

## Appendix 1 – Weekly sales volumes by newspaper type

**EMBARGOED UNTIL MIDNIGHT THURSDAY AUGUST 12, 2010**

<b>National, Metropolitan &amp; Regional Daily/Sunday newspapers</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
Mon-Sat	17,591,106	17,173,988	-2.4%
Mon-Sun	20,888,690	20,353,148	-2.6%

<b>3 Largest broadsheets</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
SMH/Age/Australian Mon-Fri	2,762,655	2,698,140	-2.3%
SMH/Age/Australian Sat	958,190	939,489	-2.0%

<b>National newspapers</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
Mon-Fri	1,088,380	1,060,805	-2.5%
Sat	398,082	390,120	-2.0%
Mon-Sat	1,486,462	1,450,925	-2.4%

<b>Metropolitan newspapers</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
Mon-Fri	10,023,745	9,801,710	-2.2%
Sat	2,499,840	2,451,012	-2.0%
Sun	3,222,249	3,106,440	-3.6%
Mon-Sat	12,523,585	12,252,722	-2.2%
Mon-Sun	15,745,834	15,359,162	-2.5%

<b>Regional newspapers</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
Mon-Sat	3,581,059	3,470,341	-3.1%
Mon-Sun	3,656,394	3,543,061	-3.1%

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.

## Appendix 2 – Average Net Paid Sales by masthead

**EMBARGOED UNTIL MIDNIGHT THURSDAY AUGUST 12, 2010**

<b>National newspapers</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
The Australian Mon-Fri	135,831	135,115	-0.5%
Weekend Australian	307,390	300,389	-2.3%
Australian Financial Review Mon-Fri	81,845	77,046	-5.9%
Australian Financial Review Sat	90,692	89,731	-1.1%

Source: Audit Bureau of Circulations

\*As indicated by the column headings, the figures for most publications refer to Average Net Paid Sales over a three-month period (April - June). For titles marked with an asterisk, the figures refer to Average Net Paid sales over a six-month period (January - June).

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<b>NSW/ACT</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
<b>Metro newspapers</b>			
Sydney Morning Herald Mon-Fri	210,000 +	207,013	-1.4%
Sydney Morning Herald Sat	359,200 +	359,200 +	0.0%
Sun-Herald	461,509	446,710	-3.2%
Daily Telegraph Mon-Fri	389,254	374,395	-3.8%
Daily Telegraph Sat	337,000 +	339,621	0.8%
Sunday Telegraph	657,424	638,550	-2.9%
<b>Regional newspapers</b>			
Canberra Times Mon-Sat	38,035	36,408	-4.3%
Canberra Times Mon-Fri	34,038	32,706	-3.9%
Canberra Times Sat	57,869	54,289	-6.2%
Canberra Times Sunday	34,804	33,197	-4.6%
Albury Wodonga Border Mail Mon-Sat	25,184	24,729	-1.8%
Bathurst Western Advocate Mon-Fri *	3,938	3,743	-5.0%
Bathurst Weekend Advocate Sat *	4,214	4,111	-2.4%
Broken Hill Barrier Daily Truth Mon-Sat *	5,936	5,906	-0.5%
Dubbo Daily Liberal Mon-Fri *	3,809	5,301	39.2%
Dubbo Weekend Liberal Sat *	4,076	4,000	-1.9%
Grafton Daily Examiner Mon-Sat	5,811	5,670	-2.4%
Grafton Daily Examiner Sat	6,483	6,298	-2.9%
Lismore Northern Star Mon-Sat	15,141	14,459	-4.5%
Lismore Northern Star Sat	22,997	21,967	-4.5%
Maitland Mercury Mon-Fri *	4,359	4,320	-0.9%
Newcastle Herald Mon-Sat	50,000 +	49,300 +	-1.4%
Orange Central Western Daily Mon-Sat *	5,172	4,966	-4.0%
Tamworth Northern Daily Leader Mon-Sat *	7,751	7,559	-2.5%
Tweed Heads Daily News Mon-Sat	4,773	4,317	-9.6%
Tweed Heads Daily News Sat	5,222	4,635	-11.2%
Wagga Wagga Daily Advertiser Mon-Sat *	12,692	12,390	-2.4%
Wagga Wagga Daily Advertiser Mon-Fri *	11,932	11,603	-2.8%
Wagga Wagga Daily Advertiser Sat *	16,492	16,147	-2.1%
Illawarra Mercury Mon-Sat	27,601	27,057	-2.0%
Illawarra Mercury Sat	38,172	36,564	-4.2%

