

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

Average Issue Readership (AIR) in '000

Data Period: May 2016-Apr 2017

TITLE	MEDIA TYPE	STATE	PRINT (AIR)
Financial Review (M-F)	National/Metropolitan Newspapers	National	330
Financial Review (Weekend edition)	National/Metropolitan Newspapers	National	122
The Australian (M-F)	National/Metropolitan Newspapers	National	486
Weekend Australian	National/Metropolitan Newspapers	National	562
The Armidale Express Extra	Regional Newspapers	NSW	18
Ballina Shire Advocate	Regional Newspapers	NSW	21
Western Times (Bathurst)	Regional Newspapers	NSW	12
Byron Shire News	Regional Newspapers	NSW	16
Camden Haven Courier	Regional Newspapers	NSW	13
Central Western Daily (Orange) (M-F)	Regional Newspapers	NSW	16
Central Western Daily (Orange) (Sat)	Regional Newspapers	NSW	17
Coastal Views	Regional Newspapers	NSW	12
The Daily Advertiser (Wagga Wagga) (M-F)	Regional Newspapers	NSW	30
The Daily Advertiser (Wagga Wagga) (Sat)	Regional Newspapers	NSW	30
Daily Examiner (M-F)	Regional Newspapers	NSW	16
Daily Examiner (Sat)	Regional Newspapers	NSW	13
Express (Port Macquarie)	Regional Newspapers	NSW	28
Great Lakes Advocate	Regional Newspapers	NSW	15
Hawkesbury Courier	Regional Newspapers	NSW	22
Hawkesbury Gazette	Regional Newspapers	NSW	17
Hunter Valley News	Regional Newspapers	NSW	22
Illawarra Mercury (Wollongong) (M-F)	Regional Newspapers	NSW	57
Illawarra Mercury (Wollongong) (Sat)	Regional Newspapers	NSW	49
Lismore Echo	Regional Newspapers	NSW	33
Maitland & Lower Hunter Star	Regional Newspapers	NSW	19
Dubbo Mailbox Shopper	Regional Newspapers	NSW	15
Manning Great Lakes Extra	Regional Newspapers	NSW	28
Mid-coast Observer (Macksville)	Regional Newspapers	NSW	28
Midstate Observer (Orange)	Regional Newspapers	NSW	8
Newcastle Herald (M-F)	Regional Newspapers	NSW	127
Newcastle Herald (Sat)	Regional Newspapers	NSW	117
The Northern Daily Leader (Tamworth) (M-F)	Regional Newspapers	NSW	24
The Northern Daily Leader (Tamworth) (Sat)	Regional Newspapers	NSW	25
Northern Star (M-F)	Regional Newspapers	NSW	39
Port Stephens Examiner	Regional Newspapers	NSW	41
Richmond River Express Examiner	Regional Newspapers	NSW	16
The Tamworth Times	Regional Newspapers	NSW	14
The Advertiser incorporating the Lake Times	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 (Wagga Wagga)	Regional Newspapers	NSW	11
The Star (Newcastle & Lake Macquarie)	Regional Newspapers	NSW	24
The Weekend Star (Sat)	Regional Newspapers	NSW	39
Tweed Daily News: Community Edition	Regional Newspapers	NSW	25
Western Advocate (M-F)	Regional Newspapers	NSW	15
Western Advocate (Sat) (Bathurst)	Regional Newspapers	NSW	10
The Canberra Times (M-F)	National/Metropolitan Newspapers	NSW/ACT	82
The Canberra Times (Sat)	National/Metropolitan Newspapers	NSW/ACT	78
Daily Telegraph (M-F)	National/Metropolitan Newspapers	NSW/ACT	1,031
Daily Telegraph (Sat)	National/Metropolitan Newspapers	NSW/ACT	791
Sunday Canberra Times	National/Metropolitan Newspapers	NSW/ACT	54
Sunday Telegraph	National/Metropolitan Newspapers	NSW/ACT	1,070
Sun-Herald	National/Metropolitan Newspapers	NSW/ACT	579
Sydney Morning Herald (M-F)	National/Metropolitan Newspapers	NSW/ACT	673
Sydney Morning Herald (Sat)	National/Metropolitan Newspapers	NSW/ACT	710
The Weekly Times	Rural and Agricultural and Other Weekly Publications	NSW/VIC	171
The Saturday Paper	National/Metropolitan Newspapers	NSW/VIC	196
The Border Mail (Albury) (M-F)	Regional Newspapers	NSW/VIC	52
The Border Mail (Albury) (Sat)	Regional Newspapers	NSW/VIC	60
Tweed Daily News	Regional Newspapers	NSW/QLD	12
Bairnsdale Advertiser	Regional Newspapers	VIC	19
Bendigo Advertiser (M-F)	Regional Newspapers	VIC	36
Bendigo Advertiser (Sat)	Regional Newspapers	VIC	42
Echo	Regional Newspapers	VIC	26
East Gippsland News	Regional Newspapers	VIC	23
Geelong Advertiser (M-F)	Regional Newspapers	VIC	74
Geelong Advertiser (Sat)	Regional Newspapers	VIC	80
Gippsland Times and Maffra Spectator (Friday)	Regional Newspapers	VIC	13
Gippsland Times and Maffra Spectator (Tues)	Regional Newspapers	VIC	17
Herald Sun (M-F)	National/Metropolitan Newspapers	VIC	1,263
Herald Sun (Sat)	National/Metropolitan Newspapers	VIC	1,049
Latrobe Valley Express (Mon, Thu)	Regional Newspapers	VIC	52
Midland Express	Regional Newspapers	VIC	26
Mildura Midweek	Regional Newspapers	VIC	22
Mildura Weekly	Regional Newspapers	VIC	26
Riverine Herald (Mon, Wed, Fri)	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	420
Sunday Herald Sun	National/Metropolitan Newspapers	VIC	967
The Adviser	Regional Newspapers	VIC	32
The Age (M-F)	National/Metropolitan Newspapers	VIC	581
The Age (Sat)	National/Metropolitan Newspapers	VIC	553
The Baw Baw Shire and West Gippsland Trader	Regional Newspapers	VIC	17
The Bendigo Weekly	Regional Newspapers	VIC	35
The Courier (Ballarat) (M-F)	Regional Newspapers	VIC	42
The Courier (Ballarat) (Sat)	Regional Newspapers	VIC	48
The Great Southern Star	Regional Newspapers	VIC	12
The North Central Review	Regional Newspapers	VIC	19
The Standard (Warrnambool) (M-F)	Regional Newspapers	VIC	30
The Standard (Warrnambool) (Sat)	Regional Newspapers	VIC	35
The Wimmera Mail-Times (Horsham) (Mon, Wed, Fri)	Regional Newspapers	VIC	14

