

emma™ Print Audience Report - Newspaper Sections

Average Issue Readership (AIR) in '000

Data Period: Apr 2016-Mar 2017

MASTHEAD	SECTION	DAYS PUBLISHED	AIR ('000)
Adelaide Advertiser (M-F Av)	Adelaide Confidential in Adelaide Advertiser (M-F)	Monday-Friday	99
	Business Daily in Adelaide Advertiser (M-F)	Monday-Friday	83
	Boomer in Adelaide Advertiser (M-F)	Monday	141
	Your Money in West Australian (M-F)	Monday	247
	Sport in Adelaide Advertiser (M-F)	Monday-Friday	137
	Money Saver (Mon) in Adelaide Advertiser (M-F)	Monday	94
	SA Business Journal (Tue) in Adelaide Advertiser (M-F)	Tuesday	77
	The SourceSA (Wed) in Adelaide Advertiser (M-F)	Wednesday	117
	Hit (Thu) in Adelaide Advertiser (M-F)	Thursday	110
	Adelaide Trader (Fri) in Adelaide Advertiser (M-F)	Friday	99
	Saturday Advertiser	Adelaide Confidential in Saturday Advertiser	Saturday
Business Daily in Saturday Advertiser		Saturday	101
Careers in Saturday Advertiser		Saturday	93
Carsguide in Saturday Advertiser		Saturday	126
Real Estate in Saturday Advertiser		Saturday	165
SA Weekend in Saturday Advertiser		Saturday	265
Sports Saturday in Saturday Advertiser		Saturday	197
Weekend Extra in Saturday Advertiser		Saturday	204
Sunday Mail (SA)	Body+Soul in Sunday Mail (SA)	Sunday	218
	Escape in Sunday Mail (SA)	Sunday	263
	Home in Sunday Mail (SA)	Sunday	215
	Sport in Sunday Mail (SA)	Sunday	218
	Sunday in Sunday Mail (SA)	Sunday	183
	TV Guide in Sunday Mail (SA)	Sunday	298
	Canberra Times (M-F Av)	Sport in The Canberra Times (M-F)	Monday-Friday
Business Day in The Canberra Times (M-F)		Monday-Friday	27
The Guide (Mon) in The Canberra Times (M-F)		Monday	84
Food and Wine (Wed) in The Canberra Times (M-F)		Wednesday	68
Fly (Thu) in The Canberra Times (M-F)		Thursday	38
Canberra Times (Sat)	allhomes.com.au in The Canberra Times (Sat)	Saturday	48
	Drive in The Canberra Times (Sat)	Saturday	32
	My Career in The Canberra Times (Sat)	Saturday	20
	Sport in The Canberra Times (Sat)	Saturday	36
Sunday Canberra Times	Sport in Sunday Canberra Times	Sunday	30
Courier-Mail (M-F Av)	Business Daily in Courier-Mail (M-F)	Monday-Friday	121
	Careers in Courier-Mail (M-F)	Monday-Friday	70
	Carsguide in Courier-Mail (M-F)	Monday-Friday	91
	Confidential in Courier-Mail (M-F)	Monday-Friday	99
	Sport in Courier-Mail (M-F)	Monday-Friday	186
	Money Saver (Mon) in Courier-Mail (M-F)	Monday	154
	Taste.com.au (Tue) in Courier-Mail (M-F)	Tuesday	244
	Switched On (Wed) in Courier-Mail (M-F)	Wednesday	151
	Hit (Thu) in Courier-Mail (M-F)	Thursday	125
	Weekend Extra (Fri) in Courier-Mail (M-F)	Friday	309
	PRIME SITE (Fri) in Courier-Mail (M-F)	Friday	105
	Business Daily in Courier-Mail (Sat)	Saturday	158
	Careers in Courier-Mail (Sat)	Saturday	138
	Carsguide in Courier-Mail (Sat)	Saturday	159
	Confidential in Courier-Mail (Sat)	Saturday	202
	Insight in Courier-Mail (Sat)	Saturday	158
	Home in Courier-Mail (Sat)	Saturday	152
Real Estate in Courier-Mail (Sat)	Saturday	191	
Sport in Courier-Mail (Sat)	Saturday	252	
Weekend Shopper in Courier-Mail (Sat)	Saturday	148	
Sunday Mail (QLD)	Agenda in Sunday Mail (QLD)	Sunday	272
	Body+Soul in Sunday Mail (QLD)	Sunday	410
	Carsguide in Sunday Mail (QLD)	Sunday	192
	Escape in Sunday Mail (QLD)	Sunday	466
	Property Confidential in Sunday Mail (QLD)	Sunday	180
	Sport in Sunday Mail (QLD)	Sunday	370
	Sunday Confidential in Sunday Mail (QLD)	Sunday	302
	Sunday Home in Sunday Mail (QLD)	Sunday	303
	TV Guide in Sunday Mail (QLD)	Sunday	484
	Daily Telegraph (M-F Av)	Business Daily in Daily Telegraph (M-F)	Monday-Friday
Careers in Daily Telegraph (M-F)		Monday-Friday	89
Sport in Daily Telegraph (M-F)		Monday-Friday	329
Sydney Confidential in Daily Telegraph (M-F)		Monday-Friday	204
Money Saver (Mon) in Daily Telegraph (M-F)		Monday	201
Taste.com.au (Tue) in Daily Telegraph (M-F)		Tuesday	422
Switched On (Wed) in Daily Telegraph (M-F)		Wednesday	201
Hit (Thu) in Daily Telegraph (M-F)		Thursday	172

