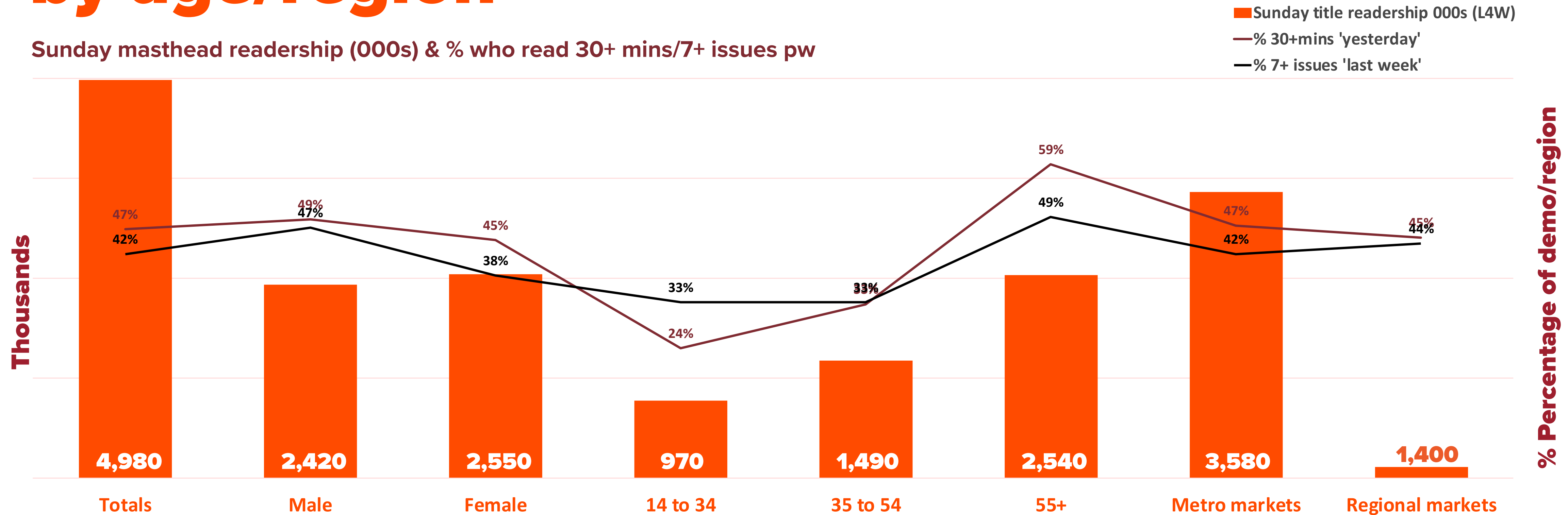


| | Reach % (of popn 14+) | Total | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|--------------------------|-------|------|--------|----------|----------|-----|---------------|------------------|
| Saturday title readership (Millions) (L4W) | 33% | 6.2m | 3.2m | 3m | 1.3m | 1.9m | 3m | 4m | 2.2m |
| Proportion (%) reading 30+ mins 'yesterday' | | 45% | 46% | 43% | 22% | 31% | 58% | 47% | 41% |
| Proportion (%) reading 7+ issues 'last week' | | 40% | 43% | 37% | 31% | 32% | 48% | 42% | 38% |

Source: emmaTM, 12 months to June 2020. Total readership based on last four weeks (June 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (June 2020). 7+ issues pw is per typical week (June 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: Sunday titles by age/region

