



**PRINT AUDIENCE REPORT**  
**NEWSPAPER SECTIONS**  
**Data Period: January 2020 - December 2020**  
**Average Issue Readership '000's**

MASTHEAD	SECTION	DAYS	PRINT AIR ('000)
			Jan20 - Dec20
Adelaide Advertiser (M-F)	Adelaide Confidential	M-F	111
	Boomer	Mon	115
	Business Daily	Mon & Wed-Fri	91
	SA Business Journal	Tue	76
	Sport	M-F	147
Saturday Advertiser	Adelaide Confidential	Sat	111
	Business Daily	Sat	87
	Careers	Sat	64
	Real Estate	Sat	117
	SA Weekend	Sat	172
	Sport in Saturday Advertiser	Sat	159
Sunday Mail (SA)	Escape	Sun	165
	Home & Life	Sun	145
	Sport	Sun	166
	Sunday	Sun	113
	The BINGE Guide	Sun	149
Cairns Post (M-F)	Business Week	Wed	17
	Classifieds	M-F	21
	Friday Fishing	Fri	21
	Inspire	Tue	10
	Sport	M-F	19
	The Guide	Thu	30
Cairns Weekend Post	Cairns Eye	Sat	23
	Careers	Sat	16
	Classifieds	Sat	21
	Motoring	Sat	13
	Real Estate	Sat	25
The Canberra Times (M-F)	Business Day	M-F	27
	Fly	Thu	30
	Food and Wine	Wed	43
	Sport	M-F	33
	The Guide	Mon	42
The Canberra Times (Sat)	allhomes.com.au	Sat	33
	Drive	Sat	21
	My Career	Sat	12
	Sport	Sat	27
Sunday Canberra Times	Sport	Sun	26
Chronicle (M-F)	Junior Sport	Wed	COVID19 Suspended
	Local Classifieds	M-F	14
	Sport	M-F	17



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	The Guide	Thu	27
Chronicle (Sat)	Jobs	Sat	13
	Local Classifieds	Sat	12
	Real Estate	Sat	19
	Sport	Sat	17
	Weekend	Sat	21
Courier-Mail (M-F)	Business Daily	M-F	119
	Confidential	M-F	100
	PRIME SITE	Fri	127
	Sport	M-F	165
	Motoring	Fri	165
	Weekend Extra	Fri	242
Courier-Mail (Sat)	Business Daily	Sat	131
	Careers	Sat	91
	Confidential	Sat	129
	Home	Sat	129
	Saturday Insight	Sat	116
	Real Estate	Sat	140
	Sport	Sat	179
Sunday Mail (QLD)	Agenda	Sun	170
	Escape	Sun	283
	Motoring	Sun	147
	Sport	Sun	238
	A-list Confidential	Sun	186
	Sunday Home	Sun	200
	The BINGE Guide	Sun	273
Daily Telegraph (M-F)	Business Daily	M-F	208
	Classifieds	M-F	160
	Sport	M-F	333
	Mid Week Binge	Wed	271
	Sydney Confidential	M-F	207
Daily Telegraph (Sat)	Business Daily	Sat	155
	Careers	Sat	107
	Home	Sat	177
	Motoring	Sat	256
	Real Estate	Sat	220
	Saturday Extra	Sat	180
	Sport	Sat	276
	Saturday Confidential	Sat	186
Sunday Telegraph	Escape	Sun	391



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	Insider	Sun	260
	Real Estate	Sun	310
	Sport	Sun	380
	Binge Guide	Sun	305
Financial Review (M-F)	Companies & Markets	M-F	191
	Domain	Fri	352
	Education	Mon	177
	Life & Leisure	Fri	211
	Prestige	Wed	180
	Property	M-F	154
	Review	Fri	250
	Smart Investor	Wed	307
	Technology	Tue	260
Financial Review (Wknd edition)	Companies & Markets	Sat	91
	Life & Leisure	Sat	87
	Property	Sat	81
	Smart Money	Sat	97
Geelong Advertiser (M-F)	Junior Sport	Tue	COVID19 Suspended
	Real Estate	Wed	37
	Scoop	Thu	17
	Sport	M-F	29
	TV Magazine	Thu	26
Geelong Advertiser (Sat)	Classifieds	Sat	20
	GT Home	Sat	34
	GT	Sat	34
	Real Estate	Sat	36
	Sport	Sat	33
Gold Coast Bulletin (M-F)	Business	M-F	27
	Prime Site	Fri	36
	Play	Thu	36
	Sport	M-F	34
Weekend Gold Coast Bulletin	Business	Sat	31
	Classifieds	Sat	19
	The Inside Word + Faces & Places	Sat	29
	Gold Coast Eye	Sat	33
	Motoring	Sat	27
	Real Estate	Sat	41
	Sport	Sat	38
Herald Sun (M-F)	Business Daily	T-F	266
	Confidential	M-F	296



