

emma™ Print Audience Report - Newspaper Sections

Average Issue Readership (AIR) in '000

Data Period: Jun 2016-May 2017

MASTHEAD	SECTION	DAYS PUBLISHED	AIR ('000)
Adelaide Advertiser (M-F Av)	Adelaide Confidential in Adelaide Advertiser (M-F)	Monday-Friday	104
	Business Daily in Adelaide Advertiser (M-F)	Monday-Friday	89
	Boomer in Adelaide Advertiser (M-F)	Monday	150
	Your Money in West Australian (M-F)	Monday	236
	Sport in Adelaide Advertiser (M-F)	Monday-Friday	145
	Money Saver (Mon) in Adelaide Advertiser (M-F)	Monday	102
	SA Business Journal (Tue) in Adelaide Advertiser (M-F)	Tuesday	80
	The SourceSA (Wed) in Adelaide Advertiser (M-F)	Wednesday	123
Saturday Advertiser	Adelaide Confidential in Saturday Advertiser	Saturday	166
	Business Daily in Saturday Advertiser	Saturday	101
	Careers in Saturday Advertiser	Saturday	95
	Carsguide in Saturday Advertiser	Saturday	128
	Real Estate in Saturday Advertiser	Saturday	171
	SA Weekend in Saturday Advertiser	Saturday	279
	Sports Saturday in Saturday Advertiser	Saturday	210
	Weekend Extra in Saturday Advertiser	Saturday	206
Sunday Mail (SA)	Body+Soul in Sunday Mail (SA)	Sunday	223
	Escape in Sunday Mail (SA)	Sunday	269
	Home in Sunday Mail (SA)	Sunday	227
	Sport in Sunday Mail (SA)	Sunday	234
	Sunday in Sunday Mail (SA)	Sunday	195
	TV Guide in Sunday Mail (SA)	Sunday	304
Canberra Times (M-F Av)	Sport in The Canberra Times (M-F)	Monday-Friday	25
	Business Day in The Canberra Times (M-F)	Monday-Friday	27
	The Guide (Mon) in The Canberra Times (M-F)	Monday	83
	Food and Wine (Wed) in The Canberra Times (M-F)	Wednesday	64
	Fly (Thu) in The Canberra Times (M-F)	Thursday	37
Canberra Times (Sat)	allhomes.com.au in The Canberra Times (Sat)	Saturday	50
	Drive in The Canberra Times (Sat)	Saturday	33
	My Career in The Canberra Times (Sat)	Saturday	21
	Sport in The Canberra Times (Sat)	Saturday	35
Sunday Canberra Times	Sport in Sunday Canberra Times	Sunday	32
Courier-Mail (M-F Av)	Business Daily in Courier-Mail (M-F)	Monday-Friday	121
	Careers in Courier-Mail (M-F)	Monday-Friday	69
	Carsguide in Courier-Mail (M-F)	Monday-Friday	89
	Confidential in Courier-Mail (M-F)	Monday-Friday	98
	Sport in Courier-Mail (M-F)	Monday-Friday	184
	Money Saver (Mon) in Courier-Mail (M-F)	Monday	150
	Taste.com.au (Tue) in Courier-Mail (M-F)	Tuesday	250
	Switched On (Wed) in Courier-Mail (M-F)	Wednesday	154
	Hit (Thu) in Courier-Mail (M-F)	Thursday	124
	Weekend Extra (Fri) in Courier-Mail (M-F)	Friday	318
	PRIME SITE (Fri) in Courier-Mail (M-F)	Friday	104
	Business Daily in Courier-Mail (Sat)	Saturday	155
	Careers in Courier-Mail (Sat)	Saturday	129
	Carsguide in Courier-Mail (Sat)	Saturday	159
	Confidential in Courier-Mail (Sat)	Saturday	203
	Insight in Courier-Mail (Sat)	Saturday	159
	Home in Courier-Mail (Sat)	Saturday	154
	Real Estate in Courier-Mail (Sat)	Saturday	189
Sport in Courier-Mail (Sat)	Saturday	262	
Weekend Shopper in Courier-Mail (Sat)	Saturday	147	
Sunday Mail (QLD)	Agenda in Sunday Mail (QLD)	Sunday	267
	Body+Soul in Sunday Mail (QLD)	Sunday	398
	Carsguide in Sunday Mail (QLD)	Sunday	193
	Escape in Sunday Mail (QLD)	Sunday	455
	Property Confidential in Sunday Mail (QLD)	Sunday	178
	Sport in Sunday Mail (QLD)	Sunday	365
	Sunday Confidential in Sunday Mail (QLD)	Sunday	292
	Sunday Home in Sunday Mail (QLD)	Sunday	296
	TV Guide in Sunday Mail (QLD)	Sunday	475
	Daily Telegraph (M-F Av)	Business Daily in Daily Telegraph (M-F)	Monday-Friday
Careers in Daily Telegraph (M-F)		Monday-Friday	86
Sport in Daily Telegraph (M-F)		Monday-Friday	323
Sydney Confidential in Daily Telegraph (M-F)		Monday-Friday	197
Money Saver (Mon) in Daily Telegraph (M-F)		Monday	204
Switched On (Wed) in Daily Telegraph (M-F)		Wednesday	197
Hit (Thu) in Daily Telegraph (M-F)		Thursday	168

