



*TheNewspaperWorks*

## **MEDIA RELEASE**

**EMBARGOED UNTIL MIDNIGHT THURSDAY, AUGUST 13, 2009**

### **ROBUST PERFORMANCE CONTINUES FOR NEWSPAPER SALES Australians buy more than 20 million newspapers every week**

Sales of newspapers in Australia continue to defy recent economic trends posting stable circulation results for the June 2009 quarter.

Figures released today by the Audit Bureau of Circulations show Australian newspaper circulations were steady in the three months ending June 30, 2009, compared with the previous corresponding period.

Sales of national Saturday newspapers posted an increase of 1.2 per cent compared with the same period in 2008, and Saturday metropolitan newspapers recorded unchanged sales, a strong result given the recent marked deterioration in real estate, employment and motor vehicle advertising activity over the same period.

Sales of Monday to Friday metropolitan newspapers were steady with more than 10 million newspapers sold, a slight decrease of 0.1 per cent.

The rate of decline in sales of Sunday papers has been arrested year on year with the result indicating that Australians are buying 3.2 million Sunday newspapers a week.

Overall circulation among all national, metropolitan and regional daily and Sunday newspapers continued to be stable year-on-year, with total sales of 20.9 million papers, down just 0.7 per cent.

“The latest ABC circulation figures are further proof that newspapers are delivering what Australians want, namely products of value that continue to set the news agenda,” The Newspaper Works CEO, Tony Hale, said.

The figures demonstrate that Australian newspapers are continuing to defy the international circulation trend, especially in the US and UK. Sales in these countries have fallen by 7 per cent\* and 4 per cent\*\* respectively, according to the latest available circulation data.

“These figures confirm the strength of Australian newspapers. The latest PWC Australian Media and Entertainment Outlook reported that newspapers in Australia are in a much stronger position than their international counterparts and will remain a viable business in the short, medium and longer term,” Hale said.

“Australians continue to regard newspapers as a source of quality journalism for information, commentary and analysis.”

Combined circulation of regional dailies measured in this audit period experienced a slight dip of 1.0 per cent.

Hale said the latest ABC circulation figures told a compelling story for advertisers.

“Newspapers continue to resonate with readers and advertisers. This is a \$4 billion advertising medium that is a powerful way to reach a mass audience,” Hale said.

Sources:

\* Audit Bureau of Circulations (US), weekday circulation of daily newspapers for the six months to March 31 2009

\*\* Audit Bureau of Circulations (UK), circulation of national daily newspapers for the six months to June 30 2009

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**About The Newspaper Works**

The Newspaper Works is a not-for-profit body established to promote the newspaper industry in Australia. The Newspaper Works was founded in 2006 by Fairfax Media/Rural Press, News Ltd, APN News & Media and West Australian Newspapers to pursue a number of industry objectives including to promote newspapers as a powerful and influential medium for advertisers, to promote the purchase of newspapers as an essential source of news and to modernize the perceptions of newspapers and the newspaper industry. The Newspaper Works also provides research, marketing tools and other support necessary to promote the value of newspapers to key target audiences.

## Appendix 1 – Weekly sales volumes by newspaper type

EMBARGOED UNTIL MIDNIGHT THURSDAY, AUGUST 13, 2009

<b>National, Metropolitan &amp; Regional Daily/Sunday newspapers</b>	Apr-Jun 2008	Apr-Jun 2009	Change
Mon-Sat	17,667,733	17,591,106	-0.4%
Mon-Sun	21,028,433	20,888,690	-0.7%

<b>Top 3 broadsheets</b>	Apr-Jun 2008	Apr-Jun 2009	Change
SMH/Age/Australian Mon-Fri	2,782,500	2,762,655	-0.7%
SMH/Age/Australian Sat	960,724	958,190	-0.3%

<b>National newspapers</b>	Apr-Jun 2008	Apr-Jun 2009	Change
Mon-Fri	1,126,645	1,088,380	-3.4%
Sat	393,415	398,082	1.2%
Mon-Sat	1,520,060	1,486,462	-2.2%

<b>Metropolitan newspapers</b>	Apr-Jun 2008	Apr-Jun 2009	Change
Mon-Fri	10,029,265	10,023,745	-0.1%
Sat	2,499,349	2,499,840	0.0%
Sun	3,284,950	3,222,249	-1.9%
Mon-Sat	12,528,614	12,523,585	0.0%
Mon-Sun	15,813,564	15,745,834	-0.4%

<b>Regional Daily and Sunday newspapers</b>	Apr-Jun 2008	Apr-Jun 2009	Change
Mon-Sat	3,619,059	3,581,059	-1.0%
Mon-Sun	3,694,809	3,656,394	-1.0%

