

Fairfax

John Fairfax Holdings Limited

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**FAIRFAX PUBLICATIONS CIRCULATION RESULTS FOR NEWSPAPERS,
MAGAZINES AND WEBSITES
6 MONTHS TO JUNE 2006**

EMBARGOED UNTIL MIDNIGHT THURSDAY 17th AUGUST, 2006.

NOT FOR PUBLICATION UNTIL FRIDAY 18th AUGUST, 2006.

***FAIRFAX NEWSPAPERS REPORT MAJOR CIRCULATION GAINS
ACROSS ALL EDITIONS OF ALL MAJOR NEWSPAPERS***

FAIRFAX DIGITAL #1 IN NEWS, WITH SMH AND AGE WEBSITES UP 30%

PUBLISHERS' QUOTES

**JAMES HOOKE
MANAGING DIRECTOR, FAIRFAX NEW SOUTH WALES**

Circulation is up across all editions of The Sydney Morning Herald and The Sun-Herald for the third successive audit period. This is an outstanding result. These gains are particularly significant against mixed results for our competitors and given that petrol prices have started to affect retail sales on weekends.

Since September 2005, The Herald has benefited from a renewal in editorial vigour and from our investment in marketing and subscriptions. This has seen our market share of circulation and total readership and AB readership increase across all seven days over the past year.

The Herald brand continues to strengthen. With a readership approaching an average 1 million people per day, and over 2 million unique browsers per month, more people are engaged with our content than ever before in our 175 year history.

**DON CHURCHILL
MANAGING DIRECTOR, FAIRFAX VICTORIA**

These are outstanding circulation results and are the result of a great deal of work across all departments to strengthen and reinvigorate *The Age*.

Sales are up across all days with *The Age* posting the largest increase in copies and the highest percentage growth on weekdays and Sundays of any newspaper in Australia.

The Age's Monday to Friday circulation of 201,000 is the highest in eight years, Saturday sales are back over 300,000, and *The Sunday Age's* circulation of 210,000 with growth of 10,000 copies or 5%, is the highest on record. Subscriptions are at a record high and theage.com.au has also posted 31% growth in unique browsers over the past year.

These results follow strong readership growth which show *The Age's* overall audience in print and online is at record levels.

**MICHAEL GILL
PUBLISHER AND EDITOR-IN-CHIEF, FAIRFAX BUSINESS MEDIA**

We remain very pleased with the continued growth in The Australian Financial Review and Weekend Financial Review circulation results. A fundamentally strong and consistent editorial effort sustains these results, coupled with the continuing refinement of our marketing and retail sales. Conditions generally are buoyed by relatively robust investment markets and apparently stronger business investment activity.

We have noted previously the pronounced effect of long weekend bumper issues on the fully paid sales of our weekend edition. This audit period has a higher number of extended on sale bumper editions than did the March publisher's statement. As we move to quarterly audits this effect will appear regularly, with pronounced variations around the audit average in periods that include more or fewer bumper editions. Some periods will include no long weekend bumper issues (ie September Quarter) and others up to two.

AFR Boss and AFR Magazine are similarly affected when their publication dates coincide (or not) with long weekend bumper issues. (In this audit period BOSS magazine was published in two bumper editions).

AFR Smart Investor reports a very strong first audit, with results well ahead of the expectations we indicated at launch.

**JACK MATTHEWS
CEO, FAIRFAX DIGITAL**

Fairfax Digital's network of news, information and classified sites recorded another period of excellent audience results.

Fairfax Digital's news and weather sites - the most visited news sites in Australia - gained 27% more audience year on year. Our World Cup coverage included an FD record breaking 900,000 video views across the competition period. Mycareer.com.au is Australia's fastest growing employment site. In FY 2006, Drive.com.au overtook carpoint.ninemsn.com.au and Trading Post Automotive, finishing as Australia's second largest automotive site.

Audience growth will continue as Fairfax Digital sites expands editorial content particularly in breaking news, blogs, video and photo galleries and maintains aggressive product innovation and marketing activity across our classified network.

