



**PRINT AUDIENCE REPORT
NEWSPAPER SECTIONS
Data Period: January 2018 – December 2018
Average Issue Readership '000's**

MASTHEAD	SECTION	DAYS	Print AIR (‘000)
			Jan18 – Dec18
Adelaide Advertiser (M-F)	Adelaide Confidential in Adelaide Advertiser (M-F)	M-F	133
	Business Daily in Adelaide Advertiser (M-F)	M-F	109
	Sport in Adelaide Advertiser (M-F)	M-F	180
	Boomer in Adelaide Advertiser (M-F)	Mon	149
	Money Saver (Mon) in Adelaide Advertiser (M-F)	Mon	106
	SA Business Journal (Tue) in Adelaide Advertiser (M-F)	Tue	94
	The SourceSA (Wed) in Adelaide Advertiser (M-F)	Wed	138
Saturday Advertiser	Adelaide Confidential in Saturday Advertiser	Sat	143
	Business Daily in Saturday Advertiser	Sat	103
	Careers in Saturday Advertiser	Sat	90
	Motoring in Saturday Advertiser	Sat	119
	Real Estate in Saturday Advertiser	Sat	173
	SA Weekend in Saturday Advertiser	Sat	228
	Sports Saturday in Saturday Advertiser	Sat	190
Sunday Mail (SA)	Weekend Extra in Saturday Advertiser	Sat	174
	Body+Soul in Sunday Mail (SA)	Sun	187
	Escape in Sunday Mail (SA)	Sun	208
	Home & Life in Sunday Mail (SA)	Sun	164
	Sport in Sunday Mail (SA)	Sun	189
	Sunday in Sunday Mail (SA)	Sun	152
	Watch in Sunday Mail (SA)	Sun	170
Cairns Post (M-F)	Classifieds in Cairns Post (M-F)	M-F	24
	Sport in Cairns Post (M-F)	M-F	24
	Monday Game (Mon) in Cairns Post (M-F)	Mon	14
	Money Saver (Mon) in Cairns Post (M-F)	Mon	17
	People (Tue) in Cairns Post (M-F)	Tue	26
	Post-Ed (Tue) in Cairns Post (M-F)	Tue	17
	Business Week (Wed) in Cairns Post (M-F)	Wed	18
	Taste.com.au (Wed) in Cairns Post (M-F)	Wed	30
	Cairns Confidential (Thu) in Cairns Post (M-F)	Thu	18
	Hit (Thu) in Cairns Post (M-F)	Thu	22
	TV Plus (Thu) in Cairns Post (M-F)	Thu	28
Cairns Weekend Post	Friday Fishing (Fri) in Cairns Post (M-F)	Fri	18
	Game On (Fri) in Cairns Post (M-F)	Fri	14
	Bargain Hunter in Cairns Weekend Post	Sat	26
	Cairns Eye in Cairns Weekend Post	Sat	35
	Careers in Cairns Weekend Post	Sat	24
	Classifieds in Cairns Weekend Post	Sat	32



