

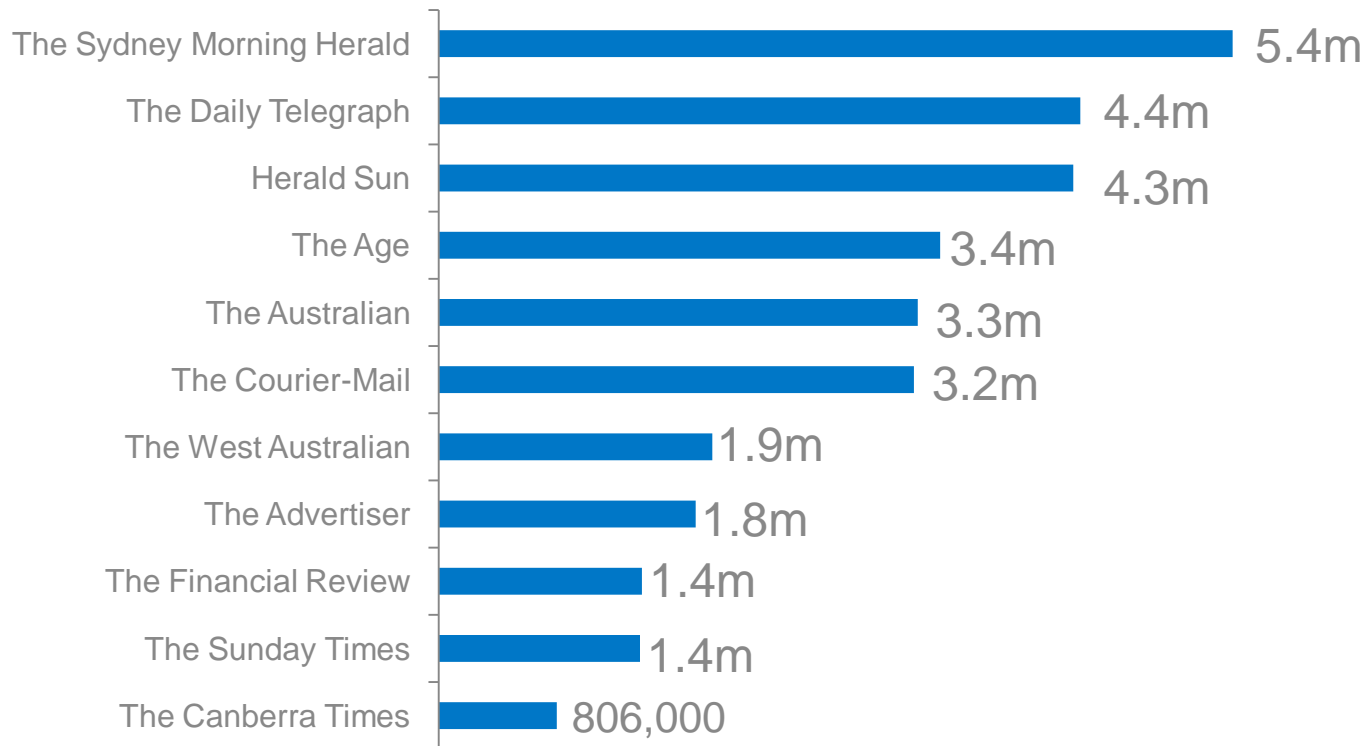


**Fairfax Media  
Leading the  
Way**

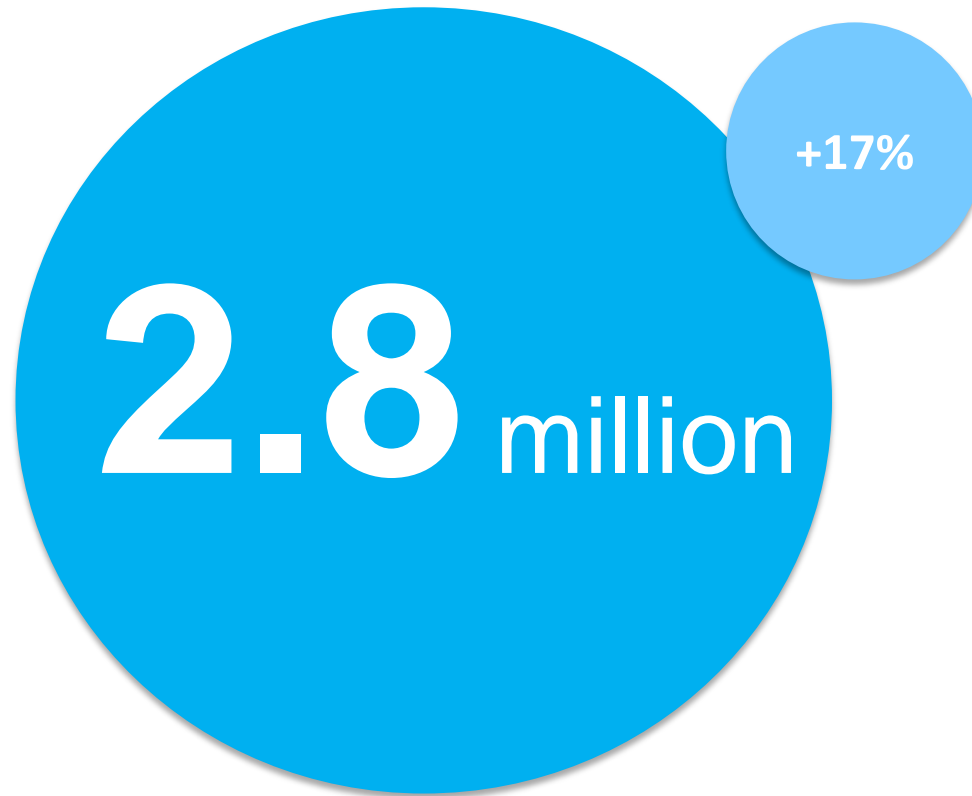
# The SMH is No. 1 in Total Masthead Audience

“*The Sydney Morning Herald* has grown 19% over the last year and has remained the number one news masthead cross platform (print, web, mobile and tablet) each month since emma’s inception one year ago.

