

FAIRFAX PUBLICATIONS CIRCULATION & READERSHIP RESULTS
FOR NEWSPAPERS, INSERTED MAGAZINES AND WEBSITES - 6
MONTHS TO SEPTEMBER 2006

EMBARGOED UNTIL MIDNIGHT THURSDAY 16th NOVEMBER, 2006.

NOT FOR PUBLICATION UNTIL FRIDAY 17th NOVEMBER, 2006.

PUBLISHERS' QUOTES

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

The Age continues to perform very strongly growing its readership and recording robust circulation results.

The Age's circulation is strong across all days in response to significant improvements made to the paper. Subscriptions are at record levels and we are confident of further circulation growth in the period ahead.

The Sunday Age's readership has hit a record level and was up sharply by 71,000 readers in the past year, or 11% to reach 718,000, the first time it has topped 700,000. It is the fastest growing Sunday newspaper in the country.

The Age's Monday to Friday readership also increased strongly, growing by 32,000 or 4.5% to 736,000 – the best result in more than 12 years. This is in line with a very strong circulation performance over the past two years.

Saturday's readership was in line with market trends. *The Age* retains a commanding 150,000 lead in the AB market over its nearest competitor on Saturday and also leads the way on weekdays and Sunday, posting market share gains.

theage(melbourne) magazine had exceptionally strong growth with a 23% increase in readership.

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

Our circulation and readership results are excellent and in line with each other. The current circulation momentum points towards continued circulation growth for *The Sydney Morning Herald* on weekdays and Saturdays, and a steady circulation picture for *The Sun-Herald* on Sundays.

Our readership results reflect outstanding performance by our major mastheads. All editions of *The Sydney Morning Herald* are enjoying significant readership gains in this reporting period and growing their market share. *The SMH's* readership is up 3.9% weekdays and 0.9% on Saturdays.

The SMH and *The Sun-Herald* also gained significant AB market share.

Saturday *SMH* readership is at nearly 1.2 million, with a strong AB margin of 368,000, a market share gain of over 2% during the past year.

The Sun-Herald's AB readership is up sharply by over 3%, with strong market share gains, and its lead among key AB readers on Sundays has held at nearly 110,000. *The Sun-Herald* has grown market share in circulation and readership.

Fairfax General Magazines continue to perform very well, with *the(sydney)magazine* enjoying another readership gain of over 30%, 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 more than 420,000 over its nearest inserted magazine competitor.

Sunday Life has 1.4 million readers and benefits from an AB lead of nearly 80,000 in the Sunday inserted magazine market. *The Illawarra Mercury* continues to report exceptional readership growth across all editions, reflecting the substantial editorial improvements in the paper.

MICHAEL GILL
PUBLISHER AND EDITOR IN CHIEF
FAIRFAX BUSINESS MEDIA

We are very pleased with the *AFR's* circulation results, with the underlying fundamentals pointing towards continued growth Monday-Friday and a steady performance on Saturdays.

In readership, *The Australian Financial Review* has maintained steady readership levels throughout the past year, reflecting consistent editorial improvements, with *The Weekend AFR's* readership up quite strongly.

The Australian Financial Review readership profile continues to show its strength with business professionals, with an AB concentration of over 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 across the country obtained through the IPSOS Australian Business Readership Surveys.

**JACK MATTHEWS
CHIEF EXECUTIVE OFFICER
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 25.4% more audience year on year. Our classified sites continue to strengthen as mycareer.com.au grows 23.8% year on year. Drive.com.au recently re-launching has seen the most growth of 93.1% in the category and continues to vie for the position of Australia's largest automotive site. Domain.com.au launched their re-designed streamlined website in August and the new and easier functionality has resulted in an increase of over 400,000 UBs year on year.

Audience growth will continue as Fairfax Digital sites increase editorial content in breaking news, blogs, video and photo galleries. We continue to explore opportunities in product innovation; recently the new Life & Style destination was launched as a response to the women's online habits. Offering a range of lifestyle subsections and jam-packed with opportunities for users to comment.

