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"The Northern Professionals"

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Ref: J

STATISTICAL NOTE – NEWSPAPER READERSHIP

Latest newspaper readership as recorded by EMMA for the Cairns Post confirms Cairns' position as a commercial centre outside of the metropolitan centres.

Table: EMMA Readership – Leading Non-Metropolitan Dailies – January 2017

<u>City Daily</u>	<u>Weekly M-F</u>	<u>Weekend</u>	<u>Total</u>
Newcastle Herald	129,000	123,000	768,000
Gold Coast Bulletin	99,000	90,000	585,000
Hobart Mercury	96,000	100,000	580,000
Townsville Bulletin	83,000	79,000	494,000
Canberra Times	81,000	77,000	482,000
Cairns Post	79,000	81,000	476,000
Geelong Advertiser	75,000	80,000	455,000
Sunshine Coast	66,000	37,000	367,000
NT News	58,000	50,000	340,000

Source: Cummings Economics from <https://emma.com.au>.

Newcastle, Gold Coast and Hobart papers lead.

The Cairns Post is right up there with Townsville and Canberra and ahead of Geelong and the Sunshine Coast.