

emma™ Print Audience Report - Newspapers (Excl. Community Newspapers)

Average Issue Readership (AIR) in '000

Data Period March 2014 – February 2015

TITLE	MEDIA TYPE	STATE	PRINT (AIR)
Financial Review (M-F Av)	National/Metropolitan Newspapers	National	294
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	112
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	National	30
The Australian (M-F Av)	National/Metropolitan Newspapers	National	498
The Weekly Times	Rural and Agricultural and Other Weekly Publications	National	174
Weekend Australian	National/Metropolitan Newspapers	National	648
Armidale Express Extra	Regional Newspapers	NSW/ACT	20
Ballina Shire Advocate	Regional Newspapers	NSW/ACT	20
Bathurst Western Times	Regional Newspapers	NSW/ACT	13
Byron Shire News	Regional Newspapers	NSW/ACT	16
Camden Haven Courier	Regional Newspapers	NSW/ACT	12
Canberra Times (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	100
Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	102
Coastal Views	Regional Newspapers	NSW/ACT	14
Daily Advertiser (M-F Av)	Regional Newspapers	NSW/ACT	32
Daily Advertiser (Sat)	Regional Newspapers	NSW/ACT	36
Daily Examiner (M-F Av)	Regional Newspapers	NSW/ACT	17
Daily Examiner (Sat)	Regional Newspapers	NSW/ACT	15
Daily Telegraph (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	1,049
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	810
Express	Regional Newspapers	NSW/ACT	28
Hawkesbury Courier	Regional Newspapers	NSW/ACT	24
Hunter Valley News	Regional Newspapers	NSW/ACT	24
Illawarra Mercury (M-F Av)	Regional Newspapers	NSW/ACT	64
Illawarra Mercury (Sat)	Regional Newspapers	NSW/ACT	64
Lake Times	Regional Newspapers	NSW/ACT	36
Lower Hunter Star	Regional Newspapers	NSW/ACT	22
Mailbox Shopper	Regional Newspapers	NSW/ACT	16
Manning Great Lakes Extra	Regional Newspapers	NSW/ACT	28
Mid-Coast Observer	Regional Newspapers	NSW/ACT	27
Midstate Observer	Regional Newspapers	NSW/ACT	9
mX - NSW (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	255
Newcastle Herald (M-F Av)	Regional Newspapers	NSW/ACT	133
Newcastle Herald (Sat)	Regional Newspapers	NSW/ACT	145
Northern Daily Leader (M-F Av)	Regional Newspapers	NSW/ACT	27
Northern Daily Leader (Sat)	Regional Newspapers	NSW/ACT	26
Northern Rivers Echo	Regional Newspapers	NSW/ACT	34
Northern Star (M-F Av)	Regional Newspapers	NSW/ACT	39
Port Stephens Examiner	Regional Newspapers	NSW/ACT	42
Richmond River Express Examiner	Regional Newspapers	NSW/ACT	15
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	71
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	1,227
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	734
Sydney Morning Herald (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	721
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	808
Tamworth Times inc. The Tamworth Independent	Regional Newspapers	NSW/ACT	16
The Advertiser	Regional Newspapers	NSW/ACT	25
The Coffs Coast Advocate (Wed, Sat Av)	Regional Newspapers	NSW/ACT	46
The Land	Rural and Agricultural and Other Weekly Publications	NSW/ACT	78
The Leader	Regional Newspapers	NSW/ACT	15
The Star	Regional Newspapers	NSW/ACT	61
The Weekend Star (Sat)	Regional Newspapers	NSW/ACT	43
Wollongong Advertiser	Regional Newspapers	NSW/ACT	57
Bendigo Advertiser (M-F Av)	Regional Newspapers	VIC	40
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	42
Border Mail (M-F Av)	Regional Newspapers	VIC	65
Border Mail (Sat)	Regional Newspapers	VIC	68
East Gippsland News	Regional Newspapers	VIC	24
Geelong Advertiser (M-F Av)	Regional Newspapers	VIC	78
Geelong Advertiser (Sat)	Regional Newspapers	VIC	92
Herald Sun (M-F Av)	National/Metropolitan Newspapers	VIC	1,384
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	1,140
Latrobe Valley Express (Mon, Thu Av)	Regional Newspapers	VIC	53
Midland Express	Regional Newspapers	VIC	22
Mildura Midweek	Regional Newspapers	VIC	19
mX - Vic (M-F Av)	National/Metropolitan Newspapers	VIC	244
Riverine Herald (Mon, Wed, Fri Av)	Regional Newspapers	VIC	17
South Gippsland Sentinel-Times	Regional Newspapers	VIC	21
Sunday Age	National/Metropolitan Newspapers	VIC	508
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	1,107
The Adviser	Regional Newspapers	VIC	34
The Age (M-F Av)	National/Metropolitan Newspapers	VIC	630
The Age (Sat)	National/Metropolitan Newspapers	VIC	627
The Baw Baw Shire and West Gippsland Trader	Regional Newspapers	VIC	13
The Courier (M-F Av)	Regional Newspapers	VIC	37
The Courier (Sat)	Regional Newspapers	VIC	41
The Great Southern Star	Regional Newspapers	VIC	15
The North Central Review	Regional Newspapers	VIC	18
The Standard (M-F Av)	Regional Newspapers	VIC	23
The Standard (Sat)	Regional Newspapers	VIC	22
The Wimmera Mail-Times	Regional Newspapers	VIC	17
Wangaratta Chronicle	Regional Newspapers	VIC	14
Warragul & Drouin Gazette	Regional Newspapers	VIC	23