Source: Audit Bureau of Circulations

- 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 – Average Net Paid Sales by masthead

EMBARGOED UNTIL MIDNIGHT THURSDAY, AUGUST 13, 2009

National newspapers	Apr-Jun 2008	Apr-Jun 2009	Change
The Australian Mon-Fri	136,000 +	135,831	-0.1%
Weekend Australian	301,000 +	307,390	2.1%
Australian Financial Review Mon-Fri	89,329	81,845	-8.4%
Australian Financial Review Sat	92,415	90,692	-1.9%

Source: Audit Bureau of Circulations

EMBARGOED UNTIL MIDNIGHT THURSDAY, AUGUST 13, 2009

NSW/ACT	Apr-Jun* 2008	Apr-Jun* 2009	Change
<b>Metro newspapers</b>			
Sydney Morning Herald Mon-Fri	212,500 +	210,000 +	-1.2%
Sydney Morning Herald Sat	358,224	359,200 +	0.3%
Sun-Herald	483,220	461,509	-4.5%
Daily Telegraph Mon-Fri	385,000 +	389,254	1.1%
Daily Telegraph Sat	327,000 +	337,000 +	3.1%
Sunday Telegraph	663,000 +	657,424	-0.8%
<b>Regional daily and Sunday newspapers</b>			
Canberra Times Mon-Sat	38,461	38,035	-1.1%
Canberra Times Mon-Fri	34,068	34,038	-0.1%
Canberra Times Sat	59,939	57,869	-3.5%
Canberra Times Sunday	34,316	34,804	1.4%
Albury Wodonga Border Mail Mon-Sat	25571	25,184	-1.5%
Bathurst Western Advocate Mon-Fri *	4,011	3,938	-1.8%
Bathurst Weekend Advocate Sat *	4,288	4,214	-1.7%
Broken Hill Barrier Daily Truth Mon-Sat *	5839	5,936	1.7%
Dubbo Daily Liberal Mon-Fri *	5,232	3,809	-27.2%
Dubbo Weekend Liberal Sat *	3,978	4,076	2.5%
Grafton Daily Examiner Mon-Sat	5514	5,811	5.4%
Grafton Daily Examiner Sat	6434	6,483	0.8%
Lismore Northern Star Mon-Sat	15030	15,141	0.7%
Lismore Northern Star Sat	23,130	22,997	-0.6%
Maitland Mercury Mon-Fri *	4309	4,359	1.2%
Newcastle Herald Mon-Sat	50,000 +	50,000 +	0.0%
Orange Central Western Daily Mon-Sat *	5,269	5,172	-1.8%
Tamworth Northern Daily Leader Mon-Sat *	7,925	7,751	-2.2%
Tweed Heads Daily News Mon-Sat	4809	4,773	-0.7%
Tweed Heads Daily News Sat	5556	5,222	-6.0%
Wagga Wagga Daily Advertiser Mon-Sat *	13,330	12,692	-4.8%
Wagga Wagga Daily Advertiser Mon-Fri *	12604	11,932	-5.3%
Wagga Wagga Daily Advertiser Sat *	16991	16,492	-2.9%
Illawarra Mercury Mon-Sat	28,100 +	27,601	-1.8%
Illawarra Mercury Sat	39636	38,172	-3.7%

Source: Audit Bureau of Circulations

\* The audit period for publications marked with an asterisk is January – June.

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Victoria	Apr-Jun* 2008	Apr-Jun* 2009	Change
<b>Metro newspapers</b>			
Herald Sun Mon-Fri	530,000 +	526,500 +	-0.7%
Herald Sun Sat	510,500 +	514,500 +	0.8%
Sunday Herald Sun	622,000 +	617,000 +	-0.8%
Age Mon-Fri	208,000 +	206,700 +	-0.6%
Age Sat	301,500 +	291,600	-3.3%
Sunday Age	227,500 +	225,250	-1.0%
<b>Regional daily and Sunday newspapers</b>			
Ballarat Courier Mon-Sat *	19,163	19,205	0.2%
Bendigo Advertiser Mon-Sat *	14,196	13,978	-1.5%
Geelong Advertiser Mon-Sat	29,794	29,346	-1.5%
Geelong Advertiser Mon-Fri	26,362	26,015	-1.3%
Geelong Advertiser Sat	46,425	45,499	-2.0%
Mildura Sunraysia Daily Mon-Sat *	7,260	7,414	2.1%
Shepparton News Mon-Fri	10,819	10,827	0.1%
Warrnambool Standard Mon-Sat *	12,980	12,889	-0.7%

