



APN Australian Publishing targets a lucrative growth market

APN Australian Publishing services the prosperous and dynamic Queensland and Northern New South Wales markets.

APN Australian Publishing's highly respected stable of 70+ successful publications, including popular lifestyle magazines such as **style** and CityLife, remains the medium of choice for consumers living in some of the fastest-growing and rapidly expanding regions in the country – the lucrative and sea-change strip from Cairns to Coffs Harbour.

The latest population data from the Australian Bureau of Statistics demonstrates the power of APN Australian Publishing markets. This information is based upon the yearly period ending June 2008:

- for the seventh consecutive year, Queensland was the country's largest growing state or territory, with a population increase of 97,900 – Queensland's total population is now at 4.29 million
- Queensland accounted for more than 1/4 (27.3%) of Australia's population growth in the 12 months to June 2008 – the largest growth in absolute terms
- over the 12 month period, Queensland's total population increased by an average **1,880** people every week; two-thirds of this increase was from interstate and overseas migration
- within the APN Australian Publishing footprint (including northern NSW), population increased by an average **1,650** people every week, with many Local Government Areas (LGAs) in this market recording above-average population movements over the last 12 months
- APN Australian Publishing's popular newspapers and lifestyle magazines cover eight of the 10 **largest-growing** LGAs in Queensland – Brisbane, Gold Coast, Sunshine Coast, Ipswich, Cairns, Logan, Townsville, Fraser Coast
- APN Australian Publishing also covers eight of the 10 **fastest-growing** LGAs in Queensland – Ipswich, Cairns, Fraser Coast, Gladstone, Lockyer Valley, Whitsunday, Townsville, Sunshine Coast

Within the five year period from June 2003 to 2008, Queensland's average annual population growth rate of 2.4% was well above the 1.5% Australian average. Queensland remains a resilient and booming market filled with rich natural resources, healthy produce, bustling regional centres, and an increasing population of discerning and affluent consumers.

Capture this powerful consumer market with APN Australian Publishing.

For details, contact your APN Australian Publishing National Sales account manager.

Source: Australian Bureau of Statistics;
Regional Population Growth 2008