	Motoring in Cairns Weekend Post	Sat	20
	Real Estate in Cairns Weekend Post	Sat	33
Canberra Times (M-F)	Sport in The Canberra Times (M-F)	M-F	32
	Business Day in The Canberra Times (M-F)	M-F	25
	The Guide (Mon) in The Canberra Times (M-F)	Mon	55
	Food and Wine (Wed) in The Canberra Times (M-F)	Wed	48
	Fly (Thu) in The Canberra Times (M-F)	Thu	33
Canberra Times (Sat)	allhomes.com.au in The Canberra Times (Sat)	Sat	37
	Drive in The Canberra Times (Sat)	Sat	23
	My Career in The Canberra Times (Sat)	Sat	12
	Sport in The Canberra Times (Sat)	Sat	33
Sunday Canberra Times	Sport in Sunday Canberra Times	Sun	27
Chronicle (M-F)	Easy Eating in Chronicle (M-F)	M-F	13
	Local Classifieds in Chronicle (M-F)	M-F	16
	Sport in Chronicle (M-F)	M-F	18
	Web World (Mon) in Chronicle (M-F)	Mon	7
	Better Business (Tue) in Chronicle (M-F)	Tue	16
	NiE (Tue) in Chronicle (M-F)	Tue	10
	Junior Sport (Wed) in Chronicle (M-F)	Wed	12
	Commercial Property (Thu) in Chronicle (M-F)	Thu	21
	Motoring (Thu) in Chronicle (M-F)	Thu	20
	Smarter Shopping (Thu) in Chronicle (M-F)	Thu	18
	The Guide (Thu) in Chronicle (M-F)	Thu	27
Chronicle (Sat)	Easy Eating in Chronicle (Sat)	Sat	16
	Jobs in Chronicle (Sat)	Sat	15
	Local Classifieds in Chronicle (Sat)	Sat	16
	Real Estate in Chronicle (Sat)	Sat	27
	Sport in Chronicle (Sat)	Sat	17
	Weekend in Chronicle (Sat)	Sat	26
Courier-Mail (M-F)	Business Daily in Courier-Mail (M-F)	M-F	123
	Careers in Courier-Mail (M-F)	M-F	73
	Motoring in Courier-Mail (M-F)	M-F	89
	Confidential in Courier-Mail (M-F)	M-F	94
	Sport in Courier-Mail (M-F)	M-F	194
	Money Saver (Mon) in Courier-Mail (M-F)	Mon	123
	Taste.com.au (Tue) in Courier-Mail (M-F)	Tue	226
	Switched On (Wed) in Courier-Mail (M-F)	Wed	152
	Hit (Thu) in Courier-Mail (M-F)	Thu	138
	Weekend Extra (Fri) in Courier-Mail (M-F)	Fri	249
	PRIME SITE (Fri) in Courier-Mail (M-F)	Fri	122
Courier-Mail (Sat)	Business Daily in Courier-Mail (Sat)	Sat	119
	Careers in Courier-Mail (Sat)	Sat	87
	Motoring in Courier-Mail (Sat)	Sat	125
	Confidential in Courier-Mail (Sat)	Sat	138
	Insight in Courier-Mail (Sat)	Sat	133



	Home in Courier-Mail (Sat)	Sat	139
	Real Estate in Courier-Mail (Sat)	Sat	150
	Sport in Courier-Mail (Sat)	Sat	183
	Weekend Shopper in Courier-Mail (Sat)	Sat	111
Sunday Mail (QLD)	Agenda in Sunday Mail (QLD)	Sun	178
	Body+Soul in Sunday Mail (QLD)	Sun	293
	Motoring in Sunday Mail (QLD)	Sun	149
	Escape in Sunday Mail (QLD)	Sun	317
	Property Confidential in Sunday Mail (QLD)	Sun	142
	Sport in Sunday Mail (QLD)	Sun	271
	Sunday Confidential in Sunday Mail (QLD)	Sun	209
	Sunday Home in Sunday Mail (QLD)	Sun	205
	TV Guide in Sunday Mail (QLD)	Sun	306
Daily Telegraph (M-F)	Business Daily in Daily Telegraph (M-F)	M-F	223
	Careers in Daily Telegraph (M-F)	M-F	150
	Sport in Daily Telegraph (M-F)	M-F	397
	Sydney Confidential in Daily Telegraph (M-F)	M-F	217
	Money Saver (Mon) in Daily Telegraph (M-F)	Mon	218
	Switched On (Wed) in Daily Telegraph (M-F)	Wed	231
	Hit (Thu) in Daily Telegraph (M-F)	Thu	210
Daily Telegraph (Sat)	BW Magazine in Daily Telegraph (Sat)	Sat	229
	Business Daily in Daily Telegraph (Sat)	Sat	171
	Careers in Daily Telegraph (Sat)	Sat	109
	Motoring in Daily Telegraph (Sat)	Sat	169
	Home in Daily Telegraph (Sat)	Sat	244
	Real Estate in Daily Telegraph (Sat)	Sat	234
	Sport in Daily Telegraph (Sat)	Sat	333
	Sydney Confidential in Daily Telegraph (Sat)	Sat	218
	Saturday Extra in Daily Telegraph (Sat)	Sat	213
Sunday Telegraph	Body+Soul in Sunday Telegraph	Sun	484
	Escape in Sunday Telegraph	Sun	519
	Insider in Sunday Telegraph	Sun	317
	Real Estate in Sunday Telegraph	Sun	395
	Sport in Sunday Telegraph	Sun	492
	TV Guide in Sunday Telegraph	Sun	475
Financial Review (M-F)	Companies & Markets in Financial Review (M-F)	M-F	144
	Property in Financial Review (M-F)	M-F	110
	Education (Mon) in Financial Review (M-F)	Mon	123
	Technology (Tue) in Financial Review (M-F)	Tue	200
	Prestige (Wed) in Financial Review (M-F)	Wed	137
	Smart Investor (Wed) in Financial Review (M-F)	Wed	234
	Domain (Fri) in Financial Review (M-F)	Fri	283
	Life & Leisure (Fri) in Financial Review (M-F)	Fri	186
	Review (Fri) in Financial Review (M-F)	Fri	213
Financial Review	Companies & Markets in Financial Review (Weekend)	Sat	88



