



DARLING PARK 201 SUSSEX STREET, SYDNEY, 2000

FAIRFAX MEDIA PUBLICATIONS CIRCULATION AND READERSHIP
RESULTS FOR NEWSPAPERS, INSERTED MAGAZINES AND WEBSITES
- TO JUNE 2007

EMBARGOED UNTIL MIDNIGHT THURSDAY 16th AUGUST, 2007.
NOT FOR PUBLICATION UNTIL FRIDAY 17th AUGUST, 2007.

PUBLISHERS' QUOTES

LLOYD WHISH-WILSON

CEO AND PUBLISHER

NSW & ACT METROPOLITAN PUBLISHING

These are continuing excellent circulation results. Circulation for *The Sydney Morning Herald* continues to be strong. We are very pleased with the underlying fundamentals, which point to continued solid circulation for *The Sydney Morning Herald*. *The Sun-Herald* has held market share, despite leading a cover price rise which the competitor did not match during the period. *The Canberra Times* had relatively steady circulation across all editions.

The readership results are consistently positive. In the key Sydney market, The Herald's readership has outperformed our NSW competitors across all seven days. The *SMH* has gained significant market share versus the *Telegraph* across all days in this period, with particularly strong gains on Saturdays. *The Sun-Herald* gained readership and market share against its competitor.

LISA HUDSON

CHIEF EXECUTIVE AND PUBLISHER FAIRFAX MAGAZINES

Fairfax Magazines continue to perform extremely well, with continued strong growth in *the(sydney)magazine*, and *SundayLife* posting steady results. *Good Weekend* continues to deliver the largest inserted magazine audience on Saturdays, with over 1.75 million readers per week and an AB edge of nearly 400,000 over its nearest inserted magazine competitor.

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DON CHURCHILL

CHIEF EXECUTIVE AND PUBLISHER

VICTORIAN METROPOLITAN AND COMMUNITY PUBLISHING

These are outstanding results and confirm a positive trend over the past two years which culminated in *The Age* winning the 2007 PANPA Newspaper of the Year Award for all-round excellence.

Circulation is growing strongly across all days of the week. *The Age's* weekday circulation has reached its highest level in almost 10 years.

Readership on weekdays is at its highest level in 14 years while *The Sunday Age* continues to be the fastest growing Sunday newspaper in the country.

The Age's AB advantage over its nearest competitor has strengthened considerably on all days but especially on weekdays and Sunday.

MICHAEL GILL

CHIEF EXECUTIVE OFFICER

FAIRFAX BUSINESS MEDIA

The Australian Financial Review's continued consistent circulation growth reflect excellent editorial efforts backed by robust marketing and circulation programs. The circulation results are especially positive given the cover price increase during the last year.

The underlying circulation of the *Weekend Financial Review* is very strong with consistent year on year growth through the period. Additionally, the impact of a bumper issue in the period adds to the growth in fully paid sales or our weekend edition. .

As we have said before, the Morgan readership methodology is unable to capture accurately the readership trends of niche business audiences. These results are uniform in confirming that experience. Our audits indicate clearly the strong positive trends that we have experienced for some time.

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JACK MATTHEWS

CHIEF EXECUTIVE OFFICER

FAIRFAX DIGITAL

Fairfax Digital has reported fantastic growth for our news and information network over 54% YOY, complemented by strong growth across the classified sites.

We are still Australia's number 1 news and weather publisher. In June - only 3 months after launch - *brisbanetimes.com.au* beat local rival *couriermail.com.au*'s monthly audience recording over 450,000 UBs for the month. The outstanding results for *smh.com.au* 49.4% and *theage.com.au* 51.4%, along with our well-received redesigns of *smh.com.au* and *theage.com.au* homepages will result in strong growth for FY08.

The Classified sites continue to show strong growth with an increase of 14.5% YOY for *Mycareer.com.au* and 19.9% YOY for *Domain.com.au*. *Drive.com.au* has seen increased audience engagement with time on site increasing by 42% as a result of continued investment in editorial.