NEWSPAPER CIRCULATIONS

ABC – 13 WEEK CIRCULATION TO SEPTEMBER 2006

**EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 16TH NOVEMBER
FOR PUBLICATION FRIDAY 17TH NOVEMBER 2006**

Publication & Region	Six Months to Sep 06
NATIONAL	
The Australian Financial Review (M-F)	86,310
The Australian Financial Review (Sat)	78,292
The Australian (Mon-Fri)	135,000+
The Weekend Australian	299,150
NEW SOUTH WALES & ACT	
The Sydney Morning Herald (Mon-Fri)	211,990+
The Sydney Morning Herald (Sat)	355,750+
The Sun-Herald	507,245
The Daily Telegraph (Mon-Fri)	393,874
The Daily Telegraph (Sat)	335,452
The Sunday Telegraph	694,528
Newcastle Herald (Mon-Sat)	51,000+
Illawarra Mercury (Mon-Sat)	28,491
Canberra Times (Mon-Fri)	35,715
Canberra Times (Sat)	64,464
Canberra Times (Sun)	36,398
VICTORIA	
The Age (Mon-Fri)	200,000+
The Age (Sat)	295,500+
The Sunday Age	207,000+
The Herald-Sun (Mon-Fri)	540,000+
The Herald-Sun (Sat)	505,000+
The Sunday Herald Sun	615,000+
Warranambool Standard	N/A
QUEENSLAND	
The Courier Mail (Mon-Fri)	224,690
The Courier Mail (Sat)	326,767
The Sunday Mail	608,657
SOUTH AUSTRALIA	
The Advertiser (Mon-Fri)	190,824
The Advertiser (Sat)	262,730
Sunday Mail	321,529
WESTERN AUSTRALIA	
West Australian (Mon-Fri)	201,047
West Australian (Sat)	362,277
Sunday Times	348,500+
TASMANIA	
Mercury (Mon-Fri)	46,140
Mercury (Sat)	61,023
Sunday Examiner	42,585
Sunday Tasmanian	59,858
NORTHERN TERRITORY	
Northern Territory News (Mon-Fri)	21,255
Northern Territory News (Sat)	32,570
Sunday Territorian	22,989

Source: Audit Bureau of Circulations

Embargoed until midnight Thursday 16th November, 2006. Not for publication until that time.
Prepared by John Fairfax Holdings.

MAGAZINE CIRCULATIONS

Magazine Circulation - 13 Weeks to September 2006

**EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 16TH NOVEMBER FOR
PUBLICATION FRIDAY 17TH NOVEMBER, 2006.**

Inserted Magazines:

	Six Months to Jun 06
the(sydney)magazine Host: Thur SMH (Last Thur)	189,210
theage(melbourne)magazine Host: Fri Age (Last Thur)	168,000+
Wish Host: Fri Australian (2nd Fri)	125,017
AFR Magazine Host: Fri AFR (Last Fri)	98,972
Australian Magazine Host: Sat Australian	299,150
AFR Boss Host: Fri AFR (2nd Fri)	97,961
Good Weekend Host: Sat SMH/Sat Age	651,250+
Sunday Life Host: Sun-Herald/Sunday Age	706,946+
Sunday Magazine Host: Sunday Telegraph/Sunday Herald Sun	1,293,417+
Television Host: Sun-Herald Only	499,946
TV Guide Host: Sunday Telegraph/Sunday Herald Sun	1,278,417+

Source: Audit Bureau of Circulation

Magazine Circulation - 13 Weeks to September 2006

**EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 16TH NOVEMBER FOR
PUBLICATION FRIDAY 17TH NOVEMBER, 2006.**

Newstand Weekly Magazines:

