



1 DARLING ISLAND ROAD, PYRMONT, 2009

**FAIRFAX MEDIA PUBLICATIONS CIRCULATION AND
READERSHIP RESULTS FOR NEWSPAPERS, INSERTED
MAGAZINES AND WEBSITES – TO SEPTEMBER 2007**

EMBARGOED UNTIL MIDNIGHT WEDNESDAY 15th NOVEMBER 2007.

NOT FOR PUBLICATION UNTIL THURSDAY 16th NOVEMBER, 2007.

PUBLISHERS' QUOTES

LLOYD WHISH-WILSON

CEO AND PUBLISHER

NSW & ACT METROPOLITAN PUBLISHING

These are continuing strong and steady circulation results for *The Sydney Morning Herald*. The SMH had a solid performance on weekdays and Saturdays and gained market share. *The Sun-Herald* has maintained circulation over 500,000 despite leading a cover price rise which the competitor did not initially match during the period, and also gained market share. *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 with market share gains on weekdays and Sundays in the key AB readership category. 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 overall and in the AB demographic.

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 1.74 million readers per week and an AB edge of nearly 380,000 over its nearest inserted magazine competitor.

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DON CHURCHILL

CHIEF EXECUTIVE AND PUBLISHER

VICTORIAN METROPOLITAN AND COMMUNITY PUBLISHING

The Age has achieved outstanding results with circulation and readership growing strongly across days of the week, setting new records.

Weekday readership is at its highest level on record and circulation is also up confirming a positive trend over the past two years.

The Sunday Age is the fastest growing newspaper in Australia with very strong sales growth of 9%. Circulation and readership is also the highest on record.

Saturday also posted strong sales and readership growth and subscriptions are at record levels.

Significantly, *The Age* posted major market share gains in the key AB demographic across all days of the week extending its lead over its competitors.

Readers are responding to agenda-setting journalism, quality sections and magazines which culminated in *The Age* winning the PANPA Newspaper of the Year Award for all-round excellence.

MICHAEL GILL

CHIEF EXECUTIVE OFFICER

FAIRFAX BUSINESS MEDIA

The Australian Financial Review's has had outstanding circulation growth over the past year, with both the weekday and weekend editions enjoying substantial circulation gains across the board. This continuing and consistent circulation growth reflects excellent editorial efforts backed by robust marketing and circulation programs. Weekend AFR audits vary seasonally due to the impact of bumper editions. The September quarter contained no bumper editions and no exceptions and it demonstrates strong underlying circulation trends. These results are especially positive given the cover price increase during the last year.

We are very pleased with BRW's steady circulation performance.

With respect to readership, as we have said before, the Morgan methodology is unable to capture accurately the readership trends of niche business audiences. These results are uniform in confirming that experience. Our measures of our readership clearly indicate very strong positive trends over an extended period of time.

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JACK MATTHEWS

CHIEF EXECUTIVE OFFICER

FAIRFAX DIGITAL

Fairfax Digital continues to report fantastic growth exceeding 77% for our News and Information network, this outstanding growth is complimented by growth across the classified sites.

Our News and Weather sites boast the highest level of engagement across all publishers in the category and we are maintaining our lead in daily Unique Browsers.

The re-design of the smh.com.au and theage.com.au has been supported by users with outstanding YOY growth of 64.4% and 63.9%. Highlighting the fact that users are changing the way they consume online news and information; this is also reflected in the demand for our quality multimedia and video content.

The classified sites continue to grow with an increase of 14.1% for Mycareer.com.au and 21.8% for Domain.com.au. The roll out of the Domain brand nationally across all Fairfax Media metro, suburban and rural newspapers has increased our audience and listings substantially in these markets. Our Automotive offering has expanded, with the introduction of countrycars.com.au in rural Australia and the introduction of Bikes and Scooters for sale.

Our dedicated coverage of the Rugby World Cup on the freshly re-designed rugbyheaven.com.au proved to be an enormous success with excellent traffic results and support from advertisers. We now look forward to similar results as we gear up for the summer of cricket.