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Daily Telegraph (Sat)	BW Magazine in Daily Telegraph (Sat)	Saturday	262
	Business Daily in Daily Telegraph (Sat)	Saturday	214
	Careers in Daily Telegraph (Sat)	Saturday	123
	Carsguide in Daily Telegraph (Sat)	Saturday	243
	Home in Daily Telegraph (Sat)	Saturday	240
	Real Estate in Daily Telegraph (Sat)	Saturday	236
	Sport in Daily Telegraph (Sat)	Saturday	400
	Sydney Confidential in Daily Telegraph (Sat)	Saturday	248
	Saturday Extra in Daily Telegraph (Sat)	Saturday	280
Sunday Telegraph	Body+Soul in Sunday Telegraph	Sunday	549
	Escape in Sunday Telegraph	Sunday	577
	Insider in Sunday Telegraph	Sunday	349
	Real Estate in Sunday Telegraph	Sunday	429
	Sport in Sunday Telegraph	Sunday	560
	TV Guide in Sunday Telegraph	Sunday	570
Financial Review (M-F Av)	Companies & Markets in Financial Review (M-F)	Monday-Friday	77
	Property in Financial Review (M-F)	Monday-Friday	60
	Education (Mon) in Financial Review (M-F)	Monday	122
	Technology (Tue) in Financial Review (M-F)	Tuesday	181
	Smart Investor (Wed) in Financial Review (M-F)	Wednesday	203
	Domain (Fri) in Financial Review (M-F)	Friday	206
	Life & Leisure (Fri) in Financial Review (M-F)	Friday	156
	Review (Fri) in Financial Review (M-F)	Friday	156
Financial Review (Weekend edition)	Companies & Markets in Financial Review (Weekend edition)	Saturday	91
	Life & Leisure in Financial Review (Weekend edition)	Saturday	93
	Property in Financial Review (Weekend edition)	Saturday	73
	Smart Money in Financial Review (Weekend edition)	Saturday	101
Herald Sun (M-F Av)	Business Daily in Herald Sun (M-F)	Monday-Friday	226
	Confidential in Herald Sun (M-F)	Monday-Friday	214
	Sport in Herald Sun (M-F)	Monday-Friday	442
	Money Saver (Mon) in Herald Sun (M-F)	Monday	253
	Taste.com.au (Tue) in Herald Sun (M-F)	Tuesday	537
	Switched On (Wed) in Herald Sun (M-F)	Wednesday	288
	Hit (Thu) in Herald Sun (M-F)	Thursday	246
	Carsguide (Fri) in Herald Sun (M-F)	Friday	400
Herald Sun (Sat)	Business Daily in Herald Sun (Sat)	Saturday	249
	Careers in Herald Sun (Sat)	Saturday	131
	Confidential in Herald Sun (Sat)	Saturday	316
	Real Estate in Herald Sun (Sat)	Saturday	321
	Sport in Herald Sun (Sat)	Saturday	496
	Weekend in Herald Sun (Sat)	Saturday	487
Sunday Herald Sun	Body+Soul in Sunday Herald Sun	Sunday	504
	Confidential in Sunday Herald Sun	Sunday	350
	Escape in Sunday Herald Sun	Sunday	555
	Sport in Sunday Herald Sun	Sunday	474
	TV Guide in Sunday Herald Sun	Sunday	539
Mercury (Tas) (M-F Av)	Business in Mercury (Tas) (M-F)	Monday-Friday	24
	Sport in Mercury (Tas) (M-F)	Monday-Friday	26
	Money Saver (Mon) in Mercury (Tas) (M-F)	Monday	24
	Taste.com.au (Tue) in Mercury (Tas) (M-F)	Tuesday	46
	Pulse (Thu) in Mercury (Tas) (M-F)	Thursday	29
	Real Estate (Thu) in Mercury (Tas) (M-F)	Thursday	53
	Mercury on Saturday (Tas)	Saturday	32
Mercury on Saturday (Tas)	CarsGuide in Mercury on Saturday (Tas)	Saturday	27
	Saturday Magazine in Mercury on Saturday (Tas)	Saturday	58
	Sport in Mercury on Saturday (Tas)	Saturday	35
Sunday Tasmanian	Body + Soul in Sunday Tasmanian	Sunday	37
	TV Guide in Sunday Tasmanian	Sunday	38
	Escape in Sunday Tasmanian	Sunday	48
	Sport in Sunday Tasmanian	Sunday	37
Northern Territory News (M-F Av)	Sport in Northern Territory News (M-F)	Monday-Friday	21
	Switched On (Mon) in Northern Territory News (M-F)	Monday	13
	Entertainment (Fri) in Northern Territory News (M-F)	Friday	17
Northern Territory News (Sat)	Careers in Northern Territory News (Sat)	Saturday	14
	CarsGuide in Northern Territory News (Sat)	Saturday	18
	Classifieds in Northern Territory News (Sat)	Saturday	26
	Marine Guide in Northern Territory News (Sat)	Saturday	11
	Property in Northern Territory News (Sat)	Saturday	18
Sunday Territorian	Body + Soul in Sunday Territorian	Sunday	11
	Escape in Sunday Territorian	Sunday	14
	Taste.com.au in Sunday Territorian	Sunday	12

