

## emma™ Print Audience Report - Newspaper Sections

Average Issue Readership (AIR) in '000

Data Period: May 2016-Apr 2017

MASTHEAD	SECTION	DAYS PUBLISHED	AIR ('000)
Adelaide Advertiser (M-F Av)	Adelaide Confidential in Adelaide Advertiser (M-F)	Monday-Friday	98
	Business Daily in Adelaide Advertiser (M-F)	Monday-Friday	85
	Boomer in Adelaide Advertiser (M-F)	Monday	145
	Your Money in West Australian (M-F)	Monday	241
	Sport in Adelaide Advertiser (M-F)	Monday-Friday	140
	Money Saver (Mon) in Adelaide Advertiser (M-F)	Monday	98
	SA Business Journal (Tue) in Adelaide Advertiser (M-F)	Tuesday	80
	The SourceSA (Wed) in Adelaide Advertiser (M-F)	Wednesday	119
	Hit (Thu) in Adelaide Advertiser (M-F)	Thursday	112
	Adelaide Trader (Fri) in Adelaide Advertiser (M-F)	Friday	103
	Saturday Advertiser	Adelaide Confidential in Saturday Advertiser	Saturday
Business Daily in Saturday Advertiser		Saturday	105
Careers in Saturday Advertiser		Saturday	94
Carsguide in Saturday Advertiser		Saturday	128
Real Estate in Saturday Advertiser		Saturday	168
SA Weekend in Saturday Advertiser		Saturday	270
Sports Saturday in Saturday Advertiser		Saturday	208
Weekend Extra in Saturday Advertiser		Saturday	205
Sunday Mail (SA)	Body+Soul in Sunday Mail (SA)	Sunday	223
	Escape in Sunday Mail (SA)	Sunday	268
	Home in Sunday Mail (SA)	Sunday	223
	Sport in Sunday Mail (SA)	Sunday	232
	Sunday in Sunday Mail (SA)	Sunday	191
	TV Guide in Sunday Mail (SA)	Sunday	301
Canberra Times (M-F Av)	Sport in The Canberra Times (M-F)	Monday-Friday	26
	Business Day in The Canberra Times (M-F)	Monday-Friday	27
	The Guide (Mon) in The Canberra Times (M-F)	Monday	82
	Food and Wine (Wed) in The Canberra Times (M-F)	Wednesday	66
	Fly (Thu) in The Canberra Times (M-F)	Thursday	39
Canberra Times (Sat)	allhomes.com.au in The Canberra Times (Sat)	Saturday	49
	Drive in The Canberra Times (Sat)	Saturday	33
	My Career in The Canberra Times (Sat)	Saturday	20
	Sport in The Canberra Times (Sat)	Saturday	35
Sunday Canberra Times	Sport in Sunday Canberra Times	Sunday	30
Courier-Mail (M-F Av)	Business Daily in Courier-Mail (M-F)	Monday-Friday	117
	Careers in Courier-Mail (M-F)	Monday-Friday	68
	Carsguide in Courier-Mail (M-F)	Monday-Friday	88
	Confidential in Courier-Mail (M-F)	Monday-Friday	98
	Sport in Courier-Mail (M-F)	Monday-Friday	182
	Money Saver (Mon) in Courier-Mail (M-F)	Monday	152
	Taste.com.au (Tue) in Courier-Mail (M-F)	Tuesday	248
	Switched On (Wed) in Courier-Mail (M-F)	Wednesday	154
	Hit (Thu) in Courier-Mail (M-F)	Thursday	128
	Weekend Extra (Fri) in Courier-Mail (M-F)	Friday	311
	PRIME SITE (Fri) in Courier-Mail (M-F)	Friday	103
	Business Daily in Courier-Mail (Sat)	Saturday	158
	Careers in Courier-Mail (Sat)	Saturday	133
	Carsguide in Courier-Mail (Sat)	Saturday	159
	Confidential in Courier-Mail (Sat)	Saturday	203
	Insight in Courier-Mail (Sat)	Saturday	160
	Home in Courier-Mail (Sat)	Saturday	152
Real Estate in Courier-Mail (Sat)	Saturday	190	
Sport in Courier-Mail (Sat)	Saturday	256	
Weekend Shopper in Courier-Mail (Sat)	Saturday	147	
Sunday Mail (QLD)	Agenda in Sunday Mail (QLD)	Sunday	270
	Body+Soul in Sunday Mail (QLD)	Sunday	404
	Carsguide in Sunday Mail (QLD)	Sunday	186
	Escape in Sunday Mail (QLD)	Sunday	456
	Property Confidential in Sunday Mail (QLD)	Sunday	176
	Sport in Sunday Mail (QLD)	Sunday	363
	Sunday Confidential in Sunday Mail (QLD)	Sunday	300
	Sunday Home in Sunday Mail (QLD)	Sunday	294
	TV Guide in Sunday Mail (QLD)	Sunday	479
Daily Telegraph (M-F Av)	Business Daily in Daily Telegraph (M-F)	Monday-Friday	156
	Careers in Daily Telegraph (M-F)	Monday-Friday	88
	Sport in Daily Telegraph (M-F)	Monday-Friday	324
	Sydney Confidential in Daily Telegraph (M-F)	Monday-Friday	199
	Money Saver (Mon) in Daily Telegraph (M-F)	Monday	202
	Switched On (Wed) in Daily Telegraph (M-F)	Wednesday	203
	Hit (Thu) in Daily Telegraph (M-F)	Thursday	175

