



ABC CIRCULATION SNAPSHOT

APN AUSTRALIAN PUBLISHING STRENGTHENS MARKET SHARE WITHIN QUEENSLAND REGIONAL DAILY NEWSPAPER MARKET.

The Audit Bureau of Circulations' latest audit reveals that Australian newspaper sales eased in the January to March 2010 quarter; however sales remain resilient overall and continue to outperform overseas markets. Australia's prosperous regional consumers are still buying over 435,000 newspapers daily, Monday to Saturday.

Between the January to March 2009 and 2010 quarters, APN Australian Publishing successfully maintained market share within Australia's regional daily newspaper market, with its popular newspapers accounting for six of the nation's 10 strongest-performing regional dailies.

Year-on-year, APN increased its market share within Queensland – the high-growth state that remains Australia's regional newspaper powerhouse. APN titles now account for 56% of all Queensland regional daily newspaper sales.

Based in the diverse Northern New South Wales region, APN's *The Daily Examiner* delivered the March 2010 quarter's top performance across the nation. Dedicated to the Grafton and Clarence Valley market, *The Daily Examiner* recorded a 2% circulation increase year-on-year – a movement well above Australia's average regional, metropolitan and national newspaper performances.

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



APN's newspaper portfolio includes 14 daily and 70+ non-daily titles. These newspapers play the critical role of informing and entertaining over 1.1 million regional consumers every week*.

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Source: ABC January to March 2010; regional daily newspaper market based on M-S averages (M-F where unavailable); Comparisons vs. ABC January to March 2009 data
*Morgan December 2009 National Database; Net surveyed titles

APN AUSTRALIAN PUBLISHING DAILY NEWSPAPERS

READERSHIP AND CIRCULATION

	PUBLISHED	READERSHIP JAN 2008 - DEC 2009	CIRCULATION# JAN - MAR 2010
NORTH QUEENSLAND			
Daily Mercury (Mackay)	Mon to Sat	45,000	15,487
Daily Mercury (Mackay)	Saturday	48,000	19,153
CENTRAL QUEENSLAND			
The Morning Bulletin (Rockhampton)	Mon to Sat	49,000	17,449
The Morning Bulletin (Rockhampton)	Saturday	54,000	23,690
The Observer (Gladstone)	Mon to Sat	20,000	6,852
The Observer (Gladstone)	Saturday	18,000	9,363
WIDE BAY BURNETT			
NewsMail (Bundaberg)	Mon to Sat	28,000	10,995
NewsMail (Bundaberg)	Saturday	32,000	15,803
Fraser Coast Chronicle	Mon to Sat	23,000	9,344
Fraser Coast Chronicle	Saturday	23,000	11,173
The Gympie Times	Tue to Sat	11,000	5,517
The Gympie Times	Saturday	15,000	8,682
SOUTH-EAST QUEENSLAND			
Sunshine Coast Daily	Mon to Sat	57,000	21,098
Sunshine Coast Daily	Saturday	77,000	32,394
QT The Queensland Times (Ipswich)	Mon to Sat	24,000	10,581
QT The Queensland Times (Ipswich)	Saturday	27,000	14,185
SOUTH-WEST QUEENSLAND			
The Chronicle (Toowoomba)	Mon to Sat	53,000	22,933
The Chronicle (Toowoomba)	Saturday	60,000	30,646
Warwick Daily News	Mon to Sat	8,000	3,204
Warwick Daily News	Saturday	7,000	3,373
NORTHERN NEW SOUTH WALES			
Tweed Daily News	Mon to Sat	9,000	4,271
Tweed Daily News	Saturday	8,000	4,821
The Northern Star (Lismore/Northern Rivers)	Mon to Sat	38,000	14,622
The Northern Star (Lismore/Northern Rivers)	Saturday	52,000	22,571
The Daily Examiner (Grafton/Clarence Valley)	Mon to Sat	16,000	5,689
The Daily Examiner (Grafton/Clarence Valley)	Saturday	16,000	6,474
The Coffs Coast Advocate	Mon/Tue/Thu/Fri	11,000*	3,293†
The Coffs Coast Advocate	Wed/Sat	40,000*	30,969^