



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

MASTHEAD	SECTION	DAYS	PRINT AIR ('000)
			Oct17 - Sep18
Adelaide Advertiser (M-F)	Adelaide Confidential in Adelaide Advertiser (M-F)	M-F	128
	Business Daily in Adelaide Advertiser (M-F)	M-F	107
	Sport in Adelaide Advertiser (M-F)	M-F	177
	Boomer in Adelaide Advertiser (M-F)	Mon	134
	Money Saver (Mon) in Adelaide Advertiser (M-F)	Mon	95
	SA Business Journal (Tue) in Adelaide Advertiser (M-F)	Tue	90
	The SourceSA (Wed) in Adelaide Advertiser (M-F)	Wed	131
	Saturday Advertiser	Adelaide Confidential in Saturday Advertiser	Sat
Business Daily in Saturday Advertiser		Sat	107
Careers in Saturday Advertiser		Sat	92
Motoring in Saturday Advertiser		Sat	105
Real Estate in Saturday Advertiser		Sat	167
SA Weekend in Saturday Advertiser		Sat	227
Sports Saturday in Saturday Advertiser		Sat	183
Weekend Extra in Saturday Advertiser		Sat	170
Sunday Mail (SA)	Body+Soul in Sunday Mail (SA)	Sun	177
	Escape in Sunday Mail (SA)	Sun	195
	Home & Life in Sunday Mail (SA)	Sun	153
	Sport in Sunday Mail (SA)	Sun	189
	Sunday in Sunday Mail (SA)	Sun	157
	Watch in Sunday Mail (SA)	Sun	188
Cairns Post (M-F)	Classifieds in Cairns Post (M-F)	M-F	27
	Sport in Cairns Post (M-F)	M-F	25
	Monday Game (Mon) in Cairns Post (M-F)	Mon	18
	Money Saver (Mon) in Cairns Post (M-F)	Mon	21
	People (Tue) in Cairns Post (M-F)	Tue	29
	Post-Ed (Tue) in Cairns Post (M-F)	Tue	21
	Business Week (Wed) in Cairns Post (M-F)	Wed	19
	Taste.com.au (Wed) in Cairns Post (M-F)	Wed	33
	Cairns Confidential (Thu) in Cairns Post (M-F)	Thu	21
	Hit (Thu) in Cairns Post (M-F)	Thu	27
	TV Plus (Thu) in Cairns Post (M-F)	Thu	31
	Friday Fishing (Fri) in Cairns Post (M-F)	Fri	18
Cairns Weekend Post	Game On (Fri) in Cairns Post (M-F)	Fri	15
	Bargain Hunter in Cairns Weekend Post	Sat	24
	Cairns Eye in Cairns Weekend Post	Sat	36
	Careers in Cairns Weekend Post	Sat	25
	Classifieds in Cairns Weekend Post	Sat	34
Motoring in Cairns Weekend Post	Sat	20	



	Real Estate in Cairns Weekend Post	Sat	35
Canberra Times (M-F)	Sport in The Canberra Times (M-F)	M-F	31
	Business Day in The Canberra Times (M-F)	M-F	22
	The Guide (Mon) in The Canberra Times (M-F)	Mon	53
	Food and Wine (Wed) in The Canberra Times (M-F)	Wed	49
	Fly (Thu) in The Canberra Times (M-F)	Thu	29
Canberra Times (Sat)	allhomes.com.au in The Canberra Times (Sat)	Sat	36
	Drive in The Canberra Times (Sat)	Sat	24
	My Career in The Canberra Times (Sat)	Sat	13
	Sport in The Canberra Times (Sat)	Sat	31
Sunday Canberra Times	Sport in Sunday Canberra Times	Sun	29
Chronicle (M-F)	Easy Eating in Chronicle (M-F)	M-F	16
	Local Classifieds in Chronicle (M-F)	M-F	19
	Sport in Chronicle (M-F)	M-F	22
	Web World (Mon) in Chronicle (M-F)	Mon	10
	Better Business (Tue) in Chronicle (M-F)	Tue	16
	NiE (Tue) in Chronicle (M-F)	Tue	10
	Junior Sport (Wed) in Chronicle (M-F)	Wed	15
	Commercial Property (Thu) in Chronicle (M-F)	Thu	23
	Motoring (Thu) in Chronicle (M-F)	Thu	26
	Smarter Shopping (Thu) in Chronicle (M-F)	Thu	21
	The Guide (Thu) in Chronicle (M-F)	Thu	34
Chronicle (Sat)	Easy Eating in Chronicle (Sat)	Sat	22
	Jobs in Chronicle (Sat)	Sat	15
	Local Classifieds in Chronicle (Sat)	Sat	20
	Real Estate in Chronicle (Sat)	Sat	37
	Sport in Chronicle (Sat)	Sat	25
	Weekend in Chronicle (Sat)	Sat	35
Courier-Mail (M-F)	Business Daily in Courier-Mail (M-F)	M-F	129
	Careers in Courier-Mail (M-F)	M-F	73
	Motoring in Courier-Mail (M-F)	M-F	84
	Confidential in Courier-Mail (M-F)	M-F	100
	Sport in Courier-Mail (M-F)	M-F	198
	Money Saver (Mon) in Courier-Mail (M-F)	Mon	124
	Taste.com.au (Tue) in Courier-Mail (M-F)	Tue	229
	Switched On (Wed) in Courier-Mail (M-F)	Wed	148
	Hit (Thu) in Courier-Mail (M-F)	Thu	138
	Weekend Extra (Fri) in Courier-Mail (M-F)	Fri	261
	PRIME SITE (Fri) in Courier-Mail (M-F)	Fri	122
Courier-Mail (Sat)	Business Daily in Courier-Mail (Sat)	Sat	133
	Careers in Courier-Mail (Sat)	Sat	94
	Motoring in Courier-Mail (Sat)	Sat	135
	Confidential in Courier-Mail (Sat)	Sat	154
	Insight in Courier-Mail (Sat)	Sat	146
	Home in Courier-Mail (Sat)	Sat	142
	Real Estate in Courier-Mail (Sat)	Sat	154
	Sport in Courier-Mail (Sat)	Sat	199



