

emma™ Print Audience Report - Newspaper Sections

Average Issue Readership (AIR) in '000

Data Period: Mar 2016-Feb 2017

| MASTHEAD | SECTION | DAYS PUBLISHED | AIR ('000) |
|--|--|--|---------------|
| Adelaide Advertiser (M-F Av) | Adelaide Confidential in Adelaide Advertiser (M-F) | Monday-Friday | 93 |
| | Business Daily in Adelaide Advertiser (M-F) | Monday-Friday | 74 |
| | Boomer in Adelaide Advertiser (M-F) | Monday | 136 |
| | Your Money in West Australian (M-F) | Monday | 230 |
| | Sport in Adelaide Advertiser (M-F) | Monday-Friday | 135 |
| | Money Saver (Mon) in Adelaide Advertiser (M-F) | Monday | 85 |
| | SA Business Journal (Tue) in Adelaide Advertiser (M-F) | Tuesday | 73 |
| | The SourceSA (Wed) in Adelaide Advertiser (M-F) | Wednesday | 119 |
| | Hit (Thu) in Adelaide Advertiser (M-F) | Thursday | 102 |
| | Adelaide Trader (Fri) in Adelaide Advertiser (M-F) | Friday | 96 |
| | Saturday Advertiser | Adelaide Confidential in Saturday Advertiser | Saturday |
| Business Daily in Saturday Advertiser | | Saturday | 97 |
| Careers in Saturday Advertiser | | Saturday | 91 |
| Carsguide in Saturday Advertiser | | Saturday | 117 |
| Real Estate in Saturday Advertiser | | Saturday | 154 |
| SA Weekend in Saturday Advertiser | | Saturday | 243 |
| Sports Saturday in Saturday Advertiser | | Saturday | 194 |
| Weekend Extra in Saturday Advertiser | | Saturday | 194 |
| Sunday Mail (SA) | Body+Soul in Sunday Mail (SA) | Sunday | 215 |
| | Escape in Sunday Mail (SA) | Sunday | 253 |
| | Home in Sunday Mail (SA) | Sunday | 204 |
| | Sport in Sunday Mail (SA) | Sunday | 213 |
| | Sunday in Sunday Mail (SA) | Sunday | 176 |
| | TV Guide in Sunday Mail (SA) | Sunday | 285 |
| Canberra Times (M-F Av) | Sport in The Canberra Times (M-F) | Monday-Friday | 22 |
| | Business Day in The Canberra Times (M-F) | Monday-Friday | 18 |
| | The Guide (Mon) in The Canberra Times (M-F) | Monday | 69 |
| | Food and Wine (Wed) in The Canberra Times (M-F) | Wednesday | 55 |
| | Fly (Thu) in The Canberra Times (M-F) | Thursday | 32 |
| Canberra Times (Sat) | allhomes.com.au in The Canberra Times (Sat) | Saturday | 36 |
| | Drive in The Canberra Times (Sat) | Saturday | 24 |
| | My Career in The Canberra Times (Sat) | Saturday | 14 |
| | Sport in The Canberra Times (Sat) | Saturday | 29 |
