

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

Average Issue Readership (AIR) in '000

Data Period: Jan 2016-Dec 2016

TITLE	MEDIA TYPE	STATE	PRINT (AIR)
Financial Review (M-F Av)	National/Metropolitan Newspapers	National	314
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	122
The Australian (M-F Av)	National/Metropolitan Newspapers	National	475
Weekend Australian	National/Metropolitan Newspapers	National	560
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	17
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	50
Lismore Echo	Regional Newspapers	NSW	28
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	122
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	39
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	87
The Leader	Regional Newspapers	NSW	11
The Star	Regional Newspapers	NSW	44
The Weekend Star (Sat)	Regional Newspapers	NSW	39
Tweed Daily News: Community Edition	Regional Newspapers	NSW	26
Canberra Times (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	80
Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	76
Daily Telegraph (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	988
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	755
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	51
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	1,074
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	592
Sydney Morning Herald (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	655
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	703
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	172
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	175
Border Mail (M-F Av)	Regional Newspapers	NSW/VIC	52
Border Mail (Sat)	Regional Newspapers	NSW/VIC	62
Bairnsdale Advertiser	Regional Newspapers	VIC	19
Bendigo Advertiser (M-F Av)	Regional Newspapers	VIC	34
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	40
Echo	Regional Newspapers	VIC	25
East Gippsland News	Regional Newspapers	VIC	24
Geelong Advertiser (M-F Av)	Regional Newspapers	VIC	73
Geelong Advertiser (Sat)	Regional Newspapers	VIC	78
Herald Sun (M-F Av)	National/Metropolitan Newspapers	VIC	1,215
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	1,009
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	16
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	420
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	944
The Adviser	Regional Newspapers	VIC	33
The Age (M-F Av)	National/Metropolitan Newspapers	VIC	567
The Age (Sat)	National/Metropolitan Newspapers	VIC	555

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The Baw Baw Shire and West Gippsland Trader	Regional Newspapers	VIC	16
The Bendigo Weekly	Regional Newspapers	VIC	35
The Courier (M-F Av)	Regional Newspapers	VIC	42
The Courier (Sat)	Regional Newspapers	VIC	53
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	15
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	79
Cairns Weekend Post	Regional Newspapers	QLD	79
Caloundra Weekly	Regional Newspapers	QLD	23
Capricorn Coast Mirror	Regional Newspapers	QLD	13
Chronicle (M-F Av)	Regional Newspapers	QLD	58
Chronicle (Sat)	Regional Newspapers	QLD	55
Coolum & North Shore News	Regional Newspapers	QLD	15
Courier-Mail (M-F Av)	National/Metropolitan Newspapers	QLD	588
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	568
Daily Mercury (M-F Av)	Regional Newspapers	QLD	37
Daily Mercury (Sat)	Regional Newspapers	QLD	30
Fraser Coast Chronicle (M-F Av)	Regional Newspapers	QLD	33
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	97
Guardian	Regional Newspapers	QLD	13
Gympie Times (Sat)	Regional Newspapers	QLD	18
Gympie Times (T-F Av)	Regional Newspapers	QLD	18
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	37
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	67
Queensland Times (M-F Av)	Regional Newspapers	QLD	35
Queensland Times (Sat)	Regional Newspapers	QLD	31
Redland City Bulletin (ex Bayside Bulletin + Redland)	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	754
Sunshine Coast Daily (M-F Av)	Regional Newspapers	QLD	64
Sunshine Coast Daily (Sat)	Regional Newspapers	QLD	56
Sunshine Coast Sunday	Regional Newspapers	QLD	28
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	82
Townsville Bulletin (Sat)	Regional Newspapers	QLD	78
Warwick Daily News (M-F Av)	Regional Newspapers	QLD	10
Warwick Daily News (Sat)	Regional Newspapers	QLD	7
Weekend Bulletin	Regional Newspapers	QLD	33
Weekend Gold Coast Bulletin	Regional Newspapers	QLD	87
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	16
Kalgoorlie Miner (Sat)	Regional Newspapers	WA	17
Mandurah Mail	Regional Newspapers	WA	48
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	27
South Western Times	Regional Newspapers	WA	28
Sunday Times	National/Metropolitan Newspapers	WA	471
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	579
West Australian (M-F Av)	National/Metropolitan Newspapers	WA	606
Adelaide Advertiser (M-F Av)	National/Metropolitan Newspapers	SA	394
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	405
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	426
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	32
Kingborough Chronicle	Regional Newspapers	TAS	10
Mercury (Tas) (M-F Av)	National/Metropolitan Newspapers	TAS	95
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	100
Sunday Examiner	Regional Newspapers	TAS	53
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	86
The Advocate (M-F Av)	Regional Newspapers	TAS	45
The Advocate (Sat)	Regional Newspapers	TAS	41
The Examiner (M-F Av)	Regional Newspapers	TAS	61
The Examiner (Sat)	Regional Newspapers	TAS	59
Centralian Advocate (Tue, Fri Av)	Regional Newspapers	NT	14
Northern Territory News (M-F Av)	National/Metropolitan Newspapers	NT	58
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	50
Sunday Territorian	National/Metropolitan Newspapers	NT	34

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