



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

TITLE	MEDIA TYPE	STATE	PRINT (AIR) '000's
Financial Review (M-F)	National/Metropolitan Newspapers	National	283
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	113
The Australian (M-F)	National/Metropolitan Newspapers	National	469
Weekend Australian	National/Metropolitan Newspapers	National	596
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	30
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	31
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	51
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	52
Newcastle Herald (M-F)	Regional Newspapers	NSW	112
Newcastle Herald (Sat)	Regional Newspapers	NSW	116
Northern Star (M-F)	Regional Newspapers	NSW	37
The Land	Rural and Agricultural and Other Weekly Publications	NSW	86
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	837
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	636
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	53
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	823
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	435
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	595
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	634
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	214
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	148



The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	248
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	48
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	68
Geelong Advertiser (Sat)	Regional Newspapers	VIC	73
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	1070
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	848
Sunday Age	National/Metropolitan Newspapers	VIC	354
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	777
The Age (M-F)	National/Metropolitan Newspapers	VIC	517
The Age (Sat)	National/Metropolitan Newspapers	VIC	524
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	40
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	45
The Senior (VIC)	Other Newspapers	VIC	176
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	23
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	25
Cairns Post (M-F)	Regional Newspapers	QLD	60
Cairns Weekend Post	Regional Newspapers	QLD	64
Chronicle (M-F)	Regional Newspapers	QLD	51
Chronicle (Sat)	Regional Newspapers	QLD	46
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	469
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	467
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	55
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	118
Townsville Bulletin (M-F)	Regional Newspapers	QLD	63
Townsville Bulletin (Sat)	Regional Newspapers	QLD	63
Weekend Bulletin	Regional Newspapers	QLD	35
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	74
Sunday Times	National/Metropolitan Newspapers	WA	331
The Senior (WA)	Other Newspapers	WA	66
Weekend West	National/Metropolitan Newspapers	WA	469
West Australian (M-F)	National/Metropolitan Newspapers	WA	473
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	363
Saturday Advertiser	National/Metropolitan Newspapers	SA	384
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	378
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	84
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	93
Sunday Examiner	Regional Newspapers	TAS	40
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	80
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	49
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	51
The Senior (TAS)	Other Newspapers	TAS	22
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	49
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	39
Sunday Territorian	National/Metropolitan Newspapers	NT	28



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

*NB: Excl. Community and Regional Modelled Newspapers

