



APN CIRCULATION SNAPSHOT

ABC JULY TO SEPTEMBER 2010 AUDIT

Results from the Audit Bureau of Circulations' latest audit reveal that APN Australian Regional Media (APN ARM) has successfully maintained its share within the nation's robust regional newspaper market, and continues to deliver the #1 circulating regional daily newspaper portfolio in Queensland.

The July to September 2010 audit indicates that APN ARM's leading newspapers account for 55% of Queensland's regional daily sales, Monday to Saturday. The state's dynamic regional consumers are purchasing over 120,000 APN ARM newspapers daily – 20% higher than total sales of other regional Queensland dailies.

As consumers continue to trust in their local newspaper brands, regional daily newspaper sales within Australia remain over 425,000, Monday to Saturday. Furthermore, APN ARM titles within key Queensland and Northern New South Wales markets delivered four of the top five year-on-year performances for regional dailies across the country.

Between the July to September 2009 and 2010 quarters, Australian sales of national, metropolitan and regional newspapers eased overall, but remain robust and continue to outperform trends in overseas markets. Australian consumers are still buying almost 20 million printed newspapers every week – a substantial figure given the increasingly fragmented media landscape, and size of Australia's population.

Please refer to page two for an overview of current APN ARM daily performances.

APN ARM OVERVIEW

APN Australian Regional Media's extensive portfolio includes 14 daily and 60+ non-daily newspapers, award-winning lifestyle magazines, and a range of popular news websites. These long-standing regional brands play the critical role of informing, connecting and engaging over 1.1 million regional consumers – via print and online*

CONTACT

For further information, please contact your media sales manager or nearest National Sales office

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Source: ABC July to September 2010; Regional performance comparisons based on Mon-Sat averages; All YOY comparisons vs. ABC July to September 2009 data
*Morgan June 2010 National Database; Net surveyed titles (print)

APN AUSTRALIAN REGIONAL MEDIA DAILY NEWSPAPERS

READERSHIP AND CIRCULATION

	PUBLISHED	READERSHIP JUL 2008 - JUN 2010	CIRCULATION# JUL - SEP 2010
NORTH QUEENSLAND			
Daily Mercury (Mackay)	Mon to Sat	41,000	15,076
Daily Mercury (Mackay)	Saturday	43,000	18,851
CENTRAL QUEENSLAND			
The Morning Bulletin (Rockhampton)	Mon to Sat	49,000	17,403
The Morning Bulletin (Rockhampton)	Saturday	53,000	22,736
The Observer (Gladstone)	Mon to Sat	22,000	7,091
The Observer (Gladstone)	Saturday	21,000	9,340
WIDE BAY BURNETT			
NewsMail (Bundaberg)	Mon to Sat	28,000	11,036
NewsMail (Bundaberg)	Saturday	33,000	15,783
Fraser Coast Chronicle	Mon to Sat	23,000	9,122
Fraser Coast Chronicle	Saturday	24,000	10,862
The Gympie Times	Tue to Sat	13,000	5,407
The Gympie Times	Saturday	18,000	8,521
SOUTH-EAST QUEENSLAND			
Sunshine Coast Daily	Mon to Sat	52,000	19,879
Sunshine Coast Daily	Saturday	74,000	30,294
QT The Queensland Times (Ipswich)	Mon to Sat	22,000	10,498
QT The Queensland Times (Ipswich)	Saturday	26,000	14,065
SOUTH-WEST QUEENSLAND			
The Chronicle (Toowoomba)	Mon to Sat	52,000	22,385
The Chronicle (Toowoomba)	Saturday	59,000	29,841
Warwick Daily News	Mon to Sat	9,000	3,109
Warwick Daily News	Saturday	7,000	3,230
NORTHERN NEW SOUTH WALES			
Tweed Daily News	Mon to Sat	9,000	4,150
Tweed Daily News	Saturday	7,000	4,607
The Northern Star (Lismore/Northern Rivers)	Mon to Sat	38,000	14,018
The Northern Star (Lismore/Northern Rivers)	Saturday	51,000	21,540
The Daily Examiner (Grafton/Clarence Valley)	Mon to Sat	16,000	5,614
The Daily Examiner (Grafton/Clarence Valley)	Saturday	17,000	6,278
The Coffs Coast Advocate	Mon/Tue/Thu/Fri	10,000*	3,245†
The Coffs Coast Advocate	Wed/Sat	41,000*	30,666^