



TheNewspaperWorks

MEDIA RELEASE

EMBARGO: NOT FOR PUBLICATION BEFORE MIDNIGHT THURSDAY NOVEMBER 11, 2010

AUSTRALIAN PRINTED NEWSPAPER SALES EASE IN PATCHY ECONOMY - Australians still buying almost 20 million print editions per week-

Sales of printed newspapers in Australia declined in the September 2010 quarter, reflecting sluggish economic conditions, and fickle consumer confidence.

Monday to Saturday sales of national, metropolitan and regional printed newspapers fell 2.9 per cent in the three months to September 30, 2010 compared to the corresponding period in 2009, according to figures released today by the Audit Bureau of Circulations.

The Newspaper Works CEO Tony Hale said that uncertain economic conditions, especially in the retail sector, had contributed to the decline in printed newspaper sales in the latest quarter, but Australians continued to buy almost 20 million print editions of newspapers each week.

“While the media landscape continues to change in the digital age, consumers are still buying printed newspapers in very substantial numbers relative to the size of our population,” Hale said.

“Against this backdrop, the past year has seen a huge commitment from newspaper companies to meet the changing needs of consumers. This year alone we’ve seen the sort of product development never dreamt of even a decade ago as publishers step up to the challenges – and great opportunities – presented by this new media era,” he said.

Hale said that all publishers were investing in the future, by reimagining newspapers to deliver content on new platforms and making changes to their print editions.

“In the past 12 months we’ve seen newspaper publishers launch their first iPad and iPhone apps, as well as redesigning a number of major print mastheads as a direct result of reader feedback.

“All of this shows that the newspaper industry is committed to delivering the content readers want, in the way they want to read it,” Hale said.

In addition, publishers were providing advertisers with more innovative solutions than ever before with highly creative use of the print medium, according to Hale.

Australian newspapers continued to outperform their US and UK counterparts in the latest period.

In the UK, circulation of national dailies dropped by 5.7 per cent in the six months to September 2010*, while in the US, sales of weekday newspapers fell by 5 per cent in the same period**.

ends

(See full circulation data below)

Sources:

*Audit Bureau of Circulations (UK), circulation of national daily newspapers for the six months to September 30, 2010

** Audit Bureau of Circulations (US), circulation of weekday newspapers for the six months to September 30, 2010

For more information, please contact:

Tony Hale
The Newspaper Works
T: (02) 9692-6300

Simon Lloyd
Access PR
T: (02) 9279 4001
M: 0424 470 923
E: simon@accesspr.com.au

About The Newspaper Works

The Newspaper Works is a not-for-profit body established to promote the newspaper industry in Australia. The Newspaper Works was founded in 2006 by Fairfax Media/Rural Press, News Ltd, APN News & Media and West Australian Newspapers to pursue a number of industry objectives including to promote newspapers as a powerful and influential medium for advertisers, to promote the purchase of newspapers as an essential source of news and to modernize the perceptions of newspapers and the newspaper industry. The Newspaper Works also provides research, marketing tools and other support necessary to promote the value of newspapers to key target audiences.

Appendix 1 – Weekly sales volumes by newspaper type

EMBARGO: NOT FOR PUBLICATION BEFORE MIDNIGHT THURSDAY NOVEMBER 11, 2010

National, Metropolitan & Regional Daily/Sunday newspapers	Jul-Sep 2009	Jul-Sep 2010	Change
Mon-Sat	17,229,732	16,738,390	-2.9%
Mon-Sun	20,474,689	19,871,056	-2.9%

3 Largest broadsheets	Jul-Sep 2009	Jul-Sep 2010	Change
SMH/Age/Australian Mon-Fri	2,715,550	2,653,945	-2.3%
SMH/Age/Australian Sat	934,915	905,845	-3.1%

National newspapers	Jul-Sep 2009	Jul-Sep 2010	Change
Mon-Fri	1,066,505	1,058,035	-0.8%
Sat	380,548	372,977	-2.0%
Mon-Sat	1,447,053	1,431,012	-1.1%

Metropolitan newspapers	Jul-Sep 2009	Jul-Sep 2010	Change
Mon-Fri	9,819,180	9,515,955	-3.1%
Sat	2,426,774	2,356,655	-2.9%
Sun	3,169,987	3,060,401	-3.5%
Mon-Sat	12,245,954	11,872,610	-3.0%
Mon-Sun	15,415,941	14,933,011	-3.1%

Regional newspapers	Jul-Sep 2009	Jul-Sep 2010	Change
Mon-Sat	3,536,725	3,434,768	-2.9%
Mon-Sun	3,611,695	3,507,033	-2.9%

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, January-June 2010 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.