	Weekend Shopper in Courier-Mail (Sat)	Sat	115
Sunday Mail (QLD)	Agenda in Sunday Mail (QLD)	Sun	206
	Body+Soul in Sunday Mail (QLD)	Sun	316
	Motoring in Sunday Mail (QLD)	Sun	152
	Escape in Sunday Mail (QLD)	Sun	349
	Property Confidential in Sunday Mail (QLD)	Sun	146
	Sport in Sunday Mail (QLD)	Sun	285
	Sunday Confidential in Sunday Mail (QLD)	Sun	222
	Sunday Home in Sunday Mail (QLD)	Sun	214
	TV Guide in Sunday Mail (QLD)	Sun	330
Daily Telegraph (M-F)	Business Daily in Daily Telegraph (M-F)	M-F	188
	Careers in Daily Telegraph (M-F)	M-F	125
	Sport in Daily Telegraph (M-F)	M-F	343
	Sydney Confidential in Daily Telegraph (M-F)	M-F	198
	Money Saver (Mon) in Daily Telegraph (M-F)	Mon	187
	Switched On (Wed) in Daily Telegraph (M-F)	Wed	197
	Hit (Thu) in Daily Telegraph (M-F)	Thu	180
Daily Telegraph (Sat)	BW Magazine in Daily Telegraph (Sat)	Sat	204
	Business Daily in Daily Telegraph (Sat)	Sat	152
	Careers in Daily Telegraph (Sat)	Sat	88
	Motoring in Daily Telegraph (Sat)	Sat	171
	Home in Daily Telegraph (Sat)	Sat	220
	Real Estate in Daily Telegraph (Sat)	Sat	203
	Sport in Daily Telegraph (Sat)	Sat	300
	Sydney Confidential in Daily Telegraph (Sat)	Sat	204
	Saturday Extra in Daily Telegraph (Sat)	Sat	203
Sunday Telegraph	Body+Soul in Sunday Telegraph	Sun	460
	Escape in Sunday Telegraph	Sun	486
	Insider in Sunday Telegraph	Sun	296
	Real Estate in Sunday Telegraph	Sun	364
	Sport in Sunday Telegraph	Sun	434
	TV Guide in Sunday Telegraph	Sun	445
Financial Review (M-F)	Companies & Markets in Financial Review (M-F)	M-F	140
	Property in Financial Review (M-F)	M-F	115
	Education (Mon) in Financial Review (M-F)	Mon	127
	Technology (Tue) in Financial Review (M-F)	Tue	205
	Prestige (Wed) in Financial Review (M-F)	Wed	146
	Smart Investor (Wed) in Financial Review (M-F)	Wed	238
	Domain (Fri) in Financial Review (M-F)	Fri	282
	Life & Leisure (Fri) in Financial Review (M-F)	Fri	199
	Review (Fri) in Financial Review (M-F)	Fri	203
Financial Review (Weekend edition)	Companies & Markets in Financial Review (Weekend edition)	Sat	88
	Life & Leisure in Financial Review (Weekend edition)	Sat	81
	Property in Financial Review (Weekend edition)	Sat	68
	Smart Money in Financial Review (Weekend edition)	Sat	85
Geelong Advertiser (M-F)	Sport in Geelong Advertiser (M-F)	M-F	39
	Junior Sport (Tue) in Geelong Advertiser (M-F)	Tue	25



