

emma™ Print Audience Report - Regional Newspapers (Modelled)

Average Issue Readership (AIR), rounded to nearest '00

AIR estimates are modelled based on the emma™ survey data collected between October 2013 and September 2017, and AMAA audited circulation figures from June 2017 (ABC) or September 2017 (CAB).

			AIR											
Title	State	Publisher	All 14+	Males 14+	Females 14+	All 14-44	All 45-64	All 65+	Males 14-44	Males 45-64	Males 65+	Females 14-44	Females 45-64	Females 65+
The Bellingen Shire Courier-Sun	NSW	Fairfax Media	6,100	2,900	3,200	1,600	2,500	2,000	800	1,200	1,000	800	1,300	1,100
Highlands Post	NSW	Fairfax Media	11,600	5,300	6,300	2,700	3,900	5,100	1,200	1,800	2,300	1,400	2,100	2,800
Eurobodalla Shire Independent	NSW	Fairfax Media	13,200	5,800	7,400	3,300	4,600	5,300	1,300	2,000	2,600	2,000	2,600	2,700
Milton Ulladulla Times	NSW	Fairfax Media	10,400	5,000	5,400	2,700	3,800	3,900	1,200	1,900	1,900	1,500	1,900	2,000
Shoalhaven & Nowra News	NSW	Fairfax Media	26,800	13,200	13,600	8,200	10,200	8,400	3,800	4,700	4,800	4,400	5,500	3,700
Lakes Mail	NSW	Fairfax Media	27,100	12,800	14,300	7,900	8,700	10,500	3,400	4,200	5,200	4,400	4,500	5,400
The Post Weekly (Goulburn)	NSW	Fairfax Media	12,100	6,000	6,100	4,000	4,400	3,700	2,200	2,100	1,700	1,800	2,400	2,000
Bega District News	NSW	Fairfax Media	4,800	2,300	2,500	1,200	2,000	1,600	500	1,000	800	700	1,000	800
Blayney Chronicle	NSW	Fairfax Media	3,000	1,400	1,500	1,100	1,100	800	500	600	400	600	500	400
Braidwood Times	NSW	Fairfax Media	1,800	900	900	500	700	500	200	400	300	300	400	300
Cootamundra Herald	NSW	Fairfax Media	3,000	1,400	1,600	900	1,000	1,100	400	500	500	500	500	600
Cowra Guardian	NSW	Fairfax Media	4,500	2,100	2,300	1,400	1,600	1,500	600	800	800	800	800	800
Dungog Chronicle	NSW	Fairfax Media	2,700	1,300	1,400	800	1,100	800	400	600	400	500	500	400
Magnet (Eden)	NSW	Fairfax Media	2,600	1,300	1,400	700	1,000	1,000	300	500	500	400	500	500
Glen Innes Examiner	NSW	Fairfax Media	3,900	1,900	2,000	1,200	1,400	1,300	500	700	600	600	700	700
Gloucester Advocate	NSW	Fairfax Media	3,100	1,500	1,600	800	1,100	1,100	300	600	600	400	500	600
Goondiwindi Argus	NSW	Fairfax Media	4,700	2,300	2,400	1,800	1,700	1,200	800	900	600	1,000	800	600
Goulburn Post	NSW	Fairfax Media	7,800	3,800	4,000	2,700	2,900	2,200	1,200	1,500	1,100	1,400	1,400	1,100
The Inverell Times	NSW	Fairfax Media	6,000	2,800	3,200	2,000	2,100	1,900	900	1,000	900	1,100	1,100	1,000
The Macleay Argus	NSW	Fairfax Media	5,300	2,600	2,700	1,600	2,000	1,700	700	1,000	900	900	1,000	800
Manning River Times	NSW	Fairfax Media	5,800	2,800	3,100	1,600	2,100	2,100	700	1,000	1,100	900	1,100	1,100
Moree Champion	NSW	Fairfax Media	3,500	1,700	1,800	1,300	1,300	900	600	700	400	700	600	400
Mudgee Guardian and Gulgong Advertiser	NSW	Fairfax Media	6,200	3,000	3,200	2,200	2,300	1,800	1,000	1,200	900	1,200	1,100	900
Muswellbrook Chronicle	NSW	Fairfax Media	3,400	1,600	1,700	1,400	1,200	700	700	700	300	800	600	400
Guardian News (Nambucca)	NSW	Fairfax Media	5,100	2,400	2,600	1,300	1,900	1,900	500	1,000	900	700	1,000	900
Narromine News	NSW	Fairfax Media	1,800	900	900	600	600	500	300	300	300	300	300	300
South Coast Register (Nowra)	NSW	Fairfax Media	6,100	2,900	3,200	1,900	2,100	2,100	800	1,100	1,000	1,000	1,100	1,000
Oberon Review	NSW	Fairfax Media	2,000	1,000	1,000	700	700	600	300	400	300	300	400	300
The Singleton Argus	NSW	Fairfax Media	6,200	3,100	3,200	2,700	2,300	1,200	1,200	1,200	600	1,500	1,100	600
Southern Highland News (Bowral)	NSW	Fairfax Media	4,100	1,900	2,200	1,100	1,400	1,600	500	700	700	600	700	800
Tenterfield Star	NSW	Fairfax Media	2,900	1,400	1,500	800	1,100	1,000	300	600	500	400	600	500
The Irrigator (Leeton)	NSW	Fairfax Media	4,700	2,300	2,500	1,700	1,700	1,300	700	900	600	1,000	800	700
Wingham Chronicle	NSW	Fairfax Media	1,700	800	900	400	700	600	200	300	300	200	300	300
Yass Tribune	NSW	Fairfax Media	2,300	1,100	1,200	800	900	600	300	500	300	500	400	300
Armidale Express	NSW	Fairfax Media	4,800	2,200	2,600	1,900	1,700	1,300	800	800	600	1,100	800	700
Boorowa News	NSW	Fairfax Media	1,300	700	700	400	500	400	200	300	200	200	300	200
Canowindra News	NSW	Fairfax Media	900	500	500	300	400	300	100	200	200	100	200	100

