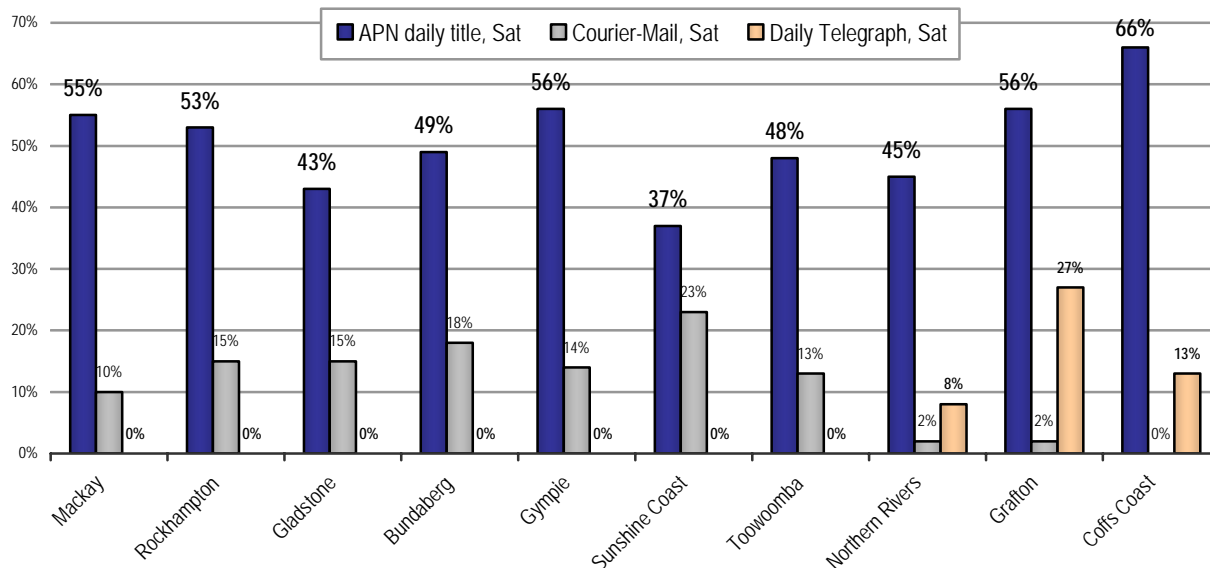


Roy Morgan reports solid performances for APN Australian Publishing's top-reaching regional titles across North-East Australian regional boomtowns.

Results of Roy Morgan's March 2009 readership survey highlight APN Australian Publishing's strength across some of Australia's fastest-growing regional boomtowns. From Mackay to Coffs Harbour, APN Australian Publishing's 14 regional daily newspapers reach over 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 consumers across key regional markets in Queensland and Northern New South Wales*. These booming markets are some of the largest-growing in the nation; home to 1,650 additional residents every week†.

APN Australian Publishing titles continue to deliver #1 reach into lucrative regional communities vs. metropolitan daily newspapers**. As the leading source of relevant news, entertainment and consumer information, regional daily newspapers remain the #1 choice for regional consumers. Please see below for a daily newspaper reach comparison in some key markets**.



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 Mar 09; APN total distribution area
 *Morgan Mar 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 Apr 2007 to Mar 2009	Circulation Jan to Mar 2009
North Queensland		
Mackay – Daily Mercury, M-F	44,000	16,369
Mackay – Daily Mercury, Sat	53,000	20,120
Central Queensland		
Rockhampton – The Morning Bulletin, M-F	43,000	18,024
Rockhampton – The Morning Bulletin, Sat	52,000	24,569
Gladstone – The Observer, M-F	20,000	7,169
Gladstone – The Observer, Sat	17,000	9,770
Wide Bay Burnett		
Bundaberg – NewsMail, M-F	29,000	11,220
Bundaberg – NewsMail, Sat	35,000	16,190
Fraser Coast Chronicle, M-F	22,000	9,594
Fraser Coast Chronicle, Sat	21,000	11,294
The Gympie Times, Tu-F	10,000	5,611
The Gympie Times, Sat	16,000	8,670
South-East Queensland		
Sunshine Coast Daily, M-F	51,000	22,025
Sunshine Coast Daily, Sat	79,000	34,964
Ipswich – QT (The Queensland Times), M-F	22,000	10,961
Ipswich – QT (The Queensland Times), Sat	24,000	14,502
South-West Queensland		
Toowoomba – The Chronicle, M-F	52,000	23,225
Toowoomba – The Chronicle, Sat	64,000	31,096
Warwick Daily News, M-F	8,000	3,261
Warwick Daily News, Sat	7,000	3,476
Northern New South Wales		
Tweed Daily News, M-F	11,000	4,593
Tweed Daily News, Sat	10,000	5,182
Lismore/Northern Rivers – The Northern Star, M-F	37,000	14,903
Lismore/Northern Rivers – The Northern Star, Sat	56,000	23,164
Grafton/Clarence Valley – The Daily Examiner, M-F	16,000	5,596
Grafton/Clarence Valley – The Daily Examiner, Sat	15,000	6,397
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	3,293 [†]
The Coffs Coast Advocate, Wed/Sat	45,000*	31,194 [#]



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