	Real Estate (Wed) in Geelong Advertiser (M-F)	Wed	56
	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	38
Geelong Advertiser (Sat)	Addy in Geelong Advertiser (Sat)	Sat	37
	Careers in Geelong Advertiser (Sat)	Sat	33
	GT Home in Geelong Advertiser (Sat)	Sat	48
	GT in Geelong Advertiser (Sat)	Sat	49
	Motoring in Geelong Advertiser (Sat)	Sat	21
	Real Estate in Geelong Advertiser (Sat)	Sat	48
	Sport in Geelong Advertiser (Sat)	Sat	50
	Weekend Extra in Geelong Advertiser (Sat)	Sat	43
Gold Coast Bulletin (M-F)	Business in Gold Coast Bulletin (M-F)	M-F	27
	Coast Confidential in Gold Coast Bulletin (M-F)	M-F	25
	Sport in Gold Coast Bulletin (M-F)	M-F	35
	Taste.com.au (Tue) in Gold Coast Bulletin (M-F)	Tue	44
	Play (Thu) in Gold Coast Bulletin (M-F)	Thu	35
	Business Property (Fri) in Gold Coast Bulletin (M-F)	Fri	31
	GC Shopper (Fri) in Gold Coast Bulletin (M-F)	Fri	27
Weekend Gold Coast Bulletin	Business in Weekend Gold Coast Bulletin	Sat	33
	Careers in Weekend Gold Coast Bulletin	Sat	18
	Coast Confidential in Weekend Gold Coast Bulletin	Sat	34
	Gold Coast Eye in Weekend Gold Coast Bulletin	Sat	39
	Motoring in Weekend Gold Coast Bulletin	Sat	23
	Real Estate in Weekend Gold Coast Bulletin	Sat	43
	Sport in Weekend Gold Coast Bulletin	Sat	44
Herald Sun (M-F)	Business Daily in Herald Sun (M-F)	M-F	253
	Confidential in Herald Sun (M-F)	M-F	265
	Sport in Herald Sun (M-F)	M-F	477
	Taste.com.au (Tue) in Herald Sun (M-F)	Tue	556
	Motoring (Fri) in Herald Sun (M-F)	Fri	334
Herald Sun (Sat)	Business Daily in Herald Sun (Sat)	Sat	222
	Careers in Herald Sun (Sat)	Sat	119
	Page 13 in Herald Sun (Sat)	Sat	275
	Real Estate in Herald Sun (Sat)	Sat	288
	Sport in Herald Sun (Sat)	Sat	408
	Weekend in Herald Sun (Sat)	Sat	394
Sunday Herald Sun	Body+Soul in Sunday Herald Sun	Sun	401
	Gossip Queen in Sunday Herald Sun	Sun	212
	Escape in Sunday Herald Sun	Sun	443
	Scene in Sunday Herald Sun	Sun	246
	Sport in Sunday Herald Sun	Sun	422
	TV Guide in Sunday Herald Sun	Sun	374
Mercury (Tas) (M-F)	Business in Mercury (Tas) (M-F)	M-F	27
	Classifieds in Mercury (Tas) (M-F)	M-F	45
	Sport in Mercury (Tas) (M-F)	M-F	42
	Money Saver (Mon) in Mercury (Tas) (M-F)	Mon	24



