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"The Northern Professionals"

20th March 2017
CE Ref J3081

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

City Daily	Weekly M-F	Weekend	Total
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.