Our recently launched products: *mysmallbusiness.com.au*, *cuisine.com.au* and *Digital Life*, will provide consumers with even more reasons to spend time on our sites. With more product launches to come and preparation for upcoming sporting events – Rugby World Cup and the Summer of Cricket – Fairfax Digital continues to steam ahead.

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NEWSPAPER CIRCULATIONS

APRIL - JUNE 2007 CIRCULATION RESULTS

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 16th AUGUST 2007
FOR PUBLICATION FRIDAY 17TH AUGUST 2007

Publication & Region	Jun-07	Mar-07	Dec-06	Sep-06
NATIONAL				
The Australian Financial Review (M-F)	88,264	86,529	86,287	86,310
The Australian Financial Review (Sat)	92,194	91,528	92,781	78,292
The Australian (Mon-Fri)	133,000+	129,000+	134,610	135,000+
The Weekend Australian	299,500+	299,000+	298,107	299,150
NEW SOUTH WALES & ACT				
The Sydney Morning Herald (Mon-Fri)	212,700+	212,500+	212,300+	211,990+
The Sydney Morning Herald (Sat)	364,000+	370,000+	360,000+	355,750+
The Sun-Herald	505,000+	510,000+	510,000+	507,245
The Daily Telegraph (Mon-Fri)	392,000+	372,000+	391,832	393,874
The Daily Telegraph (Sat)	340,000+	346,000+	341,917	335,452
The Sunday Telegraph	671,500+	685,000+	684,072	694,528
Newcastle Herald (Mon-Sat)	51,000+	51,000+	50,000+	51,000+
Illawarra Mercury (Mon-Sat)	28,000+	28,500+	28,553	28,491
Canberra Times (Mon-Fri)	33,935	34,575	35,193	35,715
Canberra Times (Sat)	63,115	64,747	63,644	64,464
Canberra Times (Sun)	34,674	35,871	34,720	36,398
Bathurst - Western Advocate (Mon-Fri)	4,033	---	4,067	---
Dubbo - Daily Liberal (Mon-Fri)	5,208	---	5,330	---
Orange - Centreal Western Daily (Mon-Sat)	5,442	---	5,375	---
Tamworth - Northern Daily Leader (Mon-Sat)	8,292	---	7,977	---
Wagga Wagga - Daily Advertiser (Mon-Sat)	14,320	---	13,415	---
VICTORIA				
The Age (Mon-Fri)	207,000+	202,500+	202,000+	200,000+
The Age (Sat)	301,000+	300,500+	298,000+	295,500+
The Sunday Age	225,000+	220,300+	214,000+	207,000+
The Herald-Sun (Mon-Fri)	535,000+	525,000+	535,000+	540,000+
The Herald-Sun (Sat)	513,000+	512,000+	509,000+	505,000+
The Sunday Herald Sun	620,000+	618,000+	615,000+	615,000+
Warranambool Standard	13,124	---	12,769	N/A
Border Mail (Mon - Sat)	25,843	26,617	26,579	25,749
Ballarat Courier (Mon-Sat)	19,399	---	19,275	---
Bendigo Advertiser (Mon-Sat)	14,582	---	14,485	---
QUEENSLAND				
The Courier Mail (Mon-Fri)	221,049	214,451	218,648	224,690
The Courier Mail (Sat)	316,662	324,797	322,188	326,767
The Sunday Mail	592,440	600,093	601,357	608,657
Mt Isa - North West Star (Mon-Fri)	3,512	---	3,624	---
SOUTH AUSTRALIA				
The Advertiser (Mon-Fri)	191,325+	191,250+	191,100+	190,824
The Advertiser (Sat)	259,807	263,500+	262,843+	262,730
Sunday Mail	318,179	320,917	321,590+	321,529
WESTERN AUSTRALIA				
West Australian (Mon-Fri)	203,328	206,025	200,687	201,047
West Australian (Sat)	356,844	367,899	357,030	362,277
Sunday Times	336,500+	341,000+	341,000+	348,500+
TASMANIA				
Mercury (Mon-Fri)	46,985	47,947	46,603	46,140
Mercury (Sat)	61,895	63,720	61,451	61,023
Sunday Tasmanian	60,134	61,045	60,471	59,858
Burnie - Advocate (Mon-Sat)	24,585	---	24,811	---
Launceston - Examiner (Mon-Sat)	34,358	---	34,558	---
Launceston - Sunday Examiner	42,734	43,345	42,388	42,585
NORTHERN TERRITORY				
Northern Territory News (Mon-Fri)	20,880+	20,048	20,431	21,255
Northern Territory News (Sat)	31,150+	30,704	30,605	32,570
Sunday Territorian	22,340+	21,605	21,773	22,989