(Weekend edition)	edition)		
	Life & Leisure in Financial Review (Weekend edition)	Sat	82
	Property in Financial Review (Weekend edition)	Sat	68
	Smart Money in Financial Review (Weekend edition)	Sat	88
Geelong Advertiser (M-F)	Sport in Geelong Advertiser (M-F)	M-F	37
	Junior Sport (Tue) in Geelong Advertiser (M-F)	Tue	25
	Real Estate (Wed) in Geelong Advertiser (M-F)	Wed	50
	Scoop (Wed) in Geelong Advertiser (M-F)	Wed	18
	Real Cooking (Thu) in Geelong Advertiser (M-F)	Thu	22
	TV Guide (Thu) in Geelong Advertiser (M-F)	Thu	36
Geelong Advertiser (Sat)	Addy in Geelong Advertiser (Sat)	Sat	36
	Careers in Geelong Advertiser (Sat)	Sat	28
	GT Home in Geelong Advertiser (Sat)	Sat	41
	GT in Geelong Advertiser (Sat)	Sat	43
	Motoring in Geelong Advertiser (Sat)	Sat	22
	Real Estate in Geelong Advertiser (Sat)	Sat	41
	Sport in Geelong Advertiser (Sat)	Sat	44
	Weekend Extra in Geelong Advertiser (Sat)	Sat	38
Gold Coast Bulletin (M-F)	Business in Gold Coast Bulletin (M-F)	M-F	19
	Coast Confidential in Gold Coast Bulletin (M-F)	M-F	18
	Sport in Gold Coast Bulletin (M-F)	M-F	29
	Taste.com.au (Tue) in Gold Coast Bulletin (M-F)	Tue	36
	Play (Thu) in Gold Coast Bulletin (M-F)	Thu	33
	Business Property (Fri) in Gold Coast Bulletin (M-F)	Fri	27
	GC Shopper (Fri) in Gold Coast Bulletin (M-F)	Fri	26
Weekend Gold Coast Bulletin	Business in Weekend Gold Coast Bulletin	Sat	21
	Careers in Weekend Gold Coast Bulletin	Sat	19
	Coast Confidential in Weekend Gold Coast Bulletin	Sat	26
	Gold Coast Eye in Weekend Gold Coast Bulletin	Sat	32
	Motoring in Weekend Gold Coast Bulletin	Sat	16
	Real Estate in Weekend Gold Coast Bulletin	Sat	36
	Sport in Weekend Gold Coast Bulletin	Sat	33
Herald Sun (M-F)	Business Daily in Herald Sun (M-F)	M-F	258
	Confidential in Herald Sun (M-F)	M-F	276
	Sport in Herald Sun (M-F)	M-F	465
	Taste.com.au (Tue) in Herald Sun (M-F)	Tue	537
	Motoring (Fri) in Herald Sun (M-F)	Fri	331
Herald Sun (Sat)	Business Daily in Herald Sun (Sat)	Sat	208
	Careers in Herald Sun (Sat)	Sat	124
	Page 13 in Herald Sun (Sat)	Sat	265
	Real Estate in Herald Sun (Sat)	Sat	295
	Sport in Herald Sun (Sat)	Sat	381
	Weekend in Herald Sun (Sat)	Sat	380
Sunday Herald Sun	Body+Soul in Sunday Herald Sun	Sun	402