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NEWSPAPER CIRCULATIONS

JULY - AUGUST 2007 CIRCULATION RESULTS

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 15th NOVEMBER 2007

FOR PUBLICATION FRIDAY 16TH NOVEMBER 2007

Publication & Region	Sep-07	Sep-06	% Diff Sep-06 to Sep-07
NATIONAL			
The Australian Financial Review (M-F)	88,162	86,310	2%
The Australian Financial Review (Sat)	84,923	78,292	8%
The Australian (Mon-Fri)	137,000+	135,000+	1%
The Weekend Australian	303,000+	299,150	1%
NEW SOUTH WALES & ACT			
The Sydney Morning Herald (Mon-Fri)	211,700+	211,990+	0%
The Sydney Morning Herald (Sat)	355,850+	355,750+	0%
The Sun-Herald	500,038	507,245	-1%
The Daily Telegraph (Mon-Fri)	383,000+	393,874	-3%
The Daily Telegraph (Sat)	327,000+	335,452	-3%
The Sunday Telegraph	668,500+	694,528	-4%
Newcastle Herald (Mon-Sat)	51,000	51,000+	0%
Illawarra Mercury (Mon-Sat)	27,500+	28,491	-3%
Canberra Times (Mon-Fri)	34,961	35,715	-2%
Canberra Times (Sat)	62,322	64,464	-3%
Canberra Times (Sun)	35,526	36,398	-2%
Bathurst - Western Advocate (Mon-Fri)	---	---	---
Dubbo - Daily Liberal (Mon-Fri)	---	---	---
Orange - Central Western Daily (Mon-Sat)	---	---	---
Tamworth - Northern Daily Leader (Mon-Sat)	---	---	---
Wagga Wagga - Daily Advertiser (Mon-Sat)	---	---	---
VICTORIA			
The Age (Mon-Fri)	203,500+	200,000+	2%
The Age (Sat)	296,500+	295,500+	0%
The Sunday Age	225,500+	207,000+	9%
The Herald-Sun (Mon-Fri)	530,500+	540,000+	-2%
The Herald-Sun (Sat)	510,000+	505,000+	1%
The Sunday Herald Sun	622,500+	615,000+	1%
Warranambool Standard	---	N/A	---
Border Mail (Mon - Sat)	25,499	25,749	-1%
Ballarat Courier (Mon-Sat)	---	---	---
Bendigo Advertiser (Mon-Sat)	---	---	---
QUEENSLAND			
The Courier Mail (Mon-Fri)	221,828	224,690	-1%
The Courier Mail (Sat)	316,251	326,767	-3%
The Sunday Mail	594,846	608,657	-2%
Mt Isa - North West Star (Mon-Fri)	---	---	---
SOUTH AUSTRALIA			
The Advertiser (Mon-Fri)	188,936	190,824	-1%
The Advertiser (Sat)	259,893	262,730	-1%
Sunday Mail	314,745	321,529	-2%
WESTERN AUSTRALIA			
West Australian (Mon-Fri)	200,317	201,047	0%
West Australian (Sat)	349,538	362,277	-4%
Sunday Times	340,000+	348,500+	-2%
TASMANIA			
Mercury (Mon-Fri)	45,791	46,140	-1%
Mercury (Sat)	60,868	61,023	0%
Sunday Tasmanian	59,811	59,858	0%
Burnie - Advocate (Mon-Sat)	24,432	---	---
Launceston - Examiner (Mon-Sat)	33,707	---	---
Launceston - Sunday Examiner	41,979	42,585	-1%
NORTHERN TERRITORY			
Northern Territory News (Mon-Fri)	21,017	21,255	-1%
Northern Territory News (Sat)	32,226	32,570	-1%
Sunday Territorian	22,881	22,989	0%