Source: Audit Bureau of Circulations

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MAGAZINE CIRCULATIONS

APRIL - JUNE 2007 CIRCULATION RESULTS

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Newspaper Magazines:	Jun-07	Mar-07	Dec-06	Sep-06
the(sydney)magazine Host: Thur SMH (Last Thur)	186,085	189,146	188,124	189,210
theage(melbourne)magazine Host: Fri Age (Last Fri)	176,500+	169,500+	174,500+	168,000+
Wish Host: Fri Australian (2nd Fri)	135,000+	131,000+	139,049	125,017
AFR Magazine Host: Fri AFR (Last Fri)	100,172	112,000+	98,454	98,972
Australian Magazine Host: Sat Australian	299,500+	299,000+	298,107	299,150
AFR Boss Host: Fri AFR (2nd Fri)	99,842	99,967	97,959	97,961
Good Weekend Host: Sat SMH/Sat Age	665,000+	670,500+	654,761+	651,250+
Sunday Life Host: Sun-Herald/Sunday Age	730,000+	730,300+	724,000+	706,946+
Sunday Magazine Host: Sunday Telegraph/Sunday Herald Sun	1,286,000+	1,294,000+	1,283,716+	1,293,417+
Television Host: Sun-Herald Only	505,000+	510,000+	510,000+	499,946
TV Guide Host: Sunday Telegraph/Sunday Herald Sun	1,277,500+	1,285,000+	1,278,309	1,278,417+

Source: Audit Bureau of Circulations

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MAGAZINE CIRCULATIONS – Continued

APR - JUN 2007 CIRCULATION RESULTS
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 FOR PUBLICATION FRIDAY 17TH AUGUST 2007

Newstand Weekly Magazines:	Jun-07	Mar-07	Dec-06	Sep-06
AFR Smart Investor	80,300+	---	78,791	---
ALPHA	135,051	---	153,313	---
APC (Australian Personal Computer)	41,481	---	44,069	---
Australian Country Style	57,780	---	54,622	---
Australian Good Taste	162,200	---	165,719	---
Australian Gourmet Traveller	74,393	---	72,155	---
Australian Home Beautiful	70,500+	---	65,533	---
Australian House & Garden	99,854	---	99,705	---
Australian PC Authority	33,868	---	40,712	---
Australian Women's Weekly	605,039	---	605,000+	---
Belle	27,272	---	27,201	---
Better Homes & Garden	295,000+	---	335,063	---
BRW	45,011	44,216	44,104	45,058
Bulletin	57,551	58,032	58,615	60,108
Cleo	170,123	---	180,307	---
Cosmopolitan	203,269	---	203,167	---
Delicious	116,530	---	118,833	---
Donna Hay	83,500+	---	79,500+	---
FHM	81,376	---	90,025	---
Famous	75,210	81,000+	77,487	90,889
Harpers Bazaar	53,102	---	51,067	---
Inside Out	52,956	---	52,785	---
InStyle	64,662	---	66,291	---
Madison	97,511	---	95,649	---
Marie Claire	115,500+	---	112,068	---
Men's Health	68000+	---	63,520	---
Money Magazine	49,703	---	47,418	---
New Idea	391,388	400,694	396,028	430,183
Notebook	75,005	---	72,747	---
NW	176,139	187,214	190,069	201,050
OK!	127,762	125,405	112,780	---
People	51,342	53,076	55,266	57,106
PC User	53,066	---	51,010	---
Picture	74,246	71,345	75,716	76,748
Quokka	47,249	49,211	49,278	49,515
Ralph	90,089	---	93,409	---
Readers Digest	352,000+	---	360,301	---
Real Living	60,101	---	55,007	---
Shop Til You Drop	80,039	---	75,013	---
Super Food Ideas	291,019	---	321,263	---
Take 5	260,091	266,256	257,886	259,377
That's Life	328,824	328,511	325,594	336,408
Time	72,136	76,879	78,006	79,262
TV Week	262,062	270,673	273,297	275,439
Vogue Australia	48,666	---	52,851	---
Vogue Entertaining & Travel	30,401	---	39,399	---
Vogue Living	42,605	---	46,439	---
Who Weekly	142,250	149,767	155,500+	153,188
Woman's Day	480,564	506,136	504,033	522,645