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Daily Telegraph (Sat)	BW Magazine in Daily Telegraph (Sat)	Saturday	281
	Business Daily in Daily Telegraph (Sat)	Saturday	214
	Careers in Daily Telegraph (Sat)	Saturday	124
	Carsguide in Daily Telegraph (Sat)	Saturday	249
	Home in Daily Telegraph (Sat)	Saturday	237
	Real Estate in Daily Telegraph (Sat)	Saturday	234
	Sport in Daily Telegraph (Sat)	Saturday	396
	Sydney Confidential in Daily Telegraph (Sat)	Saturday	247
	Saturday Extra in Daily Telegraph (Sat)	Saturday	280
Sunday Telegraph	Body+Soul in Sunday Telegraph	Sunday	547
	Escape in Sunday Telegraph	Sunday	582
	Insider in Sunday Telegraph	Sunday	339
	Real Estate in Sunday Telegraph	Sunday	418
	Sport in Sunday Telegraph	Sunday	555
	TV Guide in Sunday Telegraph	Sunday	580
Financial Review (M-F Av)	Companies & Markets in Financial Review (M-F)	Monday-Friday	78
	Property in Financial Review (M-F)	Monday-Friday	63
	Education (Mon) in Financial Review (M-F)	Monday	118
	Technology (Tue) in Financial Review (M-F)	Tuesday	176
	Smart Investor (Wed) in Financial Review (M-F)	Wednesday	202
	Domain (Fri) in Financial Review (M-F)	Friday	199
	Life & Leisure (Fri) in Financial Review (M-F)	Friday	159
	Review (Fri) in Financial Review (M-F)	Friday	160
Financial Review (Weekend edition)	Companies & Markets in Financial Review (Weekend edition)	Saturday	89
	Life & Leisure in Financial Review (Weekend edition)	Saturday	90
	Property in Financial Review (Weekend edition)	Saturday	71
	Smart Money in Financial Review (Weekend edition)	Saturday	98
Herald Sun (M-F Av)	Business Daily in Herald Sun (M-F)	Monday-Friday	226
	Confidential in Herald Sun (M-F)	Monday-Friday	217
	Sport in Herald Sun (M-F)	Monday-Friday	451
	Money Saver (Mon) in Herald Sun (M-F)	Monday	259
	Taste.com.au (Tue) in Herald Sun (M-F)	Tuesday	536
	Switched On (Wed) in Herald Sun (M-F)	Wednesday	293
	Hit (Thu) in Herald Sun (M-F)	Thursday	260
	Carsguide (Fri) in Herald Sun (M-F)	Friday	398
	Herald Sun (Sat)	Business Daily in Herald Sun (Sat)	Saturday
Careers in Herald Sun (Sat)		Saturday	132
Confidential in Herald Sun (Sat)		Saturday	322
Real Estate in Herald Sun (Sat)		Saturday	326
Sport in Herald Sun (Sat)		Saturday	496
Weekend in Herald Sun (Sat)		Saturday	493
Sunday Herald Sun	Body+Soul in Sunday Herald Sun	Sunday	527
	Confidential in Sunday Herald Sun	Sunday	353
	Escape in Sunday Herald Sun	Sunday	566
	Sport in Sunday Herald Sun	Sunday	477
	TV Guide in Sunday Herald Sun	Sunday	544
Mercury (Tas) (M-F Av)	Business in Mercury (Tas) (M-F)	Monday-Friday	24
	Sport in Mercury (Tas) (M-F)	Monday-Friday	27
	Money Saver (Mon) in Mercury (Tas) (M-F)	Monday	24
	Taste.com.au (Tue) in Mercury (Tas) (M-F)	Tuesday	48
	Pulse (Thu) in Mercury (Tas) (M-F)	Thursday	30
	Real Estate (Thu) in Mercury (Tas) (M-F)	Thursday	55
	Mercury on Saturday (Tas)	Business in Mercury on Saturday (Tas)	Saturday
CarsGuide in Mercury on Saturday (Tas)		Saturday	29
Saturday Magazine in Mercury on Saturday (Tas)		Saturday	58
Sport in Mercury on Saturday (Tas)		Saturday	37
Sunday Tasmanian	Body + Soul in Sunday Tasmanian	Sunday	39
	TV Guide in Sunday Tasmanian	Sunday	40
	Escape in Sunday Tasmanian	Sunday	48
	Sport in Sunday Tasmanian	Sunday	38
Northern Territory News (M-F Av)	Sport in Northern Territory News (M-F)	Monday-Friday	25
	Switched On (Mon) in Northern Territory News (M-F)	Monday	16
	Entertainment (Fri) in Northern Territory News (M-F)	Friday	21
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	26
	Marine Guide in Northern Territory News (Sat)	Saturday	12
	Property in Northern Territory News (Sat)	Saturday	21
Sunday Territorian	Body + Soul in Sunday Territorian	Sunday	13
	Escape in Sunday Territorian	Sunday	16
	Taste.com.au in Sunday Territorian	Sunday	13

