

Newspapers are Transforming not Disappearing

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Roy	Newspapers are transforming rather than disappearing					
	Sydney Morning Herald					
		2003 '000	2006 '000	% Difference		
	Monday - Friday					
Discover your <mark>edge</mark>	average issue readership	879	879	0%		
nr	Newspaper only	683	637	- 7%		
36	smh.com.au only	299	457	+ 53%		
ovei	Both SMH newspaper & online _	196	242	+ 23%		
Disc	Total SMH readers	1178	1336	+ 13%		
	© Roy Source: Roy Morgan Single Source, March 2003 & 2006	Morgan Research				

Ro	Roy Morgan rather than disappearing				
	The Age (Melbourne)				
		2003 '000	2006 '000	% Difference	
edge	Monday - Friday av. issue readership	689	721	+ 5%	
m	Newspaper only	546	530	- 3%	
, 70	smh.com.au only	263	408	+ 55%	
ovei	Both Age newspaper & online _	143	191	+ 34%	
Discover your (Total Age readers	952	1129	+ 19%	

Newspapers are transforming rather than disappearing Herald Sun (Melbourne) 2003 2006 Difference '000 000 Monday - Friday 1497 -1% average issue readership 1436 1401 -2% Newspaper only heraldsun.com.au only 131 224 + 71% Both Herald Sun newspaper & online 74 96 + 30% **Total Herald Sun readers** 1721 + 5%

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