Source: Audit Bureau of Circulations

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MAGAZINE CIRCULATIONS

JULY - SEPTEMBER 2007 CIRCULATION RESULTS

EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 15th NOVEMBER 2007

FOR PUBLICATION FRIDAY 16TH NOVEMBER 2007

Newspaper Magazines:	Sep-07	Sep-06	% Diff Sep-06 to Sep-07
the(sydney)magazine Host: Thur SMH (Last Thur)	187,091	189,210	-1.1%
theage(melbourne)magazine Host: Fri Age (Last Fri)	175,000+	168,000+	4.2%
Wish Host: Fri Australian (2nd Fri)	138,000+	125,017	10.4%
AFR Magazine Host: Fri AFR (Last Fri)	100,199	98,972	1.2%
Australian Magazine Host: Sat Australian	303,000+	299,150	1.3%
AFR Boss Host: Fri AFR (2nd Fri)	99,251	97,961	1.3%
Good Weekend Host: Sat SMH/Sat Age	652,350+	651,250+	0.2%
Sunday Life Host: Sun-Herald/Sunday Age	722,798	706,946+	2.2%
Sunday Magazine Host: Sunday Telegraph/Sunday Herald Sun	1,285,500+	1,293,417+	-0.6%
Television Host: Sun-Herald Only	497,298	499,946	-0.5%
TV Guide Host: Sunday Telegraph/Sunday Herald Sun	1,274,000+	1,278,417+	-0.3%

Source: Audit Bureau of Circulations

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MAGAZINE CIRCULATIONS – Continued

JULY - SEPTEMBER 2007 CIRCULATION RESULTS
EMBARGOED UNTIL 12 MIDNIGHT THURSDAY 15th NOVEMBER 2007
FOR PUBLICATION FRIDAY 16TH NOVEMBER 2007

Newstand Weekly Magazines:	Sep-07	Sep-06	% Diff Sep-06 to Sep-07
AFR Smart Investor		---	
ALPHA		---	
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	45,467	45,058	0.9%
Bulletin	57,039	60,108	-5.1%
Cleo		---	
Cosmopolitan		---	
Delicious		---	
Donna Hay		---	
FHM		---	
Famous	76,049	90,889	-16.3%
Harpers Bazaar		---	
Inside Out		---	
InStyle		---	
Madison		---	
Marie Claire		---	
Men's Health		---	
Money Magazine		---	
New Idea	388,529	430,183	-9.7%
Notebook		---	
NW	177,102	201,050	-11.9%
OK!	134,024	---	
People	51,422	57,106	-10.0%
PC User		---	
Picture	74,402	76,748	-3.1%
Quokka	47,062	49,515	-5.0%
Ralph		---	
Readers Digest		---	
Real Living		---	
Shop Til You Drop		---	
Super Food Ideas		---	
Take 5	260,294	259,377	0.4%
That's Life	325,088	336,408	-3.4%
Time	73,025	79,262	-7.9%
TV Week	247,851	275,439	-10.0%
Vogue Australia		---	
Vogue Entertaining & Travel		---	
Vogue Living		---	
Who Weekly	144,530	153,188	-5.7%
Woman's Day	470,128	522,645	-10.0%
Zoo Weekly	120,000+	105,163	14.1%

Source: Audit Bureau of Circulations

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INTERNET SITE USAGE

Unique Browsers	Ave monthly UBs Jul - Sept 2007	Ave monthly UBs Jul - Sept 2006	Growth YOY	% Growth YOY
News Sites				
FD News and Weather	6,316,734	3,550,689	2,766,045	77.9%
smh.com.au	3,895,258	2,369,530	1,525,728	64.4%
theage.com.au	2,781,329	1,696,754	1,084,575	63.9%
news.com.au	2,581,098	1,597,847	983,251	61.5%
heraldsun.com.au	1,338,006	714,066	623,941	87.4%
theaustralian.com.au	950,206	650,358	299,849	46.1%
dailytelegraph.com.au	965,978	436,308	529,670	121.4%
couriermail.com.au	629,994	343,843	286,150	83.2%
National Nine News (ninemsn News)	3,976,332	3,131,981	844,351	27.0%
Classifieds - Auto				
drive.com.au	812,250	966,452	-154,202	-16.0%
carsales.com.au	1,698,323	1,215,156	483,167	39.8%
Trading Post Automotive	1,010,278	950,480	59,797	6.3%
carpoint.ninemsn.com.au	577,940	619,547	-41,607	-6.7%
carsguide.news.com.au	725,844	606,189	119,655	19.7%
Classifieds - Employment & Real Estate& RSVP	Ave monthly UBs Jul - Sept 2007	Ave monthly UBs Jul - Sept 2006		
mycareer.com.au	1,083,334	949,533	133,801	14.1%
careerone.com.au	1,035,590	729,544	306,047	42.0%
seek.com.au	2,385,015	2,031,227	353,788	17.4%
domain.com.au	1,750,190	1,437,520	312,669	21.8%
realestate.com.au	3,532,016	2,723,593	808,423	29.7%

