

APN Australian Publishing delivers top performances within the regional daily newspaper market.

The Audit Bureau of Circulations (ABC) reports strong results for APN Australian Publishing's regional daily newspapers in the latest audit – July to September 2009.

Circulation data from the ABC's latest audit reveals that the Australian newspaper market remains highly resilient, and regional newspapers are no exception. Regional consumers are now buying over 437,000 newspapers daily, Monday to Saturday.

Between the July to September 2008 and 2009 quarters, APN Australian Publishing successfully maintained market share within the nation's regional daily newspaper market, while delivering seven of the 10 top Monday to Saturday performances for regional dailies in the country.

APN remains the #1 publisher of regional daily newspapers in Queensland – Australia's largest-growing state* and regional newspaper powerhouse. Sales in Queensland account for 52% of all regional daily newspaper sales in the nation (vs. 29% NSW; 7% Victoria).

The majority of APN regional dailies posted above-average year-on-year performances, which were also well above the movements recorded for Queensland's metropolitan newspapers.

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



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

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Jul 2007 to Jun 2009	Circulation Jul to Sep 2009
North Queensland		
Mackay – Daily Mercury, M-Sat	45,000	15,766
Mackay – Daily Mercury, Sat	52,000	19,282
Central Queensland		
Rockhampton – The Morning Bulletin, M-Sat	46,000	17,894
Rockhampton – The Morning Bulletin, Sat	53,000	23,457
Gladstone – The Observer, M-Sat	20,000	7,138
Gladstone – The Observer, Sat	16,000	9,512
Wide Bay Burnett		
Bundaberg – NewsMail, M-Sat	29,000	11,038
Bundaberg – NewsMail, Sat	35,000	15,912
Fraser Coast Chronicle, M-Sat	23,000	9,402
Fraser Coast Chronicle, Sat	23,000	10,966
The Gympie Times, Tu-Sat	11,000	5,544
The Gympie Times, Sat	16,000	8,640
South-East Queensland		
Sunshine Coast Daily, M-Sat	55,000	20,947
Sunshine Coast Daily, Sat	78,000	32,425
Ipswich – QT (The Queensland Times), M-Sat	22,000	10,745
Ipswich – QT (The Queensland Times), Sat	26,000	14,200
South-West Queensland		
Toowoomba – The Chronicle, M-Sat	54,000	22,812
Toowoomba – The Chronicle, Sat	63,000	30,419
Warwick Daily News, M-Sat	7,000	3,273
Warwick Daily News, Sat	6,000	3,385
Northern New South Wales		
Tweed Daily News, M-Sat	10,000	4,550
Tweed Daily News, Sat	9,000	4,960
Lismore/Northern Rivers – The Northern Star, M-Sat	40,000	14,921
Lismore/Northern Rivers – The Northern Star, Sat	54,000	22,799
Grafton/Clarence Valley – The Daily Examiner, M-Sat	15,000	5,647
Grafton/Clarence Valley – The Daily Examiner, Sat	15,000	6,360
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	3,293 [†]
The Coffs Coast Advocate, Wed/Sat	43,000*	31,194 [#]



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