

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

Average Issue Readership (AIR) in '000

Data Period: Feb 2016-Jan 2017

TITLE	MEDIA TYPE	STATE	PRINT (AIR)
Financial Review (M-F Av)	National/Metropolitan Newspapers	National	321
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	123
The Australian (M-F Av)	National/Metropolitan Newspapers	National	478
Weekend Australian	National/Metropolitan Newspapers	National	555
Armidale Express Extra	Regional Newspapers	NSW	18
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	17
Coastal Views	Regional Newspapers	NSW	12
Daily Advertiser (M-F Av)	Regional Newspapers	NSW	31
Daily Advertiser (Sat)	Regional Newspapers	NSW	32
Daily Examiner (M-F Av)	Regional Newspapers	NSW	16
Daily Examiner (Sat)	Regional Newspapers	NSW	13
Express (Port Macquarie)	Regional Newspapers	NSW	28
Hawkesbury Courier	Regional Newspapers	NSW	22
Hawkesbury Gazette	Regional Newspapers	NSW	17
Hunter Valley News	Regional Newspapers	NSW	22
Illawarra Mercury (M-F Av)	Regional Newspapers	NSW	57
Illawarra Mercury (Sat)	Regional Newspapers	NSW	52
Lismore Echo	Regional Newspapers	NSW	33
Lower Hunter Star	Regional Newspapers	NSW	19
Mailbox Shopper	Regional Newspapers	NSW	15
Manning Great Lakes Extra	Regional Newspapers	NSW	28
Mid-Coast Observer	Regional Newspapers	NSW	28
Midstate Observer	Regional Newspapers	NSW	8
Newcastle Herald (M-F Av)	Regional Newspapers	NSW	129
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	39
Port Stephens Examiner	Regional Newspapers	NSW	41
Richmond River Express Examiner	Regional Newspapers	NSW	16
Tamworth Times incorporating The Tamworth Indepe	Regional Newspapers	NSW	14
The Advertiser incorporating the Lake Times (Mod	Regional Newspapers	NSW	55
The Coffs Coast Advocate (Wed, Sat Av)	Regional Newspapers	NSW	47
The Land	Rural and Agricultural and Other Weekly Publications	NSW	92
The Leader	Regional Newspapers	NSW	11
The Star	Regional Newspapers	NSW	24
The Weekend Star (Sat)	Regional Newspapers	NSW	39
Tweed Daily News: Community Edition	Regional Newspapers	NSW	25
Canberra Times (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	81
Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	77
Daily Telegraph (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	1,020
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	783
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	52
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	1,096
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	602
Sydney Morning Herald (M-F Av)	National/Metropolitan Newspapers	NSW/ACT	670
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	710
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	174
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	179
Border Mail (M-F Av)	Regional Newspapers	NSW/VIC	51
Border Mail (Sat)	Regional Newspapers	NSW/VIC	62
Bairnsdale Advertiser	Regional Newspapers	VIC	19
Bendigo Advertiser (M-F Av)	Regional Newspapers	VIC	35
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	40
Echo	Regional Newspapers	VIC	26
East Gippsland News	Regional Newspapers	VIC	23
Geelong Advertiser (M-F Av)	Regional Newspapers	VIC	75
Geelong Advertiser (Sat)	Regional Newspapers	VIC	80
Herald Sun (M-F Av)	National/Metropolitan Newspapers	VIC	1,244
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	1,029
Latrobe Valley Express (Mon, Thu Av)	Regional Newspapers	VIC	53
Midland Express	Regional Newspapers	VIC	26
Mildura Midweek	Regional Newspapers	VIC	22
News Weekly (Albury Wodonga)	Regional Newspapers	VIC	9
Riverine Herald (Mon, Wed, Fri Av)	Regional Newspapers	VIC	16
Shepparton News (M-F)	Regional Newspapers	VIC	26
Shepparton News (Sat)	Regional Newspapers	VIC	15
South Gippsland Sentinel-Times	Regional Newspapers	VIC	21
Sunday Age	National/Metropolitan Newspapers	VIC	435
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	954
The Adviser	Regional Newspapers	VIC	32
The Age (M-F Av)	National/Metropolitan Newspapers	VIC	590
The Age (Sat)	National/Metropolitan Newspapers	VIC	571