Source: NNR Market Intelligence Domestic Sept 2007

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12 MONTH READERSHIP FIGURES - October 2006 – September 2007

Target Audience: 14+	Sep-07	Jun-07	Sep-06	% Change last quarter	% Change last year
National Newspapers					
Aust Financial Review M-F	264	258	265	2.3%	-0.4%
Weekend Financial Review	155	154	175	0.6%	-11.4%
AFR Magazine (Magazine)	271	272	225	-0.4%	20.4%
AFR Boss (Magazine)	177	178	171	-0.6%	3.5%
Australian M-F	477	449	426	6.2%	12.0%
Weekend Australian	840	824	838	1.9%	0.2%
Australian Magazine	856	837	901	2.3%	-5.0%
Wish Magazine	125	127	94	-1.6%	33.0%
NSW Newspapers & Magazines					
Sydney Morning Herald M-F	919	893	887	2.9%	3.6%
Sydney Morning Herald Sat	1180	1176	1193	0.3%	-1.1%
Daily Telegraph M-F	1161	1158	1166	0.3%	-0.4%
Daily Telegraph Sat	973	964	948	0.9%	2.6%
The Sun-Herald	1343	1362	1351	-1.4%	-0.6%
The Sunday Telegraph	1755	1785	1796	-1.7%	-2.3%
Newcastle Herald M-F	139	143	143	-2.8%	-2.8%
Newcastle Herald Sat	205	213	212	-3.8%	-3.3%
Illawarra Mercury M-F	77	83	97	-7.2%	-20.6%
Illawarra Mercury Sat	98	101	124	-3.0%	-21.0%
The Sydney Magazine (Magazine)	527	504	505	4.6%	4.4%
ACT Newspapers					
Canberra Times M-F	108	103	116	4.9%	-6.9%
Canberra Times Sat	168	160	167	5.0%	0.6%
Canberra Times Sun	97	94	100	3.2%	-3.0%
VIC Newspapers & Magazines					
The Age M-F	766	749	736	2.3%	4.1%
The Age SAT	971	954	951	1.8%	2.1%
Herald Sun M-F	1452	1467	1482	-1.0%	-2.0%
Herald Sun SAT	1396	1404	1385	-0.6%	0.8%
Sunday Age	737	732	718	0.7%	2.6%
Sunday Herald Sun	1515	1523	1522	-0.5%	-0.5%
Melbourne Magazine (Magazine)	350	353	375	-0.8%	-6.7%
TAS Newspapers					
The Examiner M-F	84	82	86	2.4%	-2.3%
The Examiner SAT	95	96	100	-1.0%	-5.0%
The Sunday Examiner	104	100	104	4.0%	0.0%
National Magazines					
BRW	185	190	213	-2.6%	-13.1%
Smart Investor	183	180	183	1.7%	0.0%
Travel + Leisure	77	71	NA	8.5%	NA
Bulletin	269	275	274	-2.2%	-1.8%
Time	317	335	325	-5.4%	-2.5%
NSW & VIC Magazines					
Good Weekend HOST	2151	2130	2144	1.0%	0.3%
Good Weekend (Magazine)	1745	1764	1817	-1.1%	-4.0%
Sunday Life HOST	2080	2094	2069	-0.7%	0.5%
Sunday Life (Magazine)	1356	1370	1418	-1.0%	-4.4%
Sunday Magazine HOST	3270	3308	3318	-1.1%	-1.4%
Sunday Magazine (Magazine)	2096	2116	2164	-0.9%	-3.1%