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Sunraysia Daily (M-F Av)	Regional Newspapers	VIC/NSW	28
Sunraysia Daily (Sat)	Regional Newspapers	VIC/NSW	30
Tweed Daily News: Community Edition	Regional Newspapers	NSW/QLD	25
Warwick & Southern Downs Weekly	Regional Newspapers	NSW/QLD	10
Warwick Daily News (M-F Av)	Regional Newspapers	NSW/QLD	11
Warwick Daily News (Sat)	Regional Newspapers	NSW/QLD	8
Bribie Weekly	Regional Newspapers	QLD	14
Buderim Chronicle	Regional Newspapers	QLD	17
Caboolture News	Regional Newspapers	QLD	45
Cairns Post (M-F Av)	Regional Newspapers	QLD	78
Cairns Weekend Post	Regional Newspapers	QLD	91
Caloundra Weekly	Regional Newspapers	QLD	23
Capricorn Coast Mirror	Regional Newspapers	QLD	13
Chronicle (M-F Av)	Regional Newspapers	QLD	63
Chronicle (Sat)	Regional Newspapers	QLD	66
Coolum & North Shore News	Regional Newspapers	QLD	15
Courier-Mail (M-F Av)	National/Metropolitan Newspapers	QLD	689
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	676
Daily Mercury (M-F Av)	Regional Newspapers	QLD	47
Daily Mercury (Sat)	Regional Newspapers	QLD	40
Fraser Coast Chronicle (M-F Av)	Regional Newspapers	QLD	35
Fraser Coast Chronicle (Sat)	Regional Newspapers	QLD	28
Gatton, Lockyer and Brisbane Valley Star	Regional Newspapers	QLD	29
Gold Coast Bulletin (M-F Av)	Regional Newspapers	QLD	129
Guardian	Regional Newspapers	QLD	14
Gympie Times (Sat)	Regional Newspapers	QLD	20
Gympie Times (T-F Av)	Regional Newspapers	QLD	19
Hervey Bay Observer (Fri)	Regional Newspapers	QLD	26
Jimboomba Times	Regional Newspapers	QLD	37
Kawana Weekly	Regional Newspapers	QLD	11
Maroochy Weekly	Regional Newspapers	QLD	11
Morning Bulletin (M-F Av)	Regional Newspapers	QLD	45
mX - Qld (M-F Av)	National/Metropolitan Newspapers	QLD	82
Nambour Weekly	Regional Newspapers	QLD	13
NewsMail (M-F Av)	Regional Newspapers	QLD	36
NewsMail (Sat)	Regional Newspapers	QLD	37
Noosa News (Tue, Fri Av)	Regional Newspapers	QLD	32
Observer (M-F Av)	Regional Newspapers	QLD	22
Observer (Sat)	Regional Newspapers	QLD	19
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	74
Queensland Times (M-F Av)	Regional Newspapers	QLD	39
Queensland Times (Sat)	Regional Newspapers	QLD	36
Satellite	Regional Newspapers	QLD	36
South Burnett Times (Tue, Fri Av)	Regional Newspapers	QLD	17
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	896
Sunshine Coast Daily (M-F Av)	Regional Newspapers	QLD	65
Sunshine Coast Daily (Sat)	Regional Newspapers	QLD	60
Sunshine Coast Sunday	Regional Newspapers	QLD	29
Tablelands Advertiser	Regional Newspapers	QLD	25
The Community Advocate	Regional Newspapers	QLD	10
The Ipswich Advertiser	Regional Newspapers	QLD	28
The Logan Reporter	Regional Newspapers	QLD	38
