



TheNewspaperWorks

## MEDIA RELEASE

**EMBARGOED UNTIL MIDNIGHT FEBRUARY 12, 2009**

### NEWSPAPER CIRCULATION HOLDS AMID ECONOMIC TURMOIL

The circulation of Audit Bureau of Circulations-audited newspapers in the period ending December was better than expected given the sharp slowdown in economic activity. Combined circulation dipped 2.1% overall year-on-year, despite a marked slowdown in real estate, motor vehicle and employment activity.

“The ABC figures reinforce the important ongoing and dynamic role newspapers continue to play in lives of Australians every day, who collectively buy over 20 million newspapers a week.” The Newspaper Works CEO Tony Hale said.

The circulation trend of Australia’s newspapers continues to contradict the assumption that newspaper circulation is in rapid decline and the myth that trends in the UK and US are being replicated in the Australian market. National daily newspapers in the UK fell by 5.1 per cent and all newspapers in the US fell by 4.6 per cent in their most recent circulation figures.

In contrast, the Monday to Friday editions of the three top Australian broadsheets, *The Australian*, *The Sydney Morning Herald* and *The Age*, reported robust sales year on year increasing sales by a combined 0.4 per cent and have grown by 1.5 per cent over the past five years.

And even with the recent pressure on real estate, motor vehicle and employment classifieds, Saturday metropolitan newspapers, dipped by just 1.2 per cent.

“These results are far stronger than many industry commentators have predicted and demonstrate that newspapers continue to prove incredibly resilient,” Tony Hale said.

Newspapers in mainland states other than NSW and Victoria, regional markets and Sunday newspapers were harder hit by the difficult economic conditions.

“What is compelling about these figures is that the newspaper industry has held its ground, which is a pleasing result given economic conditions,” Hale said. “Plus, our broadsheet newspapers continue to grow.”

Sources: \* Audit Bureau of Circulations (UK), December 2008

\*\* Audit Bureau of Circulations (US), six months to September 30, 2008

**For more information, please contact:**

Tony Hale  
The Newspaper Works  
T: (02) 9692-6310  
tonyhale@thenewspaperworks.com.au

Rochelle Burbury  
Access PR  
T: (02) 9279-4799  
M: 0408 774 577  
E: [Rochelle@accesspr.com.au](mailto:Rochelle@accesspr.com.au)

**About The Newspaper Works**

The Newspaper Works is the peak body representing the newspaper industry in Australia. The Newspaper Works was established in 2006 by Fairfax Media/Rural Press, News Ltd, APN News & Media and West Australian Newspapers to promote the interests of its stakeholders and manage a number of industry initiatives. Primarily, The Newspaper Works' mission is to increase newspapers' share of national advertising revenue, and to achieve this it pursues two key strategies: promoting newspapers as a powerful and influential medium for advertisers; and consolidating newspapers' position as modern and relevant within a media landscape that is constantly evolving. The Newspaper Works is also a unifying resource for the newspaper industry, providing research, marketing tools and other support necessary to demonstrate the value of newspapers to key target audiences.

## Appendix 1 – Weekly sales volumes by newspaper type

EMBARGOED UNTIL MIDNIGHT FEBRUARY 12, 2009

All national, metropolitan and regional newspapers	Dec-07	Dec-08	YonY
Mon-Sat	17,541,225	17,235,203	-1.7%
Mon-Sun	20,963,636	20,529,289	-2.1%

Top 3 broadsheets	Dec-07	Dec-08	YonY
SMH/Age/Australian Mon-Fri	2,751,350	2,762,850	0.4%
SMH/Age/Australian Sat	958,500	965,950	0.8%

National newspapers	Dec-07	Dec-08	YonY
Mon-Fri	1,116,235	1,115,790	0.0%
Sat	396,166	402,800	1.7%
Mon-Sat	1,512,401	1,518,590	0.4%

Major metropolitan newspapers	Dec-07	Dec-08	YonY
Mon-Fri	10,163,865	9,962,185	-2.0%
Sat	2,553,575	2,522,260	-1.2%
Sun	3,380,557	3,253,604	-3.8%
Mon-Sat	12,717,440	12,484,445	-1.8%
Mon-Sun	16,097,997	15,738,049	-2.2%

Regional newspapers	Dec-07	Dec-08	YonY
Mon-Sat	3,311,384	3,232,168	-2.4%
Mon-Sun	3,353,238	3,272,650	-2.4%

Source: Audit Bureau of Circulations, October – December 2008/ July – December 2008 and October – December 2007/ July – December 2007.