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Sydney Morning Herald (M-F Av)	BusinessDay in Sydney Morning Herald (M-F)	Monday-Friday	157
	SportsDay in Sydney Morning Herald (M-F)	Monday-Friday	143
	The Guide (Mon) in Sydney Morning Herald (M-F)	Monday	460
	Good Food (Tue) in Sydney Morning Herald (M-F)	Tuesday	481
	Money (Wed) in Sydney Morning Herald (M-F)	Wednesday	330
	Pulse (Thu) in Sydney Morning Herald (M-F)	Thursday	159
	The Form (Fri) in Sydney Morning Herald (M-F)	Friday	69
	The Shortlist (Fri) in Sydney Morning Herald (M-F)	Friday	267
	Sydney Morning Herald (Sat)	Domain in Sydney Morning Herald (Sat)	Saturday
My Career in Sydney Morning Herald (Sat)		Saturday	140
News Review in Sydney Morning Herald (Sat)		Saturday	528
Spectrum in Sydney Morning Herald (Sat)		Saturday	591
The Form in Sydney Morning Herald (Sat)		Saturday	70
Traveller in Sydney Morning Herald (Sat)		Saturday	505
Weekend Business in Sydney Morning Herald (Sat)		Saturday	354
Weekend Drive in Sydney Morning Herald (Sat)		Saturday	250
Weekend Sport in Sydney Morning Herald (Sat)		Saturday	314
Sun-Herald	Domain in Sun-Herald	Sunday	318
	Extra in Sun-Herald	Sunday	330
	Money in Sun-Herald	Sunday	245
	Sport in Sun-Herald	Sunday	273
	Travel in Sun-Herald	Sunday	398
	S in Sun-Herald	Sunday	301
The Age (M-F Av)	BusinessDay in The Age (M-F)	Monday-Friday	162
	Sport in The Age (M-F)	Monday-Friday	178
	Pulse (Mon) in The Age (M-F)	Monday	160
	Epicure (Tue) in The Age (M-F)	Tuesday	405
	Money (Wed) in The Age (M-F)	Wednesday	288
	Green Guide (Thu) in The Age (M-F)	Thursday	536
	The Shortlist (Fri) in The Age (M-F)	Friday	311
The Age (Sat)	BusinessDay in The Age (Sat)	Saturday	264
	Domain in The Age (Sat)	Saturday	286
	Drive in The Age (Sat)	Saturday	173
	Spectrum in The Age (Sat)	Saturday	387
	My Career in The Age (Sat)	Saturday	119
	Sport in The Age (Sat)	Saturday	278
	Traveller in The Age (Sat)	Saturday	360
Sunday Age	Domain in Sunday Age	Sunday	224
	M in Sunday Age	Sunday	307
	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	127
	Sport in The Australian (M-F)	Monday-Friday	106
	Media & Marketing (Mon) in The Australian (M-F)	Monday	154
	Technology (Tue) in The Australian (M-F)	Tuesday	205
	Wealth (Tue) in The Australian (M-F)	Tuesday	180