| Sunday Canberra Times | Sport in Sunday Canberra Times | Sunday | 24 |
| Courier-Mail (M-F Av) | Business Daily in Courier-Mail (M-F) | Monday-Friday | 112 |
| | Careers in Courier-Mail (M-F) | Monday-Friday | 65 |
| | Carsguide in Courier-Mail (M-F) | Monday-Friday | 88 |
| | Confidential in Courier-Mail (M-F) | Monday-Friday | 95 |
| | Sport in Courier-Mail (M-F) | Monday-Friday | 179 |
| | Money Saver (Mon) in Courier-Mail (M-F) | Monday | 152 |
| | Taste.com.au (Tue) in Courier-Mail (M-F) | Tuesday | 239 |
| | Switched On (Wed) in Courier-Mail (M-F) | Wednesday | 141 |
| | Hit (Thu) in Courier-Mail (M-F) | Thursday | 119 |
| | Weekend Extra (Fri) in Courier-Mail (M-F) | Friday | 293 |
| | PRIME SITE (Fri) in Courier-Mail (M-F) | Friday | 98 |
| | Business Daily in Courier-Mail (Sat) | Saturday | 159 |
| | Careers in Courier-Mail (Sat) | Saturday | 131 |
| | Carsguide in Courier-Mail (Sat) | Saturday | 162 |
| | Confidential in Courier-Mail (Sat) | Saturday | 208 |
| | Insight in Courier-Mail (Sat) | Saturday | 149 |
| | Home in Courier-Mail (Sat) | Saturday | 160 |
| Real Estate in Courier-Mail (Sat) | Saturday | 185 | |
| Sport in Courier-Mail (Sat) | Saturday | 254 | |
| Weekend Shopper in Courier-Mail (Sat) | Saturday | 150 | |
| Sunday Mail (QLD) | Agenda in Sunday Mail (QLD) | Sunday | 276 |
| | Body+Soul in Sunday Mail (QLD) | Sunday | 427 |
| | Carsguide in Sunday Mail (QLD) | Sunday | 188 |
| | Escape in Sunday Mail (QLD) | Sunday | 474 |
| | Property Confidential in Sunday Mail (QLD) | Sunday | 178 |
| | Sport in Sunday Mail (QLD) | Sunday | 365 |
| | Sunday Confidential in Sunday Mail (QLD) | Sunday | 316 |
| | Sunday Home in Sunday Mail (QLD) | Sunday | 303 |
| | TV Guide in Sunday Mail (QLD) | Sunday | 493 |
| | Daily Telegraph (M-F Av) | Business Daily in Daily Telegraph (M-F) | Monday-Friday |
| Careers in Daily Telegraph (M-F) | | Monday-Friday | 80 |
| Sport in Daily Telegraph (M-F) | | Monday-Friday | 323 |
| Sydney Confidential in Daily Telegraph (M-F) | | Monday-Friday | 199 |
| Money Saver (Mon) in Daily Telegraph (M-F) | | Monday | 185 |
| Taste.com.au (Tue) in Daily Telegraph (M-F) | | Tuesday | 402 |
| Switched On (Wed) in Daily Telegraph (M-F) | | Wednesday | 209 |
| Hit (Thu) in Daily Telegraph (M-F) | | Thursday | 176 |