Sunday masthead readership (000s) & % who read 30+ mins/7+ issues pw

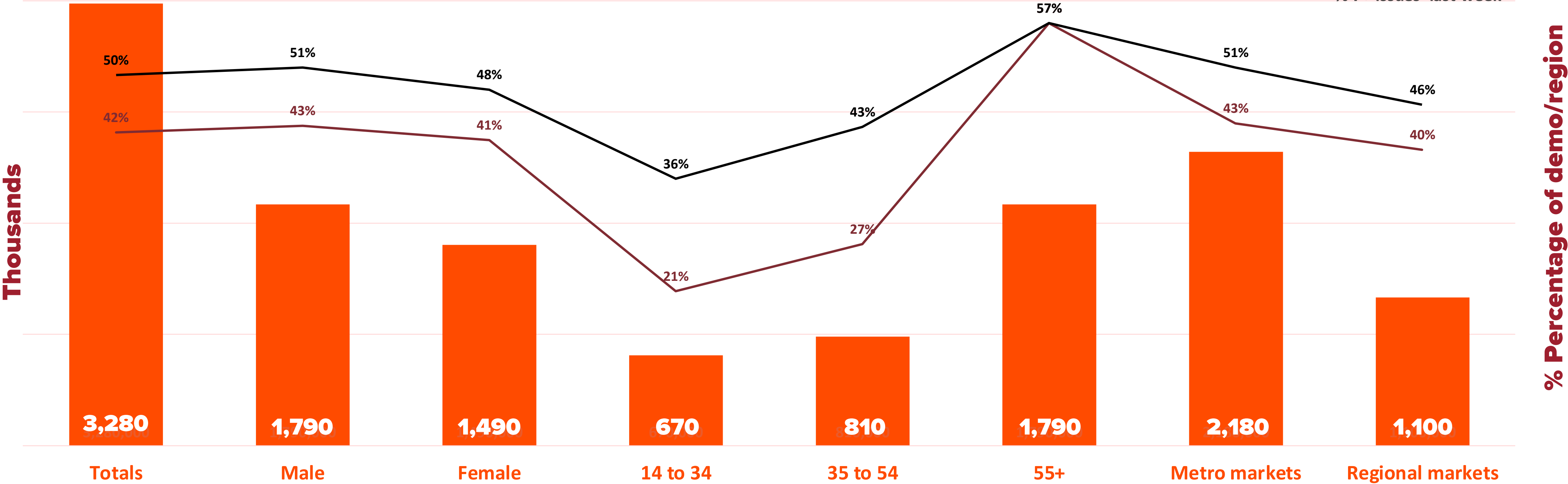


| | Reach % (of popn 14+) | Total | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|--------------------------|-------|------|--------|----------|----------|------|---------------|------------------|
| Sunday title readership (Millions) (L4W) | 26% | 5m | 2.4m | 2.6m | 1m | 1.5m | 2.5m | 3.6m | 1.4m |
| Proportion (%) reading 30+ mins 'yesterday' | | 47% | 49% | 45% | 24% | 33% | 59% | 47% | 45% |
| Proportion (%) reading 7+ issues 'last week' | | 42% | 47% | 38% | 33% | 33% | 49% | 42% | 44% |

Source: emmaTM, 12 months to June 2020. Total readership based on last four weeks (June 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (June 2020). 7+ issues pw is per typical week (June 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: prior to midday by age/region

Readership prior to midday (000s) & % who read 30+ mins/7+ issues pw



| | Reach % (of popn 14+) | Total | Male | Female | 14 to 34 | 35 to 54 | 55+ | Metro markets | Regional markets |
|--|--------------------------|-------|------|--------|----------|----------|------|---------------|------------------|
| Readership between 6am-12pm (Millions) | 17% | 3.3m | 1.8m | 1.5m | 0.7m | 0.8m | 1.8m | 2.2m | 1.1m |
| Proportion (%) reading 30+ mins 'yesterday' | | 42% | 43% | 41% | 21% | 27% | 57% | 43% | 40% |
| Proportion (%) reading 7+ issues 'last week' | | 50% | 51% | 48% | 36% | 43% | 57% | 51% | 46% |