Source: Audit Bureau of Circulations

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Queensland	Apr-Jun* 2008	Apr-Jun* 2009	Change
<b>Metro newspapers</b>			
Courier Mail Mon-Fri	217,575	219,811	1.0%
Courier Mail Sat	309,602	308,747	-0.3%
Sunday Mail (Qld)	565,173	551,845	-2.4%
<b>Regional daily and Sunday newspapers</b>			
Bundaberg News-Mail Mon-Sat	11,499	11,530	0.3%
Bundaberg News-Mail Sat	16,123	16,268	0.9%
Cairns Post Mon-Fri	27,441	26,915	-1.9%
Cairns Post Sat	45,271	44,572	-1.5%
Gladstone Observer Mon-Sat	7,439	7,407	-0.4%
Gladstone Observer Sat	9,899	9,607	-2.9%
Gold Coast Bulletin Mon-Sat	47,518	45,731	-3.8%
Gold Coast Bulletin Mon-Fri	42,340	40,649	-4.0%
Gold Coast Bulletin Sat	72,214	70,348	-2.6%
Gympie Times Tue-Sat	5,720	5,586	-2.3%
Gympie Times Sat	8,661	8,697	0.4%
Ipswich Queensland Times Mon-Sat	11,255	11,256	0.0%
Ipswich Queensland Times Sat	14,505	14,369	-0.9%
Mackay Daily Mercury Mon-Sat	16,372	16,114	-1.6%
Mackay Daily Mercury Sat	20,165	19,512	-3.2%
Maroochydore Sunshine Coast Daily Mon-Sat	22,005	21,823	-0.8%
Maroochydore Sunshine Coast Daily Sat	35,220	33,884	-3.8%
Maryborough Fraser Coast Chronicle Mon-Sat	10,014	9,783	-2.3%
Maryborough Fraser Coast Chronicle Sat	11,600	11,287	-2.7%
Rockhampton Morning Bulletin Mon-Sat	18,230	18,188	-0.2%
Rockhampton Morning Bulletin Sat	24,455	24,038	-1.7%
Toowoomba Chronicle Mon-Sat	23,128	23,277	0.6%
Toowoomba Chronicle Sat	30,838	30,928	0.3%
Townsville Bulletin Mon-Sat	29,011	29,310	1.0%
Townsville Bulletin Mon-Fri	26,484	27,076	2.2%
Townsville Bulletin Sat	41,061	41,698	1.6%
Warwick Daily News Mon-Sat	3,279	3,344	2.0%
Warwick Daily News Sat	3,441	3,452	0.3%

Source: Audit Bureau of Circulations

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South Australia	Apr-Jun* 2008	Apr-Jun* 2009	Change
<b>Metro newspapers</b>			
Advertiser Mon-Sat	201,025	198,541	-1.2%
Advertiser Mon-Fri	189,668	187,841	-1.0%
Advertiser Sat	256,063	251,098	-1.9%
Sunday Mail	313,469	305,808	-2.4%

Western Australia	Apr-Jun* 2008	Apr-Jun* 2009	Change
<b>Metro newspapers</b>			
West Australian Mon-Sat	220,307	221,818	0.7%
West Australian Mon-Fri	195,033	196,761	0.9%
West Australian Sat	342,787	343,460	0.2%
Sunday Times	328,000 +	320,901	-2.2%
<b>Regional daily and Sunday newspapers</b>			
Kalgoorlie Miner Mon-Sat *	5,820	5,787	-0.6%

Tasmania	Apr-Jun* 2008	Apr-Jun* 2009	Change
<b>Metro newspapers</b>			
Mercury Mon-Sat	49,300	48,710	-1.2%
Mercury Mon-Fri	46,758	46,056	-1.5%
Mercury Sat	61,813	61,624	-0.3%
Sunday Tasmanian	59,930	59,140	-1.3%
<b>Regional daily and Sunday newspapers</b>			
Burnie Advocate Mon-Sat	24,069	23,831	-1.0%
Launceston Examiner Mon-Sat	33,609	33,351	-0.8%
Launceston Sunday Examiner	41,434	40,531	-2.2%

Northern Territory	Apr-Jun* 2008	Apr-Jun* 2009	Change
<b>Metro newspapers</b>			
Northern Territory News Mon-Sat	23,122	23,647 +	2.3%
Northern Territory News Mon-Fri	21,319	21,826 +	2.4%
Northern Territory News Sat	31,860	32,611	2.4%
Sunday Territorian	22,658	23,372	3.2%

Source: Audit Bureau of Circulations

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