



TheNewspaperWorks

MEDIA RELEASE

EMBARGO: NOT FOR PUBLICATION BEFORE 12.01AM FRIDAY 10th AUGUST 2012

AUSTRALIANS CONTINUE TO BUY 18.4 MILLION NEWSPAPERS DESPITE TOUGH ECONOMIC TIMES - \$1.2b* spent each year on newspapers -

Australians are still turning to newspapers for credible news, analysis and opinion with 18.4 million newspapers purchased every week and Australians spending \$1.2b* on newspapers each year.

However, the tough economy and structural changes in publishers' businesses saw national, metropolitan and regional newspaper circulation Monday-Saturday fall by 5.7% year-on-year in the July – June 2012 audit period.

The Newspaper Works CEO Tony Hale said despite the fall, there had never been more Australians reading newspapers in both a printed and digital form.

“The fact that 18.4 million copies of newspapers are sold each week supports the assertion that there is a strong future for the printed newspapers in Australia. There is a lot of life in the printed product yet. Some markets are still showing very strong results,” Hale said.

Hale added that the circulation data is only a partial measurement of the audience of newspapers with publishers implementing digital strategies to capture audiences in print, online, on mobiles and tablets.

Audit Bureau of Circulation rules changed recently to allow for the reporting of publishers' paid digital sales and total paid masthead sales, the latter encompassing sales across print and digital.

“We can see the success of the digital strategies and new business models the publishers are implementing. The reported metropolitan digital sales show quarter on quarter growth of 64% which is very encouraging,” Hale said.

Publishers are taking a range of different approaches to digital products with some making a more accelerated conversion to digital subscription models.

Ends

** PWC Entertainment & Media Outlook 2012-2016*

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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. 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 print sales estimates by newspaper type

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National, Metropolitan & Regional newspapers Daily/Sunday newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Mon-Sat	16,494,962	15,554,544	-5.7%
Mon-Sun	19,546,495	18,371,994	-6.0%

3 Largest broadsheets	Apr-Jun 2011	Apr-Jun 2012	Change YoY
SMH/Age/Australian Mon-Fri	2,638,505	2,348,055	-11.0%
SMH/Age/Australian Sat	911,390	816,875	-10.4%

National newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Mon-Fri	1,020,380	1,002,120	-1.8%
Sat	373,001	361,219	-3.2%
Mon-Sat	1,393,381	1,363,339	-2.2%

Metropolitan newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Mon-Fri	9,363,165	8,855,464	-5.4%
Sat	2,352,861	2,180,019	-7.3%
Sun	2,980,210	2,751,110	-7.7%
Mon-Sat	11,716,026	11,035,483	-5.8%
Mon-Sun	14,696,236	13,786,593	-6.2%

Regional newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Mon-Sat	3,385,555	3,155,722	-6.8%
Mon-Sun	3,456,878	3,222,062	-6.8%

Notes on calculation of weekly sales estimates

- Weekly sales volumes are estimates by The Newspaper Works, using Audit Bureau of Circulations data
- To calculate weekly sales, Average Net Paid Print Sales is multiplied by the number of days per week the printed newspaper is published.
- For titles included in each of the above definitions, please refer to Appendix 2.

Appendix 2 – Average Paid Sales by masthead

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National	Average net paid print sales		
National newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
The Australian Mon-Fri	130,307	129,363	-0.7%
Weekend Australian	293,411	285,644	-2.6%
Australian Financial Review Mon-Fri	73,769	71,061	-3.7%
Australian Financial Review Sat	79,590	75,575	-5.0%

Source: Audit Bureau of Circulations.