Source: Audit Bureau of Circulations

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INTERNET SITE USAGE

Unique Browsers	Ave monthly UBs Apr - Jun 2007	Ave monthly UBs Apr - Jun 2006	Growth YOY	% Growth YOY
News Sites				
FD News and Weather	5,038,982	3,267,366	1,771,615	54.2%
smh.com.au	3,194,207	2,138,154	1,056,052	49.4%
theage.com.au	2,338,443	1,544,457	793,986	51.4%
brisbanetimes.com.au	405,146	N/A	N/A	N/A
news.com.au	2,066,696	1,343,336	723,360	53.8%
heraldsun.com.au	1,006,229	695,030	311,199	44.8%
theaustralian.com.au	928,985	550,947	378,038	68.6%
dailytelegraph.com.au	672,640	366,113	306,527	83.7%
couriermail.com.au	432,156	264,878	167,278	63.2%
National Nine News (ninemsn News)	3,578,676	2,947,233	631,443	21.4%
Classifieds - Auto				
drive.com.au	754,711	939,329	-184,618	-19.7%
carsales.com.au	1,402,040	1,071,404	330,636	30.9%
Trading Post Automotive	1,029,387	950,778	78,609	8.3%
carpoint.ninemsn.com.au	513,929	678,698	-164,769	-24.3%
carsguide.news.com.au	826,038	461,504	364,534	79.0%
Classifieds - Employment & Real Estate				
mycareer.com.au	1,013,900	885,487	128,412	14.5%
careerone.com.au	925,205	740,961	184,244	24.9%
seek.com.au	2,310,496	1,924,842	385,654	20.0%
domain.com.au	1,690,789	1,410,179	280,610	19.9%
realestate.com.au	3,333,289	2,521,459	811,830	32.2%

Source: NNR Market Intelligence Domestic June 2007

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12 MONTH READERSHIP FIGURES - July 2006 - June 2007