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Sydney Morning Herald (M-F Av)	BusinessDay in Sydney Morning Herald (M-F)	Monday-Friday	164
	SportsDay in Sydney Morning Herald (M-F)	Monday-Friday	149
	The Guide (Mon) in Sydney Morning Herald (M-F)	Monday	466
	Good Food (Tue) in Sydney Morning Herald (M-F)	Tuesday	478
	Money (Wed) in Sydney Morning Herald (M-F)	Wednesday	335
	Pulse (Thu) in Sydney Morning Herald (M-F)	Thursday	164
	The Form (Fri) in Sydney Morning Herald (M-F)	Friday	75
	The Shortlist (Fri) in Sydney Morning Herald (M-F)	Friday	269
	Sydney Morning Herald (Sat)	Domain in Sydney Morning Herald (Sat)	Saturday
My Career in Sydney Morning Herald (Sat)		Saturday	138
News Review in Sydney Morning Herald (Sat)		Saturday	529
Spectrum in Sydney Morning Herald (Sat)		Saturday	587
The Form in Sydney Morning Herald (Sat)		Saturday	76
Traveller in Sydney Morning Herald (Sat)		Saturday	509
Weekend Business in Sydney Morning Herald (Sat)		Saturday	355
Weekend Drive in Sydney Morning Herald (Sat)		Saturday	249
Weekend Sport in Sydney Morning Herald (Sat)		Saturday	317
Sun-Herald	Domain in Sun-Herald	Sunday	317
	Extra in Sun-Herald	Sunday	337
	Money in Sun-Herald	Sunday	252
	Sport in Sun-Herald	Sunday	278
	Travel in Sun-Herald	Sunday	413
	S in Sun-Herald	Sunday	310
The Age (M-F Av)	BusinessDay in The Age (M-F)	Monday-Friday	162
	Sport in The Age (M-F)	Monday-Friday	185
	Pulse (Mon) in The Age (M-F)	Monday	162
	Epicure (Tue) in The Age (M-F)	Tuesday	396
	Money (Wed) in The Age (M-F)	Wednesday	284
	Green Guide (Thu) in The Age (M-F)	Thursday	532
	The Shortlist (Fri) in The Age (M-F)	Friday	313
The Age (Sat)	BusinessDay in The Age (Sat)	Saturday	257
	Domain in The Age (Sat)	Saturday	283
	Drive in The Age (Sat)	Saturday	180
	Spectrum in The Age (Sat)	Saturday	383
	My Career in The Age (Sat)	Saturday	116
	Sport in The Age (Sat)	Saturday	275
	Traveller in The Age (Sat)	Saturday	360
Sunday Age	Domain in Sunday Age	Sunday	223
	M in Sunday Age	Sunday	309
	Sport in Sunday Age	Sunday	214
The Australian (M-F Av)	A Plus in The Australian (M-F)	Monday-Friday	86
	The Australian Business Review in The Australian (M-F)	Monday-Friday	124
	Sport in The Australian (M-F)	Monday-Friday	103