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	Motoring	Fri	275
	Sport	M-F	446
	Mid Week Binge Guide	Wed	360
Herald Sun (Sat)	Business Daily	Sat	208
	Careers	Sat	126
	Page 13	Sat	302
	Real Estate	Sat	290
	Sport	Sat	351
	Weekend	Sat	374
Sunday Herald Sun	Escape	Sun	413
	Gossip Queen	Sun	233
	Sport	Sun	391
	Binge Guide	Sun	338
Mercury (Tas) (M-F)	Business	Tue; Fri	30
	Classifieds	M-F	43
	Motoring	Fri	28
	Real Estate	Thu	62
	Sport	M-F	41
Mercury on Saturday (Tas)	Business	Sat	27
	Classifieds	Sat	36
	Sport	Sat	33
	TasWeekend	Sat	41
Sunday Tasmanian	Escape	Sun	29
	Sport	Sun	30
	Sunday Retreat	Sun	27
Newcastle Herald (M-F)	GT	Wed	43
	Live	Thu	41
	TV	Fri	52
Newcastle Herald (Sat)	Domain	Sat	49
	H1	Sat	40
	H2	Sat	38
	Motoring	Sat	16
	Weekender	Sat	48
Northern Territory News (M-F)	Entertainment	Thu	21
	Business Review	Wed	17
	Motoring	Fri	12
	Sport	M-F	16
	TV Guide	Tue	15
Northern Territory News (Sat)	Classifieds	Sat	18
	Real Estate	Sat	17



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Sunday Territorian	TV Guide	Sun	9
Sydney Morning Herald (M-F)	Business	M-F	198
	Good Food	Tue	329
	Money	Wed	242
	Pulse	Thu	131
	Sport	M-F	186
	The Form	Fri	96
	The Guide	Mon	250
	The Shortlist	Fri	COVID19 Suspended
	Sydney Morning Herald (Sat)	Business	Sat
Domain		Sat	224
My Career		Sat	86
News Review		Sat	259
Spectrum		Sat	277
Sport		Sat	200
The Form		Sat	73
Traveller		Sat	COVID19 Suspended
Weekend Drive		Sat	136
Sun-Herald	Domain	Sun	182
	Extra	Sun	151
	Money	Sun	157
	S	Sun	162
	Sport	Sun	169
	Traveller	Sun	COVID19 Suspended
	TV Liftout	Sun	194
The Age (M-F)	Business	M-F	181
	Good Food	Tue	267
	Green Guide	Thu	245
	Money	Wed	202
	Sport	M-F	170
	The Shortlist	Fri	COVID19 Suspended
The Age (Sat)	Business	Sat	164
	Domain	Sat	166
	Drive	Sat	102
	My Career	Sat	73
	Spectrum	Sat	210
	Sport	Sat	168
	Traveller	Sat	COVID19 Suspended
Sunday Age	Domain	Sun	133
	M	Sun	159



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	Sport	Sun	127
	Traveller on Sunday	Sun	COVID19 Suspended
The Australian (M-F)	Aviation	Fri	COVID19 Suspended
	Higher Education	Wed	252
	Life & Times	M-F	175
	Legal Affairs	Fri	COVID19 Suspended
	Media	Mon	276
	Sport	M-F	195
	Technology	Tue	COVID19 Suspended
	The Australian Business Review	M-F	219
	Wealth	Tue	310
Weekend Australian	Inquirer	Sat	292
	Life Weekend	Sat	251
	Review	Sat	303
	Sport	Sat	255
	The Australian Business Review	Sat	271
	Travel & Indulgence	Sat	271
	Weekend Wealth	Sat	193
	Mansion	Sat	192
Townsville Bulletin (M-F)	The Guide	Thu	27
	Primesite	Wed	17
	Sport Monday	Mon	38
	Townsville Families	Tue	COVID19 Suspended
	Weekend Planner	Fri	COVID19 Suspended
Townsville Bulletin (Sat)	Motoring	Sat	18
	Careers	Sun	19
	Real Estate	Sat	26
	Sport	Sat	27
	Townsville Eye	Sat	30
West Australian (M-F)	Employment	M-F	60
	FOOD	Thu	208
	Health	Tue;Wed	164
	HOME	Fri	166
	Sport	M-F	185
	Today	M-F	137
	Travel	Thu	210
	West Business	M-F	144
	West Property	Wed	163
	Real Estate	Wed	160
	West Wheels	Wed	114



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	Your Money	Mon	174
West Australian Saturday	Employment	Sat	62
	New Homes	Sat	106
	Sport	Sat	184
	The West Classifieds	Sat	95
	Travel	Sat	186
	West Business	Sat	133
	West Real Estate	Sat	120
	West Wheels	Sat	93
Sunday Times	Body+Soul	Sun	145
	Escape	Sun	167
	Motoring	Sun	87
	Sport	Sun	160
	Taste	Sun	147
	The Sunday Times Guide	Sun	155