Source: Audit Bureau of Circulations

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<b>Victoria</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
<b>Metro newspapers</b>			
Herald Sun Mon-Fri	526,500 +	515,500 +	-2.1%
Herald Sun Sat	514,500 +	503,500 +	-2.1%
Sunday Herald Sun	617,000 +	597,000 +	-3.2%
Age Mon-Fri	206,700 +	197,500 +	-4.5%
Age Sat	291,600	279,900 +	-4.0%
Sunday Age	225,250	224,600 +	-0.3%
<b>Regional newspapers</b>			
Ballarat Courier Mon-Sat *	19,205	18,860	-1.8%
Bendigo Advertiser Mon-Sat *	13,978	13,704	-2.0%
Geelong Advertiser Mon-Sat	29,346	29,330	-0.1%
Geelong Advertiser Mon-Fri	26,015	25,955	-0.2%
Geelong Advertiser Sat	45,499	45,370	-0.3%
Mildura Sunraysia Daily Mon-Sat *	7,414	7,513	1.3%
Shepparton News Mon-Fri	10,827	10,414	-3.8%
Warrnambool Standard Mon-Sat *	12,889	10,769	-16.4%

Source: Audit Bureau of Circulations

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<b>Queensland</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
<b>Metro newspapers</b>			
Courier Mail Mon-Fri	219,811	216,638	-1.4%
Courier Mail Sat	308,747	296,650	-3.9%
Sunday Mail (Qld)	551,845	514,405	-6.8%
<b>Regional newspapers</b>			
Bundaberg News-Mail Mon-Sat	11,530	11,335	-1.7%
Bundaberg News-Mail Sat	16,268	15,826	-2.7%
Cairns Post Mon-Fri	26,915	25,758	-4.3%
Cairns Post Sat	44,572	42,833	-3.9%
Gladstone Observer Mon-Sat	7,407	7,124	-3.8%
Gladstone Observer Sat	9,607	9,334	-2.8%
Gold Coast Bulletin Mon-Sat	45,731	43,228	-5.5%
Gold Coast Bulletin Mon-Fri	40,649	38,728	-4.7%
Gold Coast Bulletin Sat	70,348	63,998	-9.0%
Gympie Times Tue-Sat	5,586	5,569	-0.3%
Gympie Times Sat	8,697	8,569	-1.5%
Ipswich Queensland Times Mon-Sat	11,256	10,792	-4.1%
Ipswich Queensland Times Sat	14,369	13,999	-2.6%
Mackay Daily Mercury Mon-Sat	16,114	15,347	-4.8%
Mackay Daily Mercury Sat	19,512	18,807	-3.6%
Maroochydore Sunshine Coast Daily Mon-Sat	21,823	20,259	-7.2%
Maroochydore Sunshine Coast Daily Sat	33,884	30,794	-9.1%
Maryborough Fraser Coast Chronicle Mon-Sat	9,783	9,400	-3.9%
Maryborough Fraser Coast Chronicle Sat	11,287	10,851	-3.9%
Rockhampton Morning Bulletin Mon-Sat	18,188	17,702	-2.7%
Rockhampton Morning Bulletin Sat	24,038	22,951	-4.5%
Toowoomba Chronicle Mon-Sat	23,277	22,932	-1.5%
Toowoomba Chronicle Sat	30,928	30,194	-2.4%
Townsville Bulletin Mon-Sat	29,310	28,679	-2.2%
Townsville Bulletin Mon-Fri	27,076	26,395	-2.5%
Townsville Bulletin Sat	41,698	40,096	-3.8%
Warwick Daily News Mon-Sat	3,344	3,249	-2.8%
Warwick Daily News Sat	3,452	3,344	-3.1%

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<b>South Australia</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
<b>Metro newspapers</b>			
Advertiser Mon-Sat	198,541	191,443	-3.6%
Advertiser Mon-Fri	187,841	180,091	-4.1%
Advertiser Sat	251,098	245,406	-2.3%
Sunday Mail	305,808	300,856	-1.6%

<b>Western Australia</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
<b>Metro newspapers</b>			
West Australian Mon-Sat	221,818	226,086	1.9%
West Australian Mon-Fri	196,761	203,304	3.3%
West Australian Sat	343,460	333,768	-2.8%
Sunday Times	320,901	303,581	-5.4%
<b>Regional newspapers</b>			
Kalgoorlie Miner Mon-Sat *	5,787	5,665	-2.1%

<b>Tasmania</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
<b>Metro newspapers</b>			
Mercury Mon-Sat	48,710	48,075	-1.3%
Mercury Mon-Fri	46,056	45,339	-1.6%
Mercury Sat	61,624	61,173	-0.7%
Sunday Tasmanian	59,140	58,682	-0.8%
<b>Regional newspapers</b>			
Burnie Advocate Mon-Sat	23,831	23,488	-1.4%
Launceston Examiner Mon-Sat	33,351	31,947	-4.2%
Launceston Sunday Examiner	40,531	39,523	-2.5%

<b>Northern Territory</b>	<b>Apr-Jun 2009</b>	<b>Apr-Jun 2010</b>	<b>Change</b>
<b>Metro newspapers</b>			
Northern Territory News Mon-Sat	23,647 +	22,520	-4.8%
Northern Territory News Mon-Fri	21,826 +	20,562	-5.8%
Northern Territory News Sat	32,611	31,794	-2.5%
Sunday Territorian	23,372	22,056	-5.6%

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