Target Audience: 14+	Jun-07	Mar-07	Jun-06	% Change last quarter	% Change last year
National Newspapers					
Aust Financial Review M-F	258	260	268	-0.8%	-3.7%
Weekend Financial Review	154	167	181	-7.8%	-14.9%
AFR Magazine (Magazine)	272	253	217	7.5%	25.3%
AFR Boss (Magazine)	178	179	163	-0.6%	9.2%
Australian M-F	449	437	416	2.7%	7.9%
Weekend Australian	824	814	843	1.2%	-2.3%
Australian Magazine	837	851	910	-1.6%	-8.0%
Wish Magazine	127	117	NA	8.5%	NA
The Land	109	119	132	-8.4%	-17.4%
NSW Newspapers & Magazines					
Sydney Morning Herald M-F	893	882	876	1.2%	1.9%
Sydney Morning Herald Sat	1176	1176	1176	0.0%	0.0%
Daily Telegraph M-F	1158	1151	1183	0.6%	-2.1%
Daily Telegraph Sat	964	948	981	1.7%	-1.7%
The Sun-Herald	1362	1338	1354	1.8%	0.6%
The Sunday Telegraph	1785	1773	1818	0.7%	-1.8%
Newcastle Herald M-F	143	139	136	2.9%	5.1%
Newcastle Herald Sat	213	209	212	1.9%	0.5%
Illawarra Mercury M-F	83	86	95	-3.5%	-12.6%
Illawarra Mercury Sat	101	108	125	-6.5%	-19.2%
The Sydney Magazine	504	490	502	2.9%	0.4%
ACT Newspapers					
Canberra Times M-F	103	106	122	-2.8%	-15.6%
Canberra Times Sat	160	161	178	-0.6%	-10.1%
Canberra Times Sun	94	91	103	3.3%	-8.7%
VIC Newspapers & Magazines					
The Age M-F	749	741	724	1.1%	3.5%
The Age SAT	954	951	960	0.3%	-0.6%
Herald Sun M-F	1467	1468	1484	-0.1%	-1.1%
Herald Sun SAT	1404	1401	1384	0.2%	1.4%
Sunday Age	732	721	699	1.5%	4.7%
Sunday Herald Sun	1523	1516	1531	0.5%	-0.5%
Melbourne Magazine	353	369	367	-4.3%	-3.8%
TAS Newspapers					
The Examiner M-F	82	84	85	-2.4%	-3.5%
The Examiner SAT	96	97	99	-1.0%	-3.0%
The Sunday Examiner	100	102	103	-2.0%	-2.9%
National Magazines					
BRW	190	205	217	-7.3%	-12.4%
Smart Investor (from Jan06)	180	181	198	-0.6%	-9.1%
Travel + Leisure	71	82	NA	-13.4%	NA
Bulletin	275	275	284	0.0%	-3.2%
Time	335	328	319	2.1%	5.0%
NSW & VIC Magazines					
Good Weekend HOST	2130	2127	2136	0.1%	-0.3%
Good Weekend (Magazine)	1764	1789	1805	-1.4%	-2.3%
Sunday Life HOST	2094	2059	2053	1.7%	2.0%
Sunday Life (Magazine)	1370	1383	1404	-0.9%	-2.4%
Sunday Magazine HOST	3308	3289	3349	0.6%	-1.2%
Sunday Magazine (Magazine)	2116	2106	2193	0.5%	-3.5%

Source: Roy Morgan Readership Survey June 2007

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12 MONTH READERSHIP FIGURES - July 2006 - June 2007