Appendix 2 – Average Net Paid Sales by masthead

EMBARGO: NOT FOR PUBLICATION BEFORE MIDNIGHT THURSDAY NOVEMBER 11, 2010

National newspapers	Jul-Sep 2009	Jul-Sep 2010	Change
The Australian Mon-Fri	134,100	136,268	1.6%
Weekend Australian	302,115	300,079	-0.7%
Australian Financial Review Mon-Fri	79,201	75,339	-4.9%
Australian Financial Review Sat	78,433	72,898	-7.1%

Source: Audit Bureau of Circulations

EMBARGO: NOT FOR PUBLICATION BEFORE MIDNIGHT THURSDAY NOVEMBER 11, 2010

NSW/ACT	Jul-Sep 2009	Jul-Sep 2010	Change
Metro newspapers			
Sydney Morning Herald Mon-Fri	208,210	204,421	-1.8%
Sydney Morning Herald Sat	348,300 +	332,066	-4.7%
Sun-Herald	447,946	429,199	-4.2%
Daily Telegraph Mon-Fri	369,781	363,399	-1.7%
Daily Telegraph Sat	318,944	325,000 +	1.9%
Sunday Telegraph	639,354	635,269	-0.6%
Regional newspapers			
Canberra Times Mon-Sat	37,000 +	35,605	-3.8%
Canberra Times Mon-Fri	34,000 +	32,116	-5.5%
Canberra Times Sat	56,000 +	53,051	-5.3%
Canberra Times Sunday	35,000 +	33,439	-4.5%
Albury Wodonga Border Mail Mon-Sat	24,485 +	24,105	-1.6%
Grafton Daily Examiner Mon-Sat	5,647	5,614	-0.6%
Grafton Daily Examiner Sat	6,360	6,278	-1.3%
Lismore Northern Star Mon-Sat	14,921	14,018	-6.1%
Lismore Northern Star Sat	22,799	21,540	-5.5%
Newcastle Herald Mon-Sat	49,000 +	48,000 +	-2.0%
Tweed Heads Daily News Mon-Sat	4,550	4,150	-8.8%
Tweed Heads Daily News Sat	4,960	4,607	-7.1%
Illawarra Mercury Mon-Sat	27,270	26,448	-3.0%
Illawarra Mercury Sat	37,545	38,026	1.3%

Victoria	Jul-Sep 2009	Jul-Sep 2010	Change
Metro newspapers			
Herald Sun Mon-Fri	518,500 +	500,800 +	-3.4%
Herald Sun Sat	505,000 +	495,600 +	-1.9%
Sunday Herald Sun	612,500 +	593,700 +	-3.1%
Age Mon-Fri	200,800 +	190,100 +	-5.3%
Age Sat	284,500 +	273,700 +	-3.8%
Sunday Age	226,900 +	226,700 +	-0.1%
Regional newspapers			
Geelong Advertiser Mon-Sat	29,227	28,666	-1.9%
Geelong Advertiser Mon-Fri	26,022	25,586	-1.7%
Geelong Advertiser Sat	45,248	44,319	-2.1%

