

emma™ Print Audience Report - Newspapers (Excl. Community Newspapers)

Average Issue Readership (AIR) in '000

Data Period: Dec 2015-Nov 2016

TITLE	MEDIA TYPE	STATE	PRINT (AIR)
Financial Review (M-F Av)	National/Metropolitan Newspapers	National	317
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	126
The Australian (M-F Av)	National/Metropolitan Newspapers	National	476
Weekend Australian	National/Metropolitan Newspapers	National	564
Armidale Express Extra	Regional Newspapers	NSW	20
Ballina Shire Advocate	Regional Newspapers	NSW	21
Bathurst Western Times	Regional Newspapers	NSW	12
Byron Shire News	Regional Newspapers	NSW	16
Camden Haven Courier	Regional Newspapers	NSW	13
Central Western Daily (M-F)	Regional Newspapers	NSW	16
Central Western Daily (Sat)	Regional Newspapers	NSW	18
Coastal Views	Regional Newspapers	NSW	13
Daily Advertiser (M-F Av)	Regional Newspapers	NSW	31
Daily Advertiser (Sat)	Regional Newspapers	NSW	32
Daily Examiner (M-F Av)	Regional Newspapers	NSW	17
Daily Examiner (Sat)	Regional Newspapers	NSW	14
Express (Port Macquarie)	Regional Newspapers	NSW	29
Hawkesbury Courier	Regional Newspapers	NSW	24
Hawkesbury Gazette	Regional Newspapers	NSW	20
Hunter Valley News	Regional Newspapers	NSW	22
Illawarra Mercury (M-F Av)	Regional Newspapers	NSW	56
Illawarra Mercury (Sat)	Regional Newspapers	NSW	51
Lismore Echo	Regional Newspapers	NSW	30
Lower Hunter Star	Regional Newspapers	NSW	22
Mailbox Shopper	Regional Newspapers	NSW	16
Manning Great Lakes Extra	Regional Newspapers	NSW	29
Mid-Coast Observer	Regional Newspapers	NSW	26
Midstate Observer	Regional Newspapers	NSW	9
Newcastle Herald (M-F Av)	Regional Newspapers	NSW	127
Newcastle Herald (Sat)	Regional Newspapers	NSW	123
Northern Daily Leader (M-F Av)	Regional Newspapers	NSW	24
Northern Daily Leader (Sat)	Regional Newspapers	NSW	25
Northern Star (M-F Av)	Regional Newspapers	NSW	40
Port Stephens Examiner	Regional Newspapers	NSW	42
Richmond River Express Examiner	Regional Newspapers	NSW	16
Tamworth Times incorporating The Tamworth Indepe	Regional Newspapers	NSW	16
The Advertiser incorporating the Lake Times (Mod	Regional Newspapers	NSW	76
The Coffs Coast Advocate (Wed, Sat Av)	Regional Newspapers	NSW	47
The Land	Rural and Agricultural and Other Weekly Publications	NSW	86
The Leader	Regional Newspapers	NSW	11
The Star	Regional Newspapers	NSW	42
The Weekend Star (Sat)	Regional Newspapers	NSW	40
Tweed Daily News: Community Edition	Regional Newspapers	NSW	26
Canberra Times (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	81
Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	78
Daily Telegraph (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	990
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	760
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	50
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	1,076
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	597
Sydney Morning Herald (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	654
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	706
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	171
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	172
Border Mail (M-F Av)	Regional Newspapers	NSW/VIC	51
Border Mail (Sat)	Regional Newspapers	NSW/VIC	60
Bairnsdale Advertiser	Regional Newspapers	VIC	18
Bendigo Advertiser (M-F Av)	Regional Newspapers	VIC	33
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	38
Echo	Regional Newspapers	VIC	25
East Gippsland News	Regional Newspapers	VIC	24
Geelong Advertiser (M-F Av)	Regional Newspapers	VIC	74
Geelong Advertiser (Sat)	Regional Newspapers	VIC	79
Herald Sun (M-F Av)	National/Metropolitan Newspapers	VIC	1,227
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	1,018
Latrobe Valley Express (Mon, Thu Av)	Regional Newspapers	VIC	53
Midland Express	Regional Newspapers	VIC	27
Mildura Midweek	Regional Newspapers	VIC	16
News Weekly (Albury Wodonga)	Regional Newspapers	VIC	13
Riverine Herald (Mon, Wed, Fri Av)	Regional Newspapers	VIC	17
Shepparton News (M-F)	Regional Newspapers	VIC	25
Shepparton News (Sat)	Regional Newspapers	VIC	17
South Gippsland Sentinel-Times	Regional Newspapers	VIC	21
Sunday Age	National/Metropolitan Newspapers	VIC	441
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	960
The Adviser	Regional Newspapers	VIC	33
The Age (M-F Av)	National/Metropolitan Newspapers	VIC	578
The Age (Sat)	National/Metropolitan Newspapers	VIC	573

