



**PRINT AUDIENCE REPORT
NEWSPAPER SECTIONS
Data Period: November 2017 – October 2018
Average Issue Readership '000's**

MASTHEAD	SECTION	DAYS	PRINT AIR (000s)
			Nov17 - Oct18
Adelaide Advertiser (M-F)	Adelaide Confidential in Adelaide Advertiser (M-F)	M-F	130
	Business Daily in Adelaide Advertiser (M-F)	M-F	109
	Sport in Adelaide Advertiser (M-F)	M-F	174
	Boomer in Adelaide Advertiser (M-F)	Mon	140
	Money Saver (Mon) in Adelaide Advertiser (M-F)	Mon	100
	SA Business Journal (Tue) in Adelaide Advertiser (M-F)	Tue	93
	The SourceSA (Wed) in Adelaide Advertiser (M-F)	Wed	132
Saturday Advertiser	Adelaide Confidential in Saturday Advertiser	Sat	139
	Business Daily in Saturday Advertiser	Sat	107
	Careers in Saturday Advertiser	Sat	90
	Motoring in Saturday Advertiser	Sat	111
	Real Estate in Saturday Advertiser	Sat	172
	SA Weekend in Saturday Advertiser	Sat	232
	Sports Saturday in Saturday Advertiser	Sat	187
	Weekend Extra in Saturday Advertiser	Sat	173
Sunday Mail (SA)	Body+Soul in Sunday Mail (SA)	Sun	181
	Escape in Sunday Mail (SA)	Sun	202
	Home & Life in Sunday Mail (SA)	Sun	158
	Sport in Sunday Mail (SA)	Sun	191
	Sunday in Sunday Mail (SA)	Sun	157
	Watch in Sunday Mail (SA)	Sun	177
Cairns Post (M-F)	Classifieds in Cairns Post (M-F)	M-F	25
	Sport in Cairns Post (M-F)	M-F	24
	Monday Game (Mon) in Cairns Post (M-F)	Mon	16
	Money Saver (Mon) in Cairns Post (M-F)	Mon	20
	People (Tue) in Cairns Post (M-F)	Tue	29
	Post-Ed (Tue) in Cairns Post (M-F)	Tue	20
	Business Week (Wed) in Cairns Post (M-F)	Wed	19
	Taste.com.au (Wed) in Cairns Post (M-F)	Wed	32
	Cairns Confidential (Thu) in Cairns Post (M-F)	Thu	19
	Hit (Thu) in Cairns Post (M-F)	Thu	24
	TV Plus (Thu) in Cairns Post (M-F)	Thu	30
	Friday Fishing (Fri) in Cairns Post (M-F)	Fri	17
	Game On (Fri) in Cairns Post (M-F)	Fri	14
Cairns Weekend Post	Bargain Hunter in Cairns Weekend Post	Sat	25
	Cairns Eye in Cairns Weekend Post	Sat	35
	Careers in Cairns Weekend Post	Sat	23