	Six Months to Jun 06
AFR Smart Investor	-
APC (Australian Personal Computer)	-
Australian Country Style	-
Australian Good Taste	-
Australian Gourmet Traveller	-
Australian Home Beautiful	-
Australian House & Garden	-
Australian PC Authority	-
Australian Women's Weekly	-
Belle	-
Better Homes & Garden	-
BRW	45,058
Bulletin	60,108
Cleo	-

Cosmopolitan	-
Delicious	-
Harpers Bazaar	-
Inside Out	-
InStyle	-
Madison	-
Marie Claire	-
Money Magazine	-
New Idea	430,183
NW	201,050
PC User	-
Super Food Ideas	-
Time	79,262
TV Week	275,439
Vogue Australia	-
Vogue Entertaining & Travel	-
Vogue Living	-
Who Weekly	153,188
Woman's Day	522,645

Source: Audit Bureau of Circulation

INTERNET SITE USAGE

Unique Browsers	Ave monthly UBs Jul - Sept 2006	Ave monthly UBs Jul - Sept 2005	Growth YOY	% Growth YOY
News Sites				
FD News and Weather	3,550,689	2,831,647	719,041	25.4%
smh.com.au	2,369,530	1,818,993	550,537	30.3%
theage.com.au	1,696,754	1,325,272	371,482	28.0%
news.com.au	1,597,847	1,161,321	436,526	37.6%
heraldsun.com.au	714,066	533,924	180,141	33.7%
theaustralian.com.au	650,358	467,890	182,467	39.0%
dailytelegraph.com.au	436,308	309,078	127,231	41.2%
couriermail.com.au	343,843	233,398	110,445	47.3%
National Nine News (ninemsn News)	3,131,981	2,636,285	495,697	18.8%
Classifieds - Auto				
drive.com.au	966,452	500,554	465,898	93.1%
carsales.com.au	1,215,156	751,409	463,746	61.7%
Trading Post Automotive	950,480	718,006	232,474	32.4%
carpoint.ninemsn.com.au	619,547	625,381	-5,835	-0.9%
carsguide.news.com.au	606,189	376,522	229,667	61.0%
Classifieds - Employment & Real Estate	Ave monthly UBs Jun - Dec 2004	Ave monthly UBs Jul - Dec 2005		
mycareer.com.au	949,533	767,270	182,263	23.8%
careerone.com.au	729,544	656,677	72,866	11.1%
seek.com.au	2,031,227	1,634,548	396,679	24.3%
domain.com.au	1,437,520	1,000,172	437,349	43.7%
realestate.com.au	2,723,593	1,717,448	1,006,145	58.6%