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The Baw Baw Shire and West Gippsland Trader	Regional Newspapers	VIC	16
The Bendigo Weekly	Regional Newspapers	VIC	34
The Courier (M-F Av)	Regional Newspapers	VIC	41
The Courier (Sat)	Regional Newspapers	VIC	51
The Great Southern Star	Regional Newspapers	VIC	14
The North Central Review	Regional Newspapers	VIC	20
The Standard (M-F Av)	Regional Newspapers	VIC	27
The Standard (Sat)	Regional Newspapers	VIC	30
The Wimmera Mail-Times (Mon, Wed, Fri Av)	Regional Newspapers	VIC	14
Wangaratta Chronicle (Mon, Wed, Fri Av)	Regional Newspapers	VIC	13
Warragul & Drouin Gazette	Regional Newspapers	VIC	27
Sunraysia Daily (M-F Av)	Regional Newspapers	VIC	27
Sunraysia Daily (Sat)	Regional Newspapers	VIC	29
Surf Coast Times	Regional Newspapers	VIC	24
Eribie Weekly	Regional Newspapers	QLD	17
Buderim Chronicle	Regional Newspapers	QLD	17
Caboolture News	Regional Newspapers	QLD	42
Cairns Post (M-F Av)	Regional Newspapers	QLD	77
Cairns Weekend Post	Regional Newspapers	QLD	77
Caloundra Weekly	Regional Newspapers	QLD	23
Capricorn Coast Mirror	Regional Newspapers	QLD	13
Chronicle (M-F Av)	Regional Newspapers	QLD	56
Chronicle (Sat)	Regional Newspapers	QLD	54
Coolum & North Shore News	Regional Newspapers	QLD	15
Courier-Mail (M-F Av)	National/Metropolitan Newspapers	QLD	593
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	569
Daily Mercury (M-F Av)	Regional Newspapers	QLD	36
Daily Mercury (Sat)	Regional Newspapers	QLD	30
Fraser Coast Chronicle (M-F Av)	Regional Newspapers	QLD	34
Fraser Coast Chronicle (Sat)	Regional Newspapers	QLD	26
Gatton, Lockyer and Brisbane Valley Star	Regional Newspapers	QLD	29
Gold Coast Bulletin (M-F Av)	Regional Newspapers	QLD	101
Guardian	Regional Newspapers	QLD	13
Gympie Times (Sat)	Regional Newspapers	QLD	18
Gympie Times (T-F Av)	Regional Newspapers	QLD	17
Hervey Bay Observer	Regional Newspapers	QLD	25
Jimboomba Times	Regional Newspapers	QLD	36
Maroochy & Kawana Weekly	Regional Newspapers	QLD	11
Morning Bulletin (M-F Av)	Regional Newspapers	QLD	38
Nambour Weekly	Regional Newspapers	QLD	13
NewsMail (M-F Av)	Regional Newspapers	QLD	33
NewsMail (Sat)	Regional Newspapers	QLD	33
Noosa News (Tue, Fri Av)	Regional Newspapers	QLD	32
Observer (M-F Av) (Gladstone)	Regional Newspapers	QLD	21
Observer (Sat) (Gladstone)	Regional Newspapers	QLD	19
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	65
Queensland Times (M-F Av)	Regional Newspapers	QLD	36
Queensland Times (Sat)	Regional Newspapers	QLD	31
Redland City Bulletin (ex Bayside Bulletin + Redland City)	Regional Newspapers	QLD	62
Satellite	Regional Newspapers	QLD	34
South Burnett Times (Tue, Fri Av)	Regional Newspapers	QLD	15
Southern Downs Weekly	Regional Newspapers	QLD	12
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	762
Sunshine Coast Daily (M-F Av)	Regional Newspapers	QLD	64
Sunshine Coast Daily (Sat)	Regional Newspapers	QLD	56
Sunshine Coast Sunday	Regional Newspapers	QLD	29
Tablelands Advertiser	Regional Newspapers	QLD	24
The Ipswich Advertiser	Regional Newspapers	QLD	28
The Logan Reporter	Regional Newspapers	QLD	38
The Maryborough Herald	Regional Newspapers	QLD	15
The MidWeek	Regional Newspapers	QLD	14
The Tablelander	Regional Newspapers	QLD	29
Toowoomba Life	Regional Newspapers	QLD	14
Townsville Bulletin (M-F Av)	Regional Newspapers	QLD	83
Townsville Bulletin (Sat)	Regional Newspapers	QLD	79
Warwick Daily News (M-F Av)	Regional Newspapers	QLD	10
Warwick Daily News (Sat)	Regional Newspapers	QLD	7
Weekend Bulletin	Regional Newspapers	QLD	34
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	90
Whitsunday Coast Guardian	Regional Newspapers	QLD	5
Whitsunday Times	Regional Newspapers	QLD	13

