

FAIRFAX NEWS WEBSITES: FEDERAL BUDGET 2014

In May 2014, *The Sydney Morning Herald* was the
#1 news website in Australia.



The Sydney Morning Herald

smh.com.au

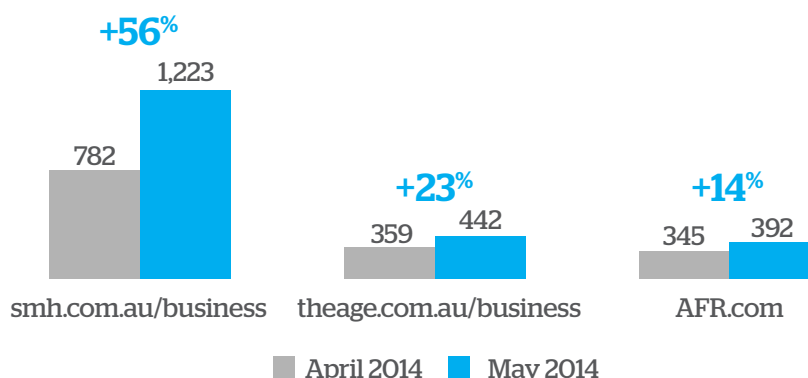
3.8 million

Monthly Unique Audience

Fairfax Media's superior coverage of the 2014 Federal Budget led to significant increases in Audience and Traffic across its business and news websites.

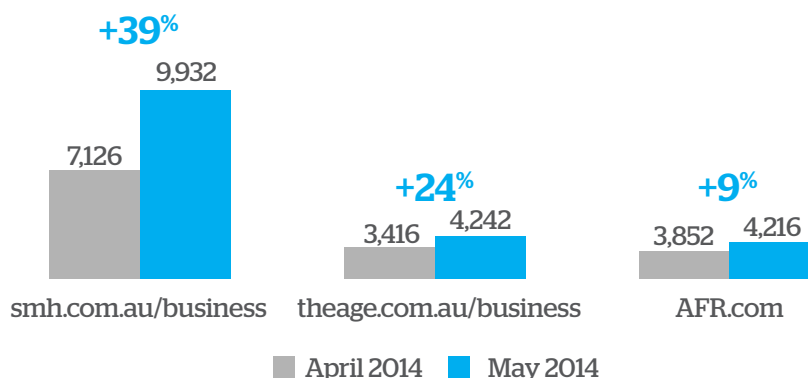
UNIQUE AUDIENCE (000s)

Fairfax Media's major business news websites had a 40% increase in Unique Audience in May 2014.



PAGE VIEWS (000s)

Fairfax Media's major business news websites had a 28% increase in traffic in May 2014.



Federal Budget 2014 coverage on smh.com.au, theage.com.au and afr.com generated 5.7 million page views during budget week.[^]

Sources: Nielsen Online Ratings, May 2014; [^]Google Analytics, 12/05/14 - 18/05/14