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LEADER

BUSINESS — LEADER

56,000 WEEKLY READERS - MARCH 2015

Leader is number 1 for locals

LEADER Newspapers' print readership has reached 1,339,000 people every week, new official figures just released show.

The official Emma data, compiled by independent research company Ipsos, shows Leader's print audience increased by 23,000 people, or 1.7 per cent, in the year since January 2014.

For the first time the official figures also include digital audience, showing a combined 2,152,000 people now read Leader's 33 community newspapers and websites each month.

Leader is Melbourne's most engaged community

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The official figures show *Dandenong Leader* has 56,000 readers each week. Leader is the only community newspaper in the area with independently measured readership and audited circulation.

Dandenong Leader works hard to improve the community, with campaigns such as **Fix Our School**, which secured \$7 million to start the rebuild of Lyndale Secondary College, Dandenong North. Our coverage of Springvale man Vu Ho's fight to keep pet sheep Baa at his property struck a chord with readers, sparking strong online support.

Leader publisher Fiona Mellor said the new figures confirmed Leader as the best community media for advertisers wanting to reach an engaged audience.

"Leader is committed to bringing people local news, information and advertising that connects people to their neighbourhood and community, and it is exciting to see that reflected in the new data," she said.