source: NNR Market Intelligence
Domestic Sept 2006

READERSHIP

Readership Data – 12 monthly average – September 2006

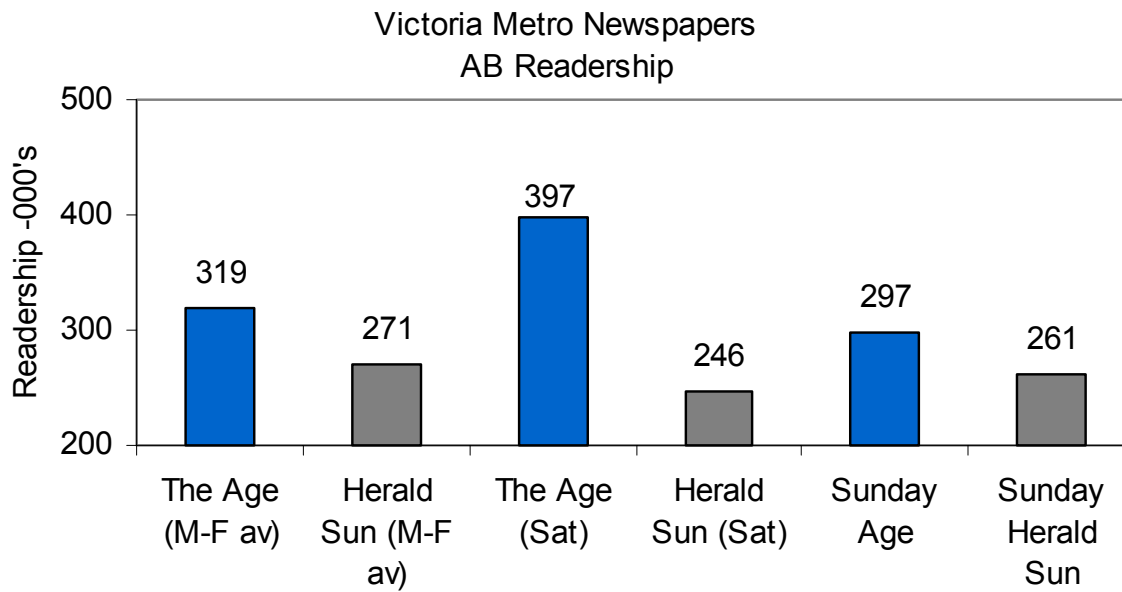
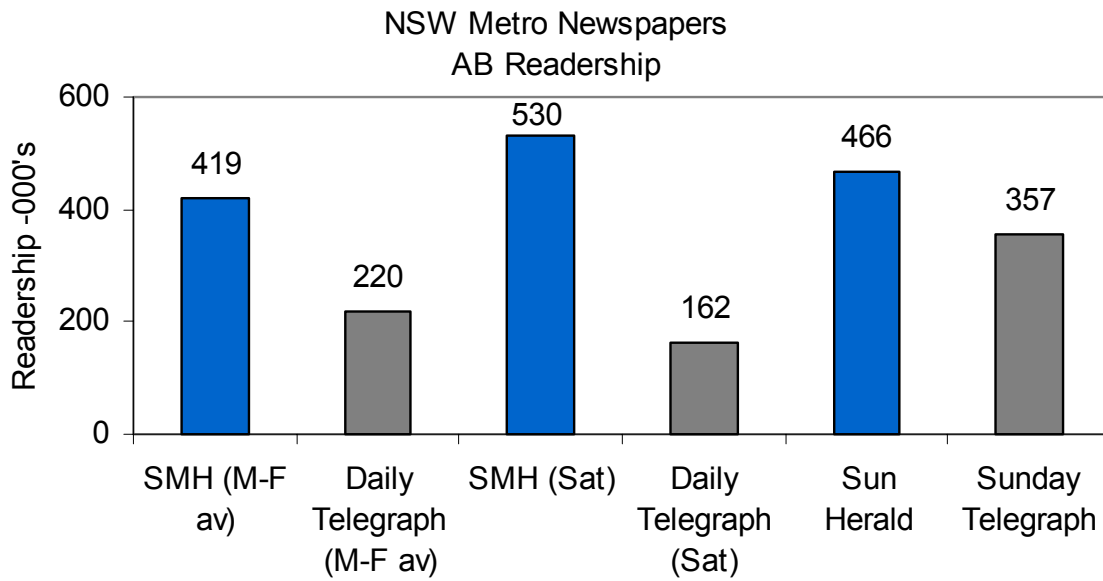
Target Audience: 14+	Sep-06	Jun-06	Sep-05	% Change last quarter	% Change last year
National Newspapers					
Aust Financial Review M-F	265	268	264	-1.1%	0.4%
Weekend Financial Review	175	181	169	-3.3%	3.6%
AFR Magazine (Magazine)	225	217	254	3.7%	-11.4%
AFR Boss (Magazine)	171	163	123	4.9%	39.0%
Australian M-F	426	416	396	2.4%	7.6%
Weekend Australian	838	843	850	-0.6%	-1.4%
Australian Magazine	901	910	919	-1.0%	-2.0%
Wish Magazine (from Nov05)	94	NA	NA	NA	NA
New South Wales Newspapers					
Sydney Morning Herald M-F	887	876	854	1.3%	3.9%
Sydney Morning Herald Sat	1193	1176	1182	1.4%	0.9%
Daily Telegraph M-F	1166	1183	1190	-1.4%	-2.0%
Daily Telegraph Sat	948	981	1007	-3.4%	-5.9%
The Sun-Herald	1351	1354	1412	-0.2%	-4.3%
The Sunday Telegraph	1796	1818	1893	-1.2%	-5.1%
Newcastle Herald M-F	143	136	142	5.1%	0.7%
Newcastle Herald Sat	212	212	220	0.0%	-3.6%
