



**PRINT AUDIENCE REPORT - NEWSPAPERS\***

Data Period: May 2017 – April 2018

Average Issue Readership '000's

TITLE	MEDIA TYPE	STATE	PRINT (AIR) '000's
Financial Review (M-F)	National/Metropolitan Newspapers	National	303
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	119
The Australian (M-F)	National/Metropolitan Newspapers	National	475
Weekend Australian	National/Metropolitan Newspapers	National	608
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	31
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	31
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	50
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	53
Newcastle Herald (M-F)	Regional Newspapers	NSW	111
Newcastle Herald (Sat)	Regional Newspapers	NSW	111
Northern Star (M-F)	Regional Newspapers	NSW	36
The Land	Rural and Agricultural and Other Weekly Publications	NSW	83
The Weekend Star (Sat)	Regional Newspapers	NSW	35
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	80
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	69
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	840
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	642
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	53
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	828
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	445
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	608
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	638
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	207
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	154
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	248
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	49
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	61
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	37
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	39
Geelong Advertiser (M-F)	Regional Newspapers	VIC	67
Geelong Advertiser (Sat)	Regional Newspapers	VIC	75



Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	1090
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	887
Sunday Age	National/Metropolitan Newspapers	VIC	368
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	803
The Age (M-F)	National/Metropolitan Newspapers	VIC	551
The Age (Sat)	National/Metropolitan Newspapers	VIC	542
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	41
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	48
The Senior (VIC)	Other Newspapers	VIC	173
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	26
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	29
Cairns Post (M-F)	Regional Newspapers	QLD	61
Cairns Weekend Post	Regional Newspapers	QLD	67
Chronicle (M-F)	Regional Newspapers	QLD	51
Chronicle (Sat)	Regional Newspapers	QLD	49
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	472
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	464
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	85
Morning Bulletin (M-F)	Regional Newspapers	QLD	40
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	56
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	564
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	52
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	40
The Senior (QLD)	Other Newspapers	QLD	114
Townsville Bulletin (M-F)	Regional Newspapers	QLD	63
Townsville Bulletin (Sat)	Regional Newspapers	QLD	64
Weekend Bulletin	Regional Newspapers	QLD	35
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	77
Sunday Times	National/Metropolitan Newspapers	WA	338
The Senior (WA)	Other Newspapers	WA	66
Weekend West	National/Metropolitan Newspapers	WA	480
West Australian (M-F)	National/Metropolitan Newspapers	WA	483
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	370
Saturday Advertiser	National/Metropolitan Newspapers	SA	386
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	383
The Senior (SA)	Other Newspapers	SA	66
Tasmanian Country	Rural and Agricultural and Other	TAS	26



	Weekly Publications		
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	87
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	97
Sunday Examiner	Regional Newspapers	TAS	41
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	82
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	43
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	42
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	50
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	50
The Senior (TAS)	Other Newspapers	TAS	23
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	47
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	42
Sunday Territorian	National/Metropolitan Newspapers	NT	28

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

\*NB: Excl. Community and Regional Modelled Newspapers

