



ROY MORGAN READERSHIP SNAPSHOT

**APN AUSTRALIAN PUBLISHING DELIVERS STRONG
PERFORMANCES IN LATEST ROY MORGAN SURVEY.**

Roy Morgan's March 2010 readership survey highlights APN Australian Publishing's proven strength across lucrative regional markets in Queensland and Northern New South Wales. The leading publisher's surveyed newspapers reach 66% of consumers in its expansive primary market*, and continue to deliver #1 reach into key regional communities versus metropolitan daily titles**. APN's well-established newspaper brands remain the leading source of localised news and consumer information for many consumers.

The latest readership results reveal that APN newspapers account for six of the 10 fastest-growing titles within the APN footprint. Furthermore, a number of APN's flagship regional daily titles enjoyed impressive readership increases year-on-year:

	MAR 2009	MAR 2010	YOY MOVEMENT
The Gympie Times [Tue-Fri av.]	10,000	11,000	+10%
Fraser Coast Chronicle [Sat]	21,000	23,000	+10%
The Morning Bulletin [Mon-Fri av.]	43,000	47,000	+ 9%
The Daily Examiner [Sat]	15,000	16,000	+ 7%
The Observer [Sat]	17,000	18,000	+ 6%

In addition to daily newspaper gains, APN's non-daily newspapers performed strongly within the high-growth South-East Queensland region:

	MAR 2009	MAR 2010	YOY MOVEMENT
Noosa News [Net Tue/Fri]	31,000	33,000	+ 7%
The Ipswich Advertiser [Wed]	58,000	61,000	+ 5%

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 1.1 million dynamic regional consumers every week*.

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APN AUSTRALIAN PUBLISHING DAILY NEWSPAPERS

READERSHIP AND CIRCULATION

	PUBLISHED	READERSHIP APR '08 - MAR '10	CIRCULATION# JAN - MAR '10
NORTH QUEENSLAND			
Daily Mercury (Mackay)	Mon to Fri	43,000	15,487
Daily Mercury (Mackay)	Saturday	46,000	19,153
CENTRAL QUEENSLAND			
The Morning Bulletin (Rockhampton)	Mon to Fri	47,000	17,449
The Morning Bulletin (Rockhampton)	Saturday	53,000	23,690
The Observer (Gladstone)	Mon to Fri	21,000	6,852
The Observer (Gladstone)	Saturday	18,000	9,363
WIDE BAY BURNETT			
NewsMail (Bundaberg)	Mon to Fri	28,000	10,995
NewsMail (Bundaberg)	Saturday	29,000	15,803
Fraser Coast Chronicle	Mon to Fri	22,000	9,344
Fraser Coast Chronicle	Saturday	23,000	11,173
The Gympie Times	Tue to Fri	11,000	5,517
The Gympie Times	Saturday	16,000	8,682
SOUTH-EAST QUEENSLAND			
Sunshine Coast Daily	Mon to Fri	49,000	21,098
Sunshine Coast Daily	Saturday	75,000	32,394
QT The Queensland Times (Ipswich)	Mon to Fri	21,000	10,581
QT The Queensland Times (Ipswich)	Saturday	24,000	14,185
SOUTH-WEST QUEENSLAND			
The Chronicle (Toowoomba)	Mon to Fri	51,000	22,933
The Chronicle (Toowoomba)	Saturday	61,000	30,646
Warwick Daily News	Mon to Fri	7,000	3,204
Warwick Daily News	Saturday	7,000	3,373
NORTHERN NEW SOUTH WALES			
Tweed Daily News	Mon to Fri	9,000	4,271
Tweed Daily News	Saturday	6,000	4,821
The Northern Star (Lismore/Northern Rivers)	Mon to Fri	34,000	14,622
The Northern Star (Lismore/Northern Rivers)	Saturday	52,000	22,571
The Daily Examiner (Grafton/Clarence Valley)	Mon to Fri	17,000	5,689
The Daily Examiner (Grafton/Clarence Valley)	Saturday	16,000	6,474
The Coffs Coast Advocate	Mon/Tue/Thu/Fri	11,000*	3,245†
The Coffs Coast Advocate	Wed/Sat	41,000*	30,666^