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Wangaratta Chronicle (Mon, Wed, Fri)	Regional Newspapers	VIC	13
Warragul & Drouin Gazette	Regional Newspapers	VIC	24
Sunraysia Daily (M-F)	Regional Newspapers	VIC	26
Sunraysia Daily (Sat)	Regional Newspapers	VIC	28
Surf Coast Times	Regional Newspapers	VIC	25
Bribie Weekly	Regional Newspapers	QLD	17
Buderim Chronicle	Regional Newspapers	QLD	18
Caboolture News	Regional Newspapers	QLD	40
Cairns Post (M-F)	Regional Newspapers	QLD	77
Cairns Weekend Post	Regional Newspapers	QLD	78
Caloundra Weekly	Regional Newspapers	QLD	22
Capricorn Coast Mirror	Regional Newspapers	QLD	13
Chronicle (M-F)	Regional Newspapers	QLD	55
Chronicle (Sat)	Regional Newspapers	QLD	51
Coolum & North Shore News	Regional Newspapers	QLD	16
Courier-Mail (M-F)	National/Metropolitan Newspapers	QLD	575
Courier-Mail (Sat)	National/Metropolitan Newspapers	QLD	552
Daily Mercury (M-F)	Regional Newspapers	QLD	39
Daily Mercury (Sat)	Regional Newspapers	QLD	34
Fraser Coast Chronicle (M-F)	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)	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)	Regional Newspapers	QLD	38
Nambour Weekly	Regional Newspapers	QLD	13
NewsMail (M-F)	Regional Newspapers	QLD	31
NewsMail (Sat)	Regional Newspapers	QLD	31
Noosa News (Tue, Fri)	Regional Newspapers	QLD	32
Observer (M-F) (Gladstone)	Regional Newspapers	QLD	18
Observer (Sat) (Gladstone)	Regional Newspapers	QLD	17
Queensland Country Life	Rural and Agricultural and Other Weekly Publications	QLD	66
Queensland Times (M-F)	Regional Newspapers	QLD	32
Queensland Times (Sat)	Regional Newspapers	QLD	28
Redland City Bulletin	Regional Newspapers	QLD	64
Satellite	Regional Newspapers	QLD	31
South Burnett Times (Tue, Fri)	Regional Newspapers	QLD	13
Warwick Daily News Community Edition	Regional Newspapers	QLD	11
Sunday Mail (QLD)	National/Metropolitan Newspapers	QLD	717
Sunshine Coast Daily (M-F)	Regional Newspapers	QLD	64
Sunshine Coast Daily Weekend (Sat)	Regional Newspapers	QLD	57
Tablelands Advertiser	Regional Newspapers	QLD	22
The Ipswich Advertiser	Regional Newspapers	QLD	26
The Logan Reporter	Regional Newspapers	QLD	34
The Maryborough Herald	Regional Newspapers	QLD	14
The MidWeek	Regional Newspapers	QLD	11
The Tablelander	Regional Newspapers	QLD	29
Townsville Bulletin (M-F)	Regional Newspapers	QLD	81
Townsville Bulletin (Sat)	Regional Newspapers	QLD	81
Warwick Daily News (Tue, Thus, Fri 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	92
Whitsunday Coast Guardian	Regional Newspapers	QLD	5
Whitsunday Times	Regional Newspapers	QLD	13
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)	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	455
The Extra	Regional Newspapers	WA	12
Geraldton Guardian (Tue, Thu Av)	Regional Newspapers	WA	19
Weekend West	National/Metropolitan Newspapers	WA	570
West Australian (M-F)	National/Metropolitan Newspapers	WA	585