Illawarra Mercury M-F	97	95	88	2.1%	10.2%
Illawarra Mercury Sat	124	125	116	-0.8%	6.9%
The Sydney Magazine	505	502	381	0.6%	32.5%
ACT Newspapers					
Canberra Times M-F	116	122	123	-4.9%	-5.7%
Canberra Times Sat	167	178	191	-6.2%	-12.6%
Canberra Times Sun	100	103	107	-2.9%	-6.5%
Victorian Newspapers					
The Age M-F	736	724	704	1.7%	4.5%
The Age SAT	951	960	980	-0.9%	-3.0%
Herald Sun M-F	1482	1484	1510	-0.1%	-1.9%
Herald Sun SAT	1385	1384	1407	0.1%	-1.6%
Sunday Age	718	699	647	2.7%	11.0%
Sunday Herald Sun	1522	1531	1579	-0.6%	-3.6%
Melbourne Magazine	375	367	306	2.2%	22.5%
National Magazines					
BRW	213	217	224	-1.8%	-4.9%
Smart Investor (from Jan06)	183	198	NA	-7.6%	NA
Bulletin	274	284	283	-3.5%	-3.2%
Time	325	319	326	1.9%	-0.3%
NSW & VIC Magazines					
Good Weekend HOST	2144	2136	2162	0.4%	-0.8%
Good Weekend (Magazine)	1817	1805	1775	0.7%	2.4%
Sunday Life HOST	2069	2053	2058	0.8%	0.5%
Sunday Life (Magazine)	1418	1404	1344	1.0%	5.5%
Sunday Magazine HOST	3318	3349	3473	-0.9%	-4.5%
Sunday Magazine (Magazine)	2164	2193	2173	-1.3%	-0.4%