The *Herald* now leads its nearest competitor by more than one million readers



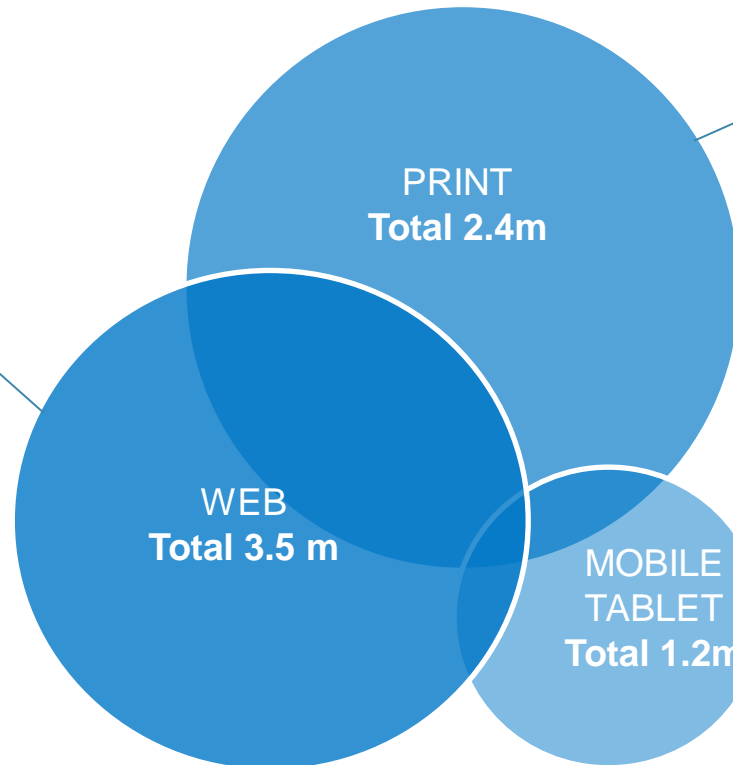
Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending June 2014, Nielsen Online Ratings June 2014, people 14+ only. Total masthead audience numbers are de-duplicated last four weeks (L4W). Mastheads include Mon-Sun net Press L4W, Desktop/Mobile/tablet net L4W.



**2.8 million Australians** aged 14+ have accessed Fairfax Media content from a **mobile phone** or **tablet**, an increase of 17% over the last year.

# The Sydney Morning Herald reaches 5.4m Australians

Three quarters (75%) of *The Sydney Morning Herald's* audience accesses it on digital platforms, up from 67% one year ago

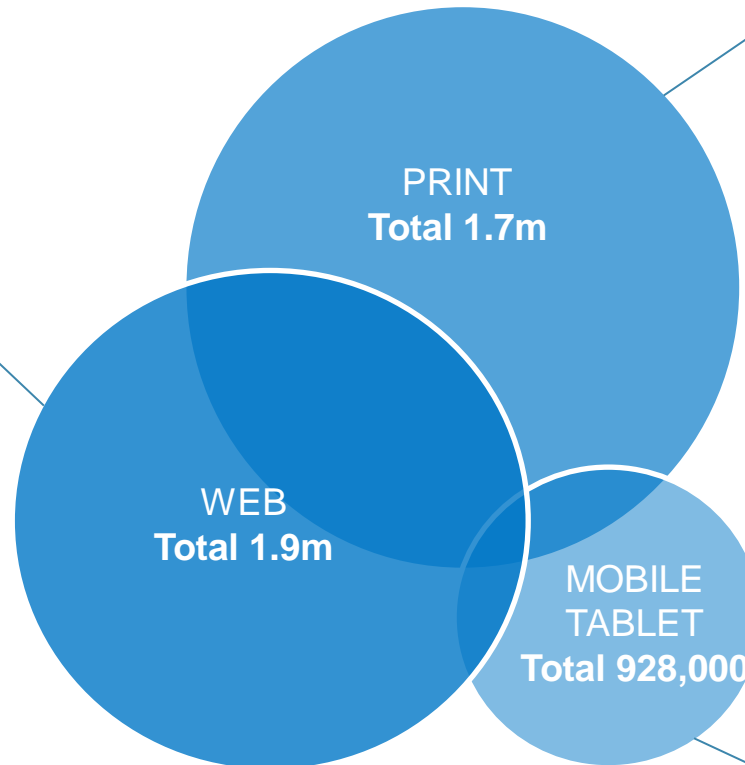


In printed editions, *The Sydney Morning Herald* reaches 2.4 million readers in NSW every month

*The Sydney Morning Herald* has the highest news masthead audience on tablet and mobile devices. The tablet and mobile audience has grown 12% over the last year.

# The Age reaches 3.4m Australians

For *The Age*, 75% access it on digital platforms and 50% of readers still use printed editions.



In printed editions, *The Age* reaches 1.7 million readers every week in Victoria.

*The Age* tablet and mobile audience grew year on year, up 9% to 928,000.

**For more  
Information please  
contact your Fairfax  
Media sales  
representative**