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Daily Telegraph (Sat)	BW Magazine in Daily Telegraph (Sat)	Saturday	288
	Business Daily in Daily Telegraph (Sat)	Saturday	203
	Careers in Daily Telegraph (Sat)	Saturday	122
	Carsguide in Daily Telegraph (Sat)	Saturday	242
	Home in Daily Telegraph (Sat)	Saturday	240
	Real Estate in Daily Telegraph (Sat)	Saturday	236
	Sport in Daily Telegraph (Sat)	Saturday	395
	Sydney Confidential in Daily Telegraph (Sat)	Saturday	254
	Saturday Extra in Daily Telegraph (Sat)	Saturday	281
Sunday Telegraph	Body+Soul in Sunday Telegraph	Sunday	545
	Escape in Sunday Telegraph	Sunday	577
	Insider in Sunday Telegraph	Sunday	340
	Real Estate in Sunday Telegraph	Sunday	418
	Sport in Sunday Telegraph	Sunday	555
	TV Guide in Sunday Telegraph	Sunday	570
Financial Review (M-F Av)	Companies & Markets in Financial Review (M-F)	Monday-Friday	80
	Property in Financial Review (M-F)	Monday-Friday	64
	Education (Mon) in Financial Review (M-F)	Monday	115
	Technology (Tue) in Financial Review (M-F)	Tuesday	171
	Smart Investor (Wed) in Financial Review (M-F)	Wednesday	207
	Domain (Fri) in Financial Review (M-F)	Friday	197
	Life & Leisure (Fri) in Financial Review (M-F)	Friday	158
	Review (Fri) in Financial Review (M-F)	Friday	162
Financial Review (Weekend edition)	Companies & Markets in Financial Review (Weekend edition)	Saturday	89
	Life & Leisure in Financial Review (Weekend edition)	Saturday	89
	Property in Financial Review (Weekend edition)	Saturday	73
	Smart Money in Financial Review (Weekend edition)	Saturday	99
Herald Sun (M-F Av)	Business Daily in Herald Sun (M-F)	Monday-Friday	226
	Confidential in Herald Sun (M-F)	Monday-Friday	222
	Sport in Herald Sun (M-F)	Monday-Friday	445
	Money Saver (Mon) in Herald Sun (M-F)	Monday	252
	Taste.com.au (Tue) in Herald Sun (M-F)	Tuesday	541
	Switched On (Wed) in Herald Sun (M-F)	Wednesday	295
	Hit (Thu) in Herald Sun (M-F)	Thursday	256
	Carsguide (Fri) in Herald Sun (M-F)	Friday	400
	Herald Sun (Sat)	Business Daily in Herald Sun (Sat)	Saturday
Careers in Herald Sun (Sat)		Saturday	134
Confidential in Herald Sun (Sat)		Saturday	317
Real Estate in Herald Sun (Sat)		Saturday	324
Sport in Herald Sun (Sat)		Saturday	493
Weekend in Herald Sun (Sat)		Saturday	487
Sunday Herald Sun	Body+Soul in Sunday Herald Sun	Sunday	530
	Confidential in Sunday Herald Sun	Sunday	351
	Escape in Sunday Herald Sun	Sunday	563
	Sport in Sunday Herald Sun	Sunday	468
	TV Guide in Sunday Herald Sun	Sunday	536
Mercury (Tas) (M-F Av)	Business in Mercury (Tas) (M-F)	Monday-Friday	24
	Home in Mercury (Tas) (M-F)	Monday-Friday	37
	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	49
	Pulse (Thu) in Mercury (Tas) (M-F)	Thursday	29
	Real Estate (Thu) in Mercury (Tas) (M-F)	Thursday	55
	Style (Fri) in Mercury (Tas) (M-F)	Friday	27
Mercury on Saturday (Tas)	Business in Mercury on Saturday (Tas)	Saturday	30
	CarsGuide in Mercury on Saturday (Tas)	Saturday	27
	Saturday Magazine in Mercury on Saturday (Tas)	Saturday	57
	Sport in Mercury on Saturday (Tas)	Saturday	37
Sunday Tasmanian	Body + Soul in Sunday Tasmanian	Sunday	40
	TV Guide in Sunday Tasmanian	Sunday	46
	Escape in Sunday Tasmanian	Sunday	51
	Sport in Sunday Tasmanian	Sunday	39
Northern Territory News (M-F Av)	Sport in Northern Territory News (M-F)	Monday-Friday	26
	Switched On (Mon) in Northern Territory News (M-F)	Monday	16
	Entertainment (Fri) in Northern Territory News (M-F)	Friday	22
Northern Territory News (Sat)	Careers in Northern Territory News (Sat)	Saturday	14
	CarsGuide in Northern Territory News (Sat)	Saturday	19
	Classifieds in Northern Territory News (Sat)	Saturday	28
	Marine Guide in Northern Territory News (Sat)	Saturday	12
	Property in Northern Territory News (Sat)	Saturday	22

