

APN Australian Publishing delivers: significant readership increases, top-reaching titles across North-East Australian regional boomtowns.

Results of Roy Morgan's December 2008 readership survey highlight APN Australian Publishing's strength across some of Australia's fastest-growing regional boomtowns. From Mackay to Coffs Harbour, APN Australian Publishing's surveyed newspapers have maintained overall readership levels and reach 72% of consumers in the primary market*. Furthermore, APN Australian Publishing titles continue to deliver #1 reach into numerous lucrative regional communities vs. metropolitan daily newspapers**.

Year-on-year, a number of APN Australian Publishing's flagship daily newspapers enjoyed impressive performances – for example:

- The Daily Mercury (Mackay) increased readership by 7% M-F and 4% Sat.
- The Sunshine Coast Daily achieved a readership increase of 2% M-F and 1% Sat.
- The Chronicle (Toowoomba) increased readership by 4% M-F and maintained on Sat.

In addition to daily newspaper gains, APN Australian Publishing's non-daily newspapers excelled – particularly within the high-growth South-East Queensland and Northern New South Wales regions:

	Dec 2007	Dec 2008	Readership Growth
Tweed/Border Mail	39,000	48,000	23%
The Satellite (Ipswich East/Brisbane West)	51,000	58,000	14%
Sunshine Coast Sunday	33,000	36,000	9%
Toowoomba's Mail	35,000	37,000	6%

In addition to overall increases, APN Australian Publishing's popular regional newspapers have also strengthened reach into consumer/business targets*; e.g. business decision makers (+24%); Baby Boomers (+8%); overseas air travellers (+24%); high discretionary-income earning 'big spenders' (+7%); new car buyers - intending [within 1yr] (+14%); workers earning \$70k+ (+15%); homeowners (+6%).

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



Source: Morgan Dec 08 vs. 07; APN total distribution area
*Morgan National Database Dec 08 vs. 07; Net readership of surveyed dailies / non-dailies; APN primary distribution area
**Individual primary distribution areas; e.g. Mackay; Gladstone; Sunshine Coast, Coffs Harbour

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Jan 2007 to Dec 2008	Circulation Oct to Dec 2008
North Queensland		
Mackay – Daily Mercury, M-F	45,000	16,045
Mackay – Daily Mercury, Sat	53,000	19,839
Central Queensland		
Rockhampton – The Morning Bulletin, M-F	45,000	18,207
Rockhampton – The Morning Bulletin, Sat	54,000	23,955
Gladstone – The Observer, M-F	20,000	7,171
Gladstone – The Observer, Sat	18,000	9,701
Wide Bay Burnett		
Bundaberg – NewsMail, M-F	28,000	11,201
Bundaberg – NewsMail, Sat	37,000	16,132
Fraser Coast Chronicle, M-F	22,000	9,550
Fraser Coast Chronicle, Sat	20,000	11,095
The Gympie Times, Tu-F	11,000	5,644
The Gympie Times, Sat	16,000	8,630
South-East Queensland		
Sunshine Coast Daily, M-F	51,000	21,170
Sunshine Coast Daily, Sat	82,000	33,932
Ipswich – QT (The Queensland Times), M-F	22,000	10,804
Ipswich – QT (The Queensland Times), Sat	23,000	14,153
South-West Queensland		
Toowoomba – The Chronicle, M-F	52,000	22,808
Toowoomba – The Chronicle, Sat	63,000	30,270
Warwick Daily News, M-F	8,000	3,218
Warwick Daily News, Sat	7,000	3,439
Northern New South Wales		
Tweed Daily News, M-F	13,000	4,572
Tweed Daily News, Sat	11,000	5,144
Lismore/Northern Rivers – The Northern Star, M-F	37,000	14,737
Lismore/Northern Rivers – The Northern Star, Sat	56,000	22,653
Grafton/Clarence Valley – The Daily Examiner, M-F	15,000	5,571
Grafton/Clarence Valley – The Daily Examiner, Sat	15,000	6,446
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	5,000 [†]
The Coffs Coast Advocate, Wed/Sat	44,000*	31,179 [#]



Source: Readership – Morgan Dec 08; M-F av. and Sat; APN total distribution area *Average readership
Circulation – ABC Oct to Dec 08; M-Sat av. and Sat †Publisher's claim #CAB Apr to Sep 08