- Weekly sales volumes have been calculated by multiplying Average Net Paid Sales by the number of days per week the newspaper is published.
- For titles included in each of the above definitions, please refer to Appendix 2.

## Appendix 2 – Circulation by masthead

EMBARGOED UNTIL MIDNIGHT FEBRUARY 12, 2009

National newspapers	Dec-07	Dec-08	Change
The Australian Mon-Fri	135,000 +	137,000 +	1.5%
Weekend Australian	300,000 +	309,000 +	3.0%
Australian Financial Review Mon-Fri	88,247	86,158	-2.4%
Australian Financial Review Sat	96,166	93,800	-2.5%

Source: Audit Bureau of Circulations, October – December 2008 and October – December 2007.

EMBARGOED UNTIL MIDNIGHT FEBRUARY 12, 2009

<b>NSW/ACT</b>			
<b>Metro newspapers</b>	Dec-07	Dec-08	YonY
Sydney Morning Herald Mon-Fri	211,170 +	211,370 +	0.1%
Sydney Morning Herald Sat	360,000 +	360,200 +	0.1%
Sun-Herald	500,000 +	473,469	-5.3%
Daily Telegraph Mon-Fri	375,000 +	369,000 +	-1.6%
Daily Telegraph Sat	319,000 +	325,000 +	1.9%
Sunday Telegraph	670,000 +	653,000 +	-2.5%
Canberra Times Mon-Sat	40,550	38,769	-4.4%
Canberra Times Mon-Fri	35,701	34,629	-3.0%
Canberra Times Sat	61,976	58,735	-5.2%
Canberra Times Sunday	35,564	34,855	-2.0%
<b>Regional newspapers</b>	Dec-07	Dec-08	YonY
Albury Wodonga Border Mail Mon-Sat	25,851	25,078	-2.99%
Bathurst Western Advocate Mon-Fri	3,961	3,949	-0.3%
Dubbo Daily Liberal Mon-Fri	5,096	5,276	3.5%
Grafton Daily Examiner Mon-Sat	5,458	5,571	2.1%
Grafton Daily Examiner Sat	6,508	6,446	-1.0%
Lismore Northern Star Mon-Sat	15,384	14,737	-4.2%
Lismore Northern Star Sat	23,733	22,653	-4.6%
Maitland Mercury Mon-Fri	4,364	4,331	-0.8%
Newcastle Herald Mon-Sat	50,000 +	49,500 +	-1.0%
Orange Central Western Daily Mon-Sat	5,296	5,135	-3.0%
Tamworth Northern Daily Leader Mon-Sat	7,988	7,652	-4.2%
Tweed Heads Daily News Mon-Sat	4,808	4,572	-4.9%
Tweed Heads Daily News Sat	5,525	5,144	-6.9%
Wagga Wagga Daily Advertiser Mon-Sat	13,492	12,851	-4.8%
Wagga Wagga Daily Advertiser Mon-Fri	12,741	12,130	-4.8%
Wagga Wagga Daily Advertiser Sat	17,216	16,421	-4.6%
Illawarra Mercury Mon-Sat	28,080	27,635	-1.6%
Illawarra Mercury Sat	39,006	38,015	-2.5%

<b>Victoria</b>			
<b>Metro newspapers</b>	Dec-07	Dec-08	YonY
Herald Sun Mon-Fri	530,000 +	515,500 +	-2.7%
Herald Sun Sat	509,500 +	502,000 +	-1.5%
Sunday Herald Sun	623,500 +	606,500 +	-2.7%
Age Mon-Fri	204,100 +	204,200 +	0.0%
Age Sat	298,500 +	296,750 +	-0.6%
Sunday Age	226,000 +	227,100 +	0.5%
<b>Regional newspapers</b>	Dec-07	Dec-08	YonY
Ballarat Courier Mon-Sat	19,353	18,750	-3.1%
Bendigo Advertiser Mon-Sat	14,462	13,821	-4.4%
Geelong Advertiser Mon-Sat	30,354	29,192	-3.8%
Geelong Advertiser Mon-Fri	26,612	25,777	-3.1%
Geelong Advertiser Sat	46,510	45,216	-2.8%
Shepparton News Mon-Fri	10,301	10,562	2.5%
Warrnambool Standard Mon-Sat	12,788	12,586	-1.6%

Source: Audit Bureau of Circulations, October – December 2008/ July – December 2008 and October – December 2007/ July – December 2007.

