

APN Australian Publishing continues to lead the regional daily newspaper market.

The Audit Bureau of Circulations (ABC) reports some positive performances for APN Australian Publishing's regional daily newspapers in the latest audit – October to December 2008.

Between the October to December 2007 and 2008 quarters, APN Australian Publishing has successfully maintained market share within the regional newspaper market, contributing 34% of all regional daily newspaper sales nationally.

Despite current economic asperity and decreasing circulation trends in Australia and overseas, APN Australian Publishing's dailies account for the **three fastest-growing** M-Sat regional titles in the nation.

Australia's fastest-growing M-Sat regional titles for October to December 2007 vs. 2008:

	Oct-Dec 07	Oct-Dec 08	YOY Growth
Warwick Daily News	3,125	3,218	3.0%
The Daily Examiner (Grafton)	5,458	5,571	2.1%
The Morning Bulletin (Rockhampton)	18,106	18,207	0.6%

In the same period, Australia's major metropolitan newspapers recorded a slight 2.0% decline in Monday to Friday sales overall, while sales of metropolitan titles on Saturday are down 1.2% nationally. Australia's metropolitan Sunday titles recorded a 3.8% decrease year-on-year.

For details on APN Australian Publishing's leading regional newspapers in Queensland and Northern New South Wales, please contact your Account Manager.



Source: ABC October to December 2008;
All comparisons vs. ABC October to December 2007 data

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Oct 2006 to Sep 2008	Circulation Oct to Dec 2008
North Queensland		
Mackay – Daily Mercury, M-Sat	44,000	16,045
Mackay – Daily Mercury, Sat	50,000	19,839
Central Queensland		
Rockhampton – The Morning Bulletin, M-Sat	47,000	18,207
Rockhampton – The Morning Bulletin, Sat	55,000	23,955
Gladstone – The Observer, M-Sat	20,000	7,171
Gladstone – The Observer, Sat	19,000	9,701
Wide Bay Burnett		
Bundaberg – NewsMail, M-Sat	31,000	11,201
Bundaberg – NewsMail, Sat	37,000	16,132
Fraser Coast Chronicle, M-Sat	22,000	9,550
Fraser Coast Chronicle, Sat	22,000	11,095
The Gympie Times, Tu-Sat	12,000	5,644
The Gympie Times, Sat	15,000	8,630
South-East Queensland		
Sunshine Coast Daily, M-Sat	54,000	21,170
Sunshine Coast Daily, Sat	77,000	33,932
Ipswich – QT (The Queensland Times), M-Sat	25,000	10,804
Ipswich – QT (The Queensland Times), Sat	25,000	14,153
South-West Queensland		
Toowoomba – The Chronicle, M-Sat	53,000	22,808
Toowoomba – The Chronicle, Sat	64,000	30,270
Warwick Daily News, M-Sat	8,000	3,218
Warwick Daily News, Sat	7,000	3,439
Northern New South Wales		
Tweed Daily News, M-Sat	13,000	4,572
Tweed Daily News, Sat	11,000	5,144
Lismore/Northern Rivers – The Northern Star, M-Sat	40,000	14,737
Lismore/Northern Rivers – The Northern Star, Sat	57,000	22,653
Grafton/Clarence Valley – The Daily Examiner, M-Sat	14,000	5,571
Grafton/Clarence Valley – The Daily Examiner, Sat	13,000	6,446
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	5,000 [†]
The Coffs Coast Advocate, Wed/Sat	45,000*	31,179 [#]



Source: Readership – Morgan September 2008; M-Sat av. and Sat readership; APN total distribution area *Average readership
 Circulation – ABC October to December 2008; M-Sat av. and Sat
[†]Publisher's claim [#]CAB April to September 2008