



**PRINT AUDIENCE REPORT
NEWSPAPERS**

**Data Period: January 2020 - December 2020
Average Issue Readership '000's**

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Jan20 - Dec20
Financial Review (M-F)	National/Metropolitan Newspapers	National	360
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	137
The Australian (M-F)	National/Metropolitan Newspapers	National	495
Weekend Australian	National/Metropolitan Newspapers	National	484
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	22
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	21
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	54
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	44
Newcastle Herald (M-F)	Regional Newspapers	NSW	76
Newcastle Herald (Sat)	Regional Newspapers	NSW	74
The Land	Rural and Agricultural and Other Weekly Publications	NSW	77
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	66
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	58
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	745
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	497
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	44
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	693
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	326
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	461
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	447
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	198
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	143
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	246
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	42
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	44
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	23
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	27
Geelong Advertiser (M-F)	Regional Newspapers	VIC	56
Geelong Advertiser (Sat)	Regional Newspapers	VIC	57
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	890
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	705
Sunday Age	National/Metropolitan Newspapers	VIC	237
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	705
The Age (M-F)	National/Metropolitan Newspapers	VIC	404
The Age (Sat)	National/Metropolitan Newspapers	VIC	331
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	32
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	40
The Senior (VIC)	Other Newspapers	VIC	141
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	17
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	27
Cairns Post (M-F)	Regional Newspapers	QLD	53
Cairns Weekend Post	Regional Newspapers	QLD	44
Chronicle (M-F)	Regional Newspapers	QLD	38
Chronicle (Sat)	Regional Newspapers	QLD	36
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	372
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	344
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	69
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	50
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	461
The Senior (QLD)	Other Newspapers	QLD	120
Townsville Bulletin (M-F)	Regional Newspapers	QLD	71
Townsville Bulletin (Sat)	Regional Newspapers	QLD	59
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	63
Sunday Times	National/Metropolitan Newspapers	WA	283
The Senior (WA)	Other Newspapers	WA	37
West Australian Saturday	National/Metropolitan Newspapers	WA	361
West Australian (M-F)	National/Metropolitan Newspapers	WA	363



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Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	271
Saturday Advertiser	National/Metropolitan Newspapers	SA	268
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	289
The Senior (SA)	Other Newspapers	SA	45
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	23
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	76
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	63
Sunday Examiner	Regional Newspapers	TAS	29
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	53
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	40
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	35
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	49
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	43
The Senior (TAS)	Other Newspapers	TAS	19
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	44
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	32
Sunday Territorian	National/Metropolitan Newspapers	NT	14