	Taste.com.au (Tue) in Mercury (Tas) (M-F)	Tue	45
	Pulse (Thu) in Mercury (Tas) (M-F)	Thu	32
	Real Estate (Thu) in Mercury (Tas) (M-F)	Thu	63
	Motoring in Mercury (Tas) (M-F)	Sat	26
Mercury on Saturday (Tas)	Business in Mercury on Saturday (Tas)	Sat	26
	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	37
	Escape in Sunday Tasmanian	Sun	38
	Sport in Sunday Tasmanian	Sun	36
	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	20
	Web World (Mon) in Morning Bulletin (M-F)	Mon	8
	Better Business (Tue) in Morning Bulletin (M-F)	Tue	9
	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	69
Newcastle Herald (Sat)	Domain in Newcastle Herald (Sat)	Sat	56
	H1 in Newcastle Herald (Sat)	Sat	63
	H2 in Newcastle Herald (Sat)	Sat	63
	Motoring in Newcastle Herald (Sat)	Sat	30
	Weekender in Newcastle Herald (Sat)	Sat	59
Northern Star (M-F)	Easy Eating in Northern Star (M-F)	M-F	9
	Sport in Northern Star (M-F)	M-F	10
	Web World (Mon) in Northern Star (M-F)	Mon	4
	Better Business (Tue) in Northern Star (M-F)	Tue	8
	NiE (Tue) in Northern Star (M-F)	Tue	8
	Commercial Property (Thu) in Northern Star (M-F)	Thu	7
	Smarter Shopping (Thu) in Northern Star (M-F)	Thu	8
	The Guide (Thu) in Northern Star (M-F)	Thu	13
The Weekend Star (Sat)	Easy Eating in The Weekend Star (Sat)	Sat	11
	Jobs in The Weekend Star (Sat)	Sat	7
	Motoring in The Weekend Star (Sat)	Sat	6
	Real Estate in The Weekend Star (Sat)	Sat	15
	Sport in The Weekend Star (Sat)	Sat	11
	Weekend in The Weekend Star (Sat)	Sat	17
Northern Territory News (M-F)	Sport in Northern Territory News (M-F)	M-F	19
	Switched On (Mon) in Northern Territory News (M-F)	Mon	14
	Entertainment (Fri) in Northern Territory News (M-F)	Fri	19
Northern Territory News (Sat)	Careers in Northern Territory News (Sat)	Sat	14
	Motoring in Northern Territory News (Sat)	Sat	14



	Classifieds in Northern Territory News (Sat)	Sat	20
	Marine Guide in Northern Territory News (Sat)	Sat	8
	Property in Northern Territory News (Sat)	Sat	16
Sunday Territorian	Body + Soul in Sunday Territorian	Sun	11
	Escape in Sunday Territorian	Sun	14
	Taste.com.au in Sunday Territorian	Sun	13
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	10
	Better Business (Tue) in Sunshine Coast Daily (M-F)	Tue	15
	Junior Sport (Wed) in Sunshine Coast Daily (M-F)	Wed	7
	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	30
Sunshine Coast Daily (Sat)	Easy Eating in Sunshine Coast Daily Weekend (Sat)	Sat	17
	Jobs in Sunshine Coast Daily Weekend (Sat)	Sat	11
	Local Classifieds in Sunshine Coast Daily Weekend (Sat)	Sat	12
	Motoring in Sunshine Coast Daily Weekend (Sat)	Sat	14
	Real Estate in Sunshine Coast Daily Weekend (Sat)	Sat	25
	Sport in Sunshine Coast Daily Weekend (Sat)	Sat	21
	Weekend in Sunshine Coast Daily Weekend (Sat)	Sat	28
Sydney Morning Herald (M-F)	BusinessDay in Sydney Morning Herald (M-F)	M-F	215
	SportsDay in Sydney Morning Herald (M-F)	M-F	193
	The Guide (Mon) in Sydney Morning Herald (M-F)	Mon	389
	Good Food (Tue) in Sydney Morning Herald (M-F)	Tue	430
	Money (Wed) in Sydney Morning Herald (M-F)	Wed	308
	Pulse (Thu) in Sydney Morning Herald (M-F)	Thu	159
	The Form (Fri) in Sydney Morning Herald (M-F)	Fri	128
	The Shortlist (Fri) in Sydney Morning Herald (M-F)	Fri	238
Sydney Morning Herald (Sat)	Domain in Sydney Morning Herald (Sat)	Sat	312
	My Career in Sydney Morning Herald (Sat)	Sat	111
	News Review in Sydney Morning Herald (Sat)	Sat	410
	Spectrum in Sydney Morning Herald (Sat)	Sat	440
	The Form in Sydney Morning Herald (Sat)	Sat	79
	Traveller in Sydney Morning Herald (Sat)	Sat	395
	Weekend Business in Sydney Morning Herald (Sat)	Sat	273
	Weekend Drive in Sydney Morning Herald (Sat)	Sat	183
	Weekend Sport in Sydney Morning Herald (Sat)	Sat	259
Sun-Herald	Domain in Sun-Herald	Sun	225
	Extra in Sun-Herald	Sun	202
	Money in Sun-Herald	Sun	191
	Sport in Sun-Herald	Sun	196
	Travel in Sun-Herald	Sun	267
	TV Liftout in Sun-Herald	Sun	215
	S in Sun-Herald	Sun	210
The Age (M-F)	BusinessDay in The Age (M-F)	M-F	167
	Sport in The Age (M-F)	M-F	192



