



**PRINT AUDIENCE REPORT  
NEWSPAPERS**

**Data Period: February 2018 – January 2019**

**Average Issue Readership '000's**

TITLE	MEDIA TYPE	STATE	PRINT AIR ( '000)
			Feb18 – Jan19
Financial Review (M-F)	National/Metropolitan Newspapers	National	280
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	114
The Australian (M-F)	National/Metropolitan Newspapers	National	428
Weekend Australian	National/Metropolitan Newspapers	National	528
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	29
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	27
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	52
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	51
Newcastle Herald (M-F)	Regional Newspapers	NSW	106
Newcastle Herald (Sat)	Regional Newspapers	NSW	98
Northern Star (M-F)	Regional Newspapers	NSW	30
The Land	Rural and Agricultural and Other Weekly Publications	NSW	82
The Weekend Star (Sat)	Regional Newspapers	NSW	27
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	66
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	62
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	804
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	569
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	44
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	810
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	360
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	503
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	534
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	207
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	118
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	268
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	41
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	49
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	33
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	31
Geelong Advertiser (M-F)	Regional Newspapers	VIC	60
Geelong Advertiser (Sat)	Regional Newspapers	VIC	65
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	980
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	748
Sunday Age	National/Metropolitan Newspapers	VIC	280
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	704



The Age (M-F)	National/Metropolitan Newspapers	VIC	431
The Age (Sat)	National/Metropolitan Newspapers	VIC	422
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	32
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	39
The Senior (VIC)	Other Newspapers	VIC	167
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	20
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	28
Cairns Post (M-F)	Regional Newspapers	QLD	53
Cairns Weekend Post	Regional Newspapers	QLD	51
Chronicle (M-F)	Regional Newspapers	QLD	41
Chronicle (Sat)	Regional Newspapers	QLD	41
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	413
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	413
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	69
Morning Bulletin (M-F)	Regional Newspapers	QLD	30
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	57
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	496
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	55
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	42
The Senior (QLD)	Other Newspapers	QLD	124
Townsville Bulletin (M-F)	Regional Newspapers	QLD	65
Townsville Bulletin (Sat)	Regional Newspapers	QLD	59
Weekend Bulletin	Regional Newspapers	QLD	27
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	70
Sunday Times	National/Metropolitan Newspapers	WA	345
The Senior (WA)	Other Newspapers	WA	65
Weekend West	National/Metropolitan Newspapers	WA	434
West Australian (M-F)	National/Metropolitan Newspapers	WA	427
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	350
Saturday Advertiser	National/Metropolitan Newspapers	SA	365
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	356
The Senior (SA)	Other Newspapers	SA	72
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	25
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	79
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	84
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	30
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	41
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	41
The Senior (TAS)	Other Newspapers	TAS	23
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	53



Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	19
Sunday Territorian	National/Metropolitan Newspapers	NT	24

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending Jan19