Source: Audit Bureau of Circulations

EMBARGO: NOT FOR PUBLICATION BEFORE MIDNIGHT THURSDAY NOVEMBER 11, 2010

Queensland	Jul-Sep 2009	Jul-Sep 2010	Change
Metro newspapers			
Courier Mail Mon-Fri	216,563	206,110	-4.8%
Courier Mail Sat	295,056	278,982	-5.4%
Sunday Mail (Qld)	537,784	506,975	-5.7%
Regional newspapers			
Bundaberg News-Mail Mon-Sat	11,038	11,036	0.0%
Bundaberg News-Mail Sat	15,912	15,783	-0.8%
Cairns Post Mon-Fri	26,905	25,766	-4.2%
Cairns Post Sat	44,590	43,066	-3.4%
Gladstone Observer Mon-Sat	7,138	7,091	-0.7%
Gladstone Observer Sat	9,512	9,340	-1.8%
Gold Coast Bulletin Mon-Sat	45,208	43,482	-3.8%
Gold Coast Bulletin Mon-Fri	40,151	39,128	-2.5%
Gold Coast Bulletin Sat	70,106	64,915	-7.4%
Gympie Times Tue-Sat	5,544	5,407	-2.5%
Gympie Times Sat	8,640	8,521	-1.4%
Ipswich Queensland Times Mon-Sat	10,745	10,498	-2.3%
Ipswich Queensland Times Sat	14,200	14,065	-1.0%
Mackay Daily Mercury Mon-Sat	15,766	15,076	-4.4%
Mackay Daily Mercury Sat	19,282	18,851	-2.2%
Maroochydore Sunshine Coast Daily Mon-Sat	20,947	19,879	-5.1%
Maroochydore Sunshine Coast Daily Sat	32,425	30,294	-6.6%
Maryborough Fraser Coast Chronicle Mon-Sat	9,402	9,122	-3.0%
Maryborough Fraser Coast Chronicle Sat	10,966	10,862	-0.9%
Rockhampton Morning Bulletin Mon-Sat	17,894	17,403	-2.7%
Rockhampton Morning Bulletin Sat	23,457	22,736	-3.1%
Toowoomba Chronicle Mon-Sat	22,812	22,385	-1.9%
Toowoomba Chronicle Sat	30,419	29,841	-1.9%
Townsville Bulletin Mon-Sat	29,976	28,884	-3.6%
Townsville Bulletin Mon-Fri	27,525	26,563	-3.5%
Townsville Bulletin Sat	42,041	40,310	-4.1%
Warwick Daily News Mon-Sat	3,273	3,109	-5.0%
Warwick Daily News Sat	3,385	3,230	-4.6%

Source: Audit Bureau of Circulations

EMBARGO: NOT FOR PUBLICATION BEFORE MIDNIGHT THURSDAY NOVEMBER 11, 2010

South Australia	Jul-Sep 2009	Jul-Sep 2010	Change
Metro newspapers			
Advertiser Mon-Sat	197,472	191,156	-3.2%
Advertiser Mon-Fri	186,669	180,807	-3.1%
Advertiser Sat	251,486	242,903	-3.4%
Sunday Mail	306,556	294,930	-3.8%

Western Australia	Jul-Sep 2009	Jul-Sep 2010	Change
Metro newspapers			
West Australian Mon-Sat	217,661	212,869	-2.2%
West Australian Mon-Fri	195,211	192,230	-1.5%
West Australian Sat	329,911	316,062	-4.2%
Sunday Times	316,544	293,136	-7.4%

Tasmania	Jul-Sep 2009	Jul-Sep 2010	Change
Metro newspapers			
Mercury Mon-Sat	48,439	46,865	-3.2%
Mercury Mon-Fri	45,974	44,221	-3.8%
Mercury Sat	60,767	60,082	-1.1%
Sunday Tasmanian	58,905	57,868	-1.8%
Regional newspapers			
Burnie Advocate Mon-Sat	23,227	22,786	-1.9%
Launceston Examiner Mon-Sat	32,199	31,144	-3.3%
Launceston Sunday Examiner	39,970	38,826	-2.9%

Northern Territory	Jul-Sep 2009	Jul-Sep 2010	Change
Metro newspapers			
Northern Territory News Mon-Sat	23,939	22,989	-4.0%
Northern Territory News Mon-Fri	22,128	21,103	-4.6%
Northern Territory News Sat	32,810	32,260	-1.7%
Sunday Territorian	23,498	22,624	-3.7%

Source: Audit Bureau of Circulations