Source: Roy Morgan Readership Survey September 2006

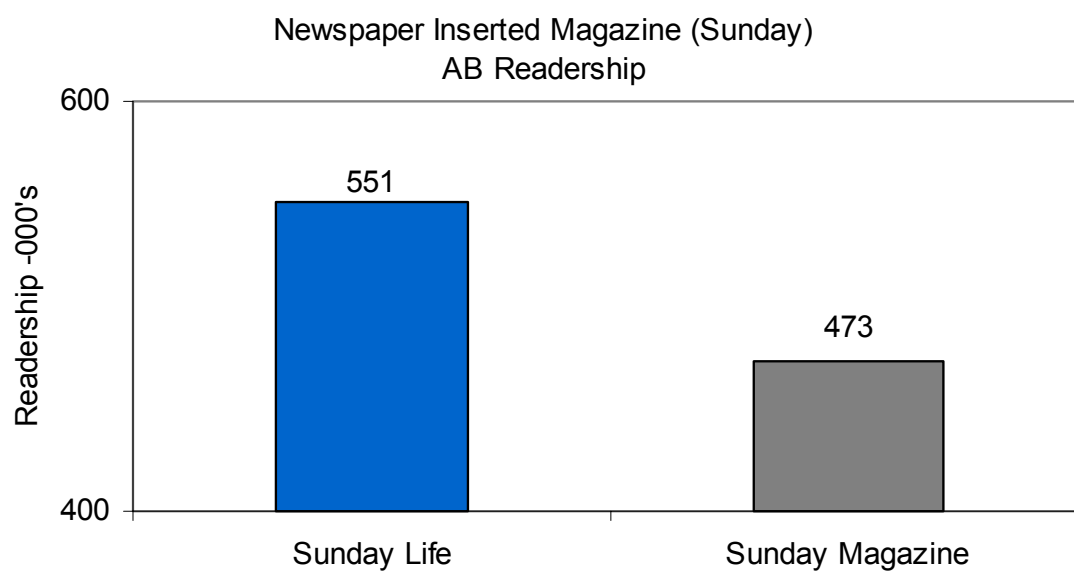
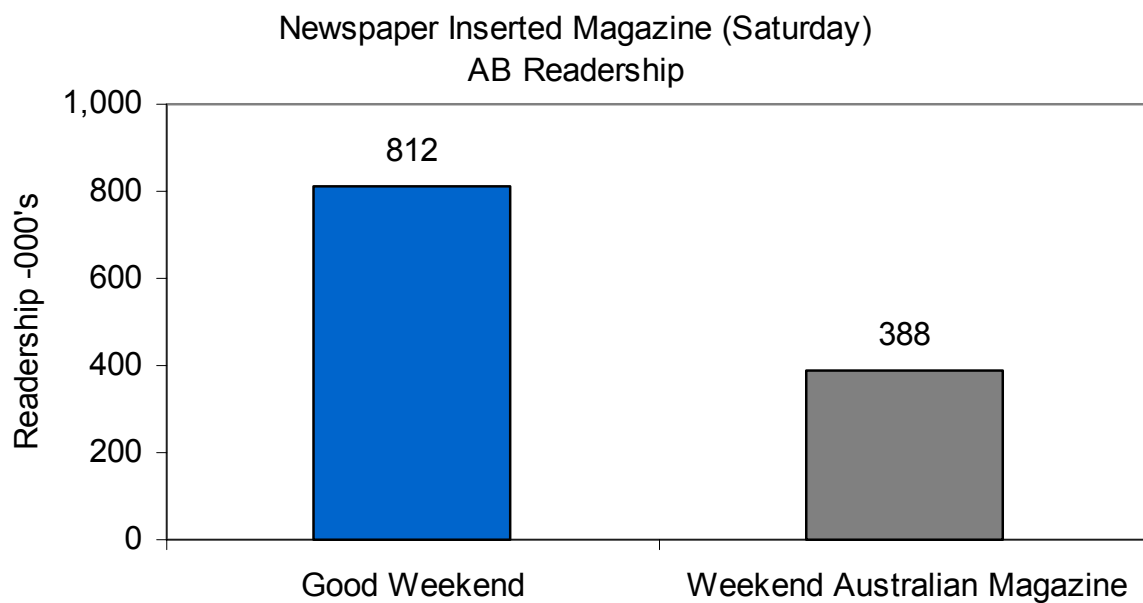
Readership Data – 12 monthly average – September 2006