The Observer (Coleamabally)	NSW	Fairfax Media	700	400	400	300	300	200	100	200	100	200	100	100
Eastern Riverina Chronicle	NSW	Fairfax Media	1,600	800	800	500	600	400	200	300	200	300	300	200
Grenfell Record	NSW	Fairfax Media	1,500	800	800	400	600	600	200	300	300	200	300	300
Harden Murrumburrah Express	NSW	Fairfax Media	1,000	500	500	300	400	300	100	200	200	200	200	200
Namoi Valley Independent (Gunnedah)	NSW	Fairfax Media	4,600	2,200	2,400	1,700	1,600	1,300	800	800	600	1,000	800	700
The Scone Advocate	NSW	Fairfax Media	3,400	1,600	1,800	1,200	1,200	900	500	600	400	700	600	500
Southern Cross (Junee)	NSW	Fairfax Media	1,400	800	600	600	500	300	300	300	200	200	200	200
Walcha News	NSW	Fairfax Media	1,300	600	700	400	500	400	200	300	200	200	200	200
Wauchope Gazette	NSW	Fairfax Media	3,400	1,600	1,800	1,100	1,300	1,100	500	600	500	600	700	500
Campaspe News	NSW	VCPA	3,400	1,700	1,700	1,100	1,300	1,000	500	700	500	600	600	500
Deniliquin Pastoral Times	NSW	VCPA	6,000	2,900	3,100	2,000	2,200	1,800	1,000	1,100	800	1,000	1,100	1,000
Southern Riverina News (Finley)	NSW	VCPA	4,400	2,200	2,200	1,400	1,500	1,500	700	700	700	700	800	800
The Free Press (Corowa)	NSW	VCPA	4,200	2,000	2,200	1,300	1,500	1,400	600	800	700	600	800	800
The Guardian Swan Hill	NSW/VIC	VCPA	9,600	4,700	4,900	3,600	3,400	2,600	1,800	1,700	1,200	1,800	1,700	1,500
Katherine Times	NT	Fairfax Media	4,200	2,000	2,100	2,200	1,500	500	1,000	800	300	1,200	700	200
Guardian	QLD	APN)	9,400	4,200	5,200	1,300	4,100	4,000	700	1,500	2,100	600	2,600	2,000
Central & North Burnett Times	QLD	APN)	5,900	3,100	2,800	1,600	2,400	1,900	800	1,300	1,000	800	1,100	900
Central Queensland News	QLD	APN)	9,100	4,800	4,300	4,000	3,600	1,500	2,100	2,000	800	1,900	1,700	700
Central Telegraph	QLD	APN)	6,400	3,400	3,100	2,500	2,600	1,400	1,300	1,400	700	1,200	1,200	700
Chinchilla News & Murilla Advertiser	QLD	APN)	7,900	4,100	3,800	3,000	3,000	1,900	1,600	1,600	1,000	1,400	1,400	900
Dalby Herald	QLD	APN)	4,900	2,300	2,600	2,100	1,800	1,000	1,000	800	400	1,200	900	500
Stanthorpe Border Post	QLD	APN)	4,300	2,000	2,300	1,400	1,600	1,300	600	800	600	800	900	700
Western Star	QLD	APN)	4,900	2,300	2,600	2,200	1,800	900	1,000	900	400	1,200	900	500
Western Times	QLD	APN)	2,600	1,300	1,300	1,000	1,000	600	500	500	300	500	500	300
Balonne Beacon	QLD	APN)	2,100	1,100	1,000	800	800	500	400	400	200	400	400	200
The North West Star (Mt Isa)	QLD	Fairfax Media	3,700	1,900	1,800	1,800	1,300	500	900	700	300	1,000	600	200
Beaudesert Times	QLD	Fairfax Media	8,600	4,100	4,500	3,300	3,300	2,000	1,400	1,700	1,000	1,900	1,600	1,000
Bowen Independent	QLD	News Corp	5,300	2,600	2,800	1,700	2,200	1,400	900	1,000	700	800	1,300	700
Herbert River Express	QLD	News Corp	5,300	2,600	2,700	1,300	2,100	1,900	700	900	1,000	600	1,100	1,000
Innisfail Advocate	QLD	News Corp	7,400	3,600	3,800	2,100	3,100	2,100	1,100	1,400	1,100	1,000	1,800	1,100
Northern Miner	QLD	News Corp	5,500	2,700	2,900	1,700	2,300	1,500	900	1,000	800	800	1,300	700
Port Douglas & Mossman Gazette	QLD	News Corp	5,400	2,800	2,700	1,900	2,100	1,500	1,000	1,100	700	900	1,000	700
Eyre Peninsula Tribune	SA	Fairfax Media	3,300	1,700	1,700	1,000	1,300	1,000	500	700	500	600	600	500
Coastal Leader	SA	Fairfax Media	2,800	1,400	1,400	900	1,000	900	400	500	400	500	500	400
The Murray Valley Standard	SA	Fairfax Media	7,100	3,500	3,600	2,500	2,500	2,100	1,100	1,300	1,000	1,300	1,200	1,100
The Naracoorte Herald	SA	Fairfax Media	6,300	3,200	3,200	2,200	2,300	1,800	1,000	1,200	900	1,200	1,100	900
The Recorder (Port Pirie)	SA	Fairfax Media	7,200	3,400	3,800	2,400	2,600	2,200	1,100	1,300	1,000	1,300	1,300	1,200
The Islander (Kangaroo Island)	SA	Fairfax Media	3,000	1,500	1,500	900	1,200	900	400	600	400	500	600	400
Border Chronicle	SA	Fairfax Media	3,900	2,000	1,900	1,300	1,400	1,100	600	800	600	700	700	600
Huon Valley News	TAS	VCPA	6,800	3,300	3,500	2,400	2,700	1,700	1,200	1,300	800	1,200	1,400	900
Circular Head Chronicle	TAS	VCPA	3,700	1,900	1,900	1,400	1,500	800	700	800	400	700	800	400
The Ararat Advertiser	VIC	Fairfax Media	5,400	2,800	2,600	1,700	2,100	1,600	900	1,200	800	900	1,000	800
The Stawell Times-News	VIC	Fairfax Media	3,900	1,900	2,000	1,200	1,500	1,200	600	700	600	700	700	600