	Classifieds in Cairns Weekend Post	Sat	34
	Motoring in Cairns Weekend Post	Sat	18
	Real Estate in Cairns Weekend Post	Sat	34
Canberra Times (M-F)	Sport in The Canberra Times (M-F)	M-F	31
	Business Day in The Canberra Times (M-F)	M-F	23
	The Guide (Mon) in The Canberra Times (M-F)	Mon	55
	Food and Wine (Wed) in The Canberra Times (M-F)	Wed	50
	Fly (Thu) in The Canberra Times (M-F)	Thu	32
Canberra Times (Sat)	allhomes.com.au in The Canberra Times (Sat)	Sat	36
	Drive in The Canberra Times (Sat)	Sat	25
	My Career in The Canberra Times (Sat)	Sat	13
	Sport in The Canberra Times (Sat)	Sat	32
Sunday Canberra Times	Sport in Sunday Canberra Times	Sun	29
Chronicle (M-F)	Easy Eating in Chronicle (M-F)	M-F	14
	Local Classifieds in Chronicle (M-F)	M-F	18
	Sport in Chronicle (M-F)	M-F	20
	Web World (Mon) in Chronicle (M-F)	Mon	9
	Better Business (Tue) in Chronicle (M-F)	Tue	16
	NiE (Tue) in Chronicle (M-F)	Tue	11
	Junior Sport (Wed) in Chronicle (M-F)	Wed	14
	Commercial Property (Thu) in Chronicle (M-F)	Thu	22
	Motoring (Thu) in Chronicle (M-F)	Thu	23
	Smarter Shopping (Thu) in Chronicle (M-F)	Thu	20
	The Guide (Thu) in Chronicle (M-F)	Thu	31
Chronicle (Sat)	Easy Eating in Chronicle (Sat)	Sat	20
	Jobs in Chronicle (Sat)	Sat	16
	Local Classifieds in Chronicle (Sat)	Sat	18
	Real Estate in Chronicle (Sat)	Sat	35
	Sport in Chronicle (Sat)	Sat	22
	Weekend in Chronicle (Sat)	Sat	32
Courier-Mail (M-F)	Business Daily in Courier-Mail (M-F)	M-F	128
	Careers in Courier-Mail (M-F)	M-F	75
	Motoring in Courier-Mail (M-F)	M-F	88
	Confidential in Courier-Mail (M-F)	M-F	99
	Sport in Courier-Mail (M-F)	M-F	196
	Money Saver (Mon) in Courier-Mail (M-F)	Mon	124
	Taste.com.au (Tue) in Courier-Mail (M-F)	Tue	231
	Switched On (Wed) in Courier-Mail (M-F)	Wed	153
	Hit (Thu) in Courier-Mail (M-F)	Thu	143
	Weekend Extra (Fri) in Courier-Mail (M-F)	Fri	256
	PRIME SITE (Fri) in Courier-Mail (M-F)	Fri	125
Courier-Mail (Sat)	Business Daily in Courier-Mail (Sat)	Sat	128
	Careers in Courier-Mail (Sat)	Sat	92
	Motoring in Courier-Mail (Sat)	Sat	134
	Confidential in Courier-Mail (Sat)	Sat	150



	Insight in Courier-Mail (Sat)	Sat	141
	Home in Courier-Mail (Sat)	Sat	144
	Real Estate in Courier-Mail (Sat)	Sat	156
	Sport in Courier-Mail (Sat)	Sat	194
	Weekend Shopper in Courier-Mail (Sat)	Sat	117
Sunday Mail (QLD)	Agenda in Sunday Mail (QLD)	Sun	195
	Body+Soul in Sunday Mail (QLD)	Sun	312
	Motoring in Sunday Mail (QLD)	Sun	152
	Escape in Sunday Mail (QLD)	Sun	339
	Property Confidential in Sunday Mail (QLD)	Sun	147
	Sport in Sunday Mail (QLD)	Sun	282
	Sunday Confidential in Sunday Mail (QLD)	Sun	222
	Sunday Home in Sunday Mail (QLD)	Sun	213
	TV Guide in Sunday Mail (QLD)	Sun	320
Daily Telegraph (M-F)	Business Daily in Daily Telegraph (M-F)	M-F	201
	Careers in Daily Telegraph (M-F)	M-F	135
	Sport in Daily Telegraph (M-F)	M-F	363
	Sydney Confidential in Daily Telegraph (M-F)	M-F	209
	Money Saver (Mon) in Daily Telegraph (M-F)	Mon	201
	Switched On (Wed) in Daily Telegraph (M-F)	Wed	210
	Hit (Thu) in Daily Telegraph (M-F)	Thu	193
Daily Telegraph (Sat)	BW Magazine in Daily Telegraph (Sat)	Sat	210
	Business Daily in Daily Telegraph (Sat)	Sat	157
	Careers in Daily Telegraph (Sat)	Sat	95
	Motoring in Daily Telegraph (Sat)	Sat	165
	Home in Daily Telegraph (Sat)	Sat	227
	Real Estate in Daily Telegraph (Sat)	Sat	208
	Sport in Daily Telegraph (Sat)	Sat	310
	Sydney Confidential in Daily Telegraph (Sat)	Sat	209
	Saturday Extra in Daily Telegraph (Sat)	Sat	204
Sunday Telegraph	Body+Soul in Sunday Telegraph	Sun	468
	Escape in Sunday Telegraph	Sun	495
	Insider in Sunday Telegraph	Sun	301
	Real Estate in Sunday Telegraph	Sun	370
	Sport in Sunday Telegraph	Sun	453
	TV Guide in Sunday Telegraph	Sun	456
Financial Review (M-F)	Companies & Markets in Financial Review (M-F)	M-F	140
	Property in Financial Review (M-F)	M-F	113
	Education (Mon) in Financial Review (M-F)	Mon	123
	Technology (Tue) in Financial Review (M-F)	Tue	200
	Prestige (Wed) in Financial Review (M-F)	Wed	143
	Smart Investor (Wed) in Financial Review (M-F)	Wed	238
	Domain (Fri) in Financial Review (M-F)	Fri	283
	Life & Leisure (Fri) in Financial Review (M-F)	Fri	193
	Review (Fri) in Financial Review (M-F)	Fri	209
Financial Review	Companies & Markets in Financial Review (Weekend edition)	Sat	87