Source: Roy Morgan Readership Survey September 2007

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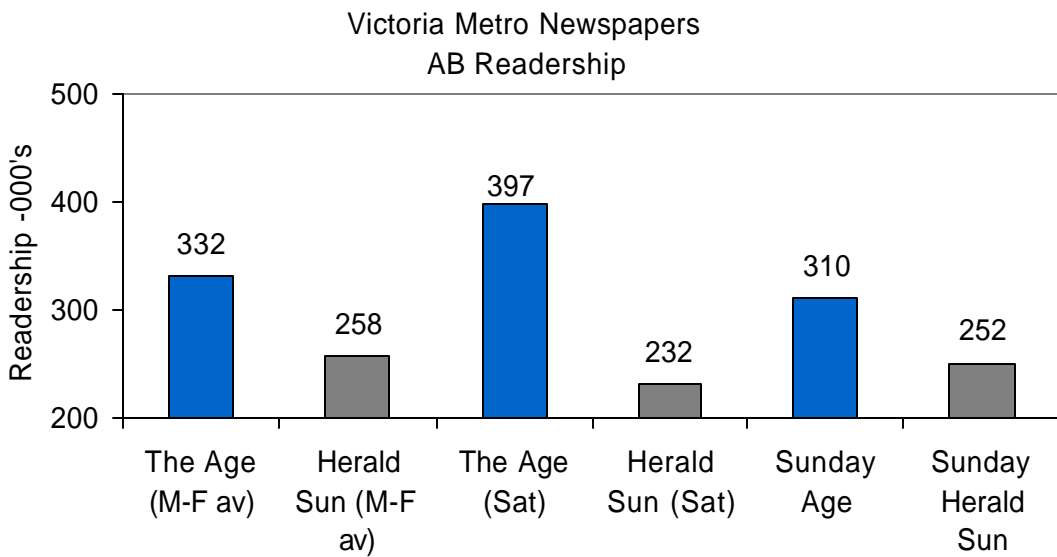
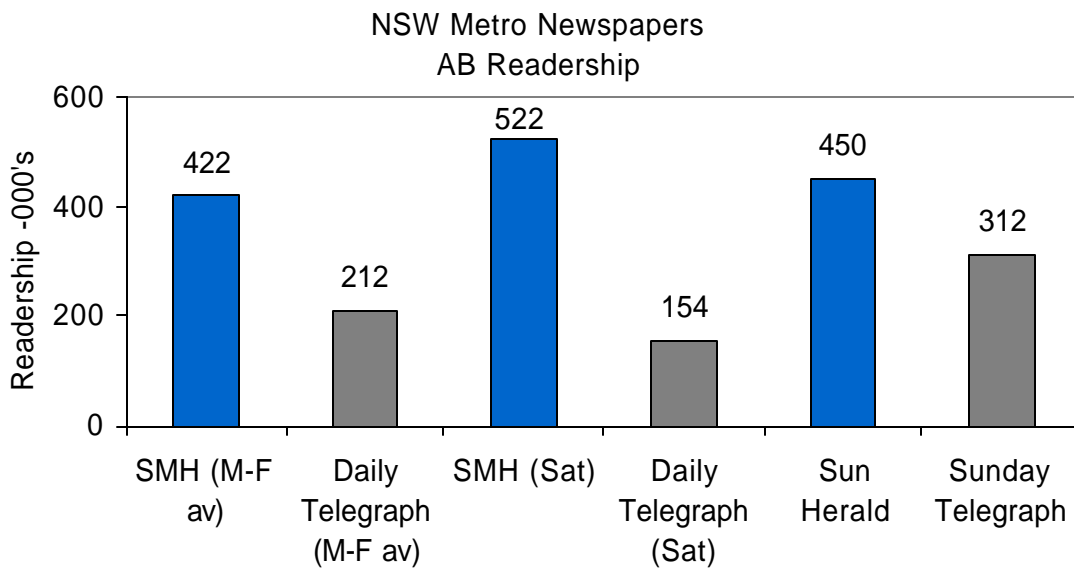
12 MONTH AB READERSHIP FIGURES - October 2006 - September 2007