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending Feb 2017

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| MASTHEAD | SECTION | DAYS PUBLISHED | AIR ('000) |
|------------------------------------|---|------------------------------------|------------|
| Daily Telegraph (Sat) | BW Magazine in Daily Telegraph (Sat) | Saturday | 300 |
| | Business Daily in Daily Telegraph (Sat) | Saturday | 189 |
| | Careers in Daily Telegraph (Sat) | Saturday | 109 |
| | Carsguide in Daily Telegraph (Sat) | Saturday | 229 |
| | Home in Daily Telegraph (Sat) | Saturday | 245 |
| | Real Estate in Daily Telegraph (Sat) | Saturday | 234 |
| | Sport in Daily Telegraph (Sat) | Saturday | 384 |
| | Sydney Confidential in Daily Telegraph (Sat) | Saturday | 261 |
| | Saturday Extra in Daily Telegraph (Sat) | Saturday | 272 |
| Sunday Telegraph | Body+Soul in Sunday Telegraph | Sunday | 536 |
| | Escape in Sunday Telegraph | Sunday | 549 |
| | Insider in Sunday Telegraph | Sunday | 350 |
| | Real Estate in Sunday Telegraph | Sunday | 411 |
| | Sport in Sunday Telegraph | Sunday | 529 |
| | TV Guide in Sunday Telegraph | Sunday | 564 |
| Financial Review (M-F Av) | Companies & Markets in Financial Review (M-F) | Monday-Friday | 79 |
| | Property in Financial Review (M-F) | Monday-Friday | 61 |
| | Education (Mon) in Financial Review (M-F) | Monday | 102 |
| | Technology (Tue) in Financial Review (M-F) | Tuesday | 149 |
| | Smart Investor (Wed) in Financial Review (M-F) | Wednesday | 202 |
| | Domain (Fri) in Financial Review (M-F) | Friday | 189 |
| | Life & Leisure (Fri) in Financial Review (M-F) | Friday | 143 |
| | Review (Fri) in Financial Review (M-F) | Friday | 156 |
| Financial Review (Weekend edition) | Companies & Markets in Financial Review (Weekend edition) | Saturday | 70 |
| | Life & Leisure in Financial Review (Weekend edition) | Saturday | 82 |
| | Property in Financial Review (Weekend edition) | Saturday | 66 |
| | Smart Money in Financial Review (Weekend edition) | Saturday | 85 |
| Herald Sun (M-F Av) | Business Daily in Herald Sun (M-F) | Monday-Friday | 214 |
| | Confidential in Herald Sun (M-F) | Monday-Friday | 213 |
| | Sport in Herald Sun (M-F) | Monday-Friday | 417 |
| | Money Saver (Mon) in Herald Sun (M-F) | Monday | 239 |
| | Taste.com.au (Tue) in Herald Sun (M-F) | Tuesday | 519 |
| | Switched On (Wed) in Herald Sun (M-F) | Wednesday | 290 |
| | Hit (Thu) in Herald Sun (M-F) | Thursday | 256 |
| | Carsguide (Fri) in Herald Sun (M-F) | Friday | 371 |
| | Herald Sun (Sat) | Business Daily in Herald Sun (Sat) | Saturday |
| Careers in Herald Sun (Sat) | | Saturday | 126 |
| Confidential in Herald Sun (Sat) | | Saturday | 300 |
| Real Estate in Herald Sun (Sat) | | Saturday | 330 |
| Sport in Herald Sun (Sat) | | Saturday | 478 |
| Weekend in Herald Sun (Sat) | | Saturday | 477 |
| Sunday Herald Sun | Body+Soul in Sunday Herald Sun | Sunday | 516 |
| | Confidential in Sunday Herald Sun | Sunday | 338 |
| | Escape in Sunday Herald Sun | Sunday | 554 |
| | Sport in Sunday Herald Sun | Sunday | 456 |
| | TV Guide in Sunday Herald Sun | Sunday | 532 |
| Mercury (Tas) (M-F Av) | Business in Mercury (Tas) (M-F) | Monday-Friday | 21 |
| | Home in Mercury (Tas) (M-F) | Monday-Friday | 35 |
| | Sport in Mercury (Tas) (M-F) | Monday-Friday | 25 |
| | Money Saver (Mon) in Mercury (Tas) (M-F) | Monday | 23 |
| | Taste.com.au (Tue) in Mercury (Tas) (M-F) | Tuesday | 47 |
| | Pulse (Thu) in Mercury (Tas) (M-F) | Thursday | 26 |
| | Real Estate (Thu) in Mercury (Tas) (M-F) | Thursday | 53 |
| | Style (Fri) in Mercury (Tas) (M-F) | Friday | 26 |
| Mercury on Saturday (Tas) | Business in Mercury on Saturday (Tas) | Saturday | 29 |
| | CarsGuide in Mercury on Saturday (Tas) | Saturday | 31 |
| | Saturday Magazine in Mercury on Saturday (Tas) | Saturday | 57 |
| | Sport in Mercury on Saturday (Tas) | Saturday | 38 |
| Sunday Tasmanian | Body + Soul in Sunday Tasmanian | Sunday | 42 |
| | TV Guide in Sunday Tasmanian | Sunday | 57 |
| | Escape in Sunday Tasmanian | Sunday | 48 |
| | Sport in Sunday Tasmanian | Sunday | 41 |
| Northern Territory News (M-F Av) | Sport in Northern Territory News (M-F) | Monday-Friday | 29 |
| | Switched On (Mon) in Northern Territory News (M-F) | Monday | 16 |
| | Entertainment (Fri) in Northern Territory News (M-F) | Friday | 23 |
| Northern Territory News (Sat) | Careers in Northern Territory News (Sat) | Saturday | 17 |
| | CarsGuide in Northern Territory News (Sat) | Saturday | 22 |
| | Classifieds in Northern Territory News (Sat) | Saturday | 27 |
| | Marine Guide in Northern Territory News (Sat) | Saturday | 15 |
| | Property in Northern Territory News (Sat) | Saturday | 26 |