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TITLE	MEDIA TYPE	STATE	PRINT (AIR)
Albany Advertiser (Tue, Thu Av)	Regional Newspapers	WA	17
Augusta Margaret River Mail	Regional Newspapers	WA	9
Augusta Margaret River Times	Regional Newspapers	WA	9
Broome Advertiser	Regional Newspapers	WA	9
Bunbury Herald	Regional Newspapers	WA	40
Bunbury Mail	Regional Newspapers	WA	40
Busselton Dunsborough Times	Regional Newspapers	WA	26
Busselton-Dunsborough Mail	Regional Newspapers	WA	19
Harvey-Waroona Reporter	Regional Newspapers	WA	6
Kalgoorlie Miner (M-F Av)	Regional Newspapers	WA	15
Kalgoorlie Miner (Sat)	Regional Newspapers	WA	17
Mandurah Mail	Regional Newspapers	WA	47
Midwest Times Incorporating Northern Guardians	Regional Newspapers	WA	25
North West Telegraph	Regional Newspapers	WA	9
Pilbara News	Regional Newspapers	WA	18
Quokka	Rural and Agricultural and Other Weekly Publications	WA	30
South Western Times	Regional Newspapers	WA	28
Sunday Times	National/Metropolitan Newspapers	WA	486
The Extra	Regional Newspapers	WA	11
The Geraldton Guardian (Mon, Wed, Fri Av)	Regional Newspapers	WA	19
The Great Southern Weekender	Regional Newspapers	WA	29
Weekend West	National/Metropolitan Newspapers	WA	599
West Australian (M-F Av)	National/Metropolitan Newspapers	WA	619
Adelaide Advertiser (M-F Av)	National/Metropolitan Newspapers	SA	397
Barossa & Light Herald	Regional Newspapers	SA	17
Flinders News	Regional Newspapers	SA	15
Port Lincoln Times	Regional Newspapers	SA	14
Saturday Advertiser	National/Metropolitan Newspapers	SA	408
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	429
The Border Watch	Regional Newspapers	SA	22
The Times (Victor Harbour)	Regional Newspapers	SA	12
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	51
Kingborough Chronicle	Regional Newspapers	TAS	10
Mercury (Tas) (M-F Av)	National/Metropolitan Newspapers	TAS	97
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	102
Sunday Examiner	Regional Newspapers	TAS	52
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	88
The Advocate (M-F Av)	Regional Newspapers	TAS	44
The Advocate (Sat)	Regional Newspapers	TAS	42
The Examiner (M-F Av)	Regional Newspapers	TAS	62
The Examiner (Sat)	Regional Newspapers	TAS	58
Centralian Advocate (Tue, Fri Av)	Regional Newspapers	NT	13
Northern Territory News (M-F Av)	National/Metropolitan Newspapers	NT	60
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	46
Sunday Territorian	National/Metropolitan Newspapers	NT	34

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