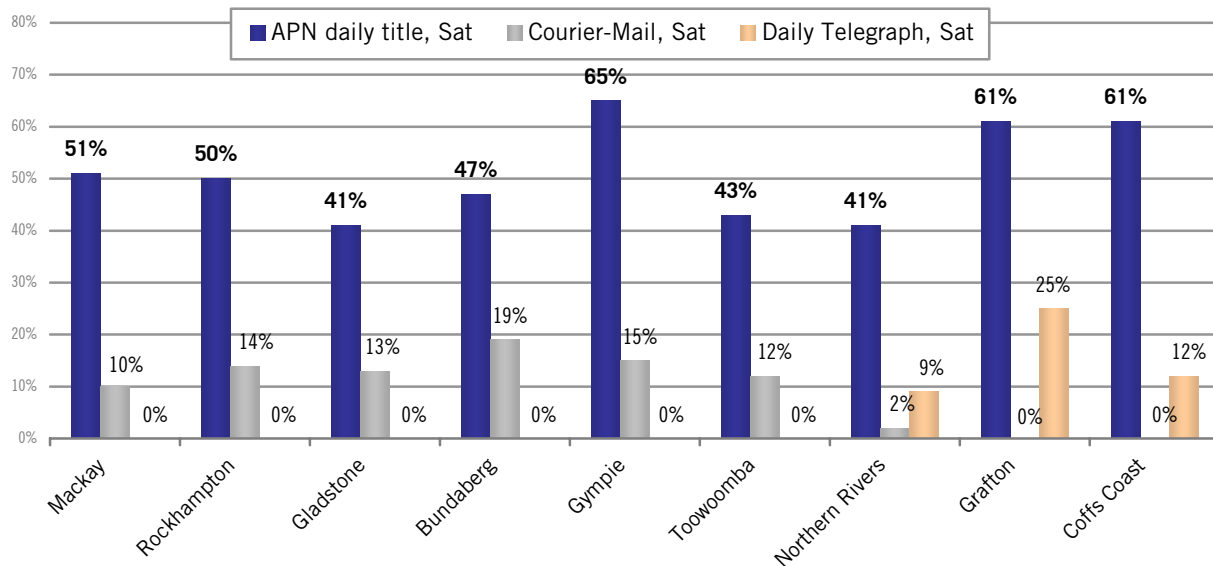


APN Australian Publishing's top-reaching regional newspapers maintain solid readership performances in the latest Roy Morgan survey.

Roy Morgan's September 2009 readership survey highlights APN Australian Publishing's strength across some of the nation's fastest-growing regional boomtowns. Within key regional markets from Mackay to Coffs Harbour, APN Australian Publishing's surveyed daily and non-daily newspapers reach 1.1 million regional consumers every week*.

As the leading source of localised news, entertainment and consumer information, APN daily newspapers remain the #1 choice for regional consumers. Independent research commissioned by APN reveals that APN newspaper brands are a critical feature of everyday life for regional consumers. Offering highly relevant, localised content that keeps readers in touch with their community, APN regional newspapers deliver a unique and authentic reader connection unmatched by any other medium.

APN's popular daily newspapers command a strong lead over metropolitan competitors, delivering #1 reach across lucrative regional 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 Sep 09; APN total distribution area
*Morgan Sep 09 National Database; Net readership of surveyed dailies / non-dailies
**Individual primary distribution areas

READERSHIP and CIRCULATION SNAPSHOT

APN Australian Publishing – daily newspapers

	Readership Oct 2007 to Sep 2009	Circulation Jul to Sep 2009
North Queensland		
Mackay – Daily Mercury, M-F	44,000	15,766
Mackay – Daily Mercury, Sat	50,000	19,282
Central Queensland		
Rockhampton – The Morning Bulletin, M-F	47,000	17,894
Rockhampton – The Morning Bulletin, Sat	55,000	23,457
Gladstone – The Observer, M-F	21,000	7,138
Gladstone – The Observer, Sat	18,000	9,512
Wide Bay Burnett		
Bundaberg – NewsMail, M-F	27,000	11,038
Bundaberg – NewsMail, Sat	34,000	15,912
Fraser Coast Chronicle, M-F	22,000	9,402
Fraser Coast Chronicle, Sat	24,000	10,966
The Gympie Times, Tu-F	9,000	5,544
The Gympie Times, Sat	14,000	8,640
South-East Queensland		
Sunshine Coast Daily, M-F	53,000	20,947
Sunshine Coast Daily, Sat	77,000	32,425
Ipswich – QT (The Queensland Times), M-F	23,000	10,745
Ipswich – QT (The Queensland Times), Sat	24,000	14,200
South-West Queensland		
Toowoomba – The Chronicle, M-F	51,000	22,812
Toowoomba – The Chronicle, Sat	60,000	30,419
Warwick Daily News, M-F	7,000	3,273
Warwick Daily News, Sat	7,000	3,385
Northern New South Wales		
Tweed Daily News, M-F	10,000	4,550
Tweed Daily News, Sat	8,000	4,960
Lismore/Northern Rivers – The Northern Star, M-F	36,000	14,921
Lismore/Northern Rivers – The Northern Star, Sat	52,000	22,799
Grafton/Clarence Valley – The Daily Examiner, M-F	17,000	5,647
Grafton/Clarence Valley – The Daily Examiner, Sat	16,000	6,360
The Coffs Coast Advocate, Mon/Tue/Thu/Fri	10,000*	3,293 [†]
The Coffs Coast Advocate, Wed/Sat	42,000*	30,969 [#]



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