	Higher Education (Wed) in The Australian (M-F)	Wednesday	188
	Prime Space (Thu) in The Australian (M-F)	Thursday	103
	Aviation (Fri) in The Australian (M-F)	Friday	108
	Legal Affairs (Fri) in The Australian (M-F)	Friday	130
Weekend Australian	The Australian Business Review in Weekend Australian	Saturday	293
	Inquirer in Weekend Australian	Saturday	393
	Review in Weekend Australian	Saturday	427
	Sport in Weekend Australian	Saturday	258
	Travel & Indulgence in Weekend Australian	Saturday	369
	Wealth in Weekend Australian	Saturday	230
	Weekend A Plus in Weekend Australian	Saturday	347
	Weekend Professional in Weekend Australian	Saturday	192
	Weekend Property in Weekend Australian	Saturday	245
West Australian (M-F Av)	Employment - WJOBS in West Australian (M-F)	Monday-Friday	45
	Sport in West Australian (M-F)	Monday-Friday	192
	Today in West Australian (M-F)	Monday-Friday	194
	West Business in West Australian (M-F)	Monday-Friday	184
	Mind & Body (Tue) in West Australian (M-F)	Tuesday	239
	Health + Medicine (Wed) in West Australian (M-F)	Wednesday	236
	West Real Estate (Wed) in West Australian (M-F)	Wednesday	193
	West Wheels (Wed) in West Australian (M-F)	Wednesday	141
	Fresh (Thu) in West Australian (M-F)	Thursday	228
	Travel (Thu) in West Australian (M-F)	Thursday	267
	Habitat (Fri) in West Australian (M-F)	Friday	227

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Weekend West	Employment - WJOBS in Weekend West	Saturday	84
	New Homes in Weekend West	Saturday	186
	Sport in Weekend West	Saturday	250
	The West Classifieds in Weekend West	Saturday	158
	Travel in Weekend West	Saturday	309
	West Business in Weekend West	Saturday	229
	West Real Estate in Weekend West	Saturday	184
Sunday Times	West Wheels in Weekend West	Saturday	126
	Body+Soul in Sunday Times	Sunday	255
	Careers in Sunday Times	Sunday	64
	Carsguide in Sunday Times	Sunday	125
	Escape in Sunday Times	Sunday	262
	Home in Sunday Times	Sunday	168
	Sunday Times	Readersmart in Sunday Times	Sunday
Real Estate in Sunday Times		Sunday	165
Sport in Sunday Times		Sunday	188
Taste.com.au in Sunday Times		Sunday	236
The Sunday Times Guide in Sunday Times		Sunday	268

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