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Adelaide Advertiser (M-F)	National/Metropolitan Newspapers	SA	389
Barossa & Light Herald	Regional Newspapers	SA	17
The Flinders News	Regional Newspapers	SA	13
Port Lincoln Times	Regional Newspapers	SA	13
Saturday Advertiser	National/Metropolitan Newspapers	SA	388
Sunday Mail (SA)	National/Metropolitan Newspapers	SA	408
The Border Watch	Regional Newspapers	SA	21
The Times (Victor Harbor)	Regional Newspapers	SA	11
Tasmanian Country	Rural and Agricultural and Other Weekly Publications	TAS	30
Kingborough Chronicle	Regional Newspapers	TAS	10
Mercury (Tas) (M-F)	National/Metropolitan Newspapers	TAS	93
Mercury on Saturday (Tas)	National/Metropolitan Newspapers	TAS	96
Sunday Examiner	Regional Newspapers	TAS	50
Sunday Tasmanian	National/Metropolitan Newspapers	TAS	81
The Advocate (Burnie) (M-F)	Regional Newspapers	TAS	45
The Advocate (Burnie) (Sat)	Regional Newspapers	TAS	40
The Examiner (Launceston) (M-F)	Regional Newspapers	TAS	59
The Examiner (Launceston) (Sat)	Regional Newspapers	TAS	56
Centralian Advocate (Tue, Fri)	Regional Newspapers	NT	11
Northern Territory News (M-F)	National/Metropolitan Newspapers	NT	53
Northern Territory News (Sat)	National/Metropolitan Newspapers	NT	50
Sunday Territorian	National/Metropolitan Newspapers	NT	29