



**PRINT AUDIENCE REPORT  
NEWSPAPERS**

**Data Period: July 2019 - June 2020  
Average Issue Readership '000's**

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Jul19 - Jun20
Financial Review (M-F)	National/Metropolitan Newspapers	National	307
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	109
The Australian (M-F)	National/Metropolitan Newspapers	National	431
Weekend Australian	National/Metropolitan Newspapers	National	472
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	27
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	27
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	48
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	40
Newcastle Herald (M-F)	Regional Newspapers	NSW	71
Newcastle Herald (Sat)	Regional Newspapers	NSW	64
Northern Star (M-F)	Regional Newspapers	NSW	30
The Land	Rural and Agricultural and Other Weekly Publications	NSW	74
The Weekend Star (Sat)	Regional Newspapers	NSW	26
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	68
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	56
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	654
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	420
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	44
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	631
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	321
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	438
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	447
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	189
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	128
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	243
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	50
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	52
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	28
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	27
Geelong Advertiser (M-F)	Regional Newspapers	VIC	57
Geelong Advertiser (Sat)	Regional Newspapers	VIC	63
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	858
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	676
Sunday Age	National/Metropolitan Newspapers	VIC	239
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	633
The Age (M-F)	National/Metropolitan Newspapers	VIC	393
The Age (Sat)	National/Metropolitan Newspapers	VIC	370
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	33
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	29
The Senior (VIC)	Other Newspapers	VIC	180
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	25
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	30
Cairns Post (M-F)	Regional Newspapers	QLD	50
Cairns Weekend Post	Regional Newspapers	QLD	40
Chronicle (M-F)	Regional Newspapers	QLD	44
Chronicle (Sat)	Regional Newspapers	QLD	48
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	344
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	330
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	68
Morning Bulletin (M-F)	Regional Newspapers	QLD	32
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	59
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	414
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	47
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	33
The Senior (QLD)	Other Newspapers	QLD	114
Townsville Bulletin (M-F)	Regional Newspapers	QLD	60
Townsville Bulletin (Sat)	Regional Newspapers	QLD	56



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Weekend Bulletin	Regional Newspapers	QLD	30
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	61
Sunday Times	National/Metropolitan Newspapers	WA	309
The Senior (WA)	Other Newspapers	WA	51
West Australian Saturday	National/Metropolitan Newspapers	WA	363
West Australian (M-F)	National/Metropolitan Newspapers	WA	392
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	282
Saturday Advertiser	National/Metropolitan Newspapers	SA	291
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	292
The Senior (SA)	Other Newspapers	SA	55
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	28
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	75
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	68
Sunday Examiner	Regional Newspapers	TAS	29
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	58
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	35
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	29
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	43
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	42
The Senior (TAS)	Other Newspapers	TAS	23
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	38
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	38
Sunday Territorian	National/Metropolitan Newspapers	NT	21