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|--------------------------------|--|----------------|------------|
| Sunday Territorian | Body + Soul in Sunday Territorian | Sunday | 16 |
| | Escape in Sunday Territorian | Sunday | 19 |
| | Taste.com.au in Sunday Territorian | Sunday | 16 |
| Sydney Morning Herald (M-F Av) | BusinessDay in Sydney Morning Herald (M-F) | Monday-Friday | 171 |
| | SportsDay in Sydney Morning Herald (M-F) | Monday-Friday | 141 |
| | The Guide (Mon) in Sydney Morning Herald (M-F) | Monday | 471 |
| | Good Food (Tue) in Sydney Morning Herald (M-F) | Tuesday | 448 |
| | Money (Wed) in Sydney Morning Herald (M-F) | Wednesday | 312 |
| | Pulse (Thu) in Sydney Morning Herald (M-F) | Thursday | 157 |
| | The Form (Fri) in Sydney Morning Herald (M-F) | Friday | 69 |
| | The Shortlist (Fri) in Sydney Morning Herald (M-F) | Friday | 272 |
| Sydney Morning Herald (Sat) | Domain in Sydney Morning Herald (Sat) | Saturday | 334 |
| | My Career in Sydney Morning Herald (Sat) | Saturday | 127 |
| | News Review in Sydney Morning Herald (Sat) | Saturday | 504 |
| | Spectrum in Sydney Morning Herald (Sat) | Saturday | 567 |
| | The Form in Sydney Morning Herald (Sat) | Saturday | 69 |
| | Traveller in Sydney Morning Herald (Sat) | Saturday | 486 |
| | Weekend Business in Sydney Morning Herald (Sat) | Saturday | 338 |
| | Weekend Drive in Sydney Morning Herald (Sat) | Saturday | 236 |
| | Weekend Sport in Sydney Morning Herald (Sat) | Saturday | 274 |
| Sun-Herald | Domain in Sun-Herald | Sunday | 316 |
| | Extra in Sun-Herald | Sunday | 315 |
| | Money in Sun-Herald | Sunday | 225 |
| | Sport in Sun-Herald | Sunday | 251 |
| | Travel in Sun-Herald | Sunday | 391 |
| | S in Sun-Herald | Sunday | 296 |
| The Age (M-F Av) | BusinessDay in The Age (M-F) | Monday-Friday | 175 |
| | Sport in The Age (M-F) | Monday-Friday | 192 |
| | Pulse (Mon) in The Age (M-F) | Monday | 148 |
| | Epicure (Tue) in The Age (M-F) | Tuesday | 371 |
| | Money (Wed) in The Age (M-F) | Wednesday | 266 |
| | Green Guide (Thu) in The Age (M-F) | Thursday | 493 |
| | The Shortlist (Fri) in The Age (M-F) | Friday | 273 |
| The Age (Sat) | BusinessDay in The Age (Sat) | Saturday | 250 |
| | Domain in The Age (Sat) | Saturday | 282 |
| | Drive in The Age (Sat) | Saturday | 175 |
| | Spectrum in The Age (Sat) | Saturday | 356 |
| | My Career in The Age (Sat) | Saturday | 117 |
| | Sport in The Age (Sat) | Saturday | 277 |
| | Traveller in The Age (Sat) | Saturday | 339 |
| Sunday Age | Domain in Sunday Age | Sunday | 227 |
| | M in Sunday Age | Sunday | 294 |
| | Sport in Sunday Age | Sunday | 221 |
| The Australian (M-F Av) | A Plus in The Australian (M-F) | Monday-Friday | 82 |
| | The Australian Business Review in The Australian (M-F) | Monday-Friday | 111 |
| | Sport in The Australian (M-F) | Monday-Friday | 94 |
| | Media & Marketing (Mon) in The Australian (M-F) | Monday | 126 |
| | Technology (Tue) in The Australian (M-F) | Tuesday | 177 |
| | Wealth (Tue) in The Australian (M-F) | Tuesday | 161 |
| | Higher Education (Wed) in The Australian (M-F) | Wednesday | 170 |
| | Prime Space (Thu) in The Australian (M-F) | Thursday | 95 |
| | Aviation (Fri) in The Australian (M-F) | Friday | 102 |
| | Legal Affairs (Fri) in The Australian (M-F) | Friday | 114 |

