



**PRINT AUDIENCE REPORT - NEWSPAPERS\***

Data Period: April 2017 – March 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	113
The Australian (M-F)	National/Metropolitan Newspapers	National	479
Weekend Australian	National/Metropolitan Newspapers	National	610
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	31
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	30
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	50
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	52
Newcastle Herald (M-F)	Regional Newspapers	NSW	110
Newcastle Herald (Sat)	Regional Newspapers	NSW	109
Northern Star (M-F)	Regional Newspapers	NSW	37
The Land	Rural and Agricultural and Other Weekly Publications	NSW	85
The Weekend Star (Sat)	Regional Newspapers	NSW	36
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	80
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	72
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	852
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	652
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	55
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	833
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	449
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	618
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	643
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	199
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	153
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	242
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	50
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	61
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	39
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	42
Geelong Advertiser (M-F)	Regional Newspapers	VIC	68



Geelong Advertiser (Sat)	Regional Newspapers	VIC	74
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	1100
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	913
Sunday Age	National/Metropolitan Newspapers	VIC	379
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	819
The Age (M-F)	National/Metropolitan Newspapers	VIC	557
The Age (Sat)	National/Metropolitan Newspapers	VIC	556
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	39
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	47
The Senior (VIC)	Other Newspapers	VIC	181
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	28
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	29
Cairns Post (M-F)	Regional Newspapers	QLD	59
Cairns Weekend Post	Regional Newspapers	QLD	67
Chronicle (M-F)	Regional Newspapers	QLD	50
Chronicle (Sat)	Regional Newspapers	QLD	49
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	487
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	480
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	84
Morning Bulletin (M-F)	Regional Newspapers	QLD	39
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	55
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	583
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	55
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	42
The Senior (QLD)	Other Newspapers	QLD	118
Townsville Bulletin (M-F)	Regional Newspapers	QLD	63
Townsville Bulletin (Sat)	Regional Newspapers	QLD	64
Weekend Bulletin	Regional Newspapers	QLD	34
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	74
Sunday Times	National/Metropolitan Newspapers	WA	350
The Senior (WA)	Other Newspapers	WA	60
Weekend West	National/Metropolitan Newspapers	WA	493
West Australian (M-F)	National/Metropolitan Newspapers	WA	492
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	366
Saturday Advertiser	National/Metropolitan Newspapers	SA	388
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	383



The Senior (SA)	Other Newspapers	SA	64
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	22
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	90
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	97
Sunday Examiner	Regional Newspapers	TAS	43
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	82
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	43
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	41
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	52
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	54
The Senior (TAS)	Other Newspapers	TAS	22
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	46
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	41
Sunday Territorian	National/Metropolitan Newspapers	NT	26

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

\*NB: Excl. Community and Regional Modelled Newspapers

