

		Readership (EMMA)			Readership (Roy Morgan)		
Newspaper Brand	Frequency	Sep-17	Sep-16	Change	Sep-17	Sep-16	Change
National Newspapers							
The Australian	Mon-Fri	492,000	472,000	4.24%	330,000	319,000	3.45%
The Weekend Australian	Sat	592,000	574,000	3.14%	642,000	638,000	0.63%
The Australian Financial Review	Mon-Fri	335,000	318,000	5.35%	191,000	193,000	-1.04%
The Australian Financial Review Weekend	Sat	126,000	126,000	0.00%	134,000	126,000	6.35%
Metro Daily Newspapers							
The Canberra Times	Mon-Fri	79,000	85,000	-7.06%	48,000	50,000	-4.00%
The Daily Telegraph	Mon-Fri	963,000	986,000	-2.33%	582,000	640,000	-9.06%
The Sydney Morning Herald	Mon-Fri	643,000	658,000	-2.28%	446,000	482,000	-7.47%
Northern Territory News	Mon-Fri	57,000	60,000	-5.00%	27,000	34,000	-20.59%
The Courier-Mail	Mon-Fri	534,000	598,000	-10.70%	351,000	392,000	-10.46%
The Advertiser	Mon-Fri	373,000	404,000	-7.67%	281,000	328,000	-14.33%
Mercury	Mon-Fri	87,000	95,000	-8.42%	51,000	55,000	-7.27%
The Age	Mon-Fri	549,000	596,000	-7.89%	472,000	477,000	-1.05%
Herald Sun	Mon-Fri	1,182,000	1,242,000	-4.83%	857,000	858,000	-0.12%
The West Australian	Mon-Fri	575,000	602,000	-4.49%	365,000	379,000	-3.69%
Metro Saturday Newspapers							
The Canberra Times	Sat	79,000	83,000	-4.82%	58,000	70,000	-17.14%
The Daily Telegraph	Sat	768,000	762,000	0.79%	520,000	628,000	-17.20%
The Sydney Morning Herald	Sat	659,000	708,000	-6.92%	648,000	704,000	-7.95%
Northern Territory News	Sat	54,000	48,000	12.50%	34,000	42,000	-19.05%
The Courier-Mail	Sat	519,000	579,000	-10.36%	427,000	505,000	-15.45%
The Advertiser	Sat	375,000	432,000	-13.19%	340,000	377,000	-9.81%
Mercury	Sat	90,000	104,000	-13.46%	70,000	85,000	-17.65%
The Age	Sat	531,000	582,000	-8.76%	646,000	645,000	0.16%
Herald Sun	Sat	971,000	1,032,000	-5.91%	789,000	825,000	-4.36%
Weekend West	Sat	546,000	607,000	-10.05%	502,000	521,000	-3.65%
The Saturday Paper	Sat				121,000	115,000	5.22%
Metro Sunday Newspapers							
The Canberra Times	Sun	52,000	59,000	-11.86%	44,000	43,000	2.33%
The Sun-Herald	Sun	518,000	607,000	-14.66%	557,000	629,000	-11.45%
The Sunday Telegraph	Sun	990,000	1,090,000	-9.17%	893,000	1,008,000	-11.41%
Sunday Territorian	Sun	29,000	33,000	-12.12%	28,000	34,000	-17.65%
The Sunday Mail (Qld)	Sun	648,000	777,000	-16.60%	654,000	772,000	-15.28%
Sunday Mail (SA)	Sun	382,000	445,000	-14.16%	400,000	437,000	-8.47%
Sunday Tasmanian	Sun	76,000	91,000	-16.48%	63,000	68,000	-7.35%
The Sunday Age	Sun	384,000	455,000	-15.60%	530,000	508,000	4.33%
Sunday Herald Sun	Sun	867,000	980,000	-11.53%	874,000	873,000	0.11%
Sunday Times	Sun	416,000	493,000	-15.62%	354,000	392,000	-9.69%
Sunday Examiner	Sun	49,000			40,000	52,000	-23.08%
Regional Newspapers							
New South Wales							
Daily Examiner	Mon-Fri	15,000	16,000	-6.25%			
Northern Star	Mon-Fri	37,000	40,000	-7.50%			
Newcastle Herald	Mon-Fri	123,000	131,000	-6.11%	78,000	89,000	-12.36%
Illawarra Mercury	Mon-Fri	54,000	59,000	-8.47%	39,000	37,000	5.41%
Albury Border Mail	Mon-Fri	49,000					
Orange Central Western Daily	Mon-Fri	15,000					
Tamworth Northern Daily Leader	Mon-Fri	22,000	40,000	-45.00%			
Wagga Wagga Daily Advertiser	Mon-Fri	28,000					
Queensland							
Bundaberg News-Mail	Mon-Fri	31,000	33,000	-6.06%			
Cairns Post	Mon-Fri	69,000	79,000	-12.66%	51,000	47,000	8.51%
Gladstone Observer	Mon-Fri	17,000	21,000	-19.05%			
Gold Coast Bulletin	Mon-Fri	93,000	102,000	-8.82%	57,000	69,000	-17.39%
Gympie Times	Tue-Fri	16,000	18,000	-11.11%			
Queensland Times	Mon-Fri	29,000	35,000	-17.14%			
Daily Mercury	Mon-Fri	37,000	38,000	-2.63%			
Sunshine Coast Daily	Mon-Fri	61,000	62,000	-1.61%			
Fraser Coast Chronicle	Mon-Fri	30,000	33,000	-9.09%			
Rockhampton Morning Bulletin	Mon-Fri	38,000	39,000	-2.56%			
Toowoomba Chronicle	Mon-Fri	56,000	56,000	0.00%			
Townsville Bulletin	Mon-Fri	73,000	84,000	-13.10%	35,000	43,000	-18.60%
Warwick Daily News	Tu, Th, Fri	10,000	10,000	0.00%			
Tasmania							
Burnie Advocate	Mon-Fri	45,000			29,000	40,000	-27.50%
Launceston Examiner	Mon-Fri	56,000			36,000	39,000	-7.69%
Launceston Sunday Examiner	Sun	49,000					
Victoria							
Geelong Advertiser	Mon-Fri	69,000	76,000	-9.21%	49,000	58,000	-15.52%
Ballarat Courier	Mon-Fri	44,000					
Bendigo Advertiser	M-F	34,000					
Mildura Sunraysia Daily	Mon-Fri	26,000					
Warrnambool Standard	Mon-Fri	29,000					
Western Australia							
Bunbury Herald	Tue	37,000					
Bunbury Mail	Wed	38,000					
Kalgoorlie Miner	Mon-Fri	15,000					