	Gossip Queen in Sunday Herald Sun	Sun	204
	Escape in Sunday Herald Sun	Sun	423
	Scene in Sunday Herald Sun	Sun	263
	Sport in Sunday Herald Sun	Sun	410
	TV Guide in Sunday Herald Sun	Sun	374
Mercury (Tas) (M-F)	Business in Mercury (Tas) (M-F)	M-F	26
	Classifieds in Mercury (Tas) (M-F)	M-F	48
	Sport in Mercury (Tas) (M-F)	M-F	42
	Money Saver (Mon) in Mercury (Tas) (M-F)	Mon	25
	Taste.com.au (Tue) in Mercury (Tas) (M-F)	Tue	47
	Pulse (Thu) in Mercury (Tas) (M-F)	Thu	30
	Real Estate (Thu) in Mercury (Tas) (M-F)	Thu	65
	Motoring in Mercury (Tas) (M-F)	Sat	27
Mercury on Saturday (Tas)	Business in Mercury on Saturday (Tas)	Sat	24
	Classifieds in Mercury on Saturday	Sat	47
	Saturday Magazine in Mercury on Saturday (Tas)	Sat	48
	Sport in Mercury on Saturday (Tas)	Sat	43
Sunday Tasmanian	Body + Soul in Sunday Tasmanian	Sun	34
	Escape in Sunday Tasmanian	Sun	38
	Sport in Sunday Tasmanian	Sun	38
	Tassie Living in Sunday Tasmanian	Sun	37
Morning Bulletin (M-F)	Easy Eating in Morning Bulletin (M-F)	M-F	11
	Local Classifieds in Morning Bulletin (M-F)	M-F	15
	Sport in Morning Bulletin (M-F)	M-F	20
	Web World (Mon) in Morning Bulletin (M-F)	Mon	8
	Better Business (Tue) in Morning Bulletin (M-F)	Tue	9
	Commercial Property (Thu) in Morning Bulletin (M-F)	Thu	11
	The Guide (Thu) in Morning Bulletin (M-F)	Thu	17
	Motoring (Fri) in Morning Bulletin (M-F)	Fri	11
Newcastle Herald (M-F)	GT in Newcastle Herald (M-F)	M-F	50
	Live in Newcastle Herald (M-F)	M-F	46
	TV in Newcastle Herald (M-F)	M-F	69
Newcastle Herald (Sat)	Domain in Newcastle Herald (Sat)	Sat	56
	H1 in Newcastle Herald (Sat)	Sat	57
	H2 in Newcastle Herald (Sat)	Sat	61
	Motoring in Newcastle Herald (Sat)	Sat	31
	Weekender in Newcastle Herald (Sat)	Sat	56
Northern Star (M-F)	Easy Eating in Northern Star (M-F)	M-F	7
	Sport in Northern Star (M-F)	M-F	8
	Web World (Mon) in Northern Star (M-F)	Mon	4
	Better Business (Tue) in Northern Star (M-F)	Tue	6
	NiE (Tue) in Northern Star (M-F)	Tue	6
	Commercial Property (Thu) in Northern Star (M-F)	Thu	8