The Maryborough Herald	Regional Newspapers	QLD	15
The MidWeek	Regional Newspapers	QLD	35
The Range News	Regional Newspapers	QLD	18
The Tablelander	Regional Newspapers	QLD	30
Townsville Bulletin (M-F Av)	Regional Newspapers	QLD	98
Townsville Bulletin (Sat)	Regional Newspapers	QLD	91
Weekend Bulletin	Regional Newspapers	QLD	43
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	110
Whitsunday Coast Guardian	Regional Newspapers	QLD	7
Whitsunday Times	Regional Newspapers	QLD	14
Adelaide Advertiser (M-F Av)	National/Metropolitan Newspapers	WA	463
Albany & Great Southern Weekender	Regional Newspapers	WA	28
Albany Advertiser (Tue, Thu Av)	Regional Newspapers	WA	19
Augusta Margaret River Mail	Regional Newspapers	WA	9
Augusta Margaret River Times	Regional Newspapers	WA	8
Broome Advertiser	Regional Newspapers	WA	9
Bunbury Herald	Regional Newspapers	WA	40
Bunbury Mail	Regional Newspapers	WA	40
Busselton Dunsborough Times	Regional Newspapers	WA	27
Busselton-Dunsborough Mail	Regional Newspapers	WA	19
Mandurah Mail	Regional Newspapers	WA	48
Midwest Times	Regional Newspapers	WA	24
North West Telegraph	Regional Newspapers	WA	8
Pilbara News	Regional Newspapers	WA	13
Quokka	Rural and Agricultural and Other Weekly Publications	WA	41
South Western Times	Regional Newspapers	WA	33
Sunday Times	National/Metropolitan Newspapers	WA	520
The Extra	Regional Newspapers	WA	13
The Geraldton Guardian (Mon, Wed, Fri Av)	Regional Newspapers	WA	22
Weekend West	National/Metropolitan Newspapers	WA	651
West Australian (M-F Av)	National/Metropolitan Newspapers	WA	622

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TITLE	MEDIA TYPE	STATE	PRINT (AIR)
Eyre Peninsula Tribune	Regional Newspapers	SA	4
Saturday Advertiser	National/Metropolitan Newspapers	SA	478
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	492
The Border Watch (T-F Av)	Regional Newspapers	SA	22
The Flinders News	Regional Newspapers	SA	19
The Times	Regional Newspapers	SA	15
Centralian Advocate (Tue, Fri Av)	Regional Newspapers	TAS	15
Kingborough Chronicle	Regional Newspapers	TAS	11
Mercury (Tas) (M-F Av)	National/Metropolitan Newspapers	TAS	111
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	119
Sunday Examiner	Regional Newspapers	TAS	74
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	108
The Advocate (M-F Av)	Regional Newspapers	TAS	51
The Advocate (Sat)	Regional Newspapers	TAS	53
The Examiner (M-F Av)	Regional Newspapers	TAS	72
The Examiner (Sat)	Regional Newspapers	TAS	76
Northern Territory News (M-F Av)	National/Metropolitan Newspapers	NT	67
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	70
Sunday Territorian	National/Metropolitan Newspapers	NT	42

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