EMBARGOED UNTIL MIDNIGHT FEBRUARY 12, 2009

<b>Queensland</b>			
<b>Metro newspapers</b>	Dec-07	Dec-08	YonY
Courier Mail Mon-Fri	220,850 +	215,383	-2.5%
Courier Mail Sat	305,215	296,054	-3.0%
Sunday Mail (Qld)	581,481	551,271	-5.2%
<b>Regional newspapers</b>	Dec-07	Dec-08	YonY
Bundaberg News-Mail Mon-Sat	11,608	11,201	-3.5%
Bundaberg News-Mail Sat	16,131	16,132	0.0%
Cairns Post Mon-Sat	30,268	28,850	-4.7%
Cairns Post Mon-Fri	27,047	26,126	-3.4%
Cairns Post Sat	44,935	43,710	-2.7%
Gladstone Observer Mon-Sat	7,227	7,171	-0.8%
Gladstone Observer Sat	9,762	9,701	-0.6%
Gold Coast Bulletin Mon-Sat	47,107	46,225	-1.9%
Gold Coast Bulletin Mon-Fri	41,763	41,249	-1.2%
Gold Coast Bulletin Sat	71,173	70,390	-1.1%
Gympie Times Tue-Sat	5,868	5,644	-3.8%
Gympie Times Sat	8,662	8,630	-0.4%
Ipswich Queensland Times Mon-Sat	11,017	10,804	-1.9%
Ipswich Queensland Times Sat	14,449	14,153	-2.0%
Mackay Daily Mercury Mon-Sat	16,180	16,045	-0.8%
Mackay Daily Mercury Sat	20,295	19,839	-2.2%
Maroochydore Sunshine Coast Daily Mon-Sat	22,529	21,170	-6.0%
Maroochydore Sunshine Coast Daily Sat	35,805	33,932	-5.2%
Maryborough Fraser Coast Chronicle Mon-Sat	10,021	9,550	-4.7%
Maryborough Fraser Coast Chronicle Sat	11,526	11,095	-3.7%
Rockhampton Morning Bulletin Mon-Sat	18,106	18,207	0.6%
Rockhampton Morning Bulletin Sat	24,804	23,955	-3.4%
Toowoomba Chronicle Mon-Sat	23,048	22,808	-1.0%
Toowoomba Chronicle Sat	30,603	30,270	-1.1%
Townsville Bulletin Mon-Sat	29,099	28,881	-0.7%
Townsville Bulletin Mon-Fri	26,633	26,592	-0.2%
Townsville Bulletin Sat	41,426	41,364	-0.1%
Warwick Daily News Mon-Sat	3,125	3,218	3.0%
Warwick Daily News Sat	3,284	3,439	4.7%

Source: Audit Bureau of Circulations, October – December 2008/ July – December 2008 and October – December 2007/ July – December 2007.

EMBARGOED UNTIL MIDNIGHT FEBRUARY 12, 2009

<b>South Australia</b>			
<b>Metro newspapers</b>	Dec-07	Dec-08	YoY
Advertiser Mon-Sat	203,838	194,757	-4.5%
Advertiser Mon-Fri	190,374	182,055	-4.4%
Advertiser Sat	262,591	254,499	-3.1%
Sunday Mail	320,684	304,096	-5.2%

<b>Western Australia</b>			
<b>Metro newspapers</b>	Dec-07	Dec-08	YoY
West Australian Mon-Sat	222,752	215,169	-3.4%
West Australian Mon-Fri	198,416	192,964	-2.7%
West Australian Sat	344,432	336,287	-2.4%
Sunday Times	341,500 +	321,500 +	-5.9%
<b>Regional newspapers</b>	Dec-07	Dec-08	YoY
Kalgoorlie Miner Mon-Sat	5,760	5,721	-0.7%

<b>Tasmania</b>			
<b>Metro newspapers</b>	Dec-07	Dec-08	YoY
Mercury Mon-Sat	49,457	48,764	-1.4%
Mercury Mon-Fri	46,654	46,092	-1.2%
Mercury Sat	61,664	61,254	-0.7%
Sunday Tasmanian	60,225	59,526	-1.2%
<b>Regional newspapers</b>	Dec-07	Dec-08	YoY
Burnie Advocate Mon-Sat	24,884	23,859	-4.12%
Launceston Examiner Mon-Sat	33,946	33,103	-2.5%
Launceston Sunday Examiner	41,854	40,482	-3.3%

<b>Northern Territory</b>			
<b>Metro newspapers</b>	Dec-07	Dec-08	YoY
Northern Territory News Mon-Sat	22,308	22,947	2.9%
Northern Territory News Mon-Fri	20,508	21,244	3.6%
Northern Territory News Sat	30,697	31,481	2.6%
Sunday Territorian	21,603	22,287	3.2%

Source: Audit Bureau of Circulations, October – December 2008/ July – December 2008 and October – December 2007/ July – December 2007.