(Weekend edition)			
	Life & Leisure in Financial Review (Weekend edition)	Sat	83
	Property in Financial Review (Weekend edition)	Sat	66
	Smart Money in Financial Review (Weekend edition)	Sat	86
Geelong Advertiser (M-F)	Sport in Geelong Advertiser (M-F)	M-F	38
	Junior Sport (Tue) in Geelong Advertiser (M-F)	Tue	26
	Real Estate (Wed) in Geelong Advertiser (M-F)	Wed	52
	Scoop (Wed) in Geelong Advertiser (M-F)	Wed	17
	Real Cooking (Thu) in Geelong Advertiser (M-F)	Thu	22
	TV Guide (Thu) in Geelong Advertiser (M-F)	Thu	36
Geelong Advertiser (Sat)	Addy in Geelong Advertiser (Sat)	Sat	36
	Careers in Geelong Advertiser (Sat)	Sat	31
	GT Home in Geelong Advertiser (Sat)	Sat	43
	GT in Geelong Advertiser (Sat)	Sat	46
	Motoring in Geelong Advertiser (Sat)	Sat	21
	Real Estate in Geelong Advertiser (Sat)	Sat	43
	Sport in Geelong Advertiser (Sat)	Sat	46
	Weekend Extra in Geelong Advertiser (Sat)	Sat	39
Gold Coast Bulletin (M-F)	Business in Gold Coast Bulletin (M-F)	M-F	22
	Coast Confidential in Gold Coast Bulletin (M-F)	M-F	22
	Sport in Gold Coast Bulletin (M-F)	M-F	32
	Taste.com.au (Tue) in Gold Coast Bulletin (M-F)	Tue	42
	Play (Thu) in Gold Coast Bulletin (M-F)	Thu	34
	Business Property (Fri) in Gold Coast Bulletin (M-F)	Fri	29
	GC Shopper (Fri) in Gold Coast Bulletin (M-F)	Fri	27
Weekend Gold Coast Bulletin	Business in Weekend Gold Coast Bulletin	Sat	25
	Careers in Weekend Gold Coast Bulletin	Sat	19
	Coast Confidential in Weekend Gold Coast Bulletin	Sat	30
	Gold Coast Eye in Weekend Gold Coast Bulletin	Sat	37
	Motoring in Weekend Gold Coast Bulletin	Sat	20
	Real Estate in Weekend Gold Coast Bulletin	Sat	41
	Sport in Weekend Gold Coast Bulletin	Sat	39
Herald Sun (M-F)	Business Daily in Herald Sun (M-F)	M-F	257
	Confidential in Herald Sun (M-F)	M-F	271
	Sport in Herald Sun (M-F)	M-F	474
	Taste.com.au (Tue) in Herald Sun (M-F)	Tue	554
	Motoring (Fri) in Herald Sun (M-F)	Fri	332
Herald Sun (Sat)	Business Daily in Herald Sun (Sat)	Sat	219
	Careers in Herald Sun (Sat)	Sat	122
	Page 13 in Herald Sun (Sat)	Sat	273
	Real Estate in Herald Sun (Sat)	Sat	292
	Sport in Herald Sun (Sat)	Sat	401
	Weekend in Herald Sun (Sat)	Sat	394
Sunday Herald Sun	Body+Soul in Sunday Herald Sun	Sun	403