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Sunday Territorian	Body + Soul in Sunday Territorian	Sunday	14
	Escape in Sunday Territorian	Sunday	17
	Taste.com.au in Sunday Territorian	Sunday	15
Sydney Morning Herald (M-F Av)	BusinessDay in Sydney Morning Herald (M-F)	Monday-Friday	166
	SportsDay in Sydney Morning Herald (M-F)	Monday-Friday	144
	The Guide (Mon) in Sydney Morning Herald (M-F)	Monday	463
	Good Food (Tue) in Sydney Morning Herald (M-F)	Tuesday	469
	Money (Wed) in Sydney Morning Herald (M-F)	Wednesday	327
	Pulse (Thu) in Sydney Morning Herald (M-F)	Thursday	162
	The Form (Fri) in Sydney Morning Herald (M-F)	Friday	75
	The Shortlist (Fri) in Sydney Morning Herald (M-F)	Friday	268
Sydney Morning Herald (Sat)	Domain in Sydney Morning Herald (Sat)	Saturday	352
	My Career in Sydney Morning Herald (Sat)	Saturday	138
	News Review in Sydney Morning Herald (Sat)	Saturday	526
	Spectrum in Sydney Morning Herald (Sat)	Saturday	584
	The Form in Sydney Morning Herald (Sat)	Saturday	75
	Traveller in Sydney Morning Herald (Sat)	Saturday	505
	Weekend Business in Sydney Morning Herald (Sat)	Saturday	352
	Weekend Drive in Sydney Morning Herald (Sat)	Saturday	249
Sun-Herald	Weekend Sport in Sydney Morning Herald (Sat)	Saturday	308
	Domain in Sun-Herald	Sunday	320
Sun-Herald	Extra in Sun-Herald	Sunday	337
	Money in Sun-Herald	Sunday	249
	Sport in Sun-Herald	Sunday	274
	Travel in Sun-Herald	Sunday	413
	S in Sun-Herald	Sunday	313
	The Age (M-F Av)	BusinessDay in The Age (M-F)	Monday-Friday
Sport in The Age (M-F)		Monday-Friday	186
Pulse (Mon) in The Age (M-F)		Monday	161
Epicure (Tue) in The Age (M-F)		Tuesday	396
Money (Wed) in The Age (M-F)		Wednesday	286
Green Guide (Thu) in The Age (M-F)		Thursday	533
The Shortlist (Fri) in The Age (M-F)		Friday	313
The Age (Sat)		BusinessDay in The Age (Sat)	Saturday
	Domain in The Age (Sat)	Saturday	281
	Drive in The Age (Sat)	Saturday	172
	Spectrum in The Age (Sat)	Saturday	380
	My Career in The Age (Sat)	Saturday	117
	Sport in The Age (Sat)	Saturday	275
	Traveller in The Age (Sat)	Saturday	358
	Sunday Age	Domain in Sunday Age	Sunday
M in Sunday Age		Sunday	302
Sport in Sunday Age		Sunday	217
The Australian (M-F Av)	A Plus in The Australian (M-F)	Monday-Friday	88
	The Australian Business Review in The Australian (M-F)	Monday-Friday	124
	Sport in The Australian (M-F)	Monday-Friday	101
	Media & Marketing (Mon) in The Australian (M-F)	Monday	145
	Technology (Tue) in The Australian (M-F)	Tuesday	190
	Wealth (Tue) in The Australian (M-F)	Tuesday	170
	Higher Education (Wed) in The Australian (M-F)	Wednesday	179
	Prime Space (Thu) in The Australian (M-F)	Thursday	105
	Aviation (Fri) in The Australian (M-F)	Friday	107
	Legal Affairs (Fri) in The Australian (M-F)	Friday	121
Weekend Australian	The Australian Business Review in Weekend Australian	Saturday	280
	Inquirer in Weekend Australian	Saturday	373
	Review in Weekend Australian	Saturday	407
	Sport in Weekend Australian	Saturday	241
	Travel & Indulgence in Weekend Australian	Saturday	360
	Wealth in Weekend Australian	Saturday	221
	Weekend A Plus in Weekend Australian	Saturday	335
	Weekend Professional in Weekend Australian	Saturday	189
	Weekend Property in Weekend Australian	Saturday	237