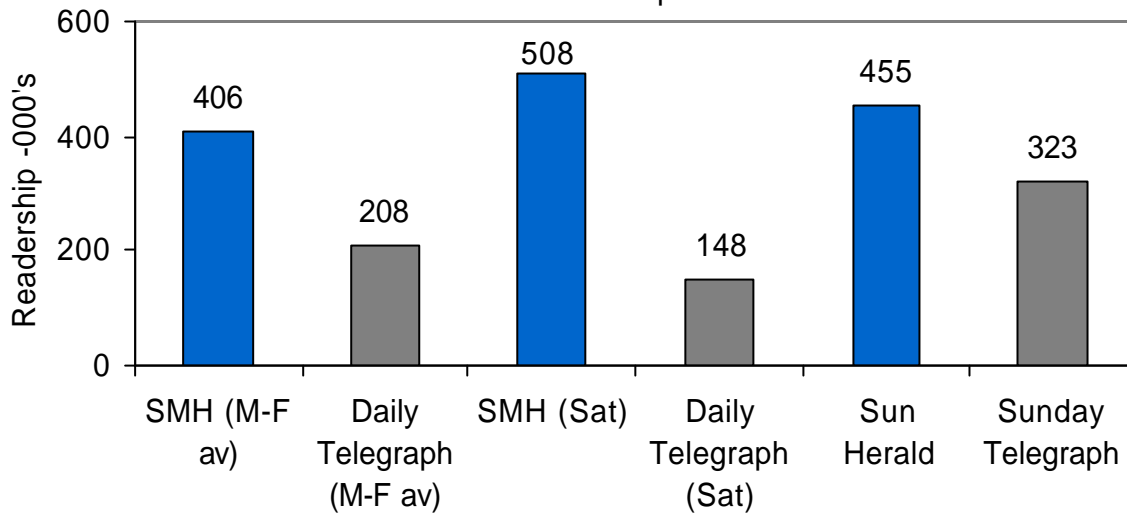
Target Audience: AB	Jun-07	Mar-07	Jun-06	% Change last quarter	% Change last year
National Newspapers					
Aust Financial Review M-F	185	188	189	-1.6%	-2.1%
Weekend Financial Review	94	104	110	-9.6%	-14.5%
AFR Magazine (Magazine)	167	159	135	5.0%	23.7%
AFR Boss (Magazine)	118	125	110	-5.6%	7.3%
Australian M-F	234	216	210	8.3%	11.4%
Weekend Australian	399	375	393	6.4%	1.5%
Australian Magazine	381	369	396	3.3%	-3.8%
Wish Magazine	65	59	NA	10.2%	NA
The Land	27	26	23	3.8%	17.4%
NSW Newspapers & Magazines					
Sydney Morning Herald M-F	406	409	420	-0.7%	-3.3%
Sydney Morning Herald Sat	508	511	529	-0.6%	-4.0%
Daily Telegraph M-F	208	209	219	-0.5%	-5.0%
Daily Telegraph Sat	148	148	163	0.0%	-9.2%
The Sun-Herald	455	455	459	0.0%	-0.9%
The Sunday Telegraph	323	321	348	0.6%	-7.2%
Newcastle Herald M-F	28	26	23	7.7%	21.7%
Newcastle Herald Sat	42	36	43	16.7%	-2.3%
Illawarra Mercury M-F	13	15	17	-13.3%	-23.5%
Illawarra Mercury Sat	21	20	23	5.0%	-8.7%
The Sydney Magazine	228	218	218	4.6%	4.6%
ACT Newspapers					
Canberra Times M-F	52	53	57	-1.9%	-8.8%
Canberra Times Sat	79	78	84	1.3%	-6.0%
Canberra Times Sun	47	40	45	17.5%	4.4%
VIC Newspapers & Magazines					
The Age M-F	331	329	314	0.6%	5.4%
The Age SAT	398	399	401	-0.3%	-0.7%
Herald Sun M-F	262	262	275	0.0%	-4.7%
Herald Sun SAT	244	237	252	3.0%	-3.2%
Sunday Age	310	302	297	2.6%	4.4%
Sunday Herald Sun	259	254	270	2.0%	-4.1%
Melbourne Magazine	168	178	174	-5.6%	-3.4%
TAS Newspapers					
The Examiner M-F	13	13	13	0.0%	0.0%
The Examiner SAT	14	14	13	0.0%	7.7%
The Sunday Examiner	10	11	12	-9.1%	-16.7%
National Magazines					
BRW	117	130	124	-10.0%	-5.6%
Smart Investor (from Jan06)	91	94	102	-3.2%	-10.8%
Travel + Leisure	35	41	NA	-14.6%	NA
Bulletin	122	120	115	1.7%	6.1%
Time	130	125	112	4.0%	16.1%
NSW & VIC Magazines					
Good Weekend HOST	906	910	930	-0.4%	-2.6%
Good Weekend (Magazine)	774	790	810	-2.0%	-4.4%
Sunday Life HOST	765	757	756	1.1%	1.2%
Sunday Life (Magazine)	541	536	532	0.9%	1.7%
Sunday Magazine HOST	582	575	618	1.2%	-5.8%
Sunday Magazine (Magazine)	437	428	468	2.1%	-6.6%

