

## Appendix 1 – Weekly sales volumes by newspaper type

<b>National, Metropolitan &amp; Regional Daily/Sunday newspapers</b>	Jul-Sep 2008	Jul-Sep 2009	Change
Mon-Sat	17,404,987	17,182,375	-1.3%
Mon-Sun	20,730,845	20,427,332	-1.5%

<b>Top 3 broadsheets</b>	Jul-Sep 2008	Jul-Sep 2009	Change
SMH/Age/Australian Mon-Fri	2,766,540	2,715,550	-1.8%
SMH/Age/Australian Sat	946,599	934,915	-1.2%

<b>National newspapers</b>	Jul-Sep 2008	Jul-Sep 2009	Change
Mon-Fri	1,138,510	1,066,505	-6.3%
Sat	390,365	380,548	-2.5%
Mon-Sat	1,528,875	1,447,053	-5.4%

<b>Metropolitan newspapers</b>	Jul-Sep 2008	Jul-Sep 2009	Change
Mon-Fri	9,887,455	9,819,180	-0.7%
Sat	2,455,626	2,426,774	-1.2%
Sun	3,249,860	3,169,987	-2.5%
Mon-Sat	12,343,081	12,245,954	-0.8%
Mon-Sun	15,592,941	15,415,941	-1.1%

<b>Regional Daily and Sunday newspapers</b>	Jul-Sep 2008	Jul-Sep 2009	Change
Mon-Sat	3,533,031	3,489,368	-1.2%
Mon-Sun	3,609,029	3,564,338	-1.2%

Source: Audit Bureau of Circulations

### Notes on calculation of weekly sales volumes

- Weekly sales volumes have been calculated by multiplying Average Net Paid Sales by the number of days per week the newspaper is published.
- For titles included in each of the above definitions, please refer to Appendix 2.
- In order to estimate total weekly sales volumes across all ABC audited newspapers, Jan-Jun 2009 sales figures have been used for regional titles that do not report on a quarterly basis and therefore have not reported a July-September sales figure.