Target Audience: AB	Sep-07	Jun-07	Sep-06	% Change last quarter	% Change last year
National Newspapers					
Aust Financial Review M-F	189	185	189	2.2%	0.0%
Weekend Financial Review	94	94	107	0.0%	-12.1%
AFR Magazine (Magazine)	163	167	143	-2.4%	14.0%
AFR Boss (Magazine)	117	118	117	-0.8%	0.0%
Australian M-F	249	234	216	6.4%	15.3%
Weekend Australian	413	399	390	3.5%	5.9%
Australian Magazine	393	381	388	3.1%	1.3%
Wish Magazine	64	65	47	-1.5%	36.2%
NSW Newspapers & Magazines					
Sydney Morning Herald M-F	422	406	419	3.9%	0.7%
Sydney Morning Herald Sat	522	508	530	2.8%	-1.5%
Daily Telegraph M-F	212	208	220	1.9%	-3.6%
Daily Telegraph Sat	154	148	162	4.1%	-4.9%
The Sun-Herald	450	455	466	-1.1%	-3.4%
The Sunday Telegraph	312	323	357	-3.4%	-12.6%
Newcastle Herald M-F	29	28	25	3.6%	16.0%
Newcastle Herald Sat	45	42	39	7.1%	15.4%
Illawarra Mercury M-F	14	13	17	7.7%	-17.6%
Illawarra Mercury Sat	20	21	23	-4.8%	-13.0%
The Sydney Magazine (Magazine)	245	228	224	7.5%	9.4%
ACT Newspapers					
Canberra Times M-F	54	52	54	3.8%	0.0%
Canberra Times Sat	84	79	80	6.3%	5.0%
Canberra Times Sun	49	47	43	4.3%	14.0%
VIC Newspapers & Magazines					
The Age M-F	332	331	319	0.3%	4.1%
The Age SAT	397	398	397	-0.3%	0.0%
Herald Sun M-F	258	262	271	-1.5%	-4.8%
Herald Sun SAT	232	244	246	-4.9%	-5.7%
Sunday Age	310	310	297	0.0%	4.4%
Sunday Herald Sun	252	259	261	-2.7%	-3.4%
Melbourne Magazine (Magazine)	163	168	175	-3.0%	-6.9%
TAS Newspapers					
The Examiner M-F	13	13	13	0.0%	0.0%
The Examiner SAT	13	14	13	-7.1%	0.0%
The Sunday Examiner	10	10	12	0.0%	-16.7%
National Magazines					
BRW	106	117	125	-9.4%	-15.2%
Smart Investor	99	91	92	8.8%	7.6%
Travel + Leisure	39	35	NA	11.4%	NA
Bulletin	122	122	112	0.0%	8.9%
Time	127	130	120	-2.3%	5.8%
NSW & VIC Magazines					
Good Weekend HOST	919	906	927	1.4%	-0.9%
Good Weekend (Magazine)	771	774	812	-0.4%	-5.0%
Sunday Life HOST	760	765	763	-0.7%	-0.4%
Sunday Life (Magazine)	523	541	551	-3.3%	-5.1%
Sunday Magazine HOST	564	582	618	-3.1%	-8.7%
Sunday Magazine (Magazine)	428	437	473	-2.1%	-9.5%