	Gossip Queen in Sunday Herald Sun	Sun	209
	Escape in Sunday Herald Sun	Sun	437
	Scene in Sunday Herald Sun	Sun	247
	Sport in Sunday Herald Sun	Sun	417
	TV Guide in Sunday Herald Sun	Sun	378
Mercury (Tas) (M-F)	Business in Mercury (Tas) (M-F)	M-F	28
	Classifieds in Mercury (Tas) (M-F)	M-F	46
	Sport in Mercury (Tas) (M-F)	M-F	42
	Money Saver (Mon) in Mercury (Tas) (M-F)	Mon	26
	Taste.com.au (Tue) in Mercury (Tas) (M-F)	Tue	46
	Pulse (Thu) in Mercury (Tas) (M-F)	Thu	32
	Real Estate (Thu) in Mercury (Tas) (M-F)	Thu	64
	Motoring in in Mercury (Tas) (M-F)	Sat	26
Mercury on Saturday (Tas)	Business in Mercury on Saturday (Tas)	Sat	25
	Classifieds in Mercury on Saturday	Sat	44
	Saturday Magazine in Mercury on Saturday (Tas)	Sat	47
	Sport in Mercury on Saturday (Tas)	Sat	41
Sunday Tasmanian	Body + Soul in Sunday Tasmanian	Sun	36
	Escape in Sunday Tasmanian	Sun	38
	Sport in Sunday Tasmanian	Sun	38
	Tassie Living in Sunday Tasmanian	Sun	39
Morning Bulletin (M-F)	Easy Eating in Morning Bulletin (M-F)	M-F	9
	Local Classifieds in Morning Bulletin (M-F)	M-F	13
	Sport in Morning Bulletin (M-F)	M-F	19
	Web World (Mon) in Morning Bulletin (M-F)	Mon	7
	Better Business (Tue) in Morning Bulletin (M-F)	Tue	8
	Commercial Property (Thu) in Morning Bulletin (M-F)	Thu	12
	The Guide (Thu) in Morning Bulletin (M-F)	Thu	17
	Motoring (Fri) in Morning Bulletin (M-F)	Fri	11
Newcastle Herald (M-F)	GT in Newcastle Herald (M-F)	M-F	52
	Live in Newcastle Herald (M-F)	M-F	47
	TV in Newcastle Herald (M-F)	M-F	70
Newcastle Herald (Sat)	Domain in Newcastle Herald (Sat)	Sat	56
	H1 in Newcastle Herald (Sat)	Sat	59
	H2 in Newcastle Herald (Sat)	Sat	62
	Motoring in Newcastle Herald (Sat)	Sat	32
	Weekender in Newcastle Herald (Sat)	Sat	58
Northern Star (M-F)	Easy Eating in Northern Star (M-F)	M-F	7
	Sport in Northern Star (M-F)	M-F	8
	Web World (Mon) in Northern Star (M-F)	Mon	4
	Better Business (Tue) in Northern Star (M-F)	Tue	7
	NiE (Tue) in Northern Star (M-F)	Tue	6
	Commercial Property (Thu) in Northern Star (M-F)	Thu	7
	Smarter Shopping (Thu) in Northern Star (M-F)	Thu	6