	Smarter Shopping (Thu) in Northern Star (M-F)	Thu	5
	The Guide (Thu) in Northern Star (M-F)	Thu	11
The Weekend Star (Sat)	Easy Eating in The Weekend Star (Sat)	Sat	7
	Jobs in The Weekend Star (Sat)	Sat	5
	Motoring in The Weekend Star (Sat)	Sat	4
	Real Estate in The Weekend Star (Sat)	Sat	12
	Sport in The Weekend Star (Sat)	Sat	9
	Weekend in The Weekend Star (Sat)	Sat	13
Northern Territory News (M-F)	Sport in Northern Territory News (M-F)	M-F	24
	Switched On (Mon) in Northern Territory News (M-F)	Mon	16
	Entertainment (Fri) in Northern Territory News (M-F)	Fri	21
Northern Territory News (Sat)	Careers in Northern Territory News (Sat)	Sat	10
	Motoring in Northern Territory News (Sat)	Sat	12
	Classifieds in Northern Territory News (Sat)	Sat	13
	Marine Guide in Northern Territory News (Sat)	Sat	5
	Property in Northern Territory News (Sat)	Sat	11
Sunday Territorian	Body + Soul in Sunday Territorian	Sun	9
	Escape in Sunday Territorian	Sun	11
	Taste.com.au in Sunday Territorian	Sun	11
Sunshine Coast Daily (M-F)	Easy Eating in Sunshine Coast Daily (M-F)	M-F	10
	Sport in Sunshine Coast Daily (M-F)	M-F	20
	Web World (Mon) in Sunshine Coast Daily (M-F)	Mon	7
	Better Business (Tue) in Sunshine Coast Daily (M-F)	Tue	13
	Junior Sport (Wed) in Sunshine Coast Daily (M-F)	Wed	7
	Commercial Property (Thu) in Sunshine Coast Daily (M-F)	Thu	16
	Smarter Shopping (Thu) in Sunshine Coast Daily (M-F)	Thu	17
	The Guide (Thu) in Sunshine Coast Daily (M-F)	Thu	24
Sunshine Coast Daily (Sat)	Easy Eating in Sunshine Coast Daily Weekend (Sat)	Sat	13
	Jobs in Sunshine Coast Daily Weekend (Sat)	Sat	8
	Local Classifieds in Sunshine Coast Daily Weekend (Sat)	Sat	9
	Motoring in Sunshine Coast Daily Weekend (Sat)	Sat	10
	Real Estate in Sunshine Coast Daily Weekend (Sat)	Sat	21
	Sport in Sunshine Coast Daily Weekend (Sat)	Sat	17
	Weekend in Sunshine Coast Daily Weekend (Sat)	Sat	23
Sydney Morning Herald (M-F)	BusinessDay in Sydney Morning Herald (M-F)	M-F	204
	SportsDay in Sydney Morning Herald (M-F)	M-F	196
	The Guide (Mon) in Sydney Morning Herald (M-F)	Mon	328
	Good Food (Tue) in Sydney Morning Herald (M-F)	Tue	392
	Money (Wed) in Sydney Morning Herald (M-F)	Wed	278
	Pulse (Thu) in Sydney Morning Herald (M-F)	Thu	144
	The Form (Fri) in Sydney Morning Herald (M-F)	Fri	111
	The Shortlist (Fri) in Sydney Morning Herald (M-F)	Fri	220
Sydney Morning Herald (Sat)	Domain in Sydney Morning Herald (Sat)	Sat	297



	My Career in Sydney Morning Herald (Sat)	Sat	103
	News Review in Sydney Morning Herald (Sat)	Sat	360
	Spectrum in Sydney Morning Herald (Sat)	Sat	394
	The Form in Sydney Morning Herald (Sat)	Sat	77
	Traveller in Sydney Morning Herald (Sat)	Sat	353
	Weekend Business in Sydney Morning Herald (Sat)	Sat	260
	Weekend Drive in Sydney Morning Herald (Sat)	Sat	167
	Weekend Sport in Sydney Morning Herald (Sat)	Sat	251
Sun-Herald	Domain in Sun-Herald	Sun	204
	Extra in Sun-Herald	Sun	187
	Money in Sun-Herald	Sun	170
	Sport in Sun-Herald	Sun	195
	Travel in Sun-Herald	Sun	241
	TV Liftout in Sun-Herald	Sun	221
	S in Sun-Herald	Sun	197
The Age (M-F)	BusinessDay in The Age (M-F)	M-F	165
	Sport in The Age (M-F)	M-F	187
	Epicure (Tue) in The Age (M-F)	Tue	294
	Money (Wed) in The Age (M-F)	Wed	203
	Green Guide (Thu) in The Age (M-F)	Thu	316
	The Shortlist (Fri) in The Age (M-F)	Fri	247
The Age (Sat)	BusinessDay in The Age (Sat)	Sat	182
	Domain in The Age (Sat)	Sat	225
	Drive in The Age (Sat)	Sat	128
	Spectrum in The Age (Sat)	Sat	281
	My Career in The Age (Sat)	Sat	81
	Sport in The Age (Sat)	Sat	214
	Traveller in The Age (Sat)	Sat	258
Sunday Age	Domain in Sunday Age	Sun	179
	M in Sunday Age	Sun	206
	Sport in Sunday Age	Sun	176
	Traveller on Sunday in Sunday Age	Sun	204
The Australian (M-F)	The Australian Business Review in The Australian (M-F)	M-F	200
	Sport in The Australian (M-F)	M-F	174
	Inquirer in The Australian (M-F)	M-F	160
	Media & Marketing (Mon) in The Australian (M-F)	Mon	194
	Technology (Tue) in The Australian (M-F)	Tue	258
	Wealth (Tue) in The Australian (M-F)	Tue	228
	Higher Education (Wed) in The Australian (M-F)	Wed	202
	Prime Space (Thu) in The Australian (M-F)	Thu	135
	Aviation (Fri) in The Australian (M-F)	Fri	127
	Legal Affairs (Fri) in The Australian (M-F)	Fri	154
Weekend Australian	The Australian Business Review in Weekend Australian	Sat	302
	Inquirer in Weekend Australian	Sat	350
	Review in Weekend Australian	Sat	345



