



DARLING PARK 201 SUSSEX STREET, SYDNEY, 2000

FAIRFAX MEDIA PUBLICATIONS CIRCULATION AND READERSHIP
RESULTS FOR NEWSPAPERS, INSERTED MAGAZINES AND WEBSITES
- TO DEC 2006

EMBARGOED UNTIL MIDNIGHT THURSDAY 15th DECEMBER, 2007.
NOT FOR PUBLICATION UNTIL FRIDAY 16th DECEMBER, 2007.

PUBLISHERS' QUOTES

JAMES HOOKE

MANAGING DIRECTOR, NSW

FAIRFAX METROPOLITAN, REGIONAL AND COMMUNITY NEWSPAPERS

These are excellent circulation results. Circulation for The Sydney Morning Herald and The Sun-Herald is strong across all editions and has outperformed our competitors in NSW.

We have grown our market share of circulation versus *The Tele* across all days in this audit and the September audit. We are very pleased with the underlying fundamentals, which point to continued growth for The Sydney Morning Herald.

The readership results are consistent with the circulation results. The SMH's readership is steady and, as with circulation, we have outperformed our NSW competitors across all seven days. The SMH has gained significant market share versus *The Tele* across all days in this period as it did in the September result. Among our key AB demographic our growth in readership and market share versus our competitor has been even more impressive.

The December 2007 readership result marks an historical milestone for The SMH. The SMH now has over seven readers for every reader of The Australian in NSW both Monday to Friday and on Saturday. This has grown over the last 10 years from under 6 readers of The SMH for every reader of The Australian in NSW to over 7 readers in December 2006. This is the biggest lead over The Australian in NSW for any time in the last decade.

Fairfax General Magazines continue to perform extremely well, with exceptional growth in *the(sydney)magazine*, up another 16%, and *SundayLife* posting good readership gains.

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 more than 400,000 over its nearest inserted magazine competitor.

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Prepared by Fairfax Media.



DON CHURCHILL

MANAGING DIRECTOR, VICTORIA

FAIRFAX METROPOLITAN, REGIONAL AND COMMUNITY NEWSPAPERS

The Age continues to perform very strongly recording excellent circulation results and growing sales across all days of the week.

Subscriptions are at record levels underpinned by some excellent agenda-setting journalism and product improvements such as the growing popularity of our new *Sunday Age* section, *M*. We are confident of further circulation growth in the period ahead as we continue to further improve the paper such as the recent launch of our new-look My Career employment section.

For the third consecutive audit period *The Sunday Age's* circulation has hit a record level and its readership was also up sharply by 33,000 readers or 4.8%. It is the fastest growing Sunday newspaper in the country.

The Age's Monday to Friday circulation and readership was also up. *The Age's* weekday readership is at its highest level in 12 years. Saturday's *Age* shows consistent sales growth.

The Age retains a commanding lead in the AB market across all days of the week and leads the way in attracting core high value consumers.

theage(melbourne)magazine posted very strong growth with an 8% increase in readership.

MICHAEL GILL

PUBLISHER AND EDITOR IN CHIEF

FAIRFAX BUSINESS MEDIA

We are very pleased with the AFR's circulation results, which are showing consistent growth notwithstanding the cover price rise introduced late last year.

The AFR's readership results, particularly in the core AB demographic, which represents over 70% of our readers, are steady. However, FBM continues to question the ability of Roy Morgan Research to accurately measure the senior business executive audience.

The AFR's leading position with senior business executives across the country obtained through the IPSOS Australian Business Readership Survey reaffirms our position in this key market.

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JACK MATTHEWS

CHIEF EXECUTIVE OFFICER

FAIRFAX DIGITAL

Fairfax Digital has posted a superb result, with our network of news, information and classified sites growing 48% year on year, adding 2 million unique browsers YOY.

Fairfax Digital remains Australia's number one digital news and weather publisher, growing 20% YOY in the category. The strong growth was underpinned by improvements in breaking news delivery, continuing to adopt fresh approaches to developing editorial ideas and the excellent performance of the 2006/07 Ashes coverage and breaking news events.

Our Classified sites remain strong, building even further on national audience numbers. Both domain.com.au and drive.com.au recorded growth of over 25% YOY and mycareer.com.au recorded growth of over 10%. Product innovation and strong marketing will continue to challenge for the leadership in each category with Domain in particular posting a strong start to the year, attracting over 2 million unique browsers in January.

Fairfax Digital continues to attract female browsers and most recently acquired Essential Baby - the number one parenting site in Australia over the last 5 years.

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NEWSPAPER CIRCULATIONS

OCT - DEC 2006 CIRCULATION RESULTS

**EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 15TH FEBRUARY 2007
FOR PUBLICATION FRIDAY 16TH FEBRUARY 2007**

Publication & Region	Oct - Dec 06	13 weeks to Sep 06
NATIONAL		
The Australian Financial Review (M-F)	86,287	86,310
The Australian Financial Review (Sat)	92,781	78,292
The Australian (Mon-Fri)	134,610	135,000+
The Weekend Australian	298,107	299,150
NEW SOUTH WALES & ACT		
The Sydney Morning Herald (Mon-Fri)	212,300+	211,990+
The Sydney Morning Herald (Sat)	360,000+	355,750+
The Sun-Herald	510,000+	507,245
The Daily Telegraph (Mon-Fri)	391,832	393,874
The Daily Telegraph (Sat)	341,917	335,452
The Sunday Telegraph	684,072	694,528
Newcastle Herald (Mon-Sat)	50,000+	51,000+
Illawarra Mercury (Mon-Sat)	28,553	28,491
Canberra Times (Mon-Fri)	35,193	35,715
Canberra Times (Sat)	63,644	64,464
Canberra Times (Sun)	34,720	36,398
VICTORIA		
The Age (Mon-Fri)	202,000+	200,000+
The Age (Sat)	298,000+	295,500+
The Sunday Age	214,000+	207,000+
The Herald-Sun (Mon-Fri)	535,000+	540,000+
The Herald-Sun (Sat)	509,000+	505,000+
The Sunday Herald Sun	615,000+	615,000+
Warranambool Standard	12,769	N/A
Border Mail	26,579	25,749
QUEENSLAND		
The Courier Mail (Mon-Fri)	218,648	224,690
The Courier Mail (Sat)	322,188	326,767
The Sunday Mail	601,357	608,657
SOUTH AUSTRALIA		
The Advertiser (Mon-Fri)	191,100+	190,824
The Advertiser (Sat)	262,843+	262,730
Sunday Mail	321,590+	321,529
WESTERN AUSTRALIA		
West Australian (Mon-Fri)	200,687	201,047
West Australian (Sat)	357,030	362,277
Sunday Times	341,000+	348,500+
TASMANIA		
Mercury (Mon-Fri)	46,603	46,140
Mercury (Sat)	61,451	61,023
Sunday Examiner	42,388	42,585
Sunday Tasmanian	60,471	59,858
NORTHERN TERRITORY		
Northern Territory News (Mon-Fri)	20,431	21,255
Northern Territory News (Sat)	30,605	32,570
Sunday Territorian	21,773	22,989

Source: Audit Bureau of Circulations

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MAGAZINE CIRCULATIONS

OCT - DEC 2006 CIRCULATION RESULTS

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 15TH FEBRUARY 2007

Inserted Magazines:

	Oct - Dec 06	13 weeks to Sep 06
the(sydney)magazine Host: Thur SMH (Last Thur)	188,124	189,210
theage(melbourne)magazine Host: Fri Age (Last Thur)	174,500+	168,000+
Wish Host: Fri Australian (2nd Fri)	139,049	125,017
AFR Magazine Host: Fri AFR (Last Fri)	98,454	98,972
Australian Magazine Host: Sat Australian	298,107	299,150
AFR Boss Host: Fri AFR (2nd Fri)	97,959	97,961
Good Weekend Host: Sat SMH/Sat Age	654,761+	651,250+
Sunday Life Host: Sun-Herald/Sunday Age	724,000+	706,946+
Sunday Magazine Host: Sunday Telegraph/Sunday Herald Sun	1,283,716+	1,293,417+
Television Host: Sun-Herald Only	510,000+	499,946
TV Guide Host: Sunday Telegraph/Sunday Herald Sun	1,278,309	1,278,417+

Source: Audit Bureau of Circulations

OCT - DEC 2006 CIRCULATION RESULTS

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 15TH FEBRUARY 2007

Newstand Weekly Magazines:

	Oct - Dec 06	13 weeks to Sep 06
AFR Smart Investor	78,791	-
APC (Australian Personal Computer)	44,069	-
Australian Country Style	54,622	-
Australian Good Taste	165,719	-
Australian Gourmet Traveller	72,155	-
Australian Home Beautiful	65,533	-
Australian House & Garden	99,705	-
Australian PC Authority	40,712	-
Australian Women's Weekly	605,000+	-
Belle	27,201	-
Better Homes & Garden	335,063	-
BRW	44,104	45,058
Bulletin	58,615	60,108
Cleo	180,307	-
Cosmopolitan	203,167	-
Delicious	118,833	-
Harpers Bazaar	51,067	-
Inside Out	52,785	-
InStyle	66,291	-
Madison	95,649	-
Marie Claire	112,068	-
Money Magazine	47,418	-
New Idea	410,784	430,183
NW	190,069	201,050
PC User	51,010	-
Super Food Ideas	321,263	-
Time	78,006	79,262
TV Week	273,297	275,439
Vogue Australia	52,851	-
Vogue Entertaining & Travel	39,399	-
Vogue Living	46,439	-
Who Weekly	155,500+	153,188
Woman's Day	504,033	522,645

Source: Audit Bureau of Circulations

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INTERNET SITE USAGE

Unique Browsers	Ave monthly UBs Oct - Dec 2006	Ave monthly UBs Oct - Dec 2005	Growth YOY	% Growth YOY
News Sites				
FD News and Weather	3,556,891	2,959,880	597,011	20.2%
smh.com.au	2,362,031	1,948,070	413,961	21.2%
theage.com.au	1,776,867	1,408,755	368,112	26.1%
news.com.au	1,569,284	1,211,551	357,733	29.5%
heraldsun.com.au	645,046	556,420	88,626	15.9%
theaustralian.com.au	667,305	498,902	168,403	33.8%
dailytelegraph.com.au	517,036	317,405	199,630	62.9%
couriermail.com.au	320,813	262,566	58,248	22.2%
National Nine News (ninemsn News)	3,275,013	2,788,127	486,886	17.5%
Classifieds - Auto				
drive.com.au	740,473	586,160	154,313	26.3%
carsales.com.au	1,175,189	767,065	408,124	53.2%
Trading Post Automotive	897,580	724,949	172,631	23.8%
carpoint.ninemsn.com.au	528,332	534,473	-6,140	-1.1%
carsguide.news.com.au	685,810	351,328	334,483	95.2%
Classifieds - Employment & Real Estate				
mycareer.com.au	882,421	798,579	83,842	10.5%
careerone.com.au	682,473	600,963	81,510	13.6%
seek.com.au	1,984,877	1,617,568	367,309	22.7%
domain.com.au	1,415,773	1,112,653	303,120	27.2%
realestate.com.au	2,757,437	2,044,976	712,460	34.8%

Source: NNR Market Intelligence
Domestic Dec 2006

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Readership Data – 12 monthly average – December 2006

Target Audience: 14+	Dec-06	Sep-06	Dec-05	% Change last quarter	% Change last year
National Newspapers					
Aust Financial Review M-F	255	265	268	-3.8%	-4.9%
Weekend Financial Review	173	174	176	-0.6%	-1.7%
AFR Magazine (Magazine)	246	224	238	9.8%	3.4%
AFR Boss (Magazine)	169	171	137	-1.2%	23.4%
Australian M-F	435	426	394	2.1%	10.4%
Weekend Australian	828	838	853	-1.2%	-2.9%
Australian Magazine	874	900	913	-2.9%	-4.3%
Wish Magazine	106	94	NA	NA	NA
New South Wales Newspapers					
Sydney Morning Herald M-F	875	887	873	-1.4%	0.2%
Sydney Morning Herald Sat	1173	1193	1204	-1.7%	-2.6%
Daily Telegraph M-F	1145	1166	1207	-1.8%	-5.1%
Daily Telegraph Sat	926	948	1027	-2.3%	-9.8%
The Sun-Herald	1348	1351	1414	-0.2%	-4.7%
The Sunday Telegraph	1775	1796	1897	-1.2%	-6.4%
Newcastle Herald M-F	135	143	154	-5.6%	-12.3%
Newcastle Herald Sat	205	212	235	-3.3%	-12.8%
Illawarra Mercury M-F	89	97	95	-8.2%	-6.3%
Illawarra Mercury Sat	115	124	127	-7.3%	-9.4%
The Sydney Magazine	495	505	427	-2.0%	15.9%
ACT Newspapers					
Canberra Times M-F	111	116	111	-4.3%	0.0%
Canberra Times Sat	165	167	183	-1.2%	-9.8%
Canberra Times Sun	97	100	107	-3.0%	-9.3%
Victorian Newspapers					
The Age M-F	729	736	725	-1.0%	0.6%
The Age SAT	940	951	1008	-1.2%	-6.7%
Herald Sun M-F	1469	1482	1500	-0.9%	-2.1%
Herald Sun SAT	1396	1385	1393	0.8%	0.2%
Sunday Age	715	718	682	-0.4%	4.8%
Sunday Herald Sun	1523	1522	1555	0.1%	-2.1%
Melbourne Magazine	362	375	334	-3.5%	8.4%
National Magazines					
BRW	205	213	225	-3.8%	-8.9%
Smart Investor (from Jan06)	186	183	NA	1.6%	NA
Travel + Leisure	81	NA	NA	NA	NA
Bulletin	279	274	289	1.8%	-3.5%
Time	321	325	330	-1.2%	-2.7%
NSW & VIC Magazines					
Good Weekend HOST	2113	2144	2212	-1.4%	-4.5%
Good Weekend (Magazine)	1774	1817	1797	-2.4%	-1.3%
Sunday Life HOST	2063	2069	2058	-0.3%	0.2%
Sunday Life (Magazine)	1400	1418	1397	-1.3%	0.2%
Sunday Magazine HOST	3298	3318	3473	-0.6%	-5.0%
Sunday Magazine (Magazine)	2126	2164	2184	-1.8%	-2.7%

Source: Roy Morgan Readership Survey December 2006

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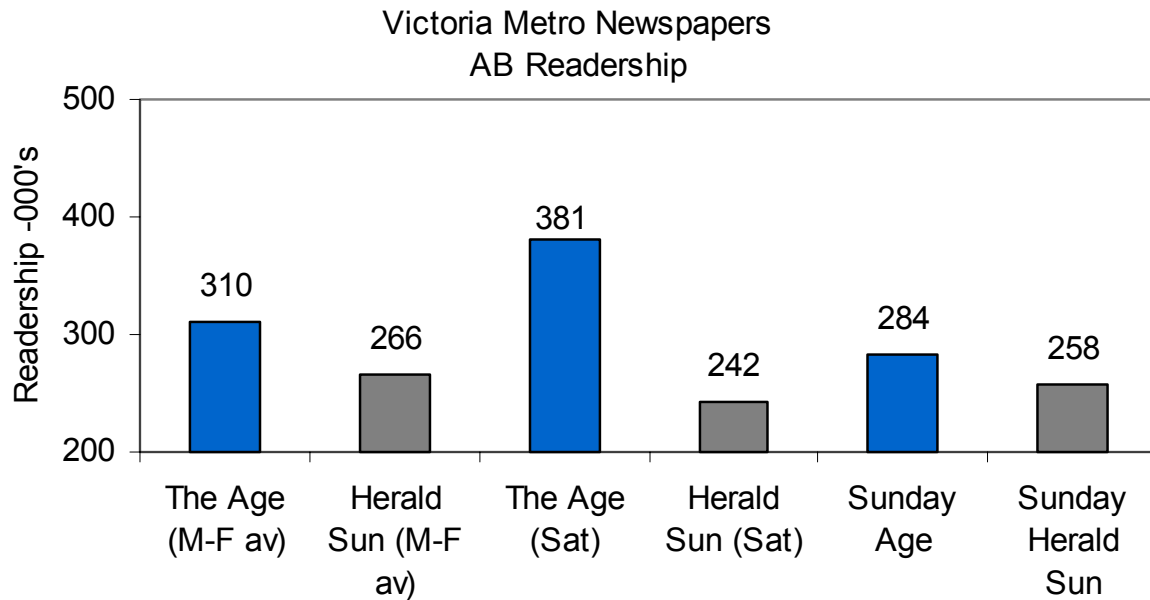
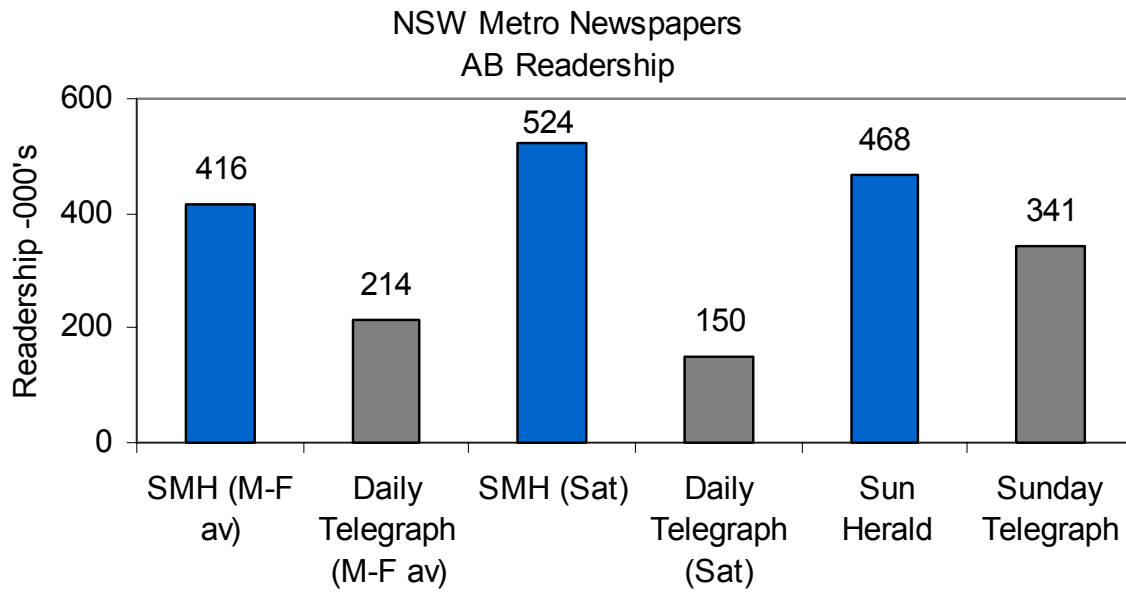
Readership Data – 12 monthly average – December 2006

	Dec-06	Sep-06	Dec-05	% Change last quarter	% Change last year
Target Audience: AB					
National Newspapers					
Aust Financial Review M-F	186	189	189	-1.6%	-1.6%
Weekend Financial Review	109	107	108	1.9%	0.9%
AFR Magazine (Magazine)	157	142	144	10.6%	9.0%
AFR Boss (Magazine)	118	117	94	0.9%	25.5%
Australian M-F	217	216	196	0.5%	10.7%
Weekend Australian	385	390	408	-1.3%	-5.6%
Australian Magazine	382	388	417	-1.5%	-8.4%
Wish Magazine	57	47	NA	21.3%	NA
New South Wales Newspapers & Magazines					
Sydney Morning Herald M-F	416	418	412	-0.5%	1.0%
Sydney Morning Herald Sat	524	530	532	-1.1%	-1.5%
Daily Telegraph M-F	214	219	221	-2.3%	-3.2%
Daily Telegraph Sat	150	162	175	-7.4%	-14.3%
The Sun-Herald	468	465	451	0.6%	3.8%
The Sunday Telegraph	341	356	337	-4.2%	1.2%
Newcastle Herald M-F	23	25	25	-8.0%	-8.0%
Newcastle Herald Sat	34	39	46	-12.8%	-26.1%
Illawarra Mercury M-F	15	17	17	-11.8%	-11.8%
Illawarra Mercury Sat	22	23	23	-4.3%	-4.3%
The Sydney Magazine	225	218	180	3.2%	25.0%
ACT Newspapers					
Canberra Times M-F	55	54	49	1.9%	12.2%
Canberra Times Sat	83	80	84	3.8%	-1.2%
Canberra Times Sun	41	43	53	-4.7%	-22.6%
Victorian Newspapers					
The Age M-F	310	319	336	-2.8%	-7.7%
The Age SAT	381	396	429	-3.8%	-11.2%
Herald Sun M-F	266	270	286	-1.5%	-7.0%
Herald Sun SAT	242	246	257	-1.6%	-5.8%
Sunday Age	284	297	307	-4.4%	-7.5%
Sunday Herald Sun	258	261	278	-1.1%	-7.2%
Melbourne Magazine	167	175	161	-4.6%	3.7%
National Magazines					
BRW	126	125	122	0.8%	3.3%
Smart Investor (from Jan06)	96	92	NA	4.3%	NA
Travel + Leisure	42	NA	NA	NA	NA
Bulletin	117	112	120	4.5%	-2.5%
Time	118	121	118	-2.5%	0.0%
NSW & VIC Magazines					
Good Weekend HOST	905	926	940	-2.3%	-3.7%
Good Weekend (Magazine)	789	811	798	-2.7%	-1.1%
Sunday Life HOST	752	762	758	-1.3%	-0.8%
Sunday Life (Magazine)	537	550	515	-2.4%	4.3%
Sunday Magazine HOST	599	617	615	-2.9%	-2.6%
Sunday Magazine (Magazine)	452	472	464	-4.2%	-2.6%

Source: Roy Morgan Readership Survey December 2006

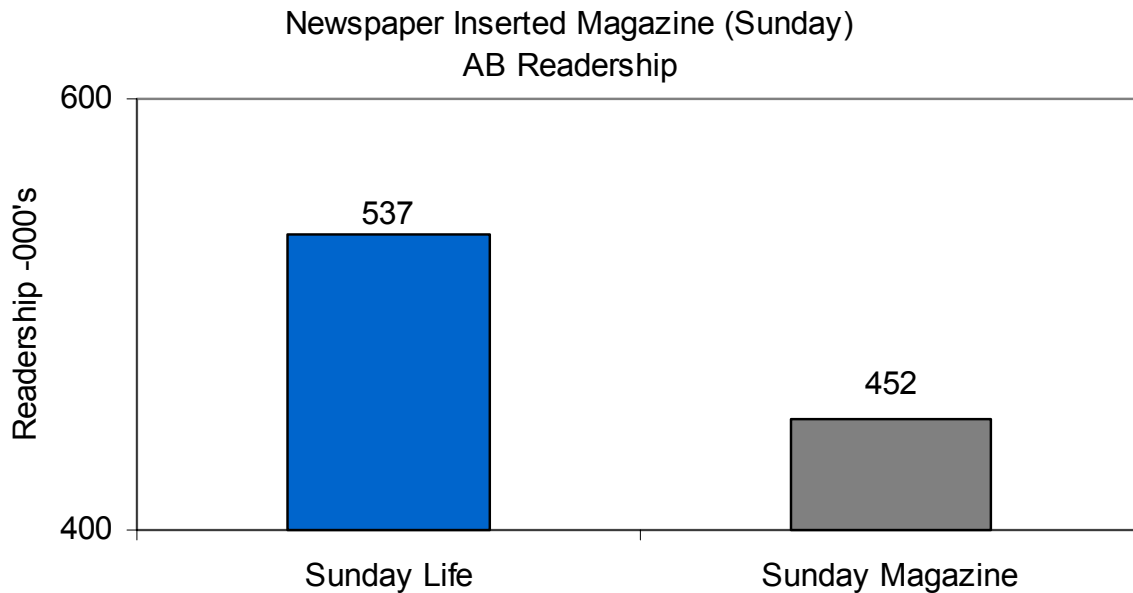
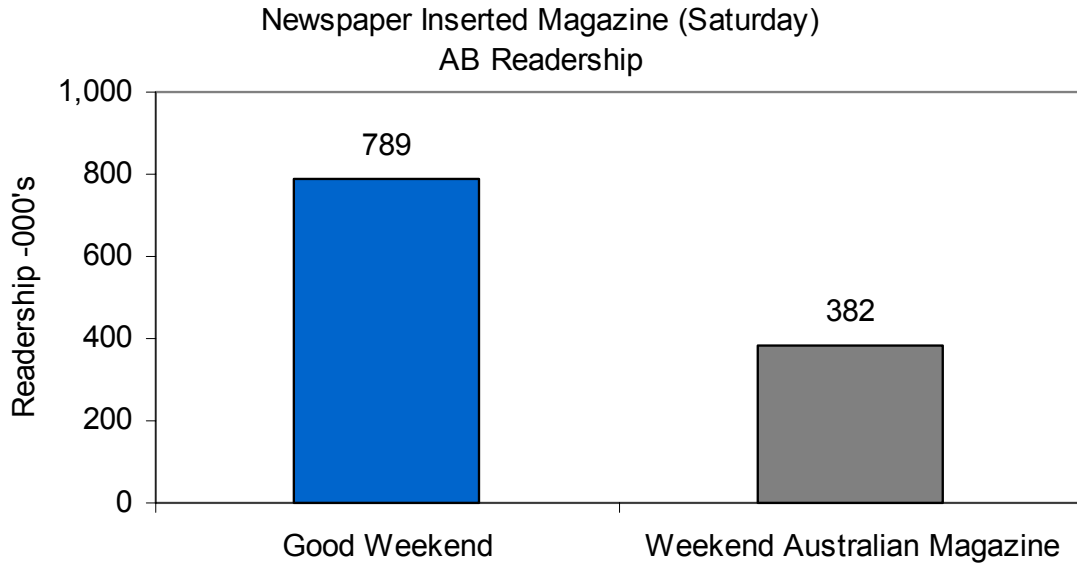
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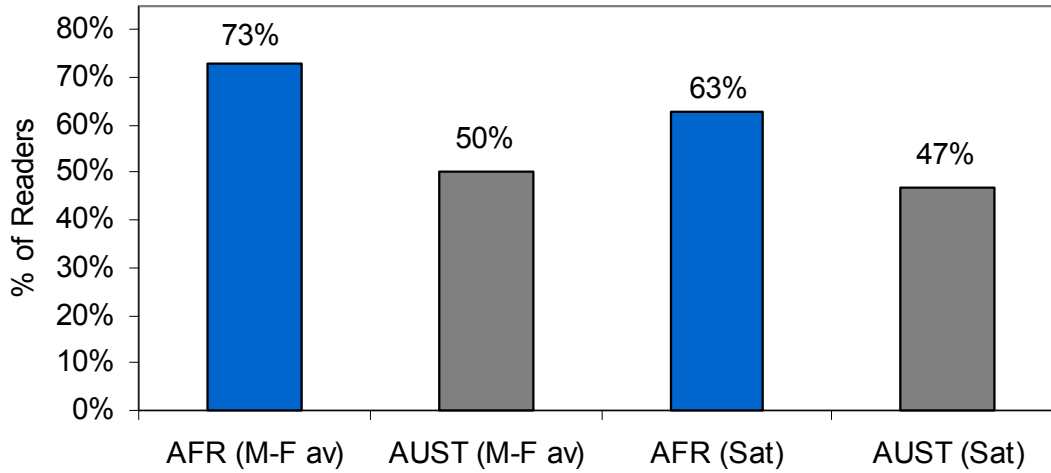
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National Metro Newspapers
AB Reader Profile



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