

emma™ Sectional Audience Report

TITLE	SECTION	TYPE	'000
Adelaide Advertiser (M-F)	Adelaide Confidential	Daily Section	331
Adelaide Advertiser (M-F)	Business	Daily Section	273
Adelaide Advertiser (M-F)	Sport	Daily Section	384
Adelaide Advertiser (M-F)	Adelaide Trader (Fri)	Weekly Section	346
Adelaide Advertiser (M-F)	Hit (Thu)	Weekly Section	281
Adelaide Advertiser (M-F)	myweek (Mon)	Weekly Section	321
Adelaide Advertiser (M-F)	SA Business Journal (Tue)	Weekly Section	231
Adelaide Advertiser (M-F)	Taste.com.au (Wed)	Weekly Section	435
Adelaide Advertiser (M-F)	Your Money (Mon)	Weekly Section	313
Cairns Post (M-F)	Classifieds	Daily Section	84
Cairns Post (M-F)	Sport	Daily Section	54
Cairns Post (M-F)	Bargain Hunter (Tue)	Weekly Section	67
Cairns Post (M-F)	Business Week (Wed)	Weekly Section	55
Cairns Post (M-F)	Cairns Confidential (Thu)	Weekly Section	46
Cairns Post (M-F)	Friday Fishing (Fri)	Weekly Section	42
Cairns Post (M-F)	Hit (Thu)	Weekly Section	75
Cairns Post (M-F)	People (Tue)	Weekly Section	66
Cairns Post (M-F)	Post-Ed (Tue)	Weekly Section	42
Cairns Post (M-F)	Taste.com.au (Wed)	Weekly Section	72
Cairns Post (M-F)	TV Plus (Thu)	Weekly Section	70
Cairns Post (M-F)	Your Money (Mon)	Weekly Section	41
Cairns Weekend Post	Cairns Eye	Weekly Section	100
Cairns Weekend Post	Careerone	Weekly Section	86
Cairns Weekend Post	Carsguide	Weekly Section	80
Cairns Weekend Post	Classifieds	Weekly Section	108
Cairns Weekend Post	Real Estate	Weekly Section	100
Cairns Weekend Post	Weekender	Weekly Section	91
Canberra Times (M-F)	Fly (Thu)	Weekly Section	81
Canberra Times (M-F)	Food and Wine (Wed)	Weekly Section	112
Canberra Times (M-F)	The Guide (Mon)	Weekly Section	120
Canberra Times (Sat)	Domain	Weekly Section	124
Chronicle (M-F)	Sport	Daily Section	26
Chronicle (M-F)	Commercial Property (Thu)	Weekly Section	27
Chronicle (M-F)	Drive (Thu)	Weekly Section	33
Chronicle (M-F)	Smarter Shopping (Thu)	Weekly Section	33
Chronicle (M-F)	The Guide (Thu)	Weekly Section	42
Chronicle (Sat)	Domain	Weekly Section	72
Chronicle (Sat)	My Career	Weekly Section	43
Chronicle (Sat)	Sport	Weekly Section	47
Chronicle (Sat)	Weekend	Weekly Section	65
Courier-Mail (M-F)	Business	Daily Section	387
Courier-Mail (M-F)	Careerone	Daily Section	353
Courier-Mail (M-F)	Carsguide	Daily Section	377
Courier-Mail (M-F)	Confidential	Daily Section	262
Courier-Mail (M-F)	Sport	Daily Section	477
Courier-Mail (M-F)	CM2 Ultimate Weekend (Fri)	Weekly Section	450
Courier-Mail (M-F)	Hit (Thu)	Weekly Section	322
Courier-Mail (M-F)	Switched On (Wed)	Weekly Section	372
Courier-Mail (M-F)	Taste.com.au (Tue)	Weekly Section	631
Courier-Mail (M-F)	Your Money (Mon)	Weekly Section	413
Courier-Mail (Sat)	Business	Weekly Section	483
Courier-Mail (Sat)	Careerone	Weekly Section	522
Courier-Mail (Sat)	Carsguide	Weekly Section	516
Courier-Mail (Sat)	Confidential	Weekly Section	479
Courier-Mail (Sat)	Focus	Weekly Section	426
Courier-Mail (Sat)	Home	Weekly Section	534
Courier-Mail (Sat)	Life	Weekly Section	610
Courier-Mail (Sat)	Real Estate	Weekly Section	562
Courier-Mail (Sat)	Sport	Weekly Section	633
Courier-Mail (Sat)	Weekend Shopper	Weekly Section	604
Daily Telegraph (M-F)	Business	Daily Section	478

Measure: Last 4 Week audience in '000 for Weekly Sections; Last Week audience in '000 for Daily Sections

