



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

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)	
			Nov16 - Oct17	Nov17 - Oct18
Financial Review (M-F)	National/Metropolitan Newspapers	National	342	278
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	120	112
The Australian (M-F)	National/Metropolitan Newspapers	National	492	454
Weekend Australian	National/Metropolitan Newspapers	National	582	551
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	32	29
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	32	29
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	55	51
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	50	52
Newcastle Herald (M-F)	Regional Newspapers	NSW	131	114
Newcastle Herald (Sat)	Regional Newspapers	NSW	120	107
Northern Star (M-F)	Regional Newspapers	NSW	37	31
The Land	Rural and Agricultural and Other Weekly Publications	NSW	97	91
The Weekend Star (Sat)	Regional Newspapers	NSW	36	30
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	82	69
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	78	60
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	955	837
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	757	578
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	52	47
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	952	810
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	500	395
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	652	557
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	652	600
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	199	218
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	171	125
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	203	260
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	49	46
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	56	56
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	34	36
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	43	37
Geelong Advertiser (M-F)	Regional Newspapers	VIC	70	64
Geelong Advertiser (Sat)	Regional Newspapers	VIC	78	72
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	1179	1016
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	969	774
Sunday Age	National/Metropolitan Newspapers	VIC	390	308



Sunday Herald Sun	National/Metropolitan Newspapers	VIC	850	712
The Age (M-F)	National/Metropolitan Newspapers	VIC	562	457
The Age (Sat)	National/Metropolitan Newspapers	VIC	542	465
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	41	38
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	48	43
The Senior (VIC)	Other Newspapers	VIC	131	178
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	28	21
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	30	26
Cairns Post (M-F)	Regional Newspapers	QLD	68	56
Cairns Weekend Post	Regional Newspapers	QLD	70	57
Chronicle (M-F)	Regional Newspapers	QLD	54	46
Chronicle (Sat)	Regional Newspapers	QLD	52	43
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	520	441
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	516	428
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	92	73
Morning Bulletin (M-F)	Regional Newspapers	QLD	40	36
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	56	57
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	631	522
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	59	53
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	52	40
The Senior (QLD)	Other Newspapers	QLD	117	134
Townsville Bulletin (M-F)	Regional Newspapers	QLD	72	68
Townsville Bulletin (Sat)	Regional Newspapers	QLD	65	63
Weekend Bulletin	Regional Newspapers	QLD	38	31
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	82	74
Sunday Times	National/Metropolitan Newspapers	WA	408	320
The Senior (WA)	Other Newspapers	WA	42	69
Weekend West	National/Metropolitan Newspapers	WA	537	452
West Australian (M-F)	National/Metropolitan Newspapers	WA	565	447
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	379	354
Saturday Advertiser	National/Metropolitan Newspapers	SA	380	372
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	385	368
The Senior (SA)	Other Newspapers	SA	71	72
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	28	26
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	86	84
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	93	90
Sunday Examiner	Regional Newspapers	TAS	49	38
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	77	73
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	48	39
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	46	36
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	55	48
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	52	46



The Senior (TAS)	Other Newspapers	TAS	18	23
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	54	46
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	52	25
Sunday Territorian	National/Metropolitan Newspapers	NT	28	25

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