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West Australian (M-F Av)	Employment - WJOBS in West Australian (M-F)	Monday-Friday	48
	Sport in West Australian (M-F)	Monday-Friday	211
	Today in West Australian (M-F)	Monday-Friday	205
	West Business in West Australian (M-F)	Monday-Friday	190
	Mind & Body (Tue) in West Australian (M-F)	Tuesday	259
	Health + Medicine (Wed) in West Australian (M-F)	Wednesday	249
	West Real Estate (Wed) in West Australian (M-F)	Wednesday	199
	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	281
	Habitat (Fri) in West Australian (M-F)	Friday	246
Weekend West	Employment - WJOBS in Weekend West	Saturday	88
	New Homes in Weekend West	Saturday	185
	Sport in Weekend West	Saturday	264
	The West Classifieds in Weekend West	Saturday	153
	Travel in Weekend West	Saturday	319
	West Business in Weekend West	Saturday	235
	West Real Estate in Weekend West	Saturday	190
	West Wheels in Weekend West	Saturday	137
Sunday Times	Body+Soul in Sunday Times	Sunday	261
	Careers in Sunday Times	Sunday	60
	Carsguide in Sunday Times	Sunday	124
	Escape in Sunday Times	Sunday	265
	Home in Sunday Times	Sunday	170
	Sunday Times	Readersmart in Sunday Times	Sunday
Real Estate in Sunday Times		Sunday	161
Sport in Sunday Times		Sunday	189
Taste.com.au in Sunday Times		Sunday	238
The Sunday Times Guide in Sunday Times		Sunday	269

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