



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

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Jan18 – Dec18
Financial Review (M-F)	National/Metropolitan Newspapers	National	282
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	118
The Australian (M-F)	National/Metropolitan Newspapers	National	438
Weekend Australian	National/Metropolitan Newspapers	National	543
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	28
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	26
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	51
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	51
Newcastle Herald (M-F)	Regional Newspapers	NSW	114
Newcastle Herald (Sat)	Regional Newspapers	NSW	102
Northern Star (M-F)	Regional Newspapers	NSW	30
The Land	Rural and Agricultural and Other Weekly Publications	NSW	87
The Weekend Star (Sat)	Regional Newspapers	NSW	27
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	67
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	60
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	827
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	587
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	44
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	835
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	369
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	522
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	549
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	214
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	121
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	283
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	44
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	53
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	34
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	34
Geelong Advertiser (M-F)	Regional Newspapers	VIC	65



Geelong Advertiser (Sat)	Regional Newspapers	VIC	69
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	982
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	751
Sunday Age	National/Metropolitan Newspapers	VIC	301
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	693
The Age (M-F)	National/Metropolitan Newspapers	VIC	437
The Age (Sat)	National/Metropolitan Newspapers	VIC	436
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	34
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	41
The Senior (VIC)	Other Newspapers	VIC	170
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	23
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	30
Cairns Post (M-F)	Regional Newspapers	QLD	55
Cairns Weekend Post	Regional Newspapers	QLD	56
Chronicle (M-F)	Regional Newspapers	QLD	43
Chronicle (Sat)	Regional Newspapers	QLD	41
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	417
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	414
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	73
Morning Bulletin (M-F)	Regional Newspapers	QLD	34
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	58
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	501
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	53
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	40
The Senior (QLD)	Other Newspapers	QLD	130
Townsville Bulletin (M-F)	Regional Newspapers	QLD	66
Townsville Bulletin (Sat)	Regional Newspapers	QLD	60
Weekend Bulletin	Regional Newspapers	QLD	31
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	72
Sunday Times	National/Metropolitan Newspapers	WA	323
The Senior (WA)	Other Newspapers	WA	68
Weekend West	National/Metropolitan Newspapers	WA	442
West Australian (M-F)	National/Metropolitan Newspapers	WA	430
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	358
Saturday Advertiser	National/Metropolitan Newspapers	SA	378



Sunday Mail (SA)	National/Metropolitan Newspapers	SA	365
The Senior (SA)	Other Newspapers	SA	73
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	27
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	83
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	88
Sunday Examiner	Regional Newspapers	TAS	37
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	69
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	35
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	31
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	45
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	44
The Senior (TAS)	Other Newspapers	TAS	24
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	52
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	20
Sunday Territorian	National/Metropolitan Newspapers	NT	22

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

