



**PRINT AUDIENCE REPORT
NEWSPAPERS**

**Data Period: October 2019 - September 2020
Average Issue Readership '000's**

TITLE	MEDIA TYPE	STATE	PRINT AIR ('000)
			Oct19 - Sep20
Financial Review (M-F)	National/Metropolitan Newspapers	National	339
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	124
The Australian (M-F)	National/Metropolitan Newspapers	National	473
Weekend Australian	National/Metropolitan Newspapers	National	482
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	26
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	24
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	50
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	42
Newcastle Herald (M-F)	Regional Newspapers	NSW	70
Newcastle Herald (Sat)	Regional Newspapers	NSW	65
The Land	Rural and Agricultural and Other Weekly Publications	NSW	72
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	69
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	58
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	703
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	468
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	47
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	672
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	330
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	448
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	449
The Senior (NSW/ACT)	Other Newspapers	NSW/ACT	180
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	137
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	241
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	52
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	52
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	23
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	23
Geelong Advertiser (M-F)	Regional Newspapers	VIC	51
Geelong Advertiser (Sat)	Regional Newspapers	VIC	58
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	869
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	670
Sunday Age	National/Metropolitan Newspapers	VIC	234
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	656
The Age (M-F)	National/Metropolitan Newspapers	VIC	397
The Age (Sat)	National/Metropolitan Newspapers	VIC	345
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	32
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	33
The Senior (VIC)	Other Newspapers	VIC	157
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	25
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	28
Cairns Post (M-F)	Regional Newspapers	QLD	57
Cairns Weekend Post	Regional Newspapers	QLD	42
Chronicle (M-F)	Regional Newspapers	QLD	41
Chronicle (Sat)	Regional Newspapers	QLD	43
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	362
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	340
Gold Coast Bulletin (M-F)	Regional Newspapers	QLD	70
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	54
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	446
The Senior (QLD)	Other Newspapers	QLD	127
Townsville Bulletin (M-F)	Regional Newspapers	QLD	66
Townsville Bulletin (Sat)	Regional Newspapers	QLD	59
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	60
Sunday Times	National/Metropolitan Newspapers	WA	300
The Senior (WA)	Other Newspapers	WA	48
West Australian Saturday	National/Metropolitan Newspapers	WA	384
West Australian (M-F)	National/Metropolitan Newspapers	WA	383



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Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	287
Saturday Advertiser	National/Metropolitan Newspapers	SA	280
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	298
The Senior (SA)	Other Newspapers	SA	52
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	26
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	74
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	71
Sunday Examiner	Regional Newspapers	TAS	27
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	55
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	38
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	32
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	45
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	43
The Senior (TAS)	Other Newspapers	TAS	22
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	39
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	31
Sunday Territorian	National/Metropolitan Newspapers	NT	17