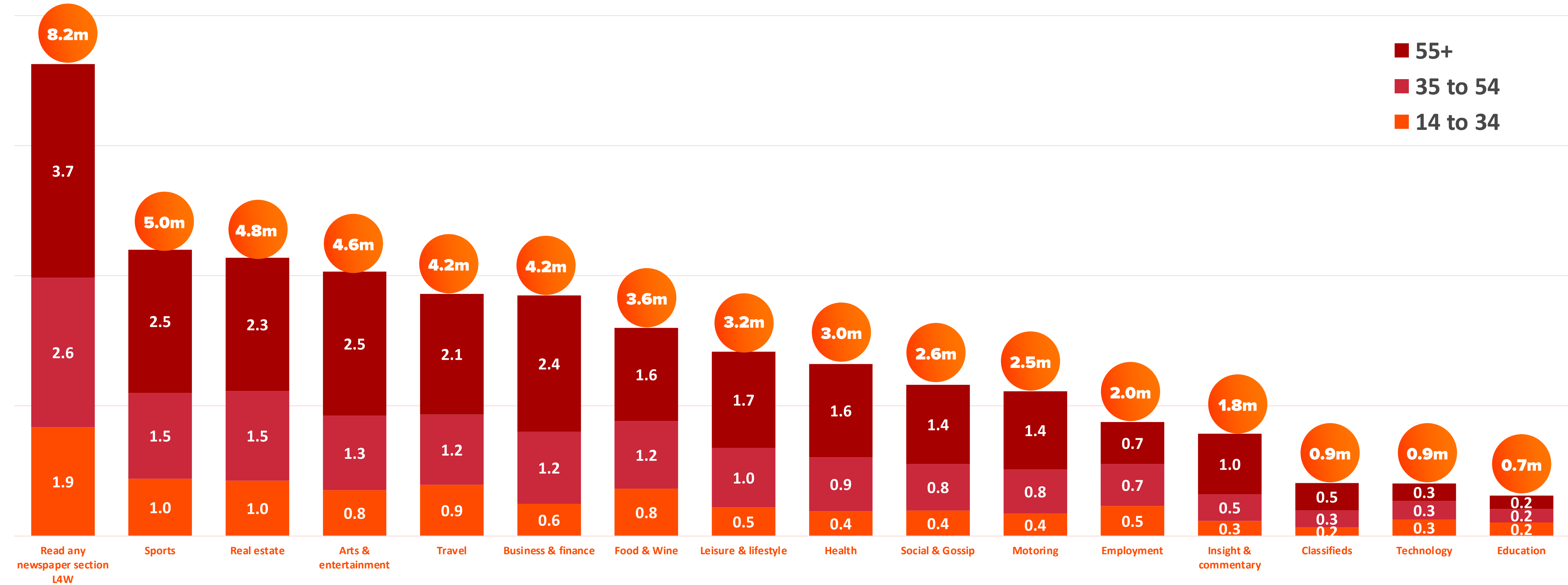
Source: emmaTM, 12 months to June 2020. Total readership based on last four weeks (June 2020). Survey conducted by IPSOS Connect, People 14+. Read newspapers 6am to 12pm represents those who did so yesterday. Readership >=30mins based on time spent reading newspapers yesterday (June 2020). 7+ issues pw is per typical week (June 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas

**WHAT
SECTIONS ARE
AUSTRALIANS
READING?**

**Newspaper
sections –
readership
and reach by
demographic**

Readership by section type

Read a newspaper section L4W (millions)



Source: emmaTM, 12 months to June 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+

Section readership by age/region

| Monthly Reach (m) | Reach % to popn 14+ | Total | Male | Female | 14-34 | 35-54 | 55+ | Metro markets | Regional markets |
|----------------------|---------------------|-------|------|--------|-------|-------|------|---------------|------------------|
| Popn 14+ | 100% | 18.9m | 9.3m | 9.6m | 6.7m | 6.0m | 6.3m | 13.3m | 5.6m |
| Read any Section L4W | 43% | 8.2m | 4.2m | 4.0m | 1.9m | 2.6m | 3.7m | 5.7m | 2.4m |
| Sports | 26% | 5.0m | 3.1m | 1.9m | 1.0m | 1.5m | 2.5m | 3.5m | 1.5m |
| Real estate | 25% | 4.8m | 2.4m | 2.4m | 1.0m | 1.5m | 2.3m | 3.4m | 1.4m |
| Arts & Entertainment | 24% | 4.6m | 2.1m | 2.4m | 0.8m | 1.3m | 2.5m | 3.2m | 1.3m |
| Travel | 22% | 4.2m | 2.5m | 1.7m | 0.9m | 1.2m | 2.1m | 3.1m | 1.1m |
| Business & Finance | 22% | 4.2m | 1.9m | 2.2m | 0.6m | 1.2m | 2.4m | 3.1m | 1.1m |
| Food & Wine | 19% | 3.6m | 1.6m | 2.0m | 0.8m | 1.2m | 1.6m | 2.6m | 1.0m |

Source: emmaTM, 12 months to June 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. TV Regions definition is as OzTam. Not showing (in order of Audience size) = Leisure & Lifestyle, Health, Social & Gossip, Motoring, Employment, Insight & commentary, Classifieds, Technology, Education.

DIGITAL NEWS BRANDS



**Digital
news brands –
readership and
engagement by
demographic**

Digital news brands: tech penetration

| | Jul-Dec 19 | Jan-Jun 20 |
|-----------------------|------------|------------|
| Screens per household | 6.6 | 6.7 |
| Smart TV | 1.8 | 1.8 |
| PC/Laptop | 1.7 | 1.8 |
| Tablet | 1.0 | 1.0 |
| Mobiles | 2.0 | 2.1 |

Device penetration

| | | |
|-----------|-----|-----|
| Smart TV | 42% | 48% |
| PC/Laptop | 80% | 81% |
| Tablet | 60% | 60% |
| Mobiles | 87% | 94% |