Source: Roy Morgan Readership Survey September 2007

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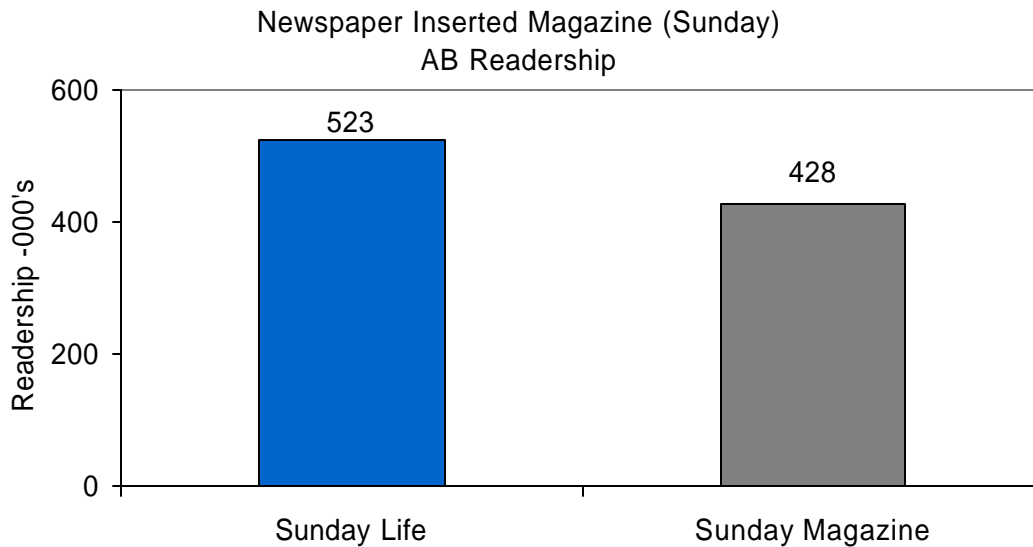
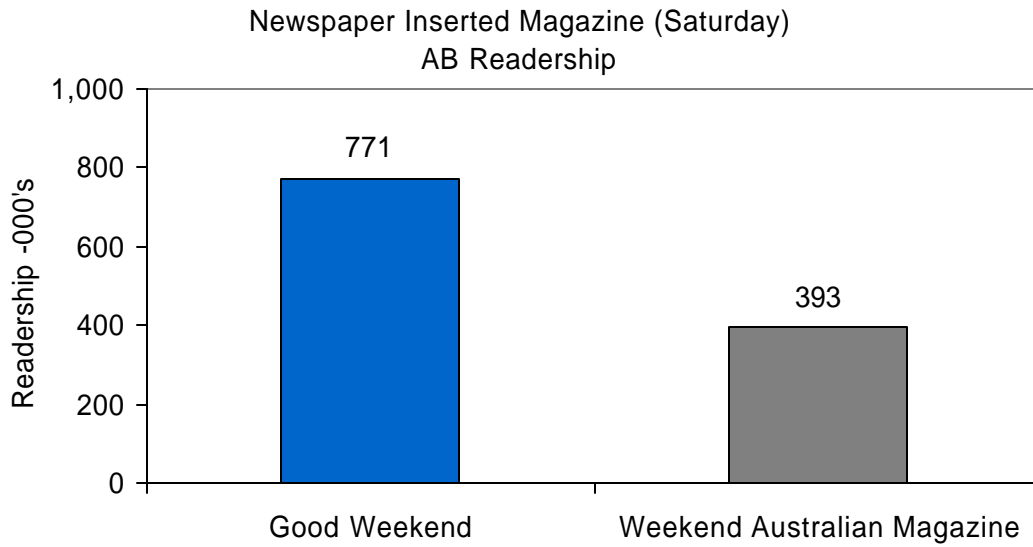
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Source: Roy Morgan Readership Survey October 06 – September 07

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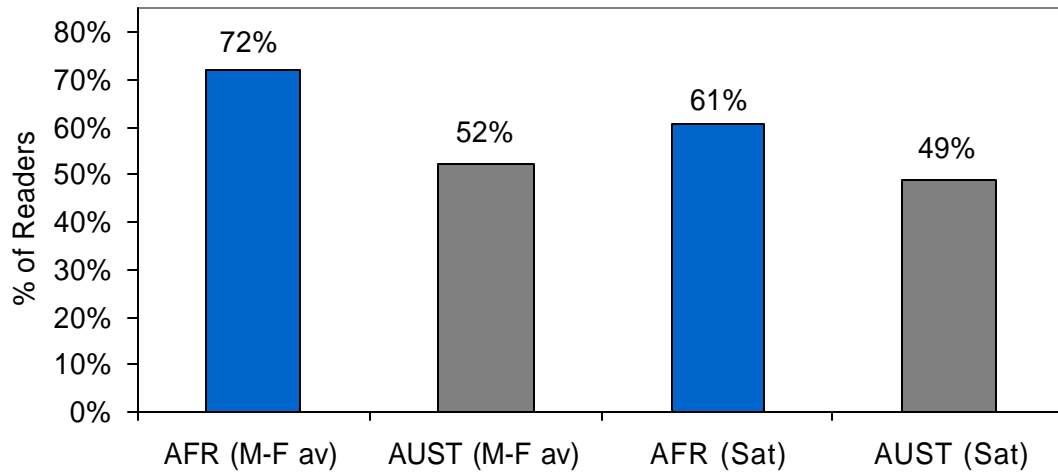
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National Metro Newspapers AB Reader Profile



Source: Roy Morgan Readership Survey October 06 – September 07

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