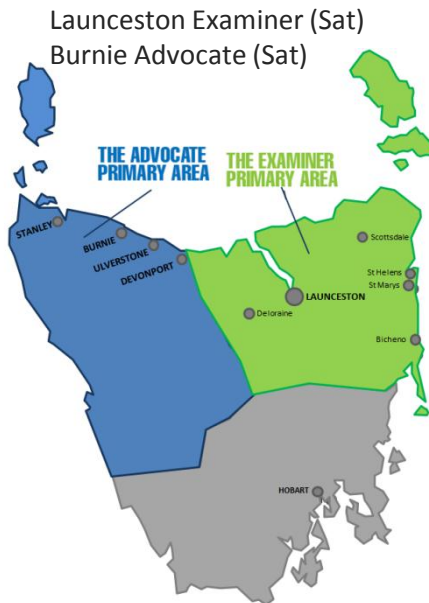


FRM TAS Best Day reach: 121,000



EMMA Sep15 Totals

- Burnie Advocate (M-F Av): **49,000**
- Burnie Advocate (M-F Av) AND *not* Hobart Mercury (M-F): **44,000**
- Burnie Advocate (Sat): **49,000**
- Burnie Advocate (Sat) AND *not* Herald Sun (Sat): **44,000**
- Burnie Advocate (Sat) AND *not* Sunday Tasmanian: **44,000**
- The Examiner (M-F Av): **68,000**
- The Examiner (M-F Av) AND *not* Hobart Mercury (M-F): **59,000**
- The Examiner (Sat): **72,000**
- The Examiner (Sat) AND *not* Hobart Mercury (Sat): **64,000**
- The Sunday Examiner: **67,000**
- The Sunday Examiner AND *not* Sunday Tasmanian: **58,000**

FRM Tasmania(M-F Av) reaches 117,000 people
Of that, **103,000 or 88%** **DO NOT READ** the Hobart Mercury (M-F)

FRM Tasmania (Sat) reaches 121,000 people
Of that, **108,000 or 89%** **DO NOT READ** the Hobart Mercury (Sat)

The Sunday Examiner reaches 67,000 people
Of that, **58,000 or 87%** **DO NOT READ** the Sunday Tasmanian