Source: Roy Morgan Readership Survey June 2007

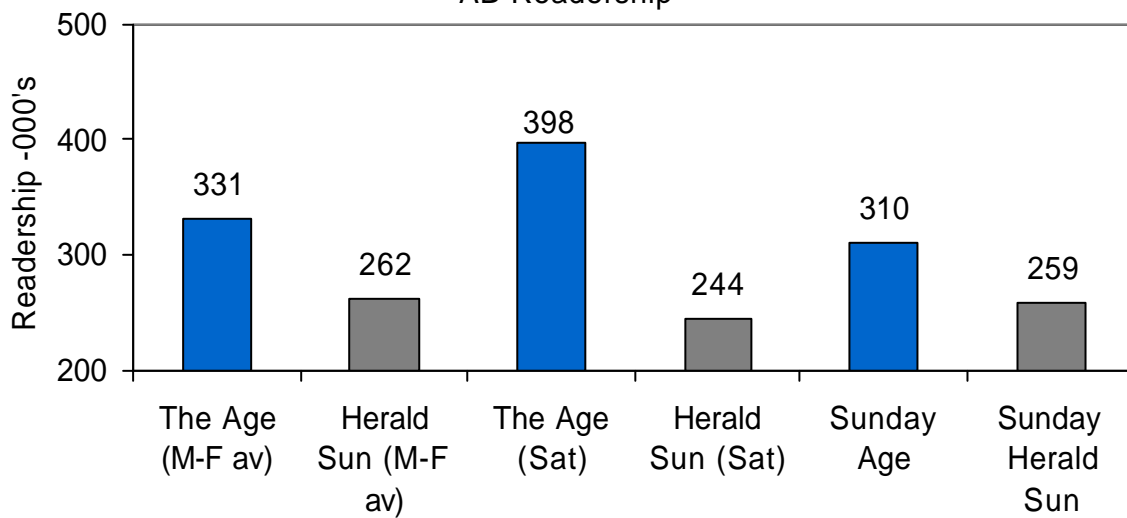
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NSW Metro Newspapers AB Readership



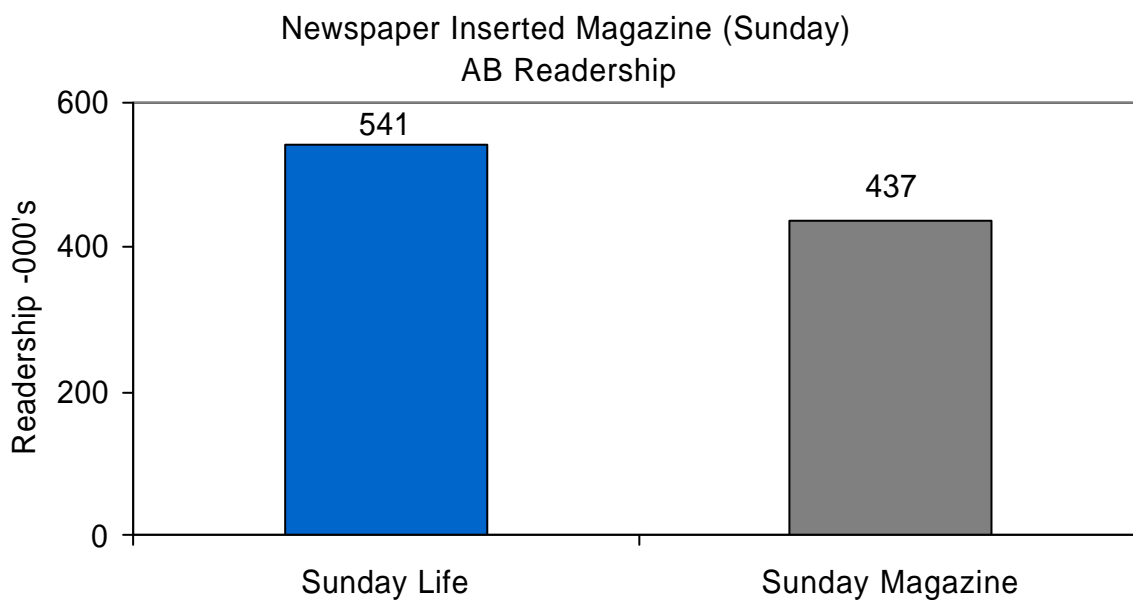
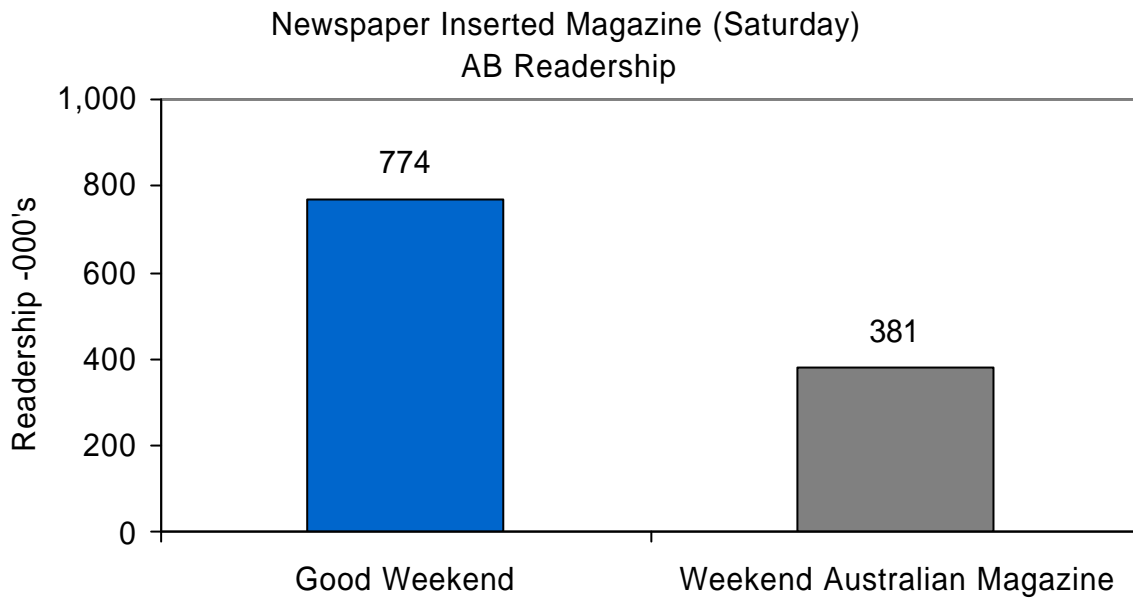
Victoria Metro Newspapers AB Readership