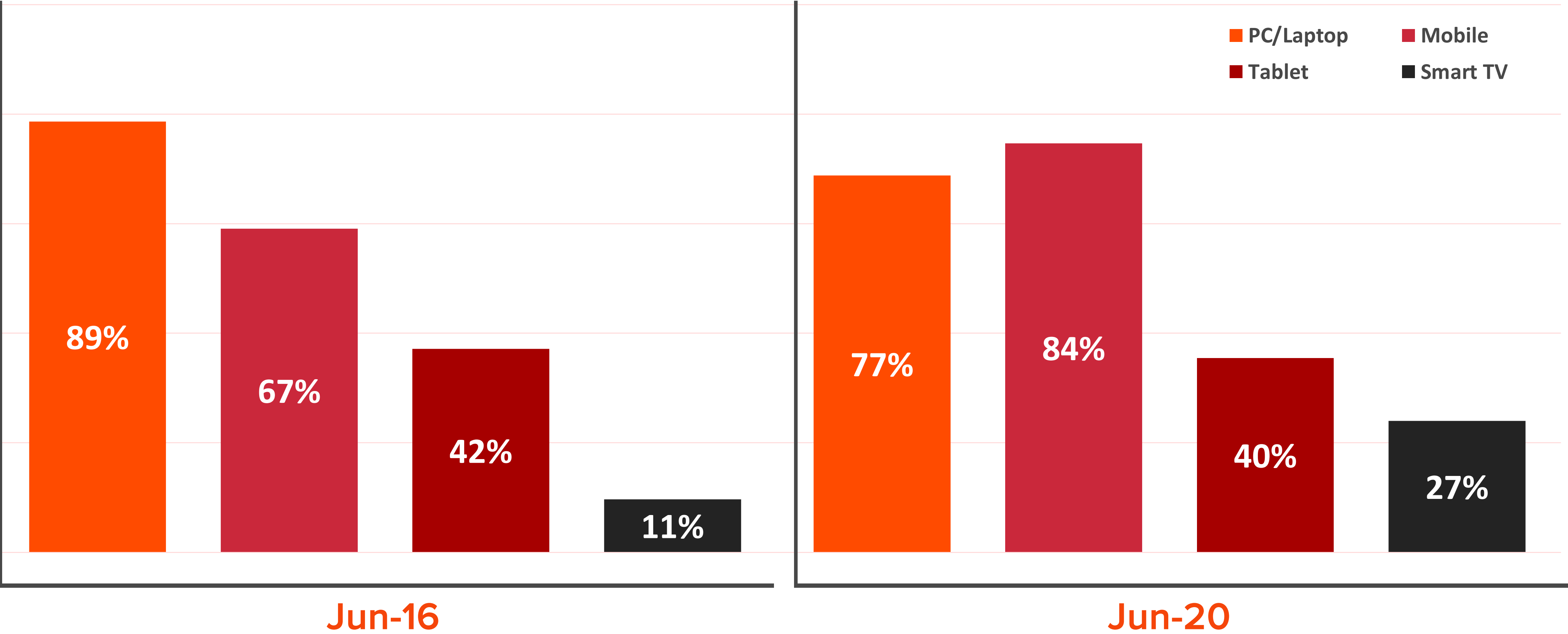
Device purchase intention

| | | |
|-----------|-----|-----|
| Smart TV | 7% | 7% |
| PC/Laptop | 27% | 26% |
| Tablet | 3% | 2% |
| Mobiles | 34% | 33% |

Source: OzTAM & Regional TAM Establishment Survey; DTT, PVR estimates are based on install levels from the combined OzTAM Metro and Regional TAM panels as at last date of each period; Estimates for internet connection, tablet household penetration and internet capable TV in home from combined OzTAM Metro and Regional TAM quarterly Establishment Survey (ES). Based on mobile and landline CATI ES. Internet connection and tablet penetration based on rolling four-quarter averages to stabilise month-to-month trends. Estimate for internet capable TV in home refers to the capability to be internet connected, whether connected or not.. Purchase Intent N12M: Nielsen CMV 12 months to Dec19 & Jun20. Mobile purchase intention is "will consider"

