



READERSHIP SNAPSHOT

APN AUSTRALIAN REGIONAL MEDIA'S LEADING NEWSPAPERS RECORD IMPRESSIVE READERSHIP RESULTS

Roy Morgan's September 2011 survey data once again highlights APN Australian Regional Media's (APN ARM) position as a leading publisher of daily and non-daily newspapers, in an increasingly competitive market. Across lucrative regional areas within Queensland and Northern New South Wales, the survey reveals that eight of the 10 fastest-growing year-on-year performances were delivered by APN ARM's long-standing newspaper brands. The table below features a selection of top readership performances.

DAILY NEWSPAPER READERSHIP

	SEP 2010	SEP 2011	% YOY
The Gympie Times [Tu-F av.]	10,000	12,000	+ 20%
Fraser Coast Chronicle [M-F av.]	23,000	27,000	+ 17%
Fraser Coast Chronicle [Sat]	24,000	27,000	+ 13%
The Chronicle, Toowoomba [Sat]	60,000	66,000	+ 10%
NewsMail, Bundaberg [Sat]	32,000	35,000	+ 9%

NON-DAILY NEWSPAPER READERSHIP

Toowoomba's Mail [Thu]	19,000	30,000	+ 58%
The Woolgoolga Advertiser [Fri]	7,000	10,000	+ 43%
The Richmond River Express Examiner [Wed]	14,000	16,000	+ 14%
Byron Shire News [Thu]	17,000	19,000	+ 12%

Overall, APN ARM's surveyed daily and non-daily newspapers are read by over 1.1 million lucrative Australian consumers and the successful portfolio reaches 69% of regional consumers within the APN ARM primary market*. APN ARM continues to deliver highly-relevant, localised content for readers, while offering advertisers superior daily newspaper coverage versus metropolitan titles#.

For more information on our leading regional newspaper brands, please contact your media sales manager or nearest office, or visit apnarm.com.au.



The APN ARM newspaper portfolio includes 12 daily and 60+ non-daily titles, plus associated news websites. These newspaper brands play the critical role of informing and entertaining lucrative regional consumers – via print and online.

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Source: Morgan September 2011; APN total distribution area; Comparisons vs. June 2010 data #Daily newspaper coverage within key APN primary distribution areas
*Morgan September 2011 National Database; Net readership of surveyed titles; reach based on APN primary distribution area

APN AUSTRALIAN REGIONAL MEDIA

DAILY NEWSPAPERS – READERSHIP AND CIRCULATION

	PUBLISHED	READERSHIP OCT '09 - SEP '11	CIRCULATION# JUL - SEP '11
NORTH QUEENSLAND			
Daily Mercury (Mackay)	Mon to Fri	37,000	13,690
Daily Mercury (Mackay)	Saturday	40,000	18,081
CENTRAL QUEENSLAND			
The Morning Bulletin (Rockhampton)	Mon to Fri	43,000	15,618
The Morning Bulletin (Rockhampton)	Saturday	50,000	21,566
The Observer (Gladstone)	Mon to Fri	19,000	6,620
The Observer (Gladstone)	Saturday	24,000	9,726
WIDE BAY BURNETT			
NewsMail (Bundaberg)	Mon to Fri	29,000	9,584
NewsMail (Bundaberg)	Saturday	35,000	15,165
Fraser Coast Chronicle	Mon to Fri	27,000	8,537
Fraser Coast Chronicle	Saturday	27,000	10,252
The Gympie Times	Tue to Fri	12,000	4,213
The Gympie Times	Saturday	16,000	7,959
SOUTH-EAST QUEENSLAND			
Sunshine Coast Daily	Mon to Fri	48,000	16,404
Sunshine Coast Daily	Saturday	73,000	27,170
QT The Queensland Times (Ipswich)	Mon to Fri	19,000	9,287
QT The Queensland Times (Ipswich)	Saturday	22,000	13,080
SOUTH-WEST QUEENSLAND			
The Chronicle (Toowoomba)	Mon to Fri	52,000	20,304
The Chronicle (Toowoomba)	Saturday	66,000	28,576
Warwick Daily News	Mon to Fri	9,000	2,944
Warwick Daily News	Saturday	9,000	3,017
NORTHERN NEW SOUTH WALES			
The Northern Star (Lismore/Northern Rivers)	Mon to Fri	32,000	11,291
The Northern Star (Lismore/Northern Rivers)	Saturday	48,000	19,839
The Daily Examiner (Grafton/Clarence Valley)	Mon to Fri	12,000	5,072
The Daily Examiner (Grafton/Clarence Valley)	Saturday	16,000	5,833