	Epicure (Tue) in The Age (M-F)	Tue	300
	Money (Wed) in The Age (M-F)	Wed	205
	Green Guide (Thu) in The Age (M-F)	Thu	340
	The Shortlist (Fri) in The Age (M-F)	Fri	249
The Age (Sat)	BusinessDay in The Age (Sat)	Sat	179
	Domain in The Age (Sat)	Sat	235
	Drive in The Age (Sat)	Sat	127
	Spectrum in The Age (Sat)	Sat	286
	My Career in The Age (Sat)	Sat	92
	Sport in The Age (Sat)	Sat	232
	Traveller in The Age (Sat)	Sat	269
Sunday Age	Domain in Sunday Age	Sun	183
	M in Sunday Age	Sun	211
	Sport in Sunday Age	Sun	182
	Traveller on Sunday in Sunday Age	Sun	184
The Australian (M-F)	The Australian Business Review in The Australian (M-F)	M-F	182
	Sport in The Australian (M-F)	M-F	161
	Inquirer in The Australian (M-F)	M-F	144
	Media & Marketing (Mon) in The Australian (M-F)	Mon	194
	Technology (Tue) in The Australian (M-F)	Tue	252
	Wealth (Tue) in The Australian (M-F)	Tue	219
	Higher Education (Wed) in The Australian (M-F)	Wed	204
	Prime Space (Thu) in The Australian (M-F)	Thu	129
	Aviation (Fri) in The Australian (M-F)	Fri	124
	Legal Affairs (Fri) in The Australian (M-F)	Fri	148
Weekend Australian	The Australian Business Review in Weekend Australian	Sat	302
	Inquirer in Weekend Australian	Sat	372
	Review in Weekend Australian	Sat	378
	Sport in Weekend Australian	Sat	265
	Travel & Indulgence in Weekend Australian	Sat	356
	Wealth in Weekend Australian	Sat	217
	Life Weekend in Weekend Australian (since: Feb'15)	Sat	325
	Weekend Professional in Weekend Australian	Sat	183
	Weekend Property in Weekend Australian	Sat	223
Townsville Bulletin (M-F)	Townsville Families (Tue) in Townsville Bulletin (M-F)	Tue	28
	Careers (Wed) in Townsville Bulletin (M-F)	Wed	34
	Play (Thu) in Townsville Bulletin (M-F)	Thu	32
	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	25
	Motoring in Townsville Bulletin (Sat)	Sat	22
	Real Estate in Townsville Bulletin (Sat)	Sat	29
	Sport in Townsville Bulletin (Sat)	Sat	36
	The Vine in Townsville Bulletin (Sat)	Sat	15
	Townsville Eye in Townsville Bulletin (Sat)	Sat	41
Weekend Bulletin	Jobs in Weekend Bulletin	Sun	11
	Local Classifieds in Weekend Bulletin	Sun	12

	Real Estate in Weekend Bulletin	Sun	17
	Sport in Weekend Bulletin	Sun	14
	Weekend in Weekend Bulletin	Sun	15
West Australian (M-F)	Employment - WJOBS in West Australian (M-F)	M-F	54
	Sport in West Australian (M-F)	M-F	205
	Today in West Australian (M-F)	M-F	201
	West Business in West Australian (M-F)	M-F	154
	Your Money in West Australian (M-F)	Mon	181
	Health + Fitness (Tue & Wed) in West Australian (M-F)	Tue,Wed	195
	West Property (Wed) in West Australian (M-F)	Wed	156
	West Real Estate (Wed) in West Australian (M-F)	Wed	169
	West Wheels (Wed) in West Australian (M-F)	Wed	128
	Fresh (Thu) in West Australian (M-F)	Thu	206
	Travel (Thu) in West Australian (M-F)	Thu	235
	Habitat (Fri) in West Australian (M-F)	Fri	185
Weekend West	Employment - WJOBS in Weekend West	Sat	60
	New Homes in Weekend West	Sat	132
	Sport in Weekend West	Sat	209
	The West Classifieds in Weekend West	Sat	106
	Travel in Weekend West	Sat	235
	West Business in Weekend West	Sat	165
	West Real Estate in Weekend West	Sat	141
	West Wheels in Weekend West	Sat	111
Sunday Times	Body+Soul in Sunday Times	Sun	173
	Careers in Sunday Times	Sun	50
	Carsguide in Sunday Times	Sun	97
	Escape in Sunday Times	Sun	182
	Home in Sunday Times	Sun	122
	Readersmart in Sunday Times	Sun	86
	Real Estate in Sunday Times	Sun	114
	Sport in Sunday Times	Sun	164
	Taste.com.au in Sunday Times	Sun	164
	The Sunday Times Guide in Sunday Times	Sun	166

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