	The Guide (Thu) in Northern Star (M-F)	Thu	12
The Weekend Star (Sat)	Easy Eating in The Weekend Star (Sat)	Sat	9
	Jobs in The Weekend Star (Sat)	Sat	6
	Motoring in The Weekend Star (Sat)	Sat	5
	Real Estate in The Weekend Star (Sat)	Sat	13
	Sport in The Weekend Star (Sat)	Sat	10
	Weekend in The Weekend Star (Sat)	Sat	15
Northern Territory News (M-F)	Sport in Northern Territory News (M-F)	M-F	21
	Switched On (Mon) in Northern Territory News (M-F)	Mon	15
	Entertainment (Fri) in Northern Territory News (M-F)	Fri	20
Northern Territory News (Sat)	Careers in Northern Territory News (Sat)	Sat	12
	Motoring in Northern Territory News (Sat)	Sat	14
	Classifieds in Northern Territory News (Sat)	Sat	18
	Marine Guide in Northern Territory News (Sat)	Sat	7
	Property in Northern Territory News (Sat)	Sat	14
Sunday Territorian	Body + Soul in Sunday Territorian	Sun	10
	Escape in Sunday Territorian	Sun	13
	Taste.com.au in Sunday Territorian	Sun	12
Sunshine Coast Daily (M-F)	Easy Eating in Sunshine Coast Daily (M-F)	M-F	11
	Sport in Sunshine Coast Daily (M-F)	M-F	19
	Web World (Mon) in Sunshine Coast Daily (M-F)	Mon	9
	Better Business (Tue) in Sunshine Coast Daily (M-F)	Tue	14
	Junior Sport (Wed) in Sunshine Coast Daily (M-F)	Wed	8
	Commercial Property (Thu) in Sunshine Coast Daily (M-F)	Thu	18
	Smarter Shopping (Thu) in Sunshine Coast Daily (M-F)	Thu	19
	The Guide (Thu) in Sunshine Coast Daily (M-F)	Thu	27
Sunshine Coast Daily (Sat)	Easy Eating in Sunshine Coast Daily Weekend (Sat)	Sat	16
	Jobs in Sunshine Coast Daily Weekend (Sat)	Sat	10
	Local Classifieds in Sunshine Coast Daily Weekend (Sat)	Sat	11
	Motoring in Sunshine Coast Daily Weekend (Sat)	Sat	13
	Real Estate in Sunshine Coast Daily Weekend (Sat)	Sat	24
	Sport in Sunshine Coast Daily Weekend (Sat)	Sat	20
	Weekend in Sunshine Coast Daily Weekend (Sat)	Sat	26
Sydney Morning Herald (M-F)	BusinessDay in Sydney Morning Herald (M-F)	M-F	212
	SportsDay in Sydney Morning Herald (M-F)	M-F	192
	The Guide (Mon) in Sydney Morning Herald (M-F)	Mon	367
	Good Food (Tue) in Sydney Morning Herald (M-F)	Tue	419
	Money (Wed) in Sydney Morning Herald (M-F)	Wed	301
	Pulse (Thu) in Sydney Morning Herald (M-F)	Thu	156
	The Form (Fri) in Sydney Morning Herald (M-F)	Fri	128
	The Shortlist (Fri) in Sydney Morning Herald (M-F)	Fri	231
Sydney Morning Herald (Sat)	Domain in Sydney Morning Herald (Sat)	Sat	314



	My Career in Sydney Morning Herald (Sat)	Sat	110
	News Review in Sydney Morning Herald (Sat)	Sat	396
	Spectrum in Sydney Morning Herald (Sat)	Sat	430
	The Form in Sydney Morning Herald (Sat)	Sat	83
	Traveller in Sydney Morning Herald (Sat)	Sat	385
	Weekend Business in Sydney Morning Herald (Sat)	Sat	274
	Weekend Drive in Sydney Morning Herald (Sat)	Sat	180
	Weekend Sport in Sydney Morning Herald (Sat)	Sat	263
Sun-Herald	Domain in Sun-Herald	Sun	220
	Extra in Sun-Herald	Sun	197
	Money in Sun-Herald	Sun	182
	Sport in Sun-Herald	Sun	205
	Travel in Sun-Herald	Sun	261
	TV Liftout in Sun-Herald	Sun	211
	S in Sun-Herald	Sun	210
The Age (M-F)	BusinessDay in The Age (M-F)	M-F	164
	Sport in The Age (M-F)	M-F	189
	Epicure (Tue) in The Age (M-F)	Tue	298
	Money (Wed) in The Age (M-F)	Wed	202
	Green Guide (Thu) in The Age (M-F)	Thu	331
	The Shortlist (Fri) in The Age (M-F)	Fri	245
The Age (Sat)	BusinessDay in The Age (Sat)	Sat	180
	Domain in The Age (Sat)	Sat	228
	Drive in The Age (Sat)	Sat	128
	Spectrum in The Age (Sat)	Sat	286
	My Career in The Age (Sat)	Sat	86
	Sport in The Age (Sat)	Sat	222
	Traveller in The Age (Sat)	Sat	265
Sunday Age	Domain in Sunday Age	Sun	182
	M in Sunday Age	Sun	208
	Sport in Sunday Age	Sun	180
	Traveller on Sunday in Sunday Age	Sun	189
The Australian (M-F)	The Australian Business Review in The Australian (M-F)	M-F	192
	Sport in The Australian (M-F)	M-F	164
	Inquirer in The Australian (M-F)	M-F	144
	Media & Marketing (Mon) in The Australian (M-F)	Mon	195
	Technology (Tue) in The Australian (M-F)	Tue	256
	Wealth (Tue) in The Australian (M-F)	Tue	225
	Higher Education (Wed) in The Australian (M-F)	Wed	200
	Prime Space (Thu) in The Australian (M-F)	Thu	133
	Aviation (Fri) in The Australian (M-F)	Fri	126
	Legal Affairs (Fri) in The Australian (M-F)	Fri	149
Weekend Australian	The Australian Business Review in Weekend Australian	Sat	301
	Inquirer in Weekend Australian	Sat	364
	Review in Weekend Australian	Sat	363
	Sport in Weekend Australian	Sat	265