	Sport in Weekend Australian	Sat	270
	Travel & Indulgence in Weekend Australian	Sat	341
	Wealth in Weekend Australian	Sat	219
	Life Weekend in Weekend Australian (since: Feb'15)	Sat	303
	Weekend Professional in Weekend Australian	Sat	170
	Weekend Property in Weekend Australian	Sat	200
Townsville Bulletin (M-F)	Townsville Families (Tue) in Townsville Bulletin (M-F)	Tue	31
	Careers (Wed) in Townsville Bulletin (M-F)	Wed	35
	Play (Thu) in Townsville Bulletin (M-F)	Thu	33
	Our Defenders (Fri) in Townsville Bulletin (M-F)	Fri	25
	Weekend Planner (Fri) in Townsville Bulletin (M-F)	Fri	38
Townsville Bulletin (Sat)	Careers in Townsville Bulletin (Sat)	Sat	26
	Motoring in Townsville Bulletin (Sat)	Sat	26
	Real Estate in Townsville Bulletin (Sat)	Sat	35
	Sport in Townsville Bulletin (Sat)	Sat	36
	The Vine in Townsville Bulletin (Sat)	Sat	18
	Townsville Eye in Townsville Bulletin (Sat)	Sat	42
Weekend Bulletin	Jobs in Weekend Bulletin	Sun	13
	Local Classifieds in Weekend Bulletin	Sun	14
	Real Estate in Weekend Bulletin	Sun	17
	Sport in Weekend Bulletin	Sun	15
	Weekend in Weekend Bulletin	Sun	17
West Australian (M-F)	Employment - WJOBS in West Australian (M-F)	M-F	65
	Sport in West Australian (M-F)	M-F	216
	Today in West Australian (M-F)	M-F	175
	West Business in West Australian (M-F)	M-F	151
	Your Money in West Australian (M-F)	Mon	174
	Health + Fitness (Tue & Wed) in West Australian (M-F)	Tue,Wed	196
	West Property (Wed) in West Australian (M-F)	Wed	169
	West Real Estate (Wed) in West Australian (M-F)	Wed	182
	West Wheels (Wed) in West Australian (M-F)	Wed	120
	Fresh (Thu) in West Australian (M-F)	Thu	203
	Travel (Thu) in West Australian (M-F)	Thu	238
	Habitat (Fri) in West Australian (M-F)	Fri	176
Weekend West	Employment - WJOBS in Weekend West	Sat	67
	New Homes in Weekend West	Sat	125
	Sport in Weekend West	Sat	215
	The West Classifieds in Weekend West	Sat	116
	Travel in Weekend West	Sat	213
	West Business in Weekend West	Sat	148
	West Real Estate in Weekend West	Sat	140
	West Wheels in Weekend West	Sat	99
Sunday Times	Body+Soul in Sunday Times	Sun	172
	Careers in Sunday Times	Sun	61
	Carsguide in Sunday Times	Sun	96



	Escape in Sunday Times	Sun	169
	Home in Sunday Times	Sun	122
	Readersmart in Sunday Times	Sun	94
	Real Estate in Sunday Times	Sun	115
	Sport in Sunday Times	Sun	179
	Taste.com.au in Sunday Times	Sun	152
	The Sunday Times Guide in Sunday Times	Sun	156

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

