

## Appendix 2 – Average Net Paid Sales by masthead

National newspapers	Jul-Sep 2008	Jul-Sep 2009	Change
The Australian Mon-Fri	140,000 +	134,100	-4.2%
Weekend Australian	307,000 +	302,115	-1.6%
Australian Financial Review Mon-Fri	87,702	79,201	-9.7%
Australian Financial Review Sat	83,365	78,433	-5.9%

Source: Audit Bureau of Circulations

NSW/ACT	Jul-Sep 2008	Jul-Sep 2009	Change
<b>Metro newspapers</b>			
Sydney Morning Herald Mon-Fri	209,508	208,210	-0.6%
Sydney Morning Herald Sat	347,299	348,300 +	0.3%
Sun-Herald	478,890	447,946	-6.5%
Daily Telegraph Mon-Fri	375,000 +	369,781	-1.4%
Daily Telegraph Sat	316,000 +	318,944	0.9%
Sunday Telegraph	650,000 +	639,354	-1.6%
<b>Regional daily and Sunday newspapers</b>			
Canberra Times Mon-Sat	38,735	37,000 +	-4.5%
Canberra Times Mon-Fri	34,687	34,000 +	-2.0%
Canberra Times Sat	58,978	56,000 +	-5.0%
Canberra Times Sunday	35,116	35,000 +	-0.3%
Albury Wodonga Border Mail Mon-Sat	24,664	24,485 +	-0.7%
Grafton Daily Examiner Mon-Sat	5,638	5,647	0.2%
Grafton Daily Examiner Sat	6,480	6,360	-1.9%
Lismore Northern Star Mon-Sat	14,824	14,921	0.7%
Lismore Northern Star Sat	22,675	22,799	0.5%
Newcastle Herald Mon-Sat	49,880	49,000 +	-1.8%
Tweed Heads Daily News Mon-Sat	4,783	4,550	-4.9%
Tweed Heads Daily News Sat	5,443	4,960	-8.9%
Illawarra Mercury Mon-Sat	27,772	27,270	-1.8%
Illawarra Mercury Sat	39,305	37,545	-4.5%

Victoria	Jul-Sep 2008	Jul-Sep 2009	Change
<b>Metro newspapers</b>			
Herald Sun Mon-Fri	518,000 +	518,500 +	0.1%
Herald Sun Sat	503,500 +	505,000 +	0.3%
Sunday Herald Sun	615,000 +	612,500 +	-0.4%
Age Mon-Fri	203,800 +	200,800 +	-1.5%
Age Sat	292,300 +	284,500 +	-2.7%
Sunday Age	225,700 +	226,900 +	0.5%
<b>Regional daily and Sunday newspapers</b>			
Geelong Advertiser Mon-Sat	29,478	29,227	-0.9%
Geelong Advertiser Mon-Fri	26,196	26,022	-0.7%
Geelong Advertiser Sat	45,888	45,248	-1.4%

Source: Audit Bureau of Circulations

Queensland	Jul-Sep 2008	Jul-Sep 2009	Change
<b>Metro newspapers</b>			
Courier Mail Mon-Fri	222,500 +	216,563	-2.7%
Courier Mail Sat	310,224	295,056	-4.9%
Sunday Mail (Qld)	566,773	537,784	-5.1%
<b>Regional daily and Sunday newspapers</b>			
Bundaberg News-Mail Mon-Sat	11,068	11,038	-0.3%
Bundaberg News-Mail Sat	15,909	15,912	0.0%
Cairns Post Mon-Fri	27,779	26,905	-3.1%
Cairns Post Sat	45,025	44,590	-1.0%
Gladstone Observer Mon-Sat	7,229	7,138	-1.3%
Gladstone Observer Sat	9,758	9,512	-2.5%
Gold Coast Bulletin Mon-Sat	46,219	45,208	-2.2%
Gold Coast Bulletin Mon-Fri	41,547	40,151	-3.4%
Gold Coast Bulletin Sat	69,217	70,106	1.3%
Gympie Times Tue-Sat	5,634	5,544	-1.6%
Gympie Times Sat	8,650	8,640	-0.1%
Ipswich Queensland Times Mon-Sat	10,802	10,745	-0.5%
Ipswich Queensland Times Sat	14,463	14,200	-1.8%
Mackay Daily Mercury Mon-Sat	16,493	15,766	-4.4%
Mackay Daily Mercury Sat	20,888	19,282	-7.7%
Maroochydore Sunshine Coast Daily Mon-Sat	21,604	20,947	-3.0%
Maroochydore Sunshine Coast Daily Sat	34,716	32,425	-6.6%
Maryborough Fraser Coast Chronicle Mon-Sat	9,660	9,402	-2.7%
Maryborough Fraser Coast Chronicle Sat	11,373	10,966	-3.6%
Rockhampton Morning Bulletin Mon-Sat	17,933	17,894	-0.2%
Rockhampton Morning Bulletin Sat	23,935	23,457	-2.0%
Toowoomba Chronicle Mon-Sat	22,871	22,812	-0.3%
Toowoomba Chronicle Sat	30,758	30,419	-1.1%
Townsville Bulletin Mon-Sat	29,634	29,976	1.2%
Townsville Bulletin Mon-Fri	27,197	27,525	1.2%
Townsville Bulletin Sat	41,631	42,041	1.0%
Warwick Daily News Mon-Sat	3,223	3,273	1.6%
Warwick Daily News Sat	3,429	3,385	-1.3%

Source: Audit Bureau of Circulations

South Australia	Jul-Sep 2008	Jul-Sep 2009	Change
<b>Metro newspapers</b>			
Advertiser Mon-Sat	197,383	197,472	0.0%
Advertiser Mon-Fri	185,633	186,669	0.6%
Advertiser Sat	256,134	251,486	-1.8%
Sunday Mail	309,949	306,556	-1.1%

Western Australia	Jul-Sep 2008	Jul-Sep 2009	Change
<b>Metro newspapers</b>			
West Australian Mon-Sat	218,473	217,661	-0.4%
West Australian Mon-Fri	194,862	195,211	0.2%
West Australian Sat	336,532	329,911	-2.0%
Sunday Times	320,000 +	316,544	-1.1%

Tasmania	Jul-Sep 2008	Jul-Sep 2009	Change
<b>Metro newspapers</b>			
Mercury Mon-Sat	48,500 +	48,439	-0.1%
Mercury Mon-Fri	46,000 +	45,974	-0.1%
Mercury Sat	61,000 +	60,767	-0.4%
Sunday Tasmanian	60,000 +	58,905	-1.8%
<b>Regional daily and Sunday newspapers</b>			
Burnie Advocate Mon-Sat	23,576	23,227	-1.5%
Launceston Examiner Mon-Sat	32,982	32,199	-2.4%
Launceston Sunday Examiner	40,882	39,970	-2.2%

Northern Territory	Jul-Sep 2008	Jul-Sep 2009	Change
<b>Metro newspapers</b>			
Northern Territory News Mon-Sat	23,952	23,939	-0.1%
Northern Territory News Mon-Fri	22,188	22,128	-0.3%
Northern Territory News Sat	32,637	32,810	0.5%
Sunday Territorian	23,548	23,498	-0.2%

Source: Audit Bureau of Circulations