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| MASTHEAD | SECTION | DAYS PUBLISHED | AIR ('000) |
|--------------------------|--|----------------|------------|
| Weekend Australian | The Australian Business Review in Weekend Australian | Saturday | 249 |
| | Inquirer in Weekend Australian | Saturday | 345 |
| | Review in Weekend Australian | Saturday | 382 |
| | Sport in Weekend Australian | Saturday | 224 |
| | Travel & Indulgence in Weekend Australian | Saturday | 340 |
| | Wealth in Weekend Australian | Saturday | 202 |
| | Weekend A Plus in Weekend Australian | Saturday | 317 |
| | Weekend Professional in Weekend Australian | Saturday | 168 |
| | Weekend Property in Weekend Australian | Saturday | 219 |
| West Australian (M-F Av) | Employment - WJOBS in West Australian (M-F) | Monday-Friday | 46 |
| | Sport in West Australian (M-F) | Monday-Friday | 212 |
| | Today in West Australian (M-F) | Monday-Friday | 206 |
| | West Business in West Australian (M-F) | Monday-Friday | 192 |
| | Mind & Body (Tue) in West Australian (M-F) | Tuesday | 253 |
| | Health + Medicine (Wed) in West Australian (M-F) | Wednesday | 244 |
| | West Real Estate (Wed) in West Australian (M-F) | Wednesday | 200 |
| | West Wheels (Wed) in West Australian (M-F) | Wednesday | 155 |
| | Fresh (Thu) in West Australian (M-F) | Thursday | 247 |
| | Travel (Thu) in West Australian (M-F) | Thursday | 266 |
| | Habitat (Fri) in West Australian (M-F) | Friday | 238 |
| Weekend West | Employment - WJOBS in Weekend West | Saturday | 76 |
| | New Homes in Weekend West | Saturday | 164 |
| | Sport in Weekend West | Saturday | 260 |
| | The West Classifieds in Weekend West | Saturday | 145 |
| | Travel in Weekend West | Saturday | 296 |
| | West Business in Weekend West | Saturday | 230 |
| | West Real Estate in Weekend West | Saturday | 184 |
| | West Wheels in Weekend West | Saturday | 142 |
| Sunday Times | Body+Soul in Sunday Times | Sunday | 263 |
| | Careers in Sunday Times | Sunday | 61 |
| | Carsguide in Sunday Times | Sunday | 126 |
| | Escape in Sunday Times | Sunday | 264 |
| | Home in Sunday Times | Sunday | 180 |
| | Readersmart in Sunday Times | Sunday | 143 |
| | Real Estate in Sunday Times | Sunday | 162 |
| | Sport in Sunday Times | Sunday | 195 |
| | Taste.com.au in Sunday Times | Sunday | 248 |
| | The Sunday Times Guide in Sunday Times | Sunday | 277 |

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