



The Newcastle Herald

July 2007 - June 2008 Readership Report

The Newcastle Herald	2008
Monday to Friday	137,000
Saturday	200,000

Readership by Age	2008
Age 14 - 24 years	
Monday to Friday	14,000
Saturday	25,000
Age 25 - 34 years	
Monday to Friday	19,000
Saturday	29,000
Age 35 - 49 years	
Monday to Friday	41,000
Saturday	63,000
Age 50+ years	
Monday to Friday	63,000
Saturday	83,000

Readership by Gender	2008
Male	
Monday to Friday	78,000
Saturday	102,000
Female	
Monday to Saturday	58,000
Saturday	98,000

Socio-Economic Scale	2008
Monday to Friday	
AB Quintile	23,000
C Quintile	35,000
D Quintile	23,000
E Quintile	29,000
FG Quintile	27,000
Saturday	
AB Quintile	32,000
C Quintile	49,000
D Quintile	38,000
E Quintile	46,000
FG Quintile	34,000