	Sep-06	Jun-06	Sep-05	% Change last quarter	% Change last year
Target Audience: AB					
National Newspapers					
Aust Financial Review M-F	189	189	189	0.0%	0.0%
Weekend Financial Review	107	110	102	-2.7%	4.9%
AFR Magazine (Magazine)	143	135	151	5.9%	-5.3%
AFR Boss (Magazine)	117	110	86	6.4%	36.0%
Australian M-F	216	210	193	2.9%	11.9%
Weekend Australian	390	393	410	-0.8%	-4.9%
Australian Magazine	388	396	417	-2.0%	-7.0%
Wish Magazine (from Nov05)	47	NA	NA	NA	NA
New South Wales Newspapers & Magazines					
Sydney Morning Herald M-F	419	420	410	-0.2%	2.2%
Sydney Morning Herald Sat	530	529	530	0.2%	0.0%
Daily Telegraph M-F	220	219	227	0.5%	-3.1%
Daily Telegraph Sat	162	163	175	-0.6%	-7.4%
The Sun-Herald	466	459	449	1.5%	3.8%
The Sunday Telegraph	357	348	343	2.6%	4.1%
Newcastle Herald M-F	25	23	24	8.7%	4.2%
Newcastle Herald Sat	39	43	40	-9.3%	-2.5%
Illawarra Mercury M-F	17	17	15	0.0%	13.3%
Illawarra Mercury Sat	23	23	19	0.0%	21.1%
The Sydney Magazine	224	218	172	2.8%	30.2%
ACT Newspapers					
Canberra Times M-F	54	57	54	-5.3%	0.0%
Canberra Times Sat	80	84	84	-4.8%	-4.8%
Canberra Times Sun	43	45	50	-4.4%	-14.0%
Victorian Newspapers					
The Age M-F	319	314	322	1.6%	-0.9%
The Age SAT	397	401	409	-1.0%	-2.9%
Herald Sun M-F	271	275	285	-1.5%	-4.9%
Herald Sun SAT	246	252	250	-2.4%	-1.6%
Sunday Age	297	297	290	0.0%	2.4%
Sunday Herald Sun	261	270	281	-3.3%	-7.1%
Melbourne Magazine	175	174	149	0.6%	17.4%
National Magazines					
BRW	125	124	121	0.8%	3.3%
Smart Investor (from Jan06)	92	102	NA	-9.8%	NA
Bulletin	112	115	115	-2.6%	-2.6%
Time	120	112	112	7.1%	7.1%
NSW & VIC Magazines					
Good Weekend HOST	927	930	940	-0.3%	-1.4%
Good Weekend (Magazine)	812	810	793	0.2%	2.4%
Sunday Life HOST	763	756	739	0.9%	3.2%
Sunday Life (Magazine)	551	532	517	3.6%	6.6%
Sunday Magazine HOST	618	618	624	0.0%	-1.0%
Sunday Magazine (Magazine)	473	468	463	1.1%	2.2%

Source: Roy Morgan Readership Survey September 2006

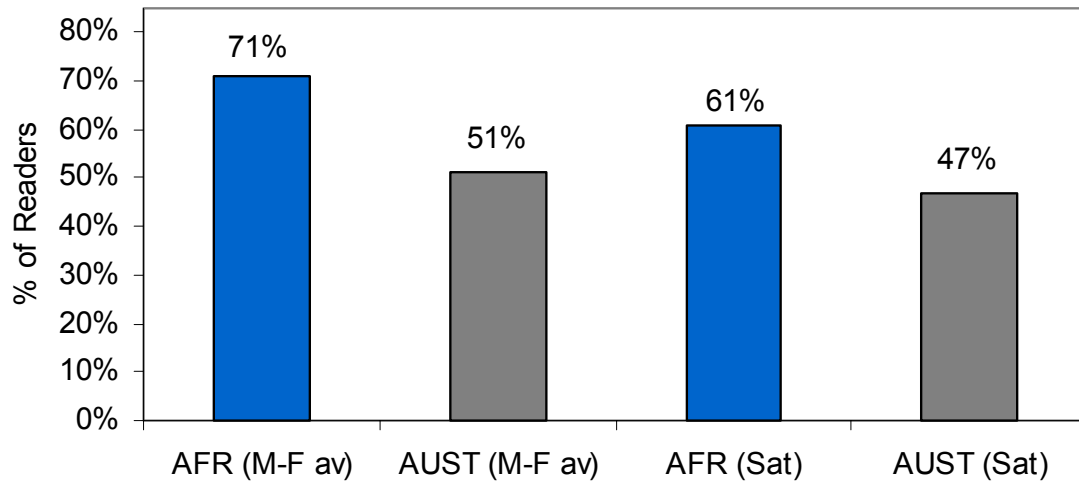


Source: Roy Morgan Readership Survey, September 2006



Source: Roy Morgan Readership Survey, September 2006

National Metro Newspapers
AB Reader Profile



Source: Roy Morgan Readership Survey, September 2006

Prepared by John Fairfax Publications

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