

APN Australian Publishing continues to strengthen its position across the regional daily newspaper market.

The Audit Bureau of Circulations (ABC) reports strong circulation performances for APN Australian Publishing in the latest audit – April to June 2008.

Between the April to June 2007 and 2008 quarters, APN Australian Publishing has increased market share within the regional daily newspaper market, and now contributes 34.1% of all regional daily newspaper sales nationally. Despite ongoing media proliferation and decreasing circulation trends overseas, APN Australian Publishing dailies account for the top 3 fastest-growing M-Sat regional titles in the nation.

APN Australian Publishing's top three fastest-growing M-Sat titles for April to June 2007 vs. 2008:

	Apr-Jun 07	Apr-June 08	YOY Growth
Warwick Daily News	3,160	3,279	3.8%
The Observer (Gladstone)	7,337	7,439	1.4%
QT – The Queensland Times (Ipswich)	11,171	11,255	0.8%

In contrast, many metropolitan weekend newspapers reported slight circulation decreases in the same period. This includes Queensland's major metropolitan titles, The Courier-Mail (down 2.2% Sat) and The Sunday Mail (down 4.6%), as well as New South Wales' Daily Telegraph (down 3.8% Sat), Sydney Morning Herald (down 1.6% Sat) and Sunday Telegraph (down 1.3%)

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

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Apr 2006 to Mar 2008	Circulation Apr to June 2008
North Queensland		
Mackay – Daily Mercury, M-Sat	43,000	16,372
Mackay – Daily Mercury, Sat	52,000	20,165
Central Queensland / Capricorn Coast		
Rockhampton – The Morning Bulletin, M-Sat	48,000	18,230
Rockhampton – The Morning Bulletin, Sat	59,000	24,455
Gladstone – The Observer, M-Sat	21,000	7,439
Gladstone – The Observer, Sat	22,000	9,899
Wide Bay Burnett		
Bundaberg – NewsMail, M-Sat	32,000	11,499
Bundaberg – NewsMail, Sat	42,000	16,123
Fraser Coast Chronicle, M-Sat	23,000	10,014
Fraser Coast Chronicle, Sat	25,000	11,600
The Gympie Times, Tu-Sat	10,000	5,720
The Gympie Times, Sat	15,000	8,661
South-East Queensland		
Sunshine Coast Daily, M-Sat	51,000	22,005
Sunshine Coast Daily, Sat	81,000	35,220
Ipswich – QT (The Queensland Times), M-Sat	23,000	11,255
Ipswich – QT (The Queensland Times), Sat	28,000	14,505
Darling Downs		
Toowoomba – The Chronicle, M-Sat	49,000	23,128
Toowoomba – The Chronicle, Sat	62,000	30,838
Warwick Daily News, M-Sat	9,000	3,279
Warwick Daily News, Sat	8,000	3,441
Northern New South Wales		
Tweed Daily News, M-Sat	17,000	4,809
Tweed Daily News, Sat	13,000	5,556
Lismore/Northern Rivers – The Northern Star, M-Sat	40,000	15,030
Lismore/Northern Rivers – The Northern Star, Sat	60,000	23,130
Grafton/Clarence Valley – The Daily Examiner, M-Sat	14,000	5,514
Grafton/Clarence Valley – The Daily Examiner, Sat	11,000	6,434
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	9,000*	5,000 [†]
The Coffs Coast Advocate, Wed/Sat	46,000*	30,519 [#]