

# WIN SPORTS LOVERS WITH NEWS MEDIA



readers are sports lovers

The most frequent newspaper readers  
are the biggest sport lovers



Australian Rules  
5.6m readers



Tennis  
5.1m readers



Cricket  
5m readers



Rugby league  
4.4m readers



Soccer  
3.7m readers



Rugby Union  
2.4m readers



Golf  
2.2m readers



Horse Racing  
2.1m readers



**NEWS MEDIA REACH 91% OF SPORTS LOVERS**



**NewsMediaWorks**

**emma**

Source : emma™ 12 months to Aug18. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ; Nielsen CVM & DRM Aug18 People 14+ only. Top 8 Sports fans are interested in at least one of the Top 8 sports (AFL, Tennis, Cricket, Rugby league, Soccer, Rugby union, Golf, Horse racing). See PPT slides for the Sport Lovers' index which compares across key media = Incidence of sports fans (ie. Percentage of audience/readers that are interested in at least one of the Top 8 sports) MULTIPLIED BY the average number of Top 8 sports that the audience/readership are interested in : Then INDEXED v Population aged 14+ = 100ix. Heavy newspaper readers and heavy users of other media is based on Light/Medium/Heavy consumption of the given media as defined in emma.