



## Print Audience Report Newspapers

Date Period: January 2019 – December 2019

Average Issue Readership

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Jan19 - Dec19
Financial Review (M-F)	National/Metropolitan Newspapers	National	297
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	106
The Australian (M-F)	National/Metropolitan Newspapers	National	417
Weekend Australian	National/Metropolitan Newspapers	National	470
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	28
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	28
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	49
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	43
Newcastle Herald (M-F)	Regional Newspapers	NSW	70
Newcastle Herald (Sat)	Regional Newspapers	NSW	68
Northern Star (M-F)	Regional Newspapers	NSW	27
The Land	Rural and Agricultural and Other Weekly Publications	NSW	80
The Weekend Star (Sat)	Regional Newspapers	NSW	22
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	59
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	54
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	681
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	452
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	37
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	647
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	311
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	463
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	475
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	184
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	122
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	252
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	43
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	49
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	27
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	28

Source: emma TM conducted by Ipsos Connect, People 14+ for the 12 months ending December 2019



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Geelong Advertiser (M-F)	Regional Newspapers	VIC	51
Geelong Advertiser (Sat)	Regional Newspapers	VIC	56
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	883
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	668
Sunday Age	National/Metropolitan Newspapers	VIC	265
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	646
The Age (M-F)	National/Metropolitan Newspapers	VIC	409
The Age (Sat)	National/Metropolitan Newspapers	VIC	400
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	29
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	31
The Senior (VIC)	Other Newspapers	VIC	158
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	24
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	29
Cairns Post (M-F)	Regional Newspapers	QLD	51
Cairns Weekend Post	Regional Newspapers	QLD	46
Chronicle (M-F)	Regional Newspapers	QLD	38
Chronicle (Sat)	Regional Newspapers	QLD	38
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	357
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	334
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	61
Morning Bulletin (M-F)	Regional Newspapers	QLD	26
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	54
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	415
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	46
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	29
The Senior (QLD)	Other Newspapers	QLD	93
Townsville Bulletin (M-F)	Regional Newspapers	QLD	53
Townsville Bulletin (Sat)	Regional Newspapers	QLD	48
Weekend Bulletin	Regional Newspapers	QLD	25
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	55
Sunday Times	National/Metropolitan Newspapers	WA	314
The Senior (WA)	Other Newspapers	WA	63
Weekend West	National/Metropolitan Newspapers	WA	389
West Australian (M-F)	National/Metropolitan Newspapers	WA	411
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	291
Saturday Advertiser	National/Metropolitan Newspapers	SA	312
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	308
The Senior (SA)	Other Newspapers	SA	59
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	26
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	76

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TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Jan19 - Dec19
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	72
Sunday Examiner	Regional Newspapers	TAS	35
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	62
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	31
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	27
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	42
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	45
The Senior (TAS)	Other Newspapers	TAS	20
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	37
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	33
Sunday Territorian	National/Metropolitan Newspapers	NT	21

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