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NSW/ACT	Average net paid print sales			Average net paid digital sales *	Average total paid masthead sales **
	Apr-Jun 2011	Apr-Jun 2012	Change YoY	Apr-Jun 2012	Apr-Jun 2012
Metro newspapers					
Sydney Morning Herald Mon-Fri	200,194	170,666	-14.7%	52,663	192,740
Sydney Morning Herald Sat	342,979	292,413	-14.7%	56,058	308,249
Sun-Herald	426,559	346,960	-18.7%	52,340	363,339
Daily Telegraph Mon-Fri	354,893	350,059	-1.4%		
Daily Telegraph Sat	329,366	325,501	-1.2%		
Sunday Telegraph	621,982	610,253	-1.9%		
Regional newspapers				Apr-Jun 2012	Apr-Jun 2012
Canberra Times Mon-Sat	34,456	31,705	-8.0%		
Canberra Times Mon-Fri	30,968	28,550	-7.8%		
Canberra Times Sat	51,186	46,879	-8.4%		
Canberra Times Sunday	31,639	29,134	-7.9%		
Albury Wodonga Border Mail Mon-Sat*	24,126	23,217	-3.8%		
Albury Wodonga Border Mail Mon-Fri*		21,347			
Albury Wodonga Border Mail Sat*		32,136			
Bathurst Western Advocate Mon-Fri *	3,600	3,375	-6.3%	48	3,423
Bathurst Weekend Advocate Sat *	3,965	3,685	-7.1%	48	3,733
Broken Hill Barrier Daily Truth Mon-Sat *	5,823				
Broken Hill Barrier Daily Truth Mon-Fri *		5,715			
Broken Hill Barrier Daily Truth Sat *		5,970			
Dubbo Daily Liberal Mon-Fri *	4,802	4,456	-7.2%	23	4,479
Dubbo Weekend Liberal Sat *	3,812	3,449	-9.5%		
Grafton Daily Examiner Mon-Sat	5,412				
Grafton Daily Examiner Mon-Fri		4,830			
Grafton Daily Examiner Sat	6,096	5,617	-7.9%		
Lismore Northern Star Mon-Sat	13,427				
Lismore Northern Star Mon-Fri		11,108			
Lismore Northern Star Sat	20,576	19,058	-7.4%		
Maitland Mercury Mon-Fri *	4,262	3,961	-7.1%		
Newcastle Herald Mon-Sat	48,100 +	44,879	-6.7%		
Newcastle Herald Mon-Fri		41,115			
Newcastle Herald Sat		64,012			
Orange Central Western Daily Mon-Sat *	4,748				
Orange Central Western Daily Mon-Fri *		3,813		57	3,870
Orange Central Western Daily Sat *		6,674		58	6,732
Tamworth Northern Daily Leader Mon-Sat *	7,345	7,084	-3.6%		
Tamworth Northern Daily Leader Mon-Fri *		6,320			
Tamworth Northern Daily Leader Sat *		10,755			
Tweed Heads Daily News Mon-Sat	3,845	now only publishes			
Tweed Heads Daily News Mon-Fri		on Saturdays			
Tweed Heads Daily News Sat	4,093	4,274	4.4%		
Wagga Wagga Daily Advertiser Mon-Sat *	12,245	11,440	-6.6%		
Wagga Wagga Daily Advertiser Mon-Fri *	11,498	10,735	-6.6%		
Wagga Wagga Daily Advertiser Sat *	16,041	14,882	-7.2%		
Illawarra Mercury Mon-Sat	25,671	23,376	-8.9%		
Illawarra Mercury Mon-Fri		21,634			
Illawarra Mercury Sat	34,614	31,550	-8.9%		

Source: Audit Bureau of Circulations. The figures shown are for the three-month period Apr-Jun 2012 except for titles marked with an asterisk, for which they relate to the six-month period Jan-Apr 2012.

* see appendix 3 for breakdown of Average Net Paid Digital Sales

** see appendix 4 for breakdown of Average Total Paid Masthead Sales

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Victoria	Average net paid print sales			Average net paid digital sales *	Average total paid masthead sales **
	Apr-Jun 2011	Apr-Jun 2012	Change YoY	Apr-Jun 2012	Apr-Jun 2012
Metro newspapers					
Herald Sun Mon-Fri	488,600 +	463,543	-5.1%		
Herald Sun Sat	485,300 +	454,318	-6.4%		
Sunday Herald Sun	573,600 +	529,063	-7.8%		
Age Mon-Fri	197,200 +	169,582	-14.0%	23,811	180,833
Age Sat	275,000 +	238,818	-13.2%	25,060	246,161
Sunday Age	227,100 +	194,040	-14.6%	24,782	200,950
Regional newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY		
Ballarat Courier Mon-Sat *	18,729	17,640	-5.8%		
Ballarat Courier Mon-Fri *		15,578			
Ballarat Courier Sat *		27,393			
Bendigo Advertiser Mon-Sat *	13,337	12,794	-4.1%		
Bendigo Advertiser Mon-Fri *		11,079			
Bendigo Advertiser Sat *		20,904			
Geelong Advertiser Mon-Sat	28,113	26,638	-5.2%		
Geelong Advertiser Mon-Fri	25,092	23,699	-5.6%		
Geelong Advertiser Sat	43,470	41,578	-4.4%		
Mildura Sunraysia Daily Mon-Sat *	7,496	7,139	-4.8%		
Mildura Sunraysia Daily Mon-Fri *		6,274			
Mildura Sunraysia Daily Sat *		11,057			
Shepparton News Mon-Sat*	9,764	9,268	-5.1%		
Shepparton News Mon-Fri*		9,497			
Shepparton News Sat*		8,143			
Warrnambool Standard Mon-Sat *	12,661	12,066	-4.7%		
Warrnambool Standard Mon-fri *		11,213			
Warrnambool Standard Sat *		16,298			

Source: Audit Bureau of Circulations. The figures shown are for the three-month period Apr-Jun 2012 except for titles marked with an asterisk, for which they relate to the six-month period Jan-Apr 2012.