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The Baw Baw Shire and West Gippsland Trader	Regional Newspapers	VIC	17
The Bendigo Weekly	Regional Newspapers	VIC	35
The Courier (M-F Av)	Regional Newspapers	VIC	43
The Courier (Sat)	Regional Newspapers	VIC	51
The Great Southern Star	Regional Newspapers	VIC	13
The North Central Review	Regional Newspapers	VIC	19
The Standard (M-F Av)	Regional Newspapers	VIC	27
The Standard (Sat)	Regional Newspapers	VIC	29
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	24
Sunraysia Daily (M-F Av)	Regional Newspapers	VIC	26
Sunraysia Daily (Sat)	Regional Newspapers	VIC	28
Surf Coast Times	Regional Newspapers	VIC	25
Eribie Weekly	Regional Newspapers	QLD	17
Buderim Chronicle	Regional Newspapers	QLD	18
Caboolture News	Regional Newspapers	QLD	40
Cairns Post (M-F Av)	Regional Newspapers	QLD	79
Cairns Weekend Post	Regional Newspapers	QLD	81
Caloundra Weekly	Regional Newspapers	QLD	22
Capricorn Coast Mirror	Regional Newspapers	QLD	13
Chronicle (M-F Av)	Regional Newspapers	QLD	59
Chronicle (Sat)	Regional Newspapers	QLD	57
Coolum & North Shore News	Regional Newspapers	QLD	16
Courier-Mail (M-F Av)	National/Metropolitan Newspapers	QLD	589
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	572
Daily Mercury (M-F Av)	Regional Newspapers	QLD	39
Daily Mercury (Sat)	Regional Newspapers	QLD	34
Fraser Coast Chronicle (M-F Av)	Regional Newspapers	QLD	31
Fraser Coast Chronicle (Sat)	Regional Newspapers	QLD	26
Gatton, Lockyer and Brisbane Valley Star	Regional Newspapers	QLD	28
Gold Coast Bulletin (M-F Av)	Regional Newspapers	QLD	99
Gympie Times (Sat)	Regional Newspapers	QLD	18
Gympie Times (T-F Av)	Regional Newspapers	QLD	17
Hervey Bay Observer	Regional Newspapers	QLD	24
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	14
NewsMail (M-F Av)	Regional Newspapers	QLD	32
NewsMail (Sat)	Regional Newspapers	QLD	31
Noosa News (Tue, Fri Av)	Regional Newspapers	QLD	32
Observer (M-F Av) (Gladstone)	Regional Newspapers	QLD	18
Observer (Sat) (Gladstone)	Regional Newspapers	QLD	17
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	67
Queensland Times (M-F Av)	Regional Newspapers	QLD	32
Queensland Times (Sat)	Regional Newspapers	QLD	28
Redland City Bulletin (ex Bayside Bulletin + Red Satellite	Regional Newspapers	QLD	64
South Burnett Times (Tue, Fri Av)	Regional Newspapers	QLD	32
Southern Downs Weekly	Regional Newspapers	QLD	13
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	11
Sunshine Coast Daily (M-F Av)	Regional Newspapers	QLD	756
Sunshine Coast Daily (Sat)	Regional Newspapers	QLD	66
Tablelands Advertiser	Regional Newspapers	QLD	57
The Ipswich Advertiser	Regional Newspapers	QLD	22
The Logan Reporter	Regional Newspapers	QLD	26
The Maryborough Herald	Regional Newspapers	QLD	34
The MidWeek	Regional Newspapers	QLD	14
The Tablelander	Regional Newspapers	QLD	11
Townsville Bulletin (M-F Av)	Regional Newspapers	QLD	29
Townsville Bulletin (Sat)	Regional Newspapers	QLD	83
Townsville Bulletin (Sat)	Regional Newspapers	QLD	79
Warwick Daily News (M-F Av)	Regional Newspapers	QLD	9
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	16
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	20
Harvey-Waroona Reporter	Regional Newspapers	WA	6
Kalgoorlie Miner (M-F Av)	Regional Newspapers	WA	14
Kalgoorlie Miner (Sat)	Regional Newspapers	WA	16
Mandurah Mail	Regional Newspapers	WA	54
Midwest Times Incorporating Northern Guardians	Regional Newspapers	WA	25
North West Telegraph	Regional Newspapers	WA	8
Pilbara News	Regional Newspapers	WA	17
Quokka	Rural and Agricultural and Other Weekly Publications	WA	26
South Western Times	Regional Newspapers	WA	27
Sunday Times	National/Metropolitan Newspapers	WA	470
The Extra	Regional Newspapers	WA	12
The Geraldton Guardian (Mon, Wed, Fri Av)	Regional Newspapers	WA	19
Weekend West	National/Metropolitan Newspapers	WA	583
West Australian (M-F Av)	National/Metropolitan Newspapers	WA	609
Adelaide Advertiser (M-F Av)	National/Metropolitan Newspapers	SA	393
Barossa & Light Herald	Regional Newspapers	SA	17
Flinders News	Regional Newspapers	SA	13
Port Lincoln Times	Regional Newspapers	SA	14
Saturday Advertiser	National/Metropolitan Newspapers	SA	404
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	427
The Border Watch	Regional Newspapers	SA	21
The Times (Victor Harbour)	Regional Newspapers	SA	11
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	96
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	100
Sunday Examiner	Regional Newspapers	TAS	53
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	88
The Advocate (M-F Av)	Regional Newspapers	TAS	44
The Advocate (Sat)	Regional Newspapers	TAS	40
The Examiner (M-F Av)	Regional Newspapers	TAS	61
The Examiner (Sat)	Regional Newspapers	TAS	58
Centralian Advocate (Tue, Fri Av)	Regional Newspapers	NT	11
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	33

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