



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

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Oct17 - Sep18
Financial Review (M-F)	National/Metropolitan Newspapers	National	273
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	107
The Australian (M-F)	National/Metropolitan Newspapers	National	447
Weekend Australian	National/Metropolitan Newspapers	National	550
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	51
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	52
Newcastle Herald (M-F)	Regional Newspapers	NSW	115
Newcastle Herald (Sat)	Regional Newspapers	NSW	113
Northern Star (M-F)	Regional Newspapers	NSW	31
The Land	Rural and Agricultural and Other Weekly Publications	NSW	86
The Weekend Star (Sat)	Regional Newspapers	NSW	31
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	72
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	66
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	825
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	582
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	49
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	789
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	393
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	572
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	607
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	216
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	132
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	254
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	36
Geelong Advertiser (M-F)	Regional Newspapers	VIC	66
Geelong Advertiser (Sat)	Regional Newspapers	VIC	74
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	1023
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	783
Sunday Age	National/Metropolitan Newspapers	VIC	305
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	720



The Age (M-F)	National/Metropolitan Newspapers	VIC	459
The Age (Sat)	National/Metropolitan Newspapers	VIC	466
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	39
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	44
The Senior (VIC)	Other Newspapers	VIC	182
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	21
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	25
Cairns Post (M-F)	Regional Newspapers	QLD	54
Cairns Weekend Post	Regional Newspapers	QLD	57
Chronicle (M-F)	Regional Newspapers	QLD	47
Chronicle (Sat)	Regional Newspapers	QLD	43
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	443
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	429
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	76
Morning Bulletin (M-F)	Regional Newspapers	QLD	37
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	56
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	522
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	52
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	43
The Senior (QLD)	Other Newspapers	QLD	130
Townsville Bulletin (M-F)	Regional Newspapers	QLD	67
Townsville Bulletin (Sat)	Regional Newspapers	QLD	63
Weekend Bulletin	Regional Newspapers	QLD	33
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	76
Sunday Times	National/Metropolitan Newspapers	WA	316
The Senior (WA)	Other Newspapers	WA	65
Weekend West	National/Metropolitan Newspapers	WA	448
West Australian (M-F)	National/Metropolitan Newspapers	WA	453
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	352
Saturday Advertiser	National/Metropolitan Newspapers	SA	374
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	370
The Senior (SA)	Other Newspapers	SA	68
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	27
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	85
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	92
Sunday Examiner	Regional Newspapers	TAS	39
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	72
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	41
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	37
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	48
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	47
The Senior (TAS)	Other Newspapers	TAS	24



Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	44
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	28
Sunday Territorian	National/Metropolitan Newspapers	NT	26

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

