

APN Australian Publishing continues to deliver: top reaching titles and impressive readership performances across North-East Australian boomtowns.

Results of Roy Morgan's September 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, APN Australian Publishing's largest regional daily newspapers enjoyed impressive performances – the Sunshine Coast Daily increased readership by over 4% Monday to Friday, while The Chronicle (Toowoomba) also achieved a Monday to Friday readership increase of 2%.

Within the high-growth region of South-East Queensland and Northern New South Wales, APN Australian Publishing's community newspapers excelled – see below for just some of the top performances:

	Sep 2007	Sep 2008	Readership Growth
Tweed/Border Mail	36,000	46,000	28%
The Satellite (Ipswich East/Brisbane West)	52,000	57,000	10%
Toowoomba's Mail	34,000	36,000	6%

In addition to overall increases, APN Australian Publishing's popular regional newspapers have also strengthened reach into consumer/business targets*; e.g. professionals/managers (readership up 25%); air travellers (+17%); Baby Boomers (+6%); \$100k+ earners (+10%); business decision makers (+7%).

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 Sep 08 vs. Sep 07; APN total distribution area

*Morgan National Database Sep 08 vs. 07; Net readership of surveyed dailies / non-dailies; APN primary distribution area

**Individual primary distribution areas; e.g. Mackay; Rockhampton; Gladstone

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Oct 2006 to Sep 2008	Circulation Jul to Sep 2008
North Queensland		
Mackay – Daily Mercury, M-F	43,000	16,493
Mackay – Daily Mercury, Sat	50,000	20,888
Central Queensland		
Rockhampton – The Morning Bulletin, M-F	45,000	17,933
Rockhampton – The Morning Bulletin, Sat	55,000	23,935
Gladstone – The Observer, M-F	21,000	7,229
Gladstone – The Observer, Sat	19,000	9,758
Wide Bay Burnett		
Bundaberg – NewsMail, M-F	29,000	11,068
Bundaberg – NewsMail, Sat	37,000	15,909
Fraser Coast Chronicle, M-F	22,000	9,660
Fraser Coast Chronicle, Sat	22,000	11,373
The Gympie Times, Tu-F	11,000	5,634
The Gympie Times, Sat	15,000	8,650
South-East Queensland		
Sunshine Coast Daily, M-F	50,000	21,604
Sunshine Coast Daily, Sat	77,000	34,716
Ipswich – QT (The Queensland Times), M-F	25,000	10,802
Ipswich – QT (The Queensland Times), Sat	25,000	14,463
South-West Queensland		
Toowoomba – The Chronicle, M-F	51,000	22,871
Toowoomba – The Chronicle, Sat	64,000	30,758
Warwick Daily News, M-F	8,000	3,223
Warwick Daily News, Sat	7,000	3,429
Northern New South Wales		
Tweed Daily News, M-F	13,000	4,783
Tweed Daily News, Sat	11,000	5,443
Lismore/Northern Rivers – The Northern Star, M-F	37,000	14,824
Lismore/Northern Rivers – The Northern Star, Sat	57,000	22,675
Grafton/Clarence Valley – The Daily Examiner, M-F	15,000	5,638
Grafton/Clarence Valley – The Daily Examiner, Sat	13,000	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 Sep 08; M-F av. and Sat; APN total distribution area *Average readership
Circulation – ABC Jul to Sep 08; M-Sat av. and Sat [†]Publisher's claim [#]CAB Apr to Sep 08