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Queensland	Average net paid print sales		
Metro newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Courier Mail Mon-Fri	199,284	189,733	-4.8%
Courier Mail Sat	274,513	250,988	-8.6%
Sunday Mail (Qld)	484,711	450,922	-7.0%
Regional newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Bundaberg News-Mail Mon-Sat	10,987		-100.0%
Bundaberg News-Mail Mon-Fri		9,410	
Bundaberg News-Mail Sat	15,230	14,509	-4.7%
Cairns Post Mon-Fri	24,222	22,106	-8.7%
Cairns Post Sat	41,562	38,757	-6.7%
Gladstone Observer Mon-Sat	7,419		
Gladstone Observer Mon-Fri		6,332	
Gladstone Observer Sat	9,670	9,091	-6.0%
Gold Coast Bulletin Mon-Sat	40,231	39,552	-1.7%
Gold Coast Bulletin Mon-Fri	36,157	36,378	0.6%
Gold Coast Bulletin Sat	59,038	54,206	-8.2%
Gympie Times Tue-Sat	5,297		
Gympie Times Tue-Fri		4,091	
Gympie Times Sat	8,116	7,570	-6.7%
Ipswich Queensland Times Mon-Sat	10,529		
Ipswich Queensland Times Mon-Fri		9,290	
Ipswich Queensland Times Sat	13,566	12,440	-8.3%
Mackay Daily Mercury Mon-Sat	15,069		
Mackay Daily Mercury Mon-Fri		13,109	
Mackay Daily Mercury Sat	18,322	16,748	-8.6%
Maroochydore Sunshine Coast Daily Mon-Sat	19,144		
Maroochydore Sunshine Coast Daily Mon-Fri		16,028	
Maroochydore Sunshine Coast Daily Sat	28,023	25,149	-10.3%
Maryborough Fraser Coast Chronicle Mon-Sat	9,103		
Maryborough Fraser Coast Chronicle Mon-Fri		8,254	
Maryborough Fraser Coast Chronicle Sat	10,342	9,784	-5.4%
Mount Isa North West Star Mon-Fri*	2,704	2,657	-1.7%
Rockhampton Morning Bulletin Mon-Sat	17,184		
Rockhampton Morning Bulletin Mon-Fri		14,787	
Rockhampton Morning Bulletin Sat	21,853	20,288	-7.2%
Toowoomba Chronicle Mon-Sat	22,300		
Toowoomba Chronicle Mon-Fri	20,828	19,604	
Toowoomba Chronicle Sat	29,257	27,346	-6.5%
Townsville Bulletin Mon-Sat	27,475	27,006	-1.7%
Townsville Bulletin Mon-Fri	25,169	24,594	-2.3%
Townsville Bulletin Sat	39,006	38,323	-1.8%
Warwick Daily News Mon-Sat	3,126		
Warwick Daily News Mon-Fri	3,120	2,885	
Warwick Daily News Sat	3,154	2,971	-5.8%

Source: Audit Bureau of Circulations. The figures shown are for the three-month period Apr-Jun 2012 except for titles marked with an asterisk, for which they relate to the six-month period Jan-Apr 2012.

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South Australia	Average net paid print sales		
Metro newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Advertiser Mon-Sat	184,520	182,535	-1.1%
Advertiser Mon-Fri	173,957	172,899	-0.6%
Advertiser Sat	238,215	231,519	-2.8%
Sunday Mail	284,401	271,293	-4.6%

Western Australia	Average net paid print sales		
Metro newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
West Australian Mon-Sat	216,439	213,896	-1.2%
West Australian Mon-Fri	195,007	195,394	0.2%
West Australian Sat	318,454	301,923	-5.2%
Sunday Times	283,524	274,955	-3.0%
Regional newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Kalgoorlie Miner Mon-Sat *	5,560	5,232	-5.9%
Kalgoorlie Miner Mon-Fri *	N/A	4,621	
Kalgoorlie Miner Sat *	N/A	8,149	

Tasmania	Average net paid print sales		
Metro newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Mercury Mon-Sat		42,953	
Mercury Mon-Fri	43,513	40,240	-7.5%
Mercury Sat	59,074	55,665	-5.8%
Sunday Tasmanian	56,297	52,590	-6.6%
Regional newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Burnie Advocate