

Fairfax

READERSHIP – JUNE 2006 MEDIA RELEASE

Roy Morgan Research Centre has released the results of the June 2006 readership survey.

There is an embargo on the release of these results until 5pm Thursday 10th August 2006.

Graphs and summary tables for 14+ & AB socio-economic demographic results follow this.

JAMES HOOKE
MANAGING DIRECTOR, NSW
FAIRFAX METROPOLITAN, REGIONAL AND COMMUNITY NEWSPAPERS

Weekday readership of *The Sydney Morning Herald*, while steady in this reporting period, is up over 7% from 5 years ago. The *SMH* and *The Sun-Herald* gained significant AB market share.

Saturday *SMH* readership is at nearly 1.2 million, with a strong AB margin of 366,000, a margin gain of over 1% during the past year.

The *Sun-Herald's* AB readership is up sharply by over 4%, with strong market share gains, and its lead among key AB readers on Sundays has held at 111,000.

Fairfax General Magazines continue to perform very well, with *the(sydney)magazine* enjoying another readership gain of over 40 per cent, again the largest year-on-year percentage growth of any mass, women's lifestyle or women's fashion titles.

Good Weekend continues to deliver the largest inserted magazine audience on Saturdays, with over 1.8 million readers per week and an AB edge of 410,000 over its nearest inserted magazine competitor. *Sunday Life* has 1.4 million readers and benefits from an AB lead of 64,000 in the Sunday inserted magazine market.

The Illawarra Mercury has experienced exceptional readership growth across all editions, reflecting the substantial editorial improvements in the paper.

DON CHURCHILL
MANAGING DIRECTOR, VICTORIA
FAIRFAX METROPOLITAN, REGIONAL AND COMMUNITY NEWSPAPERS

The Age continues to grow its readership strongly on Sunday and weekdays, consistent with recent circulation gains.

The Sunday Age's readership has hit a record level, growing by 47,000 readers or 7.2%. It is the fastest growing Sunday newspaper in the country.

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The Age was one of only two daily metropolitan newspapers in Australia to post readership growth on weekdays, in a market which saw an average decline of 1.4%. Weekday readership of 724,000 is *The Age's* third highest readership in more than a decade.

The Age Saturday's readership, after a period of strong growth, declined in line with market trends.

The Age leads its competitors across all days of the week in the key AB demographic with a 149,000 readership advantage on Saturday.

theage(Melbourne)magazine had an exceptionally strong year of readership growth.

MICHAEL GILL
PUBLISHER AND EDITOR IN CHIEF
FAIRFAX BUSINESS MEDIA

The Australian Financial Review has maintained steady readership throughout the past year, reflecting consistent editorial improvements, with *The Weekend AFR's* readership up quite strongly. *The Weekend AFR* has more readers today than in June 2003.

The Australian Financial Review readership profile continues to show its strength with business professionals, with an AB concentration of 70%. *The Weekend AFR* has also continued to gain market share, both overall and in the AB demographic.

This result reaffirms the *AFR's* leading position with senior business executives obtained through the Australian Business Readership Survey conducted by IPSOS in November 2005.

For further information please contact Bruce Wolpe, Corporate Affairs Manager on (02) 9282 3640 or email at bwolpe@mail.fairfax.com.au

