



**PRINT AUDIENCE REPORT
NEWSPAPERS**

Data Period: April 2018 – March 2019

Average Issue Readership '000's

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Apr18 – Mar19
Financial Review (M-F)	National/Metropolitan Newspapers	National	290
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	117
The Australian (M-F)	National/Metropolitan Newspapers	National	415
Weekend Australian	National/Metropolitan Newspapers	National	500
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	25
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	102
Newcastle Herald (Sat)	Regional Newspapers	NSW	97
Northern Star (M-F)	Regional Newspapers	NSW	28
The Land	Rural and Agricultural and Other Weekly Publications	NSW	84
The Weekend Star (Sat)	Regional Newspapers	NSW	26
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	61
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	59
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	783
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	563
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	40
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	793
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	348
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	499
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	527
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	207
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	120
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	257
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	29
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	31
Geelong Advertiser (M-F)	Regional Newspapers	VIC	59
Geelong Advertiser (Sat)	Regional Newspapers	VIC	64
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	968
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	726
Sunday Age	National/Metropolitan Newspapers	VIC	280
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	684



The Age (M-F)	National/Metropolitan Newspapers	VIC	414
The Age (Sat)	National/Metropolitan Newspapers	VIC	420
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	30
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	36
The Senior (VIC)	Other Newspapers	VIC	153
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	19
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	26
Cairns Post (M-F)	Regional Newspapers	QLD	57
Cairns Weekend Post	Regional Newspapers	QLD	54
Chronicle (M-F)	Regional Newspapers	QLD	40
Chronicle (Sat)	Regional Newspapers	QLD	41
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	402
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	396
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	65
Morning Bulletin (M-F)	Regional Newspapers	QLD	29
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	51
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	480
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	53
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	40
The Senior (QLD)	Other Newspapers	QLD	118
Townsville Bulletin (M-F)	Regional Newspapers	QLD	62
Townsville Bulletin (Sat)	Regional Newspapers	QLD	59
Weekend Bulletin	Regional Newspapers	QLD	25
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	66
Sunday Times	National/Metropolitan Newspapers	WA	343
The Senior (WA)	Other Newspapers	WA	53
Weekend West	National/Metropolitan Newspapers	WA	433
West Australian (M-F)	National/Metropolitan Newspapers	WA	420
Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	346
Saturday Advertiser	National/Metropolitan Newspapers	SA	360
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	342
The Senior (SA)	Other Newspapers	SA	73
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	25
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	82
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	84
Sunday Examiner	Regional Newspapers	TAS	34
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	66
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	34
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	29
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	41
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	41
The Senior (TAS)	Other Newspapers	TAS	20
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	53



Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	39
Sunday Territorian	National/Metropolitan Newspapers	NT	23

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending Mar19

