

APN Australian Publishing continues to strengthen market share within regional daily newspaper market.

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

Between the April to June 2008 and 2009 quarters, APN Australian Publishing successfully maintained circulation levels, and increased market share by 1% within Australia's regional daily newspaper market. APN dailies now account for 35% of all regional daily newspaper sales nationally, and 56% of regional daily sales within Queensland, Australia's largest-growing state*. Based on the ABC's April to June 2009 data, APN regional daily newspapers now circulate over 154,000 copies on an average day, Monday to Saturday.

Despite challenging economic conditions worldwide, the Australian newspaper market remains robust, with many titles maintaining or increasing circulation over the last 12 months. In fact, several APN titles posted above-average increases year-on-year, as local newspapers continue to offer regional consumers a strong, reassuring connection to their communities during uncertain times. See below for details of some of APN's top performing Monday to Saturday titles:

Daily newspaper – M-S average	Apr to Jun 08	Apr to Jun 09	% YOY
The Daily Examiner (Grafton)	5,514	5,811	5%
Warwick Daily News	3,279	3,344	2%
The Northern Star (Lismore)	15,030	15,141	1%
The Chronicle (Toowoomba)	23,128	23,277	1%

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



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

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Apr 2007 to Mar 2009	Circulation Apr to Jun 2009
North Queensland		
Mackay – Daily Mercury, M-Sat	46,000	16,114
Mackay – Daily Mercury, Sat	53,000	19,512
Central Queensland		
Rockhampton – The Morning Bulletin, M-Sat	44,000	18,188
Rockhampton – The Morning Bulletin, Sat	52,000	24,038
Gladstone – The Observer, M-Sat	20,000	7,407
Gladstone – The Observer, Sat	17,000	9,607
Wide Bay Burnett		
Bundaberg – NewsMail, M-Sat	30,000	11,530
Bundaberg – NewsMail, Sat	35,000	16,268
Fraser Coast Chronicle, M-Sat	22,000	9,783
Fraser Coast Chronicle, Sat	21,000	11,287
The Gympie Times, Tu-Sat	11,000	5,586
The Gympie Times, Sat	16,000	8,697
South-East Queensland		
Sunshine Coast Daily, M-Sat	56,000	21,823
Sunshine Coast Daily, Sat	79,000	33,884
Ipswich – QT (The Queensland Times), M-Sat	22,000	11,256
Ipswich – QT (The Queensland Times), Sat	24,000	14,369
South-West Queensland		
Toowoomba – The Chronicle, M-Sat	54,000	23,277
Toowoomba – The Chronicle, Sat	64,000	30,928
Warwick Daily News, M-Sat	8,000	3,344
Warwick Daily News, Sat	7,000	3,452
Northern New South Wales		
Tweed Daily News, M-Sat	11,000	4,773
Tweed Daily News, Sat	10,000	5,222
Lismore/Northern Rivers – The Northern Star, M-Sat	40,000	15,141
Lismore/Northern Rivers – The Northern Star, Sat	56,000	22,997
Grafton/Clarence Valley – The Daily Examiner, M-Sat	16,000	5,811
Grafton/Clarence Valley – The Daily Examiner, Sat	15,000	6,483
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	3,293 [†]
The Coffs Coast Advocate, Wed/Sat	45,000*	31,194 [#]



Source: Readership – Morgan March 2009; M-Sat av. and Sat readership; APN total distribution area *Average readership
 Circulation – ABC April to June 2009; M-Sat av. and Sat
[†]Publisher's claim [#]CAB October 2008 to March 2009