

APN Australian Publishing maintains market share within regional newspaper market; sales remain resilient despite overseas trends.

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

Circulation data from the ABC's latest audit reveals that the Australian newspaper market has weathered a small decline in the December 2009 quarter – but sales remain strong overall, and regional newspapers are no exception. Australia's dynamic regional consumers are still buying over 432,000 newspapers daily, Monday to Saturday.

Between the October to December 2008 and 2009 quarters, APN Australian Publishing successfully maintained market share within the regional daily newspaper market – APN titles continue to account for 34% of regional daily sales nationally. Additionally, the majority of APN dailies posted above-average year-on-year performances.

This positive result is particularly significant given ongoing economic challenges and declining circulation trends for newspapers in overseas markets. In Australia, overall regional, metropolitan and national newspaper sales dipped a modest 1.8% year-on-year. By contrast, the latest overseas data reveals that weekday newspaper sales in the US market are down 10.6% year-on-year*, and national daily sales in the UK have fallen 3.1% year-on-year**.

APN remains the #1 publisher of regional daily newspapers in Queensland – Australia's largest-growing state† and regional newspaper powerhouse. Regional consumers continue to turn to their favourite local newspapers – these trusted and familiar media brands offer reassurance to readers, via localised content that reflects a strong connection to their unique regional communities.

For more information on APN Australian Publishing's leading regional newspapers, please contact your Account Manager or visit apnap.com.au.



Source: ABC October to December 2009; regional daily newspaper market based on M-S averages (M-F where unavailable); All comparisons vs. ABC October to December 2008 data
 *ABC (US) April to September 2009 vs. April to September 2008
 **ABC (UK) July to December 2009 vs. July to December 2008
 †ABS Regional Population Growth 2007-08

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Oct 2007 to Sep 2009	Circulation Oct to Dec 2009
North Queensland		
Mackay – Daily Mercury, M-Sat	45,000	15,421
Mackay – Daily Mercury, Sat	50,000	18,982
Central Queensland		
Rockhampton – The Morning Bulletin, M-Sat	49,000	18,036
Rockhampton – The Morning Bulletin, Sat	55,000	23,337
Gladstone – The Observer, M-Sat	20,000	6,949
Gladstone – The Observer, Sat	18,000	9,270
Wide Bay Burnett		
Bundaberg – NewsMail, M-Sat	29,000	10,926
Bundaberg – NewsMail, Sat	34,000	15,805
Fraser Coast Chronicle, M-Sat	23,000	9,406
Fraser Coast Chronicle, Sat	24,000	10,998
The Gympie Times, Tu-Sat	10,000	5,630
The Gympie Times, Sat	14,000	8,789
South-East Queensland		
Sunshine Coast Daily, M-Sat	57,000	20,603
Sunshine Coast Daily, Sat	77,000	31,778
Ipswich – QT (The Queensland Times), M-Sat	23,000	10,512
Ipswich – QT (The Queensland Times), Sat	24,000	14,046
South-West Queensland		
Toowoomba – The Chronicle, M-Sat	53,000	22,644
Toowoomba – The Chronicle, Sat	60,000	30,236
Warwick Daily News, M-Sat	7,000	3,181
Warwick Daily News, Sat	7,000	3,344
Northern New South Wales		
Tweed Daily News, M-Sat	10,000	4,396
Tweed Daily News, Sat	8,000	4,870
Lismore/Northern Rivers – The Northern Star, M-Sat	39,000	14,466
Lismore/Northern Rivers – The Northern Star, Sat	52,000	22,329
Grafton/Clarence Valley – The Daily Examiner, M-Sat	16,000	5,554
Grafton/Clarence Valley – The Daily Examiner, Sat	16,000	6,376
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	3,293 [†]
The Coffs Coast Advocate, Wed/Sat	42,000*	30,969 [#]



Source: Readership – Morgan September 2009; M-Sat av. and Sat readership; APN total distribution area *Average readership
 Circulation – ABC October to December 2009; M-Sat av. and Sat
[†]Publisher's claim #CAB April to September 2009