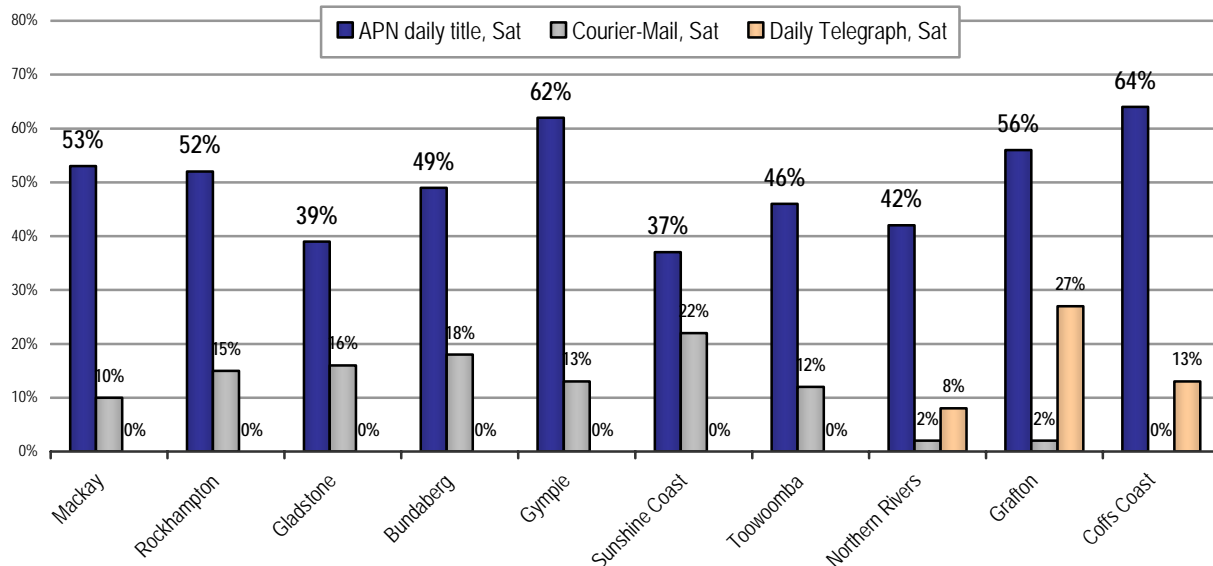


## APN Australian Publishing's top-reaching regional titles demonstrate solid performances in the latest Roy Morgan survey.

Roy Morgan's June 2009 readership survey highlights APN Australian Publishing's strength across some of Australia's fastest-growing regional boomtowns. Within key regional markets from Mackay to Coffs Harbour, APN Australian Publishing's 14 regional daily newspapers reach 1/3 of all consumers in the primary market on weekdays, and almost 45% of consumers every Saturday.

Overall, APN Australian Publishing's surveyed daily and non-daily newspapers reach over 1.1 million regional consumers in Queensland and Northern New South Wales\*. These resilient regional markets continue to prosper, and are home to 1,650 additional residents every week†.

As the leading source of localised news, entertainment and consumer information, APN daily newspapers remain the #1 choice for regional consumers. These popular daily titles continue to deliver #1 reach into lucrative regional communities vs. metropolitan daily newspapers – please refer to the graph below for a reach comparison within key regional areas\*\*.



**For more information on APN Australian Publishing's leading regional newspapers in Queensland and Northern New South Wales, please contact your Account Manager.**



Source: Morgan Jun 09; APN total distribution area  
 \*Morgan Jun 09 National Database; Net readership of surveyed dailies / non-dailies  
 \*\*Individual primary distribution areas  
 †Australian Bureau of Statistics; Regional Population Growth 2007-08

# READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Jul 2007 to Jun 2009	Circulation Apr to Jun 2009
<b>North Queensland</b>		
Mackay – Daily Mercury, M-F	44,000	16,114
Mackay – Daily Mercury, Sat	52,000	19,512
<b>Central Queensland</b>		
Rockhampton – The Morning Bulletin, M-F	45,000	18,188
Rockhampton – The Morning Bulletin, Sat	53,000	24,038
Gladstone – The Observer, M-F	20,000	7,407
Gladstone – The Observer, Sat	16,000	9,607
<b>Wide Bay Burnett</b>		
Bundaberg – NewsMail, M-F	28,000	11,530
Bundaberg – NewsMail, Sat	35,000	16,268
Fraser Coast Chronicle, M-F	23,000	9,783
Fraser Coast Chronicle, Sat	23,000	11,287
The Gympie Times, Tu-F	10,000	5,586
The Gympie Times, Sat	16,000	8,697
<b>South-East Queensland</b>		
Sunshine Coast Daily, M-F	50,000	21,823
Sunshine Coast Daily, Sat	78,000	33,884
Ipswich – QT (The Queensland Times), M-F	21,000	11,256
Ipswich – QT (The Queensland Times), Sat	26,000	14,369
<b>South-West Queensland</b>		
Toowoomba – The Chronicle, M-F	52,000	23,277
Toowoomba – The Chronicle, Sat	63,000	30,928
Warwick Daily News, M-F	7,000	3,344
Warwick Daily News, Sat	6,000	3,452
<b>Northern New South Wales</b>		
Tweed Daily News, M-F	10,000	4,773
Tweed Daily News, Sat	9,000	5,222
Lismore/Northern Rivers – The Northern Star, M-F	38,000	15,141
Lismore/Northern Rivers – The Northern Star, Sat	54,000	22,997
Grafton/Clarence Valley – The Daily Examiner, M-F	15,000	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 <sup>†</sup>
The Coffs Coast Advocate, Wed/Sat	43,000*	31,194 <sup>#</sup>



Source: Readership – Morgan Jun 09; M-F av. and Sat; APN total distribution area \*Average readership  
Circulation – ABC Apr to Jun 09; M-Sat av. and Sat †Publisher's claim #CAB Oct 08 to Mar 09