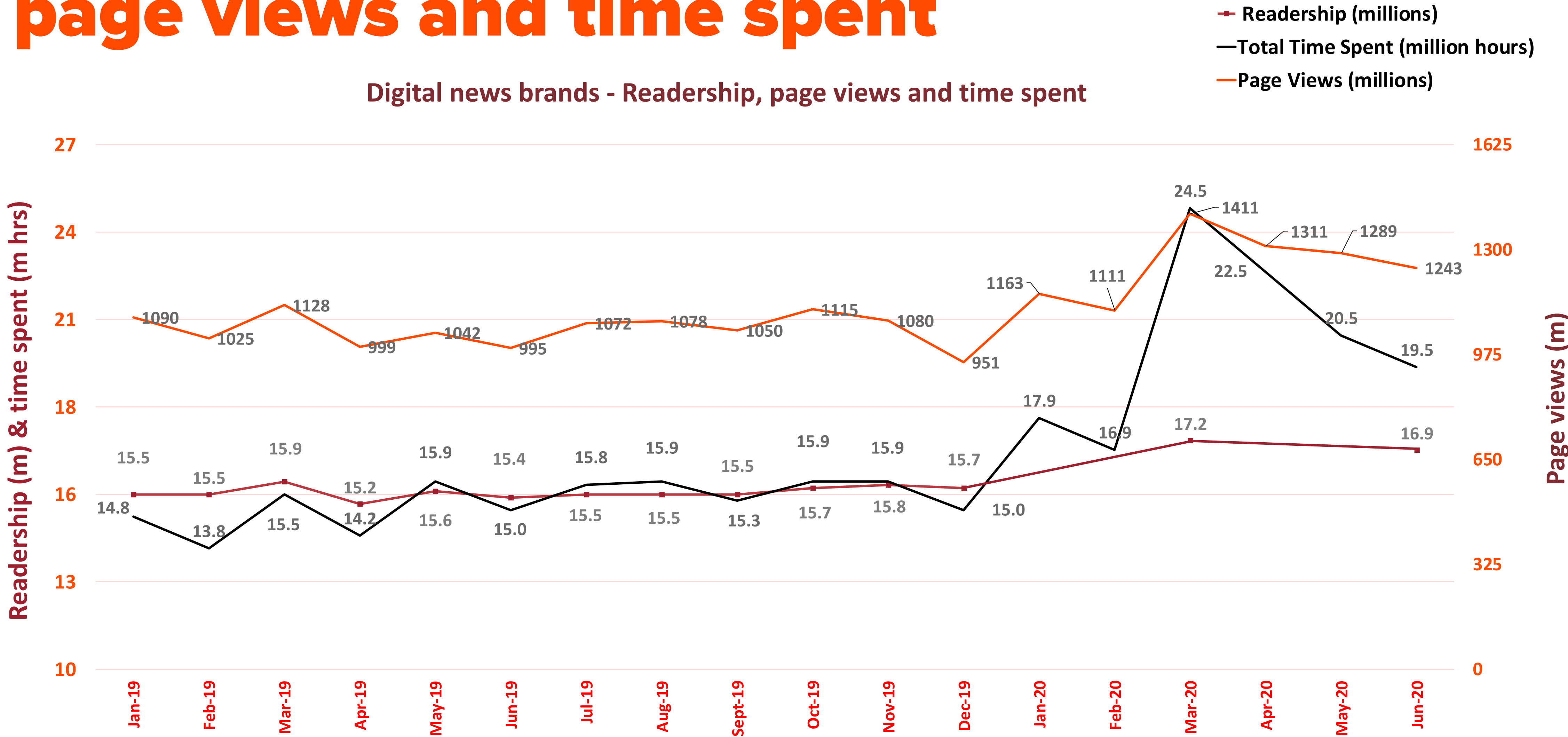
Digital news brands: devices used

Devices used to access the internet – Penetration of pop aged 14+ (%)



Source: emma, 12 months to June 2016 & 12 months to June 2020

Digital news brands: readership, page views and time spent



Source: Readership is Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to June 2020, people 14+ calibrated to Digital Content Ratings (DCR) Jun 2020 People 14+.

Page views & Time spent are from Nielsen Digital Content Ratings, Monthly Total, January 2020 - June 2020, P2+, Digital C/M, Text. This is a basket of core digital brands that have both newspapers and news websites, but also including news.com.au, brisbanetimes.com.au & WAtoday.com.au (See Appendix)

* Note that DCR is Aged 13+ (ie Time spent & Page views) whereas emma CMV digital brand readership is aged 14+ (above)

