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## News Corp regional strength is in Queensland whereas Australian Community Media is strongest in NSW/ACT

The latest Roy Morgan readership results show News Corp's regional newspaper strength is based in Queensland while regional newspaper rival Australian Community Media (ACM) is strongest in New South Wales and the ACT.

The two companies control the publishing industry in regional and rural Australia. There has been talk recently that the two brands would come together under one banner however in recent days News Corp has decided against selling its regional titles.

News Corp's leading regional titles include the Gold Coast Bulletin with a four week print readership of 215,000, The Hobart Mercury read by 171,000, the Townsville Bulletin read by 129,000, the Geelong Advertiser read by 127,000, the Cairns Post read by 115,000 and the Northern Territory News read by 56,000.

Australian Community Media's leading titles include the Newcastle Herald with a four week print readership of 246,000, the Illawarra Mercury read by 154,000, Canberra Times read by 151,000, the Launceston Examiner read by 102,000 and The Advocate in Tasmania read by 61,000.

The best performing regional newspaper over the past year has been Australian Community Media (ACM) owned The Examiner, based in the Tasmanian city of Launceston, which increased its weekday average issue print readership by 14.3 per cent to 32,000.

### Leading News Corp Regional Newspapers – Ranked by 4 week Print Readership

Publication	M-F Average Issue Print Readership		% Change	Print (4 weeks)
	12m to Mar 2019*	12m to Mar 2020*		Jan-Mar 2020
	'000s	'000s	%	'000s
Gold Coast Bulletin	52	43	-17.3%	215
The Hobart Mercury	52	48	-7.7%	171
Townsville Bulletin	43	38	-11.6%	129
Geelong Advertiser	40	34	-15.0%	127
Cairns Post	38	30	-21.1%	115
Northern Territory News	26	16	-38.5%	56

### Leading Australian Community Media Newspapers – Ranked by 4 week Print Readership

Publication	M-F Average Issue Print Readership		% Change	Print (4 weeks)
	12m to Mar 2019*	12m to Mar 2020*		Jan-Mar 2020
	'000s	'000s	%	'000s
Newcastle Herald	56	48	-14.3%	246
Illawarra Mercury	32	28	-12.5%	154
Canberra Times	41	41	-	151
The (Launceston) Examiner	28	32	14.3%	102
The Advocate	25	19	-24.0%	61

\*Year-over-Year comparisons for Print readership are for average issue readership.

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

## Canberra Times leads the way with Enhanced Cross-Platform Audience of over 1 million

In the three months of the March quarter 2020 the total cross-platform audiences of Australia's leading regional titles are led by the Canberra Times with a total cross-platform audience of 1,052,000 in an average four weeks ahead of The Hobart Mercury on 429,000 and the Newcastle Herald on 380,000.

### Total Enhanced Cross-Platform Audiences for available regional titles

Cross-Platform Audience is the number of Australians who have read or accessed individual newspaper content via print, web or app, and includes access via Apple News. In line with traditional digital measures all results are 4 week estimates rather than print currency 'average issue readership' (AIR).

Publication	Print (4 weeks)	Digital (4 weeks) (incl. Apple News)	Total Cross-Platform Audience (4 weeks) (incl. Apple News)
	Jan-Mar 2020	Jan-Mar 2020	Jan-Mar 2020
	'000s	'000s	'000s
Canberra Times	151	978	1,052
The Hobart Mercury	171	308	429
Newcastle Herald	246	247	380

[Full Newspaper Enhanced Cross-Platform Audience available to view here.](#)

### Michele Levine, Chief Executive Officer, Roy Morgan, says:

*"News Corp recently decided against selling their regional titles to rival Australian Community Media. When considering the regional newspaper market it is clear a consolidation between these two businesses would dominate the regional newspaper market around Australia.*

*"If News Corp and Australian Community Media combined the merged entity would control the largest newspaper in 19 of the 20 largest regional newspaper markets. These regional markets include the Gold Coast (population 680,000), Newcastle-Maitland (500,000), Canberra-Queanbeyan (460,000), all the way down to Bundaberg (70,000).*

*"The two businesses are complementary with News Corp controlling the leading regional titles in Queensland whereas Australian Community Media is strongest in NSW and the ACT.*

*"Although merger talks between the two have been called off for the time being the potential of combining Australia's largest regional newspaper groups will continue to be a discussion point as the traditional Australian media industry consolidates to confront an increasingly digital future."*

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

### About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience 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
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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