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending June 2013

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Daily Telegraph (M-F)	Careerone	Daily Section	419
Daily Telegraph (M-F)	Sport	Daily Section	730
Daily Telegraph (M-F)	Sydney Confidential	Daily Section	560
Daily Telegraph (M-F)	Carsguide (Fri)	Weekly Section	760
Daily Telegraph (M-F)	Hit (Thu)	Weekly Section	409
Daily Telegraph (M-F)	Switched On (Wed)	Weekly Section	461
Daily Telegraph (M-F)	Taste.com.au (Tue)	Weekly Section	898
Daily Telegraph (M-F)	Your Money (Mon)	Weekly Section	508
Daily Telegraph (Sat)	Best Weekend	Weekly Section	778
Daily Telegraph (Sat)	Business	Weekly Section	501
Daily Telegraph (Sat)	Careerone	Weekly Section	444
Daily Telegraph (Sat)	Carsguide	Weekly Section	608
Daily Telegraph (Sat)	Home	Weekly Section	643
Daily Telegraph (Sat)	Real Estate	Weekly Section	542
Daily Telegraph (Sat)	Sport	Weekly Section	765
Daily Telegraph (Sat)	Sydney Confidential	Weekly Section	712
Financial Review (M-F)	Companies & Markets	Daily Section	295
Financial Review (M-F)	Education (Mon)	Weekly Section	222
Financial Review (M-F)	Life & Leisure (Fri)	Weekly Section	324
Financial Review (M-F)	Portfolio (Wed)	Weekly Section	253
Financial Review (M-F)	Review (Fri)	Weekly Section	333
Financial Review (M-F)	Technology (Tue)	Weekly Section	336
Financial Review (Weekend edition)	Companies & Markets	Weekly Section	228
Financial Review (Weekend edition)	Life & Leisure	Weekly Section	244
Financial Review (Weekend edition)	Smart Money	Weekly Section	261
Geelong Advertiser (M-F)	Sport	Daily Section	68
Geelong Advertiser (M-F)	Junior Sport (Tue)	Weekly Section	36
Geelong Advertiser (M-F)	Real Cooking (Thu)	Weekly Section	53
Geelong Advertiser (M-F)	Real Estate (Wed)	Weekly Section	85
Geelong Advertiser (M-F)	Scoop (Wed)	Weekly Section	37
Geelong Advertiser (M-F)	TV Guide (Thu)	Weekly Section	74
Geelong Advertiser (Sat)	Addy	Weekly Section	80
Geelong Advertiser (Sat)	CareerOne	Weekly Section	66
Geelong Advertiser (Sat)	CarsGuide	Weekly Section	62
Geelong Advertiser (Sat)	GT	Weekly Section	97
Geelong Advertiser (Sat)	Real Estate	Weekly Section	92
Geelong Advertiser (Sat)	Sport	Weekly Section	85
Herald Sun (M-F)	Business Daily	Daily Section	625
Herald Sun (M-F)	Confidential	Daily Section	603
Herald Sun (M-F)	Sport	Daily Section	1,000
Herald Sun (M-F)	Carsguide (Fri)	Weekly Section	907
Herald Sun (M-F)	Escape (Fri)	Weekly Section	1,213
Herald Sun (M-F)	Hit (Thu)	Weekly Section	767
Herald Sun (M-F)	Switched On (Wed)	Weekly Section	726
Herald Sun (M-F)	Taste.com.au (Tue)	Weekly Section	1,111
Herald Sun (M-F)	Your Money (Mon)	Weekly Section	664
Herald Sun (M-F)	Your Time (Mon)	Weekly Section	591
Herald Sun (Sat)	Business Daily	Weekly Section	626
Herald Sun (Sat)	Careerone	Weekly Section	577
Herald Sun (Sat)	Confidential	Weekly Section	780
Herald Sun (Sat)	Home	Weekly Section	937
Herald Sun (Sat)	Real Estate	Weekly Section	824
Herald Sun (Sat)	Sport	Weekly Section	1,086
Herald Sun (Sat)	Weekend	Weekly Section	1,241
Mercury (Tas) (M-F)	Business	Daily Section	57
Mercury (Tas) (M-F)	Sport	Daily Section	78
Mercury (Tas) (M-F)	Real Estate (Thu)	Weekly Section	110
Mercury (Tas) (M-F)	Style (Fri)	Weekly Section	67
Mercury (Tas) (M-F)	t (Wed)	Weekly Section	57
Mercury (Tas) (M-F)	Taste.com.au (Tue)	Weekly Section	93
Mercury (Tas) (M-F)	Your Money (Mon)	Weekly Section	63