The Moyne Gazette (Port Fairy)	VIC	Fairfax/VCPA	2,100	1,000	1,100	700	800	600	300	400	300	400	400	300
The Moorabool News	VIC	VCPA	11,700	5,500	6,300	4,000	4,500	3,200	1,900	2,100	1,500	2,200	2,500	1,600
The Colac Herald	VIC	VCPA	10,000	4,800	5,200	3,200	3,900	2,900	1,600	1,900	1,300	1,600	2,000	1,600
Benalla Ensign	VIC	VCPA	9,100	4,300	4,800	2,700	3,400	3,000	1,300	1,600	1,400	1,300	1,800	1,700
Castlemaine Mail	VIC	VCPA	7,300	3,600	3,700	2,200	2,900	2,200	1,200	1,400	1,000	1,000	1,500	1,200
Hamilton Spectator	VIC	VCPA	11,400	5,500	5,900	3,600	4,400	3,400	1,800	2,100	1,500	1,800	2,200	1,900
Heathcote Mcivor Times	VIC	VCPA	2,400	1,200	1,200	700	1,000	700	300	500	400	300	500	400
Kerang Gannawarra Times	VIC	VCPA	5,700	2,800	2,900	1,600	2,100	1,900	800	1,100	900	800	1,100	1,000
Kyabram Free Press	VIC	VCPA	7,900	3,900	4,000	2,600	2,900	2,300	1,400	1,500	1,100	1,300	1,500	1,300
Lakes Entrance Post	VIC	VCPA	8,400	4,000	4,400	2,300	3,100	3,000	1,100	1,500	1,400	1,200	1,600	1,600
Mansfield Courier	VIC	VCPA	7,000	3,500	3,500	2,200	2,700	2,100	1,100	1,400	1,000	1,100	1,400	1,000
North Central News	VIC	VCPA	5,300	2,600	2,600	1,500	2,100	1,700	700	1,100	800	700	1,000	900
Numurkah Leader	VIC	VCPA	5,000	2,500	2,500	1,700	1,900	1,400	900	1,000	600	800	1,000	700
Orbost Snowy River Mail	VIC	VCPA	4,300	2,200	2,100	1,100	1,800	1,400	600	900	700	600	900	700
Phillip Island & San Remo Advertiser	VIC	VCPA	7,100	3,400	3,800	2,100	2,600	2,400	1,000	1,300	1,100	1,100	1,400	1,300
Portland Observer and Guardian	VIC	VCPA	8,000	3,900	4,100	2,600	3,200	2,200	1,300	1,600	1,000	1,300	1,600	1,200
Seymour Telegraph	VIC	VCPA	5,400	2,700	2,700	1,800	2,100	1,500	900	1,100	700	900	1,000	800
The Euroa Gazette	VIC	VCPA	5,500	2,600	2,900	1,500	2,100	1,800	800	1,000	800	800	1,100	1,000
The Maryborough District Advertiser	VIC	VCPA	8,500	4,100	4,400	2,400	3,200	2,900	1,200	1,600	1,400	1,200	1,600	1,600
The Myrtleford Times	VIC	VCPA	3,700	1,800	1,900	1,100	1,600	1,000	500	800	500	500	800	600
Yarram Standard	VIC	VCPA	4,600	2,300	2,300	1,300	1,800	1,500	600	900	700	600	900	700
Yarrawonga Chronicle	VIC	VCPA	6,700	3,300	3,500	2,000	2,300	2,400	1,000	1,100	1,100	1,000	1,200	1,300
The Casterton News	VIC	VCPA	2,700	1,300	1,300	800	1,100	800	400	600	400	400	500	400
