



**PRINT AUDIENCE REPORT  
NEWSPAPERS**

**Data Period: March 2018 – February 2019  
Average Issue Readership '000's**

TITLE	MEDIA TYPE	STATE	PRINT AIR ( '000)
			Mar18 – Feb19
Financial Review (M-F)	National/Metropolitan Newspapers	National	288
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	117
The Australian (M-F)	National/Metropolitan Newspapers	National	413
Weekend Australian	National/Metropolitan Newspapers	National	495
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	56
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	55
Newcastle Herald (M-F)	Regional Newspapers	NSW	100
Newcastle Herald (Sat)	Regional Newspapers	NSW	95
Northern Star (M-F)	Regional Newspapers	NSW	29
The Land	Rural and Agricultural and Other Weekly Publications	NSW	86
The Weekend Star (Sat)	Regional Newspapers	NSW	27
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	62
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	58
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	787
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	562
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	40
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	799
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	348
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	496
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	534
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	206
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	119
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	264
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	42
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	50
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	30
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	31
Geelong Advertiser (M-F)	Regional Newspapers	VIC	58
Geelong Advertiser (Sat)	Regional Newspapers	VIC	63
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	964
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	735
Sunday Age	National/Metropolitan Newspapers	VIC	285
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	684



The Age (M-F)	National/Metropolitan Newspapers	VIC	419
The Age (Sat)	National/Metropolitan Newspapers	VIC	415
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	31
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	37
The Senior (VIC)	Other Newspapers	VIC	152
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	21
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	27
Cairns Post (M-F)	Regional Newspapers	QLD	56
Cairns Weekend Post	Regional Newspapers	QLD	53
Chronicle (M-F)	Regional Newspapers	QLD	41
Chronicle (Sat)	Regional Newspapers	QLD	41
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	404
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	400
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	66
Morning Bulletin (M-F)	Regional Newspapers	QLD	29
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	55
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	479
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	52
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	39
The Senior (QLD)	Other Newspapers	QLD	123
Townsville Bulletin (M-F)	Regional Newspapers	QLD	64
Townsville Bulletin (Sat)	Regional Newspapers	QLD	61
Weekend Bulletin	Regional Newspapers	QLD	26
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	66
Sunday Times	National/Metropolitan Newspapers	WA	348
The Senior (WA)	Other Newspapers	WA	56
Weekend West	National/Metropolitan Newspapers	WA	432
West Australian (M-F)	National/Metropolitan Newspapers	WA	430
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	342
Saturday Advertiser	National/Metropolitan Newspapers	SA	358
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	347
The Senior (SA)	Other Newspapers	SA	75
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	89
Sunday Examiner	Regional Newspapers	TAS	35
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	67
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	41
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	40
The Senior (TAS)	Other Newspapers	TAS	22
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	53



Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	15
Sunday Territorian	National/Metropolitan Newspapers	NT	23

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending Feb19