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TITLE	SECTION	TYPE	'000
Mercury on Saturday (Tas)	Business	Weekly Section	65
Mercury on Saturday (Tas)	CarsGuide	Weekly Section	89
Mercury on Saturday (Tas)	Saturday Magazine	Weekly Section	125
Mercury on Saturday (Tas)	Sport	Weekly Section	96
Newcastle Herald (Sat)	Domain	Weekly Section	166
Newcastle Herald (Sat)	Drive	Weekly Section	113
Newcastle Herald (Sat)	H1	Weekly Section	188
Newcastle Herald (Sat)	H2	Weekly Section	195
Newcastle Herald (Sat)	Weekender	Weekly Section	175
Northern Territory News (M-F)	Sport	Daily Section	52
Northern Territory News (M-F)	Confidential (Wed)	Weekly Section	44
Northern Territory News (M-F)	Entertainment (Fri)	Weekly Section	49
Northern Territory News (M-F)	Switched On (Mon)	Weekly Section	37
Northern Territory News (Sat)	CareerOne	Weekly Section	60
Northern Territory News (Sat)	CarsGuide	Weekly Section	52
Northern Territory News (Sat)	Classifieds	Weekly Section	72
Northern Territory News (Sat)	Marine Guide	Weekly Section	25
Northern Territory News (Sat)	Property	Weekly Section	65
Saturday Advertiser	Adelaide Confidential	Weekly Section	430
Saturday Advertiser	Business	Weekly Section	294
Saturday Advertiser	Careerone	Weekly Section	351
Saturday Advertiser	Carsguide	Weekly Section	376
Saturday Advertiser	Real Estate	Weekly Section	475
Saturday Advertiser	SA Weekend	Weekly Section	534
Saturday Advertiser	Sports Saturday	Weekly Section	433
Sunday Age	AFR Investor	Weekly Section	315
Sunday Age	M	Weekly Section	659
Sunday Age	Sport	Weekly Section	498
Sunday Herald Sun	Body+Soul	Weekly Section	1,179
Sunday Herald Sun	Confidential	Weekly Section	786
Sunday Herald Sun	Escape	Weekly Section	1,200
Sunday Herald Sun	Play	Weekly Section	864
Sunday Herald Sun	Sport	Weekly Section	1,029
Sunday Herald Sun	TV Guide	Weekly Section	1,176
Sunday Mail (QLD)	Body+Soul	Weekly Section	1,016
Sunday Mail (QLD)	Escape	Weekly Section	1,064
Sunday Mail (QLD)	Smart Money	Weekly Section	528
Sunday Mail (QLD)	Sport	Weekly Section	809
Sunday Mail (QLD)	TV Guide	Weekly Section	1,064
Sunday Mail (QLD)	U on Sunday	Weekly Section	857
Sunday Mail (SA)	Body+Soul	Weekly Section	550
Sunday Mail (SA)	Escape	Weekly Section	554
Sunday Mail (SA)	Home	Weekly Section	536
Sunday Mail (SA)	Sport	Weekly Section	479
Sunday Mail (SA)	Sunday	Weekly Section	512
Sunday Mail (SA)	TV Guide	Weekly Section	619
Sunday Tasmanian	Body + Soul	Weekly Section	89
Sunday Tasmanian	eGuide	Weekly Section	105
Sunday Tasmanian	Escape	Weekly Section	106
Sunday Tasmanian	Sport	Weekly Section	87
Sunday Telegraph	Body+Soul	Weekly Section	1,449
Sunday Telegraph	Escape	Weekly Section	1,425
Sunday Telegraph	Insider	Weekly Section	979
Sunday Telegraph	Shop Smart	Weekly Section	971
Sunday Telegraph	Sport	Weekly Section	1,122
Sunday Telegraph	TV Guide	Weekly Section	1,455
Sunday Territorian	Body + Soul	Weekly Section	40
Sunday Territorian	Escape	Weekly Section	43
Sunday Territorian	Taste	Weekly Section	46
Sunday Times	Body+Soul	Weekly Section	614
Sunday Times	Careerone	Weekly Section	259

