



**PRINT AUDIENCE REPORT
NEWSPAPERS ***
Data Period: August 2017 – July 2018
Average Issue Readership '000's

TITLE	MEDIA TYPE	STATE	PRINT (AIR) '000's
Financial Review (M-F)	National/Metropolitan Newspapers	National	276
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	103
The Australian (M-F)	National/Metropolitan Newspapers	National	465
Weekend Australian	National/Metropolitan Newspapers	National	579
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	29
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	28
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	52
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	55
Newcastle Herald (M-F)	Regional Newspapers	NSW	114
Newcastle Herald (Sat)	Regional Newspapers	NSW	113
Northern Star (M-F)	Regional Newspapers	NSW	33
The Land	Rural and Agricultural and Other Weekly Publications	NSW	83
The Weekend Star (Sat)	Regional Newspapers	NSW	33
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	76
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	68
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	810
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	585
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	50
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	796
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	406
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	586
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	620
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	217



The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	136
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	261
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	46
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	57
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	35
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	38
Geelong Advertiser (M-F)	Regional Newspapers	VIC	67
Geelong Advertiser (Sat)	Regional Newspapers	VIC	73
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	1054
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	834
Sunday Age	National/Metropolitan Newspapers	VIC	334
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	774
The Age (M-F)	National/Metropolitan Newspapers	VIC	474
The Age (Sat)	National/Metropolitan Newspapers	VIC	490
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	38
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	44
The Senior (VIC)	Other Newspapers	VIC	183
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	23
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	26
Cairns Post (M-F)	Regional Newspapers	QLD	56
Cairns Weekend Post	Regional Newspapers	QLD	59
Chronicle (M-F)	Regional Newspapers	QLD	51
Chronicle (Sat)	Regional Newspapers	QLD	48
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	461
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	456
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	82
Morning Bulletin (M-F)	Regional Newspapers	QLD	39



Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	52
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	556
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	53
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	40
The Senior (QLD)	Other Newspapers	QLD	124
Townsville Bulletin (M-F)	Regional Newspapers	QLD	65
Townsville Bulletin (Sat)	Regional Newspapers	QLD	63
Weekend Bulletin	Regional Newspapers	QLD	33
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	81
Sunday Times	National/Metropolitan Newspapers	WA	310
The Senior (WA)	Other Newspapers	WA	63
Weekend West	National/Metropolitan Newspapers	WA	451
West Australian (M-F)	National/Metropolitan Newspapers	WA	456
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	358
Saturday Advertiser	National/Metropolitan Newspapers	SA	394
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	371
The Senior (SA)	Other Newspapers	SA	65
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	29
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	85
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	92
Sunday Examiner	Regional Newspapers	TAS	38
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	75
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	42
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	39
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	49
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	49
The Senior (TAS)	Other Newspapers	TAS	23



Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	44
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	32
Sunday Territorian	National/Metropolitan Newspapers	NT	26

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending July 18

***NB:** Excl. Community and Regional Modelled Newspapers