The Cobram Courier	VIC	VCPA	7,000	3,400	3,600	2,200	2,500	2,300	1,100	1,300	1,000	1,100	1,300	1,200
The Loddon Times	VIC	VCPA	2,200	1,100	1,100	600	900	700	300	500	400	300	400	400
The Mirror (Foster)	VIC	VCPA	3,600	1,800	1,800	1,000	1,400	1,200	500	700	600	500	700	600
Mortlake Dispatch	VIC	VCPA	900	400	400	300	400	200	200	200	100	200	200	100
Terang Express	VIC	VCPA	1,500	800	800	500	600	500	300	300	200	200	300	200
Camperdown Chronicle	VIC	VCPA	2,800	1,400	1,500	800	1,000	900	400	500	400	400	500	500
Cobden Timboon Coast Times	VIC	VCPA	3,400	1,700	1,700	1,100	1,400	900	600	700	400	500	700	500
The Buloke Times	VIC	VCPA	3,500	1,800	1,800	900	1,400	1,200	500	700	600	500	700	700
The Ovens & Murray Advertiser	VIC	VCPA	1,700	800	900	500	700	500	300	400	200	300	400	300
Tarrangower Times	VIC	VCPA	1,400	700	700	400	700	400	200	300	200	200	300	200
Hopetoun Courier and Mallee Pioneer	VIC	VCPA	1,100	500	500	300	400	400	200	200	200	100	200	200
The Alpine Observer	VIC	VCPA	3,800	1,800	1,900	1,300	1,500	1,000	600	700	500	700	700	500
North West Express	VIC	VCPA	2,100	1,100	1,000	700	800	600	300	400	300	300	400	300
Sea Lake & Wycheproof Times Ensign	VIC	VCPA	2,000	1,000	1,000	500	800	600	300	400	300	300	400	300
The Yea Chronicle	VIC	VCPA	1,700	800	900	400	700	600	200	300	300	200	300	300
The Alexandra Eildon Marysville Standard	VIC	VCPA	4,000	2,000	2,000	1,100	1,500	1,400	600	800	700	600	700	700
Collie Mail	WA	Fairfax Media	4,600	2,200	2,400	1,700	1,700	1,100	800	900	600	1,000	800	600
The Avon Valley & Wheatbelt Advocate	WA	Fairfax Media	3,900	1,900	1,900	1,200	1,500	1,100	600	800	600	700	800	500
Harvey-Waroona Reporter	WA	West Regional Sales	6,300	3,000	3,300	1,800	2,700	1,700	800	1,200	1,000	1,000	1,500	700
Manjimup Bridgetown Times	WA	West Regional Sales	6,100	3,000	3,100	1,800	2,700	1,600	900	1,200	800	1,000	1,400	700
Narrogin Observer	WA	West Regional Sales	3,300	1,600	1,700	1,000	1,500	900	500	700	500	500	800	400
Great Southern Herald	WA	West Regional Sales	2,200	1,100	1,100	700	1,000	500	300	500	300	400	500	200
Kimberley Echo	WA	West Regional Sales	3,000	1,400	1,600	1,500	1,300	300	700	600	200	800	700	100

Source: emmaTM conducted by Ipsos
MediaCT, September 2017