	Media & Marketing (Mon) in The Australian (M-F)	Monday	145
	Technology (Tue) in The Australian (M-F)	Tuesday	199
	Wealth (Tue) in The Australian (M-F)	Tuesday	177
	Higher Education (Wed) in The Australian (M-F)	Wednesday	186
	Prime Space (Thu) in The Australian (M-F)	Thursday	103
	Aviation (Fri) in The Australian (M-F)	Friday	107
	Legal Affairs (Fri) in The Australian (M-F)	Friday	123
Weekend Australian	The Australian Business Review in Weekend Australian	Saturday	287
	Inquirer in Weekend Australian	Saturday	384
	Review in Weekend Australian	Saturday	419
	Sport in Weekend Australian	Saturday	252
	Travel & Indulgence in Weekend Australian	Saturday	369
	Wealth in Weekend Australian	Saturday	225
	Weekend A Plus in Weekend Australian	Saturday	343
	Weekend Professional in Weekend Australian	Saturday	192
	Weekend Property in Weekend Australian	Saturday	239
West Australian (M-F Av)	Employment - WJOBS in West Australian (M-F)	Monday-Friday	46
	Sport in West Australian (M-F)	Monday-Friday	202
	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	246
	Health + Medicine (Wed) in West Australian (M-F)	Wednesday	244
	West Real Estate (Wed) in West Australian (M-F)	Wednesday	201
	West Wheels (Wed) in West Australian (M-F)	Wednesday	151
	Fresh (Thu) in West Australian (M-F)	Thursday	240
	Travel (Thu) in West Australian (M-F)	Thursday	277
	Habitat (Fri) in West Australian (M-F)	Friday	243

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Weekend West	Employment - WJOBS in Weekend West	Saturday	85
	New Homes in Weekend West	Saturday	188
	Sport in Weekend West	Saturday	257
	The West Classifieds in Weekend West	Saturday	156
	Travel in Weekend West	Saturday	313
	West Business in Weekend West	Saturday	234
	West Real Estate in Weekend West	Saturday	192
Sunday Times	West Wheels in Weekend West	Saturday	136
	Body+Soul in Sunday Times	Sunday	259
	Careers in Sunday Times	Sunday	62
	Carsguide in Sunday Times	Sunday	128
	Escape in Sunday Times	Sunday	266
	Home in Sunday Times	Sunday	176
	Sunday Times	Readersmart in Sunday Times	Sunday
Real Estate in Sunday Times		Sunday	164
Sport in Sunday Times		Sunday	191
Taste.com.au in Sunday Times		Sunday	241
The Sunday Times Guide in Sunday Times		Sunday	271

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