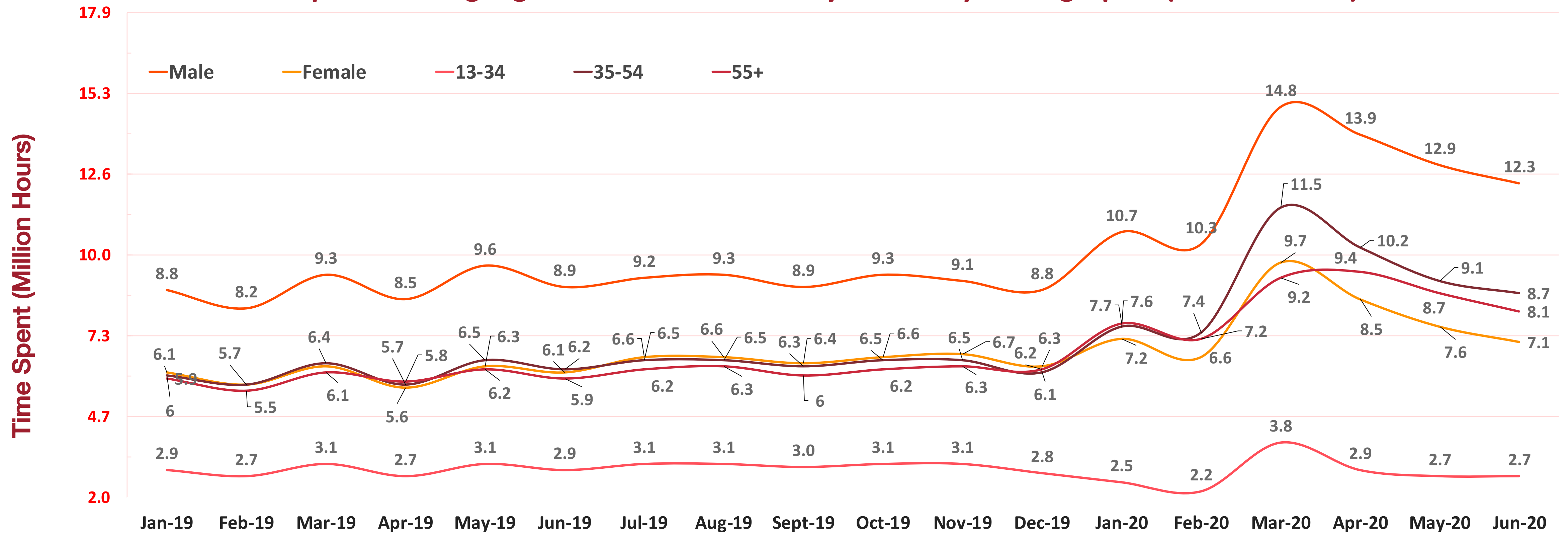
Digital news brands: readership, page views and time spent by demographic

| Monthly readership (m) and time spent | Total* | Male* | Female* | 14-34* | 35-54 | 55+ |
|---------------------------------------|--------|-------|---------|--------|-------|------|
| Reach | 91% | 91% | 91% | 87% | 93% | 92% |
| Population 14+ | 18.9m | 9.3m | 9.6m | 6.7m | 6.0m | 6.3m |
| Digital news brands | 17.2m | 8.5m | 8.7m | 5.8m | 5.6m | 5.8m |
| Page views | 1243m | 680m | 526m | 284m | 531m | 324m |
| Time spent (hours) | 19.5m | 12.3m | 7.1m | 2.7m | 8.7m | 8.1m |