Prepared by John Fairfax Publications

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ABC - 6 MONTH CIRCULATION FOR JUNE 2006

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 17TH AUGUST 2006
FOR PUBLICATION FRIDAY 18th AUGUST 2006

Publication & Region	Six months to Jun 06	Six months to Jun 05	Change Jun 06 - Jun 05	% Change Jun 06 - Jun 05
NATIONAL				
The Australian Financial Review (M-F)	86,493	85,673	820	1.0%
The Australian Financial Review (Sat)	91,305	89,650	1,655	1.8%
The Australian (Mon-Fri)	131,598	133,926	-2,328	-1.7%
The Weekend Australian	294,068	291,896	2,172	0.7%
NEW SOUTH WALES & ACT				
The Sydney Morning Herald (Mon-Fri)	212,600+	210,475	2,125	1.0%
The Sydney Morning Herald (Sat)	363,950+	360,785	3,165	0.9%
The Sun-Herald	516,400+	514,548	1,852	0.4%
The Daily Telegraph (Mon-Fri)	396,506	397,924	-1,418	-0.4%
The Daily Telegraph (Sat)	342,739	342,676	63	0.0%
The Sunday Telegraph	702,133	720,068	-17,935	-2.5%
Border Mail (Mon-Sat)	26,529	27,109	-580	-2.1%
Newcastle Herald (Mon-Sat)	53,082	53,984	-902	-1.8%
Illawarra Mercury (Mon-Sat)	29,865	30,074	-209	-0.7%
Canberra Times (Mon-Fri)	36,027	36,695	-668	-1.8%
Canberra Times (Sat)	67,371	68,743	-1,372	-2.0%
Canberra Times (Sun)	36,892	37,844	-952	-2.5%
VICTORIA				
The Age (Mon-Fri)	201,000+	193,500+	7,500	3.9%
The Age (Sat)	301,000+	297,500+	3,500	1.2%
The Sunday Age	210,000+	200,000+	10,000	5.0%
The Herald-Sun (Mon-Fri)	544,700+	551,500+	-6,800	-1.2%
The Herald-Sun (Sat)	522,400+	523,500+	-1,100	-0.2%
The Sunday Herald Sun	623,000+	620,000+	3,000	0.5%
Warrnambool Standard	12,989	13,230	-241	-1.8%
QUEENSLAND				
The Courier Mail (Mon-Fri)	216,075	211,279	4,796	2.3%
The Courier Mail (Sat)	326,825	333,910	-7,085	-2.1%
The Sunday Mail	607,975	615,920	-7,945	-1.3%
SOUTH AUSTRALIA				
The Advertiser (Mon-Fri)	195,903	201,232	-5,329	-2.6%
The Advertiser (Sat)	269,695	274,364	-4,669	-1.7%
Sunday Mail	324,973	330,998	-6,025	-1.8%
WESTERN AUSTRALIA				
West Australian (Mon-Fri)	205,610	207,914	-2,304	-1.1%
West Australian (Sat)	372,608	380,417	-7,809	-2.1%
Sunday Times	347,500+	354,000+	-6,500	-1.8%
TASMANIA				
Mercury (Mon-Fri)	48,886	49,601	-715	-1.4%
Mercury (Sat)	63,554	64,297	-743	-1.2%
Sunday Examiner	44,308	44,453	-145	-0.3%
Sunday Tasmanian	61,391	61,110	281	0.5%
NORTHERN TERRITORY				
Northern Territory News (Mon-Fri)	21,173	22,091	-918	-4.2%
Northern Territory News (Sat)	31,512	32,443	-931	-2.9%
Sunday Territorian	23,387	24,812	-1,425	-5.7%

Source: Audit Bureau of Circulations

Magazine Circulation - June 2006

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 17TH AUGUST FOR PUBLICATION FRIDAY 18TH AUGUST, 2006.

Inserted Magazines:

	Six Months to Jun 06	Six Months to Jun 05	Change (Jun 06 - Jun 05)	% Change (Jun 06 - Jun 05)
the(sydney)magazine Host: Thur SMH (Last Thur)	188,605	189,607	-1,002	-0.53%
theage(melbourne)magazine Host: Fri Age (Last Fri)	174,000+	171,000+	3,000	1.80%
Wish Host: Fri Australian (2nd Fri)	134,332	N/A	N/A	N/A
AFR Magazine Host: Fri AFR (Last Fri)	99,051	110,494	-11,443	-10.36%
Australian Magazine Host: Sat Australian	294,068	291,896	2,172	0.74%
AFR Boss Host: Fri AFR (2nd Fri)	128,903	97,591	31,312	32.08%
Good Weekend Host: Sat SMH/Sat Age	664,950+	658,285+	6,665	1.00%
Sunday Life Host: Sun-Herald/Sunday Age	714,186+	714,548+	-362	-0.10%
Sunday Magazine Host: Sunday Telegraph/Sunday Herald Sun	1,309,700+	1,324,200+	-14,500	-1.10%
Television Host: Sun-Herald Only	504,186	514,548	-10,362	-2.01%
TV Guide Host: Sunday Telegraph/Sunday Herald Sun	1,296,393+	1,311,200+	-14,807	-1.10%

Source: Audit Bureau of Circulation

Magazine Circulation - June 2006

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 17TH AUGUST FOR PUBLICATION FRIDAY 18TH AUGUST, 2006.

