



**PRINT AUDIENCE REPORT  
NEWSPAPERS**

**Data Period: July 2018 - June 2019  
Average Issue Readership '000's**

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Jul18 - Jun19
Financial Review (M-F)	National/Metropolitan Newspapers	National	298
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	116
The Australian (M-F)	National/Metropolitan Newspapers	National	419
Weekend Australian	National/Metropolitan Newspapers	National	494
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	24
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	25
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	51
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	50
Newcastle Herald (M-F)	Regional Newspapers	NSW	86
Newcastle Herald (Sat)	Regional Newspapers	NSW	80
Northern Star (M-F)	Regional Newspapers	NSW	29
The Land	Rural and Agricultural and Other Weekly Publications	NSW	80
The Weekend Star (Sat)	Regional Newspapers	NSW	25
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	60
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	57
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	758
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	516
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	38
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	727
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	324
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	503
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	512
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	203
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	126
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	241
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	39
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	47
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	28
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	30
Geelong Advertiser (M-F)	Regional Newspapers	VIC	57
Geelong Advertiser (Sat)	Regional Newspapers	VIC	62
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	939
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	700
Sunday Age	National/Metropolitan Newspapers	VIC	270
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	667
The Age (M-F)	National/Metropolitan Newspapers	VIC	403
The Age (Sat)	National/Metropolitan Newspapers	VIC	403
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	28
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	36
The Senior (VIC)	Other Newspapers	VIC	131



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The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	20
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	25
Cairns Post (M-F)	Regional Newspapers	QLD	59
Cairns Weekend Post	Regional Newspapers	QLD	56
Chronicle (M-F)	Regional Newspapers	QLD	38
Chronicle (Sat)	Regional Newspapers	QLD	37
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	376
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	359
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	64
Morning Bulletin (M-F)	Regional Newspapers	QLD	26
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	51
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	440
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	49
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	35
The Senior (QLD)	Other Newspapers	QLD	110
Townsville Bulletin (M-F)	Regional Newspapers	QLD	59
Townsville Bulletin (Sat)	Regional Newspapers	QLD	56
Weekend Bulletin	Regional Newspapers	QLD	24
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	59
Sunday Times	National/Metropolitan Newspapers	WA	335
The Senior (WA)	Other Newspapers	WA	56
Weekend West	National/Metropolitan Newspapers	WA	418
West Australian (M-F)	National/Metropolitan Newspapers	WA	411
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	323
Saturday Advertiser	National/Metropolitan Newspapers	SA	338
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	340
The Senior (SA)	Other Newspapers	SA	73
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	24
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	80
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	81
Sunday Examiner	Regional Newspapers	TAS	36
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	66
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	32
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	29
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	42
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	44
The Senior (TAS)	Other Newspapers	TAS	20
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	43
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	32
Sunday Territorian	National/Metropolitan Newspapers	NT	17