Source: Roy Morgan Readership Survey July 06 – June 07

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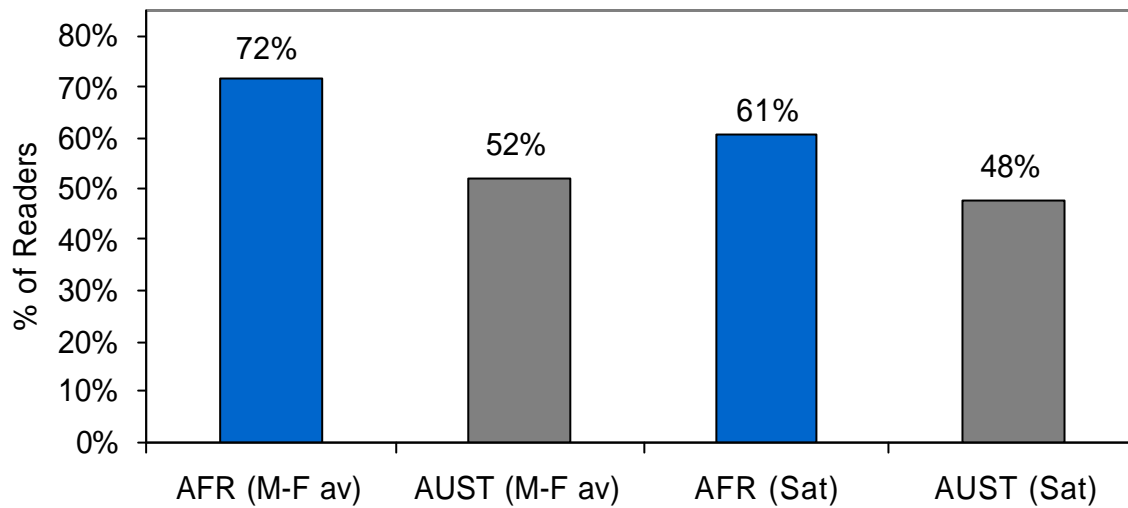
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National Metro Newspapers AB Reader Profile



Source: Roy Morgan Readership Survey July 06 – June 07

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