	Travel & Indulgence in Weekend Australian	Sat	348
	Wealth in Weekend Australian	Sat	216
	Life Weekend in Weekend Australian (since: Feb'15)	Sat	315
	Weekend Professional in Weekend Australian	Sat	178
	Weekend Property in Weekend Australian	Sat	211
Townsville Bulletin (M-F)	Townsville Families (Tue) in Townsville Bulletin (M-F)	Tue	29
	Careers (Wed) in Townsville Bulletin (M-F)	Wed	34
	Play (Thu) in Townsville Bulletin (M-F)	Thu	31
	Our Defenders (Fri) in Townsville Bulletin (M-F)	Fri	24
	Weekend Planner (Fri) in Townsville Bulletin (M-F)	Fri	34
Townsville Bulletin (Sat)	Careers in Townsville Bulletin (Sat)	Sat	26
	Motoring in Townsville Bulletin (Sat)	Sat	22
	Real Estate in Townsville Bulletin (Sat)	Sat	31
	Sport in Townsville Bulletin (Sat)	Sat	36
	The Vine in Townsville Bulletin (Sat)	Sat	16
	Townsville Eye in Townsville Bulletin (Sat)	Sat	41
Weekend Bulletin	Jobs in Weekend Bulletin	Sun	11
	Local Classifieds in Weekend Bulletin	Sun	13
	Real Estate in Weekend Bulletin	Sun	17
	Sport in Weekend Bulletin	Sun	15
	Weekend in Weekend Bulletin	Sun	16
West Australian (M-F)	Employment - WJOBS in West Australian (M-F)	M-F	58
	Sport in West Australian (M-F)	M-F	211
	Today in West Australian (M-F)	M-F	191
	West Business in West Australian (M-F)	M-F	155
	Your Money in West Australian (M-F)	Mon	184
	Health + Fitness (Tue & Wed) in West Australian (M-F)	Tue,Wed	198
	West Property (Wed) in West Australian (M-F)	Wed	158
	West Real Estate (Wed) in West Australian (M-F)	Wed	172
	West Wheels (Wed) in West Australian (M-F)	Wed	128
	Fresh (Thu) in West Australian (M-F)	Thu	207
	Travel (Thu) in West Australian (M-F)	Thu	237
	Habitat (Fri) in West Australian (M-F)	Fri	186
Weekend West	Employment - WJOBS in Weekend West	Sat	61
	New Homes in Weekend West	Sat	133
	Sport in Weekend West	Sat	211
	The West Classifieds in Weekend West	Sat	109
	Travel in Weekend West	Sat	227
	West Business in Weekend West	Sat	160
	West Real Estate in Weekend West	Sat	143
	West Wheels in Weekend West	Sat	108
Sunday Times	Body+Soul in Sunday Times	Sun	175
	Careers in Sunday Times	Sun	53
	Carsguide in Sunday Times	Sun	97
	Escape in Sunday Times	Sun	173
	Home in Sunday Times	Sun	119



	Readersmart in Sunday Times	Sun	87
	Real Estate in Sunday Times	Sun	112
	Sport in Sunday Times	Sun	171
	Taste.com.au in Sunday Times	Sun	161
	The Sunday Times Guide in Sunday Times	Sun	161

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending Oct 18

