



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

| TITLE | MEDIA TYPE | STATE | PRINT (AIR) '000's |
|--|---|----------|-----------------------|
| Financial Review (M-F) | National/Metropolitan Newspapers | National | 286 |
| Financial Review (Weekend edition) | National/Metropolitan Newspapers | National | 113 |
| The Australian (M-F) | National/Metropolitan Newspapers | National | 472 |
| Weekend Australian | National/Metropolitan Newspapers | National | 598 |
| The Daily Advertiser (Wagga Wagga) (M-F) | Regional Newspapers | NSW | 29 |
| The Daily Advertiser (Wagga Wagga) (Sat) | Regional Newspapers | NSW | 30 |
| Illawarra Mercury (Wollongong) (M-F) | Regional Newspapers | NSW | 52 |
| Illawarra Mercury (Wollongong) (Sat) | Regional Newspapers | NSW | 54 |
| Newcastle Herald (M-F) | Regional Newspapers | NSW | 113 |
| Newcastle Herald (Sat) | Regional Newspapers | NSW | 115 |
| Northern Star (M-F) | Regional Newspapers | NSW | 33 |
| The Land | Rural and Agricultural and Other Weekly Publications | NSW | 88 |
| The Weekend Star (Sat) | Regional Newspapers | NSW | 32 |
| The Canberra Times (M-F) | National/Metropolitan Newspapers | NSW/ACT | 78 |
| The Canberra Times (Sat) | National/Metropolitan Newspapers | NSW/ACT | 69 |
| Daily Telegraph (M-F) | National/Metropolitan Newspapers | NSW/ACT | 822 |
| Daily Telegraph (Sat) | National/Metropolitan Newspapers | NSW/ACT | 607 |
| Sunday Canberra Times | National/Metropolitan Newspapers | NSW/ACT | 50 |
| Sunday Telegraph | National/Metropolitan Newspapers | NSW/ACT | 816 |
| Sun-Herald | National/Metropolitan Newspapers | NSW/ACT | 425 |
| Sydney Morning Herald (M-F) | National/Metropolitan Newspapers | NSW/ACT | 580 |
| Sydney Morning Herald (Sat) | National/Metropolitan Newspapers | NSW/ACT | 620 |
| The Senior (NSW/ACT) | Other Newspapers | NSW/ACT | 212 |



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|----------------------------------|--|---------|------|
| The Weekly Times | Rural and Agricultural and Other Weekly Publications | NSW/VIC | 144 |
| The Saturday Paper | National/Metropolitan Newspapers | NSW/VIC | 263 |
| The Border Mail (Albury) (M-F) | Regional Newspapers | NSW/VIC | 47 |
| The Border Mail (Albury) (Sat) | Regional Newspapers | NSW/VIC | 59 |
| Bendigo Advertiser (M-F) | Regional Newspapers | VIC | 36 |
| Bendigo Advertiser (Sat) | Regional Newspapers | VIC | 38 |
| Geelong Advertiser (M-F) | Regional Newspapers | VIC | 68 |
| Geelong Advertiser (Sat) | Regional Newspapers | VIC | 71 |
| Herald Sun (M-F) | National/Metropolitan Newspapers | VIC | 1058 |
| Herald Sun (Sat) | National/Metropolitan Newspapers | VIC | 849 |
| Sunday Age | National/Metropolitan Newspapers | VIC | 347 |
| Sunday Herald Sun | National/Metropolitan Newspapers | VIC | 773 |
| The Age (M-F) | National/Metropolitan Newspapers | VIC | 501 |
| The Age (Sat) | National/Metropolitan Newspapers | VIC | 510 |
| The Courier (Ballarat) (M-F) | Regional Newspapers | VIC | 39 |
| The Courier (Ballarat) (Sat) | Regional Newspapers | VIC | 45 |
| The Senior (VIC) | Other Newspapers | VIC | 178 |
| 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 | 60 |
| Chronicle (M-F) | Regional Newspapers | QLD | 49 |
| Chronicle (Sat) | Regional Newspapers | QLD | 44 |
| Courier-Mail (M-F) | National/Metropolitan Newspapers | QLD | 465 |
| Courier-Mail (Sat) | National/Metropolitan Newspapers | QLD | 462 |
| Gold Coast Bulletin (M-F) | Regional Newspapers | QLD | 81 |
| Morning Bulletin (M-F) | Regional Newspapers | QLD | 40 |



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| 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 | 54 |
| Sunshine Coast Daily Weekend (Sat) | Regional Newspapers | QLD | 41 |
| The Senior (QLD) | Other Newspapers | QLD | 123 |
| Townsville Bulletin (M-F) | Regional Newspapers | QLD | 65 |
| Townsville Bulletin (Sat) | Regional Newspapers | QLD | 61 |
| Weekend Bulletin | Regional Newspapers | QLD | 34 |
| Weekend Gold Coast Bulletin | Regional Newspapers | QLD | 78 |
| Sunday Times | National/Metropolitan Newspapers | WA | 323 |
| The Senior (WA) | Other Newspapers | WA | 66 |
| Weekend West | National/Metropolitan Newspapers | WA | 462 |
| West Australian (M-F) | National/Metropolitan Newspapers | WA | 472 |
| Adelaide Advertiser (M-F) | National/Metropolitan Newspapers | SA | 358 |
| Saturday Advertiser | National/Metropolitan Newspapers | SA | 384 |
| Sunday Mail (SA) | National/Metropolitan Newspapers | SA | 364 |
| The Senior (SA) | Other Newspapers | SA | 66 |
| Tasmanian Country | Rural and Agricultural and Other Weekly Publications | TAS | 24 |
| Mercury (Tas) (M-F) | National/Metropolitan Newspapers | TAS | 82 |
| Mercury on Saturday (Tas) | National/Metropolitan Newspapers | TAS | 89 |
| Sunday Examiner | Regional Newspapers | TAS | 40 |
| Sunday Tasmanian | National/Metropolitan Newspapers | TAS | 77 |
| The Advocate (Burnie) (M-F) | Regional Newspapers | TAS | 42 |
| The Advocate (Burnie) (Sat) | Regional Newspapers | TAS | 41 |
| The Examiner (Launceston) (M-F) | Regional Newspapers | TAS | 48 |
| The Examiner (Launceston) (Sat) | Regional Newspapers | TAS | 49 |
| The Senior (TAS) | Other Newspapers | TAS | 22 |



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|-------------------------------|----------------------------------|----|----|
| Northern Territory News (M-F) | National/Metropolitan Newspapers | NT | 45 |
| Northern Territory News (Sat) | National/Metropolitan Newspapers | NT | 36 |
| Sunday Territorian | National/Metropolitan Newspapers | NT | 28 |

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

*NB: Excl. Community and Regional Modelled Newspapers