Newstand Magazines:

	Six Months to Jun 06	Six Months to Jun 05	Change (Jun 06 - Jun 05)	% Change (Jun 06 - Jun 05)
AFR Smart Investor	78,000+	N/A	N/A	N/A
APC (Australian Personal Computer)	47,897	51,989	-4,092	-7.87%
Australian Country Style	62,874	65,443	-2,569	-3.93%
Australian Good Taste	160,346	177,659	-17,313	-9.75%
Australian Gourmet Traveller	83,606	83,941	-335	-0.40%
Australian Home Beautiful	73,521	79,907	-6,386	-7.99%
Australian House & Garden	103,298	116,019	-12,721	-10.96%
Australian PC Authority	43,322	48,630	-5,308	-10.92%
Australian Women's Weekly	621,349	650,624	-29,275	-4.50%
Belle	36,717	34,468	2,249	6.52%
Better Homes & Garden	287,676	278,391	9,285	3.34%
BRW	48,032	53,369	-5,337	-10.00%
Bulletin	61,457	61,258	199	0.32%
Cleo	194,089	198,961	-4,872	-2.45%
Cosmopolitan	252,656	268,340	-15,684	-5.84%
Delicious	127,639	126,548	1,091	0.86%
Harpers Bazaar	59,959	58,518	1,441	2.46%
Inside Out	60,868	60,158	710	1.18%
InStyle	71,254	70,090	1,164	1.66%
Madison	99,534	91,117	8,417	9.24%
Marie Claire	121,307	121,098	209	0.17%
Money Magazine	48,711	48,609	102	0.21%
New Idea	439,470	408,618	30,852	7.55%
NW	234,440	225,913	8,527	3.77%
PC User	58,169	64,102	-5,933	-9.26%
Super Food Ideas	346,301	340,956	5,345	1.57%
Time	108,800	114,337	-5,537	-4.84%
TV Week	281,081	286,590	-5,509	-1.92%
Vogue Australia	64,842	63,544	1,298	2.04%
Vogue Entertaining & Travel	53,767	57,647	-3,880	-6.73%
Vogue Living	75,123	73,524	1,599	2.17%
Who Weekly	170,465	168,038	2,427	1.44%
Woman's Day	531,686	520,955	10,731	2.06%

Source: Audit Bureau of Circulation

6 MONTH INTERNET SITE USAGE 30TH JUNE 2006

Unique Browsers	Ave monthly UBs Jan - Jun 2006	Ave monthly UBs Jan - Jun 2005	Growth YOY	% Growth YOY
News Sites				
FD News and Weather	3,191,080	2,509,508	681,572	27.2%
smh.com.au	2,096,415	1,610,747	485,668	30.2%
theage.com.au	1,521,378	1,156,602	364,776	31.5%
news.com.au	1,316,998	1,007,204	309,795	30.8%
heraldsun.com.au	646,679	480,489	166,190	34.6%
theaustralian.com.au	538,049	388,561	149,488	38.5%
dailytelegraph.com.au	345,881	251,510	94,370	37.5%
couriermail.com.au	273,671	220,926	52,744	23.9%
theadvertiser.com.au	142,920	142,269	651	0.5%
National Nine News (ninemsn News)	2,925,407	2,119,974	805,433	38.0%
Classifieds - Auto*				
drive.com.au	859,020	N/A	N/A	N/A
carsales.com.au	1,018,640	N/A	N/A	N/A
Trading Post Automotive	903,459	N/A	N/A	N/A
carpoint.ninemsn.com.au	651,878	N/A	N/A	N/A
carsguide.news.com.au	424,112	N/A	N/A	N/A
Classifieds - Employment & Real Estate	Ave monthly UBs Jun - Dec 2004	Ave monthly UBs Jul - Dec 2005		
mycareer.com.au	956,372	695,760	260,612	37.5%
careerone.com.au	758,981	682,972	76,010	11.1%
seek.com.au	1,967,496	1,536,857	430,638	28.0%
domain.com.au	1,421,416	865,843	555,573	64.2%
realestate.com.au	2,512,312	1,387,759	1,124,553	81.0%

source: NNR Market Intelligence
Domestic June 2006

*Due to measurement changes in the automotive vertical, a year on year comparison is not available.