

AMOUNTS PAID FOR ADVERTISING OUTSIDE THE COLONY DURING THE UNDER-MENTIONED FINANCIAL YEARS.

| Names of Newspapers.                      | 1884-85. | 1885-86. | 1886-87. | Total.   | 1887-88. | 1888-89. | 1889-90. | Total.  | 1890-91. | 1891-92. | 1892-93. | Total.  | 1893-94. | Grand Totals. |
|---|----------|----------|----------|----------|----------|----------|----------|---------|----------|----------|----------|---------|----------|---------------|
|   | £ s. d.  | £ s. d.  | £ s. d.  | £ s. d.  | £ s. d.  | £ s. d.  | £ s. d.  | £ s. d. | £ s. d.  | £ s. d.  | £ s. d.  | £ s. d. | £ s. d.  | £ s. d.       |
| Age (Melbourne) ..                        | 195 0 0  | 113 0 0  | ..       | 308 0 0  | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 4 14 6        |
| Anglo-New-Zealand (London) ..             | 1 2 6    | ..       | ..       | 1 2 6    | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 308 0 0       |
| Argus (Melbourne) ..                      | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 21 2 6        |
| Australasian (Melbourne) ..               | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 9 15 0        |
| Australian News (Sydney) ..               | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 2 14 0        |
| Australian Star (Sydney) ..               | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 2 5 0         |
| Brisbane Courier ..                       | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 4 0 0         |
| Daily Telegraph (Sydney) ..               | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 10 5 0        |
| Evening Standard (Melbourne) ..           | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 2 5 0         |
| Leader (Melbourne) ..                     | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 4 0 0         |
| South Australian Register (Adelaide) ..   | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 16 0 0        |
| Street and Co. (London) ..                | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 88 14 8       |
| Town and Country Journal (Sydney) ..      | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 3 11 0        |
| Sydney Evening News ..                    | ..       | ..       | ..       | ..       | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 17 5 0        |
| Sydney Morning Herald and Evening Mail .. | 0 18 0   | ..       | ..       | 0 18 0   | ..       | ..       | ..       | ..      | ..       | ..       | ..       | ..      | ..       | 24 8 0        |
| Totals ..                                 | 197 0 6  | 113 0 0  | 36 19 0  | 346 19 6 | 5 19 0   | 11 17 9  | 51 3 11  | 69 0 8  | ..       | 9 15 0   | 2 2 6    | 11 17 6 | 91 2 0   | 518 19 8      |

SUMMARY.

|                                   |            |              |             |               |            |          |            |            |            |           |            |          |            |              |
|-----------------------------------|------------|--------------|-------------|---------------|------------|----------|------------|------------|------------|-----------|------------|----------|------------|--------------|
| Advertising in the colony ..      | 10,833 1 0 | 11,473 10 11 | 12,220 2 11 | 134,526 14 10 | 9,958 10 9 | 239 9 87 | 385 10 724 | 583 10 618 | 389 2 16   | 683 12 17 | 651 9 322  | 724 3 5  | 9,087 13 6 | 190,922 2 3  |
| Advertising outside the colony .. | 197 0 6    | 113 0 0      | 36 19 0     | 346 19 6      | 5 19 0     | 11 17 9  | 51 3 11    | 69 0 8     | ..         | 9 15 0    | 2 2 6      | 11 17 6  | 91 2 0     | 518 19 8     |
| Totals ..                         | 11,030 1 6 | 11,586 10 11 | 12,257 1 11 | 134,873 14 4  | 9,964 9 87 | 251 7 57 | 436 14 624 | 652 11 2   | 8,389 2 16 | 693 7 17  | 653 11 922 | 736 0 11 | 9,178 15 6 | 191,441 1 11 |

Approximate Cost of Paper.—Preparation, not given; printing (1,200 copies), £9 10s.

By Authority: SAMUEL COSTALL, Government Printer, Wellington.—1895.