

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 – July to September 2008.

Between the July to September 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 ongoing media proliferation and decreasing circulation trends in Australia and overseas, APN Australian Publishing's dailies account for the 3 fastest-growing M-Sat regional titles in the nation.

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

	Jul-Sep 07	Jul-Sep 08	YOY Growth
Warwick Daily News	3,139	3,223	2.7%
The Daily Examiner (Grafton)	5,546	5,638	1.7%
Daily Mercury (Mackay)	16,262	16,493	1.4%

In the same period, Australia's major metropolitan newspapers recorded a slight 1.4% decline in Monday to Friday sales overall, while sales of metropolitan titles on Saturday are down 2.2% nationally. Australia's metropolitan Sunday titles were recorded a 2.9% 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 July to September 2008;
All comparisons vs. ABC July to September 2007 data

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership July 2006 to June 2008	Circulation July to September 2008
North Queensland		
Mackay – Daily Mercury, M-Sat	45,000	16,493
Mackay – Daily Mercury, Sat	52,000	20,888
Central Queensland		
Rockhampton – The Morning Bulletin, M-Sat	49,000	17,933
Rockhampton – The Morning Bulletin, Sat	58,000	23,935
Gladstone – The Observer, M-Sat	22,000	7,229
Gladstone – The Observer, Sat	20,000	9,758
Wide Bay Burnett		
Bundaberg – NewsMail, M-Sat	33,000	11,068
Bundaberg – NewsMail, Sat	39,000	15,909
Fraser Coast Chronicle, M-Sat	23,000	9,660
Fraser Coast Chronicle, Sat	24,000	11,373
The Gympie Times, Tu-Sat	11,000	5,634
The Gympie Times, Sat	17,000	8,650
South-East Queensland		
Sunshine Coast Daily, M-Sat	56,000	21,604
Sunshine Coast Daily, Sat	79,000	34,716
Ipswich – QT (The Queensland Times), M-Sat	24,000	10,802
Ipswich – QT (The Queensland Times), Sat	26,000	14,463
South-West Queensland		
Toowoomba – The Chronicle, M-Sat	51,000	22,871
Toowoomba – The Chronicle, Sat	63,000	30,758
Warwick Daily News, M-Sat	9,000	3,223
Warwick Daily News, Sat	8,000	3,429
Northern New South Wales		
Tweed Daily News, M-Sat	15,000	4,783
Tweed Daily News, Sat	13,000	5,443
Lismore/Northern Rivers – The Northern Star, M-Sat	42,000	14,824
Lismore/Northern Rivers – The Northern Star, Sat	59,000	22,675
Grafton/Clarence Valley – The Daily Examiner, M-Sat	13,000	5,638
Grafton/Clarence Valley – The Daily Examiner, Sat	12,000	6,480
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 June 2008; M-Sat av. and Sat readership; APN total distribution area *Average readership
Circulation – ABC July to September 2008; M-Sat av. and Sat
[†]Publisher's claim [#]CAB April to September 2008