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Sunday Times	Carsguide	Weekly Section	344
Sunday Times	Escape	Weekly Section	628
Sunday Times	Home	Weekly Section	498
Sunday Times	Readersmart	Weekly Section	469
Sunday Times	Real Estate	Weekly Section	469
Sunday Times	Sport	Weekly Section	474
Sunday Times	STE	Weekly Section	600
Sunday Times	Taste.com.au	Weekly Section	582
Sunday Times	TV Guide	Weekly Section	709
Sun-Herald	Extra	Weekly Section	684
Sun-Herald	Money	Weekly Section	559
Sun-Herald	Sport	Weekly Section	651
Sun-Herald	Travel	Weekly Section	994
Sun-Herald	Unwind	Weekly Section	762
Sunshine Coast Daily (M-F)	Sport	Daily Section	38
Sunshine Coast Daily (M-F)	The Guide (Thu)	Weekly Section	44
Sunshine Coast Daily (Sat)	Domain	Weekly Section	54
Sunshine Coast Daily (Sat)	Sport	Weekly Section	53
Sunshine Coast Daily (Sat)	Weekend	Weekly Section	62
Sydney Morning Herald (M-F)	BusinessDay	Daily Section	428
Sydney Morning Herald (M-F)	SportsDay	Daily Section	364
Sydney Morning Herald (M-F)	Good Food (Tue)	Weekly Section	786
Sydney Morning Herald (M-F)	Money (Wed)	Weekly Section	555
Sydney Morning Herald (M-F)	The Form (Fri)	Weekly Section	170
Sydney Morning Herald (M-F)	The Guide (Mon)	Weekly Section	824
Sydney Morning Herald (M-F)	The Shortlist (Fri)	Weekly Section	675
Sydney Morning Herald (Sat)	Domain	Weekly Section	717
Sydney Morning Herald (Sat)	My Career	Weekly Section	385
Sydney Morning Herald (Sat)	News Review	Weekly Section	909
Sydney Morning Herald (Sat)	Spectrum	Weekly Section	1,027
Sydney Morning Herald (Sat)	The Form	Weekly Section	190
Sydney Morning Herald (Sat)	Traveller	Weekly Section	998
Sydney Morning Herald (Sat)	Weekend Business	Weekly Section	717
Sydney Morning Herald (Sat)	Weekend Drive	Weekly Section	490
Sydney Morning Herald (Sat)	Weekend Sport	Weekly Section	588
The Age (M-F)	BusinessDay	Daily Section	478
The Age (M-F)	Sport	Daily Section	524
The Age (M-F)	Epicure (Tue)	Weekly Section	783
The Age (M-F)	Green Guide (Thu)	Weekly Section	977
The Age (M-F)	Money (Wed)	Weekly Section	555
The Age (M-F)	The Shortlist (Fri)	Weekly Section	791
The Age (Sat)	BusinessDay	Weekly Section	551
The Age (Sat)	Domain	Weekly Section	675
The Age (Sat)	Drive	Weekly Section	446
The Age (Sat)	Life & Style	Weekly Section	810
The Age (Sat)	My Career	Weekly Section	418
The Age (Sat)	Sport	Weekly Section	595
The Age (Sat)	Traveller	Weekly Section	762
The Australian (M-F)	A Plus	Daily Section	311
The Australian (M-F)	Business	Daily Section	374
The Australian (M-F)	Sport	Daily Section	339
The Australian (M-F)	Australian IT (Tue)	Weekly Section	384
The Australian (M-F)	Aviation (Fri)	Weekly Section	228
The Australian (M-F)	Higher Education (Wed)	Weekly Section	384
The Australian (M-F)	Legal Affairs (Fri)	Weekly Section	240
The Australian (M-F)	Media & Marketing (Mon)	Weekly Section	305
The Australian (M-F)	Prime Space (Thu)	Weekly Section	225
The Australian (M-F)	Wealth (Tue)	Weekly Section	361
Weekend Australian	Business	Weekly Section	761
Weekend Australian	Inquirer	Weekly Section	827
Weekend Australian	Review	Weekly Section	999

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Weekend Australian	Sport	Weekly Section	698
Weekend Australian	Travel & Indulgence	Weekly Section	980
Weekend Australian	Weekend Professional	Weekly Section	549
Weekend Australian	Weekend Property	Weekly Section	637
Weekend Bulletin	Domain	Weekly Section	46
Weekend Bulletin	Weekend	Weekly Section	39
Weekend West	Employment - WJOBS	Weekly Section	422
Weekend West	New Homes	Weekly Section	512
Weekend West	Sport	Weekly Section	551
Weekend West	The West Classifieds	Weekly Section	493
Weekend West	Travel	Weekly Section	740
Weekend West	West Business	Weekly Section	421
Weekend West	West Real Estate	Weekly Section	574
Weekend West	West Wheels	Weekly Section	370
West Australian (M-F)	Employment - WJOBS	Daily Section	312
West Australian (M-F)	Sport	Daily Section	478
West Australian (M-F)	Today	Daily Section	531
West Australian (M-F)	West Business	Daily Section	370
West Australian (M-F)	Fresh (Thu)	Weekly Section	530
West Australian (M-F)	Habitat (Fri)	Weekly Section	544
West Australian (M-F)	Health + Medicine (Wed)	Weekly Section	534
West Australian (M-F)	Mind & Body (Tue)	Weekly Section	534
West Australian (M-F)	Travel (Thu)	Weekly Section	609
West Australian (M-F)	West Real Estate (Wed)	Weekly Section	506
West Australian (M-F)	West Wheels (Wed)	Weekly Section	298

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