

## APN Australian Publishing: Queensland's leading publisher of regional daily newspapers

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### The Audit Bureau of Circulations (ABC) reports a strong performance for APN Australian Publishing's regional daily newspapers in the latest audit – January to March 2009.

Between the January to March 2008 and 2009 quarters, APN Australian Publishing has successfully maintained market share within the regional newspaper market nationally, while excelling as Queensland's number one publisher of regional daily newspapers. The latest population data from the Australian Bureau of Statistics demonstrates the power of the Queensland market – for the seventh consecutive year it remains the largest-growing state or territory in Australia\*. APN Australian Publishing targets this lucrative growth market, tapping into the regional areas that account for 76% of the state's population\*.

Based on the ABC's January to March 2009 data, APN Australian Publishing's 10 popular Queensland dailies now circulate over 127,000 copies on an average day, Monday to Saturday. APN Australian Publishing's leading Northern New South Wales dailies also circulate an additional 25,000+ per day.

Despite challenging economic conditions worldwide, circulation declines across the Australian market are at a minimum, and results remain strong compared to the UK and US markets. Furthermore, local newspapers are, more so than ever, connecting and engaging with their readers – they represent familiar and established media brands that offer reassurance to readers who are seeking to strengthen their connection with their local community during tough economic times.

**For more information on APN Australian Publishing's leading regional newspapers, please contact your Account Manager or visit [apnap.com.au](http://apnap.com.au)**



Source: ABC January to March 2009; All comparisons vs. ABC January to March 2008 data  
\*ABS Regional Population Growth 2007-08

# READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Jan 2007 to Dec 2008	Circulation Jan to Mar 2009
<b>North Queensland</b>		
Mackay – Daily Mercury, M-Sat	46,000	16,369
Mackay – Daily Mercury, Sat	53,000	20,120
<b>Central Queensland</b>		
Rockhampton – The Morning Bulletin, M-Sat	47,000	18,024
Rockhampton – The Morning Bulletin, Sat	54,000	24,569
Gladstone – The Observer, M-Sat	20,000	7,169
Gladstone – The Observer, Sat	18,000	9,770
<b>Wide Bay Burnett</b>		
Bundaberg – NewsMail, M-Sat	30,000	11,220
Bundaberg – NewsMail, Sat	37,000	16,190
Fraser Coast Chronicle, M-Sat	22,000	9,594
Fraser Coast Chronicle, Sat	20,000	11,294
The Gympie Times, Tu-Sat	12,000	5,611
The Gympie Times, Sat	16,000	8,670
<b>South-East Queensland</b>		
Sunshine Coast Daily, M-Sat	56,000	22,025
Sunshine Coast Daily, Sat	82,000	34,964
Ipswich – QT (The Queensland Times), M-Sat	22,000	10,961
Ipswich – QT (The Queensland Times), Sat	23,000	14,502
<b>South-West Queensland</b>		
Toowoomba – The Chronicle, M-Sat	54,000	23,225
Toowoomba – The Chronicle, Sat	63,000	31,096
Warwick Daily News, M-Sat	8,000	3,261
Warwick Daily News, Sat	7,000	3,476
<b>Northern New South Wales</b>		
Tweed Daily News, M-Sat	13,000	4,593
Tweed Daily News, Sat	11,000	5,182
Lismore/Northern Rivers – The Northern Star, M-Sat	40,000	14,903
Lismore/Northern Rivers – The Northern Star, Sat	56,000	23,164
Grafton/Clarence Valley – The Daily Examiner, M-Sat	15,000	5,596
Grafton/Clarence Valley – The Daily Examiner, Sat	15,000	6,397
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	5,000 <sup>†</sup>
The Coffs Coast Advocate, Wed/Sat	44,000*	31,179 <sup>#</sup>



Source: Readership – Morgan December 2008; M-Sat av. and Sat readership; APN total distribution area \*Average readership  
Circulation – ABC January to March 2009; M-Sat av. and Sat  
<sup>†</sup>Publisher's claim <sup>#</sup>CAB April to September 2008