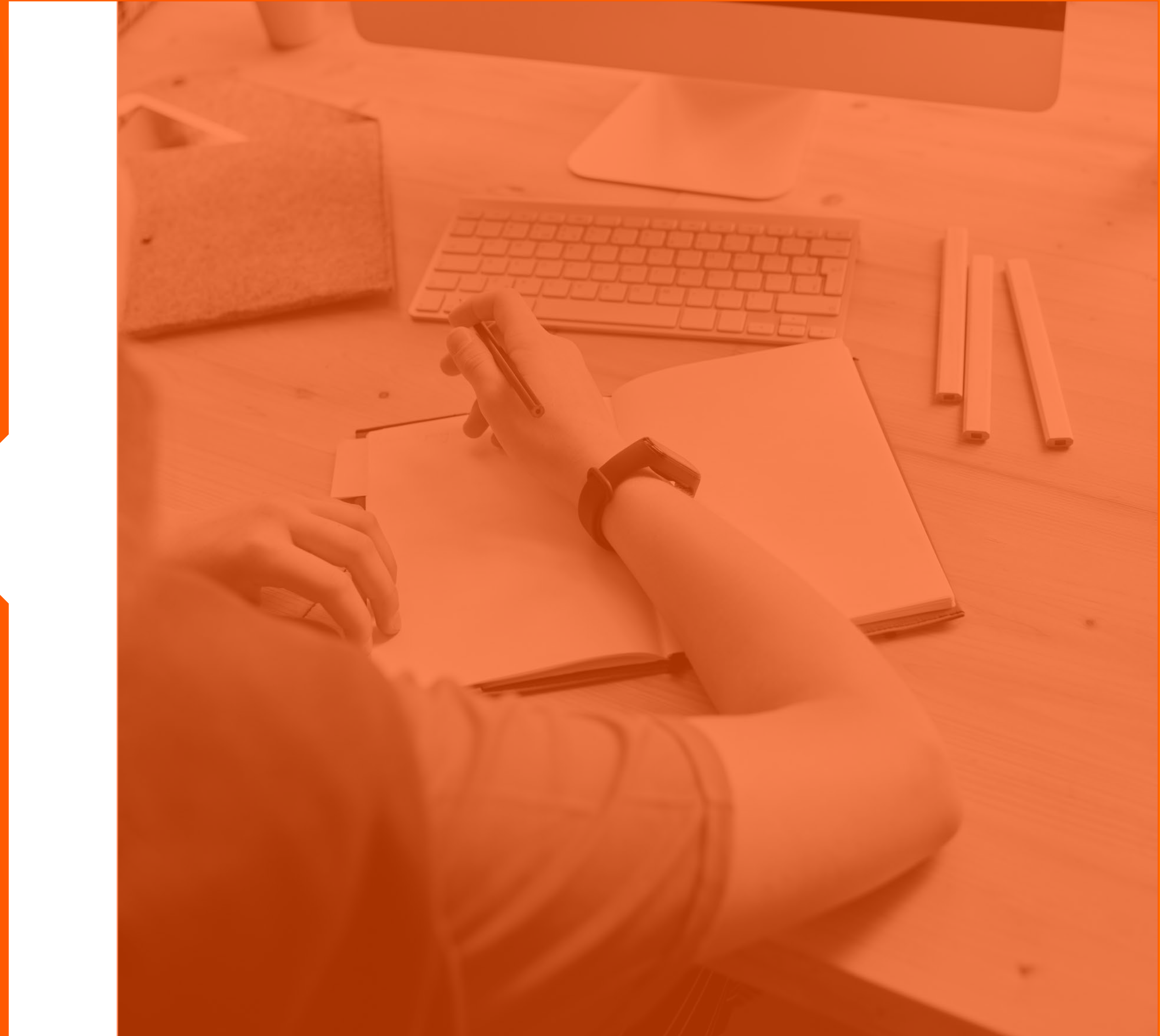
Source: Readership is Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to June 2020, people 14+ calibrated to Digital Content Ratings (DCR) Jun 2020 People 14+.
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* Note that DCR is Aged 13+ (ie Time spent & Page views) whereas emma CMV digital brand readership is aged 14+ (above)

Digital news brands: time spent by demographic

Time spent reading digital news brand sites by month by demographic (million hours)



REFERENCES



Newspaper brands

| | | | |
|---|---|---|---|
| Adelaide Advertiser | Fairfield City Champion | North West Telegraph | The Age |
| Albany Advertiser | Farm Weekly | Northern Argus | The Area News |
| Auburn Review | Financial Review | Northern Daily Leader | The Armidale Express Extra |
| Augusta - Margaret River Mail | Flinders News | Northern Star | The Australian |
| Augusta Margaret River Times | Fremantle Gazette | Northern Star Weekly | The Baw Baw Shire and West Gippsland Trader |
| Bairnsdale Advertiser | Fremantle Herald | Northern Territory News | The Bellingen Shire Courier-Sun |
| Ballina Shire Advocate | Fremantle/Cockburn Gazette | Observer | The Border Mail |
| Bankstown-Canterbury Torch | Geelong Advertiser | Perth Voice | The Burdekin Advocate |
| Barossa & Light Herald | Geraldton Guardian | Pilbara News | The Canberra Times |
| Bendigo Advertiser | Gippsland Times and Maffra Spectator | Port Lincoln Times | The Coffs Coast Advocate |
| Blue Mountains Gazette | Great Lakes Advocate | Port Macquarie News | The Courier |
| | | | |
| Brimbank & North West Star Weekly | Hawkesbury Courier | Port Stephens Examiner | The Daily Advertiser |
| Brisbane News | Hawkesbury Gazette | Post Group | The Examiner |
| Broome Advertiser | Herald Sun | Redland City Bulletin | The Extra |
| Bunbury Herald | Highlands Post | Riverine Herald | The Land |
| Bunbury Mail | Hunter Valley News | Saturday Advertiser | The Leader |
| Busseton Dunsborough Times | Illawarra Mercury | Shepparton News | The Maitland Mercury |
| Busseton-Dunsborough Mail | Jimboomba Times | Sound Telegraph | The North Central Review |
| Byron Shire News | Joondalup Times | South Gippsland Sentinel-Times | The Saturday Paper |
| Cairns Post | Kalgoorlie Miner | South Western Times | The Senior |
| Cairns Weekend Post | Kiama Independent | Southern Gazette | The Standard |
| Camden Haven Courier | Kingborough Chronicle | St George & Sutherland Shire Leader | The Star |
| Campbelltown Macarthur/Wollondilly/Camden-Narellan Advertiser | Latrobe Valley Express | Stirling Times | The Tablelander |
| | | | |
| Canberra Chronicle | Lismore Echo | Stock & Land | The Times |
| Canning Gazette | Liverpool City Champion | Stock Journal | The Weekend Star |
| Central Western Daily | Maitland & Lower Hunter Star | Sunbury & Macedon Ranges Star Weekly | The Weekly Advertiser |
| Centralian Advocate | Mandurah Mail | Sunday Age | The Weekly Times |
| Chronicle | Manning Great Lakes Extra | Sunday Canberra Times | Townsville Bulletin |
| Coastal Times | Maribrynong & Hobsons Bay Star Weekly | Sunday Examiner | Tweed Daily News |
| Cockburn Gazette | Melton & Moorabool Star Weekly | Sunday Herald Sun | Tweed Daily News: Community Edition |
| Courier-Mail | Melville Gazette | Sunday Mail | Wangaratta Chronicle |
| Daily Examiner | Mercury | Sunday Tasmanian | Wanneroo Times |
| Daily Liberal And Macquarie Advocate | Mercury on Saturday | Sunday Telegraph | Warragul & Drouin Gazette |
| Daily Telegraph | Mid-coast Observer | Sunday Territorian | Weekend Australian |
| Domain Review Bayside & Port Phillip | Midland Express | Sunday Times | Weekend Bulletin |
| Domain Review Ivanhoe & Valley | Midstate Observer | Sun-Herald | Weekend Gold Coast Bulletin |
| Domain Review Melbourne Times | Midwest Times Incorporating Northern Guardian | Sunraysia Daily | Wentworth Courier |
| Domain Review Moonee Valley | Mildura Weekly | Sunraysia Life | West Australian |
| Domain Review Stonnington & Boroondara | Mosman Daily | Surf Coast Times | West Australian Saturday |
| Dubbo Mailbox Shopper | My Weekly Preview | Sydney Morning Herald | Western Advocate |
| East Gippsland News | Newcastle Herald | Tamworth Times | Western Suburbs Weekly |
| Eastern Reporter | NewsMail | The Advertiser | Western Weekender |
| Echo | Noosa News | The Advertiser incorporating the Lake Times | Whyalla News |
| | | | |
| Echo News | North Queensland Register | The Adviser | Wimmera Mail-Times |
| Express | North Shore Times | The Advocate | |

NB Orange highlighted represent National & Metro brands (excl TAS, ACT * NT)
In some instances both the M-F versions and the Sat/Sun versions are displayed as if they are separate brands.
The list may also include some brands that have recently ceased in Print – some of which continue in a digital only format.
List does not include news.com.au, BrisbaneTimes .com.au or WAtoday.com.au

Digital brands: basket for reporting of time spent reading and page views (DCR)

| | | |
|---|-------------------------------|----------------------------------|
| Adelaidenow | Daily Telegraph | Property |
| The Age | Domain Media Group | Queensland Times |
| The Australian | Escape | Realcommercial |
| Australian Community Media Network | Fraser Coast Chronicle | Sunshine Coast Daily |
| The Australian Financial Review | Gold Coast Bulletin | The Sydney Morning Herald |
| The Brisbane Times | Herald Sun | Townsville Bulletin |
| Cairns Post | Mercury | WAtoday |
| Chronicle | News | Weeklytimesnow |
| Community News | Newsmail | West Australian |
| Courier Mail | Northern Star | |
| Daily Mercury | NT News | |

Note : In the Digital news brands section, Time spent & Page views are from Digital Content Ratings(DCR) Jun 2020 People 2+. The data is a basket of core digital brands that have both newspapers and news websites, but also including news.com.au, brisbanetimes.com.au & WAtoday.com.au. The basket contains all those digital entities listed above.

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