Readership Data – 12 monthly average – June 2006

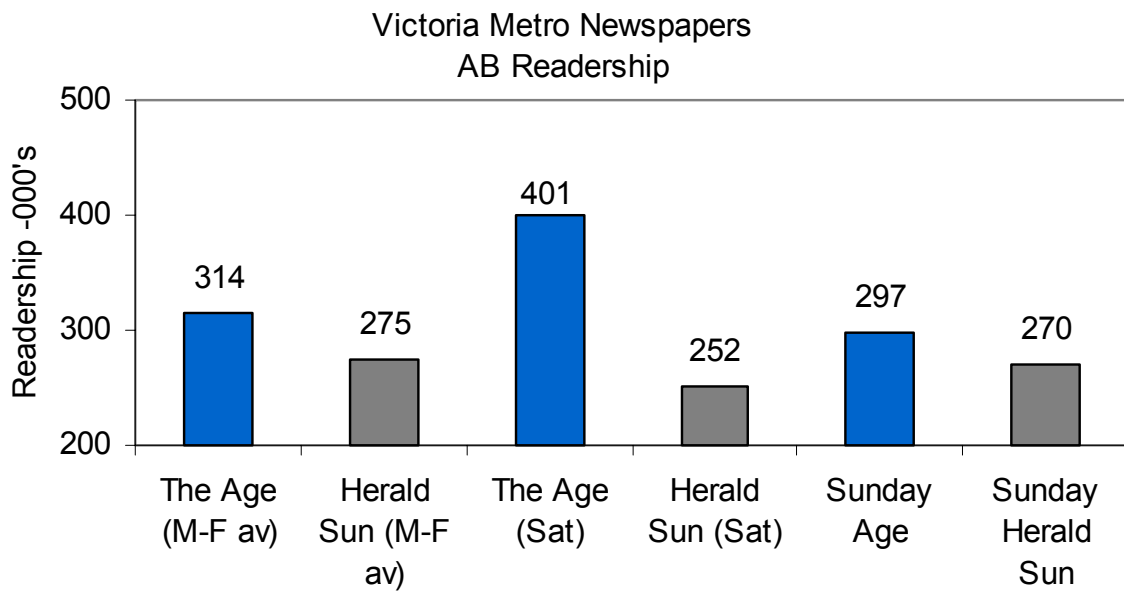
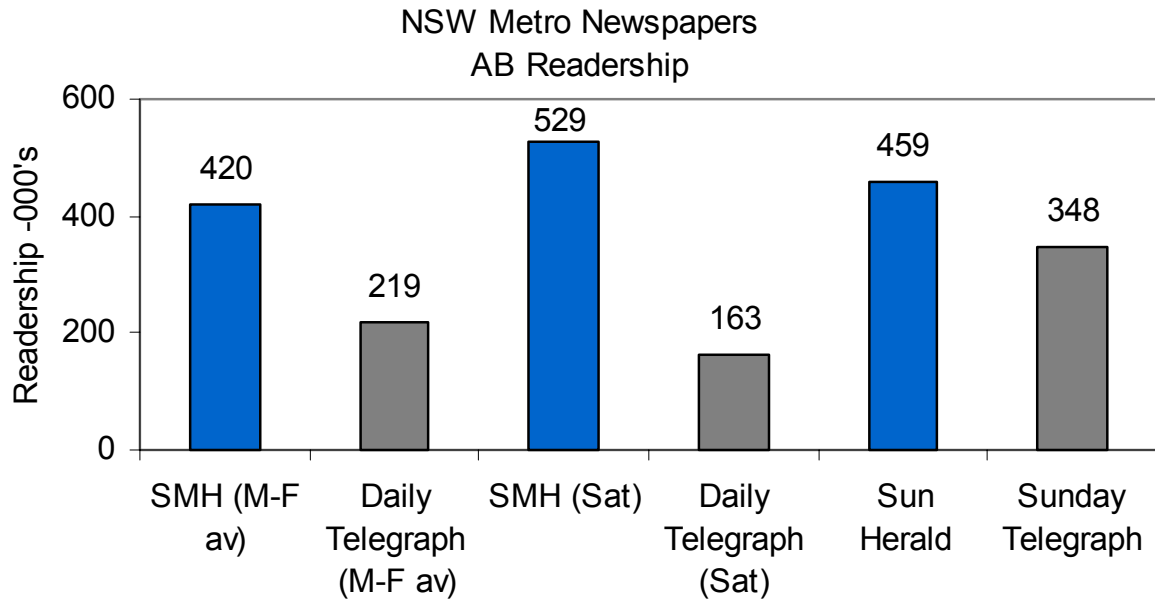
	Jun-06	Mar-06	Jun-05	% Change last quarter	% Change last year
Target Audience: 14+					
National Newspapers					
Aust Financial Review M-F	268	269	270	-0.4%	-0.7%
Weekend Financial Review	181	178	162	1.7%	11.7%
AFR Magazine (Magazine)	217	237	270	-8.4%	-19.6%
AFR Boss (Magazine)	163	144	119	13.2%	37.0%
Australian M-F	416	412	416	1.0%	0.0%
Weekend Australian	843	871	870	-3.2%	-3.1%
Australian Magazine	910	935	941	-2.7%	-3.3%
New South Wales Newspapers					
Sydney Morning Herald M-F	876	879	883	-0.3%	-0.8%
Sydney Morning Herald Sat	1176	1199	1206	-1.9%	-2.5%
Daily Telegraph M-F	1183	1200	1194	-1.4%	-0.9%
Daily Telegraph Sat	981	1009	982	-2.8%	-0.1%
The Sun-Herald	1354	1401	1421	-3.4%	-4.7%
The Sunday Telegraph	1818	1866	1891	-2.6%	-3.9%
Newcastle Herald M-F	136	147	148	-7.5%	-8.1%
Newcastle Herald Sat	212	224	219	-5.4%	-3.2%
Illawarra Mercury M-F	95	99	90	-4.0%	5.6%
Illawarra Mercury Sat	125	126	112	-0.8%	11.6%
The Sydney Magazine	502	474	349	5.9%	43.8%
ACT Newspapers					
Canberra Times M-F	122	129	129	-5.4%	-5.4%
Canberra Times Sat	178	186	190	-4.3%	-6.3%
Canberra Times Sun	103	109	112	-5.5%	-8.0%
Victorian Newspapers					
The Age M-F	724	721	721	0.4%	0.4%
The Age SAT	960	988	988	-2.8%	-2.8%
Herald Sun M-F	1484	1497	1523	-0.9%	-2.6%
Herald Sun SAT	1384	1392	1409	-0.6%	-1.8%
Sunday Age	699	684	652	2.2%	7.2%
Sunday Herald Sun	1531	1551	1583	-1.3%	-3.3%
Melbourne Magazine	367	347	298	5.8%	23.2%
National Magazines					
BRW	217	224	227	-3.1%	-4.4%
Smart Investor (from Jan06)	198	194	NA	2.1%	NA
Bulletin	284	288	272	-1.4%	4.4%
Time	319	327	331	-2.4%	-3.6%
NSW & VIC Magazines					
Good Weekend HOST	2136	2187	2194	-2.3%	-2.6%
Good Weekend (Magazine)	1805	1799	1795	0.3%	0.6%
Sunday Life HOST	2053	2086	2073	-1.6%	-1.0%
Sunday Life (Magazine)	1404	1399	1353	0.4%	3.8%
Sunday Magazine HOST	3349	3417	3474	-2.0%	-3.6%
Sunday Magazine (Magazine)	2193	2203	2145	-0.5%	2.2%

Source: Roy Morgan Readership Survey June 2006

Readership Data – 12 monthly average – June 06

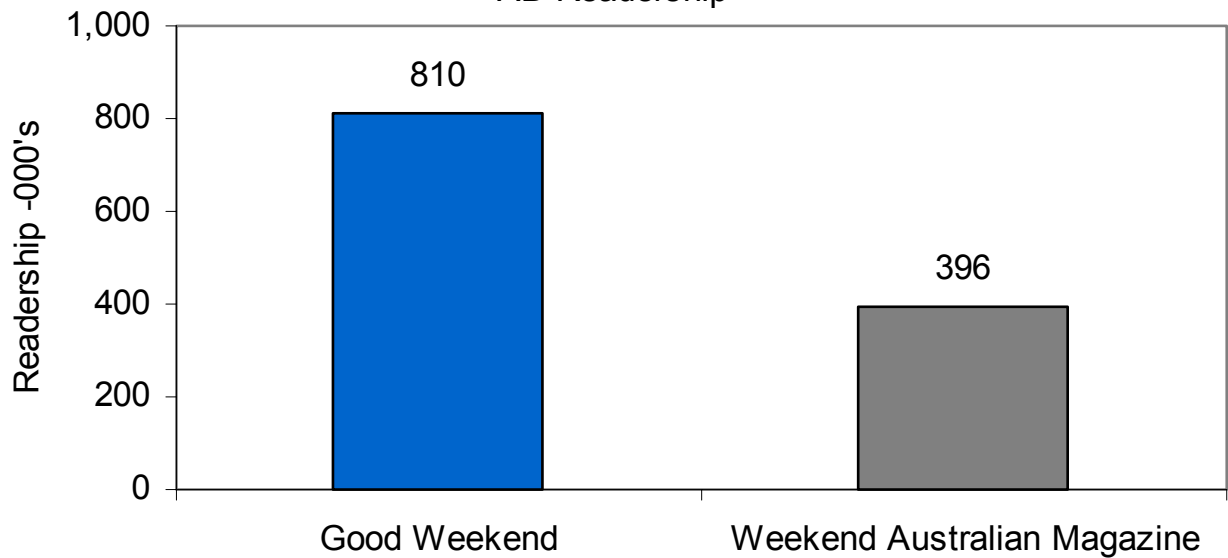
Target Audience: AB	Jun-06	Mar-06	Jun-05	% Change last quarter	% Change last year
National Newspapers					
Aust Financial Review M-F	189	191	200	-1.0%	-5.5%
Weekend Financial Review	110	110	101	0.0%	8.9%
AFR Magazine (Magazine)	135	151	159	-10.6%	-15.1%
AFR Boss (Magazine)	110	99	87	11.1%	26.4%
Australian M-F	210	206	209	1.9%	0.5%
Weekend Australian	393	413	422	-4.8%	-6.9%
Australian Magazine	396	421	425	-5.9%	-6.8%
New South Wales Newspapers & Magazines					
Sydney Morning Herald M-F	420	424	418	-0.9%	0.5%
Sydney Morning Herald Sat	529	540	532	-2.0%	-0.6%
Daily Telegraph M-F	219	224	227	-2.2%	-3.5%
Daily Telegraph Sat	163	170	170	-4.1%	-4.1%
The Sun-Herald	459	454	440	1.1%	4.3%
The Sunday Telegraph	348	343	344	1.5%	1.2%
Newcastle Herald M-F	23	24	26	-4.2%	-11.5%
Newcastle Herald Sat	43	45	39	-4.4%	10.3%
Illawarra Mercury M-F	17	17	16	0.0%	6.3%
Illawarra Mercury Sat	23	23	18	0.0%	27.8%
The Sydney Magazine	218	203	160	7.4%	36.3%
ACT Newspapers					
Canberra Times M-F	57	60	58	-5.0%	-1.7%
Canberra Times Sat	84	88	84	-4.5%	0.0%
Canberra Times Sun	45	52	52	-13.5%	-13.5%
Victorian Newspapers					
The Age M-F	314	323	334	-2.8%	-6.0%
The Age SAT	401	417	415	-3.8%	-3.4%
Herald Sun M-F	275	277	281	-0.7%	-2.1%
Herald Sun SAT	252	260	238	-3.1%	5.9%
Sunday Age	297	301	295	-1.3%	0.7%
Sunday Herald Sun	270	278	267	-2.9%	1.1%
Melbourne Magazine	174	165	143	5.5%	21.7%
National Magazines					
BRW	124	123	122	0.8%	1.6%
Smart Investor (from Jan06)	102	90	NA	13.3%	NA
Bulletin	115	114	112	0.9%	2.7%
Time	112	112	126	0.0%	-11.1%
NSW & VIC Magazines					
Good Weekend HOST	930	956	947	-2.7%	-1.8%
Good Weekend (Magazine)	810	812	800	-0.2%	1.3%
Sunday Life HOST	756	755	735	0.1%	2.9%
Sunday Life (Magazine)	532	532	517	0.0%	2.9%
Sunday Magazine HOST	618	621	611	-0.5%	1.1%
Sunday Magazine (Magazine)	468	476	448	-1.7%	4.5%

Source: Roy Morgan Readership Survey June 2006

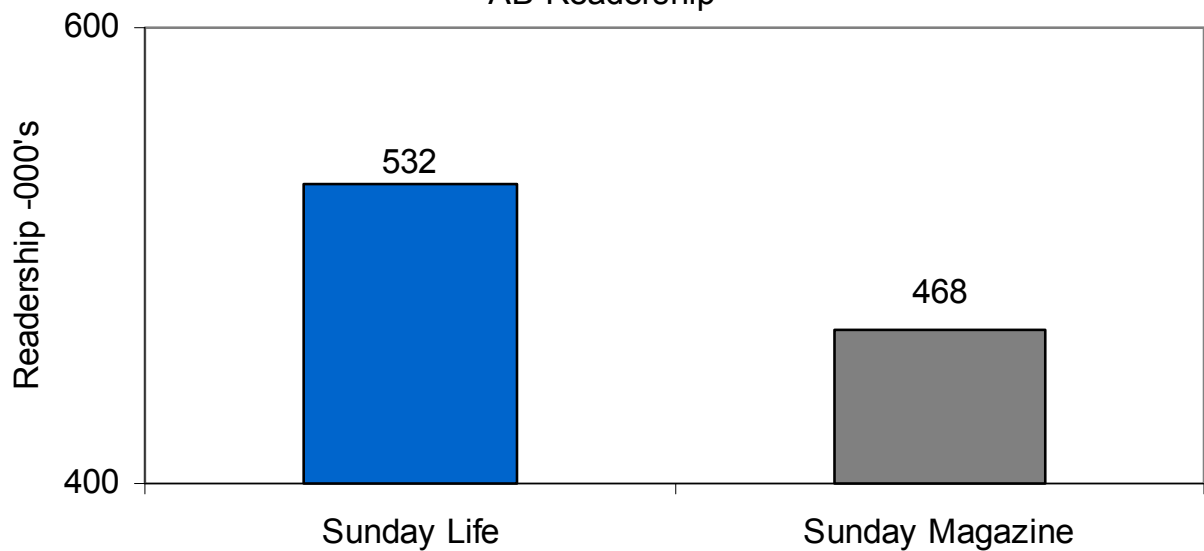


Source: Roy Morgan Readership Survey July 05 – June 06

Newspaper Inserted Magazine (Saturday)
AB Readership

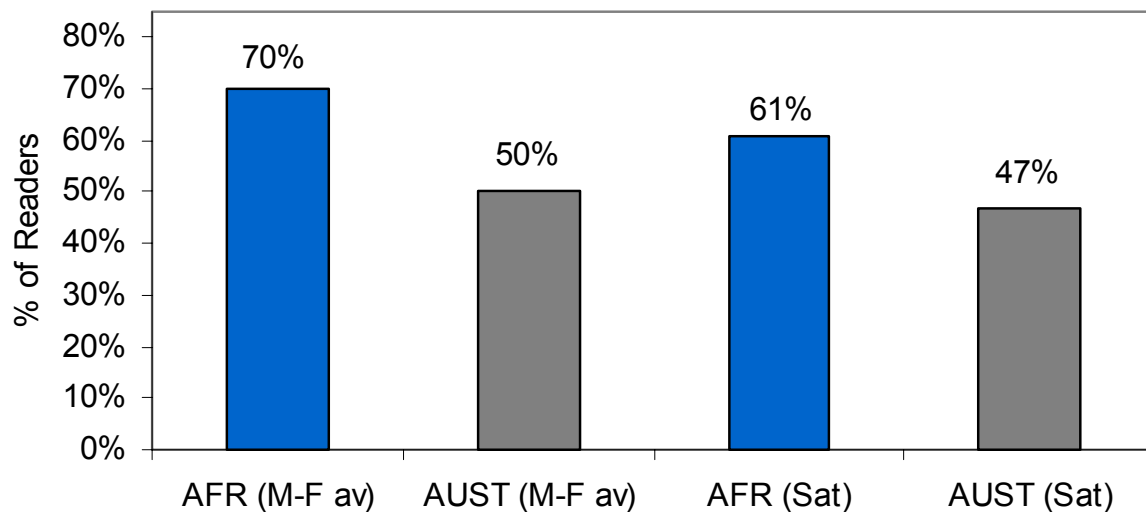


Newspaper Inserted Magazine (Sunday)
AB Readership



Source: Roy Morgan Readership Survey July 05 – June 06

National Metro Newspapers
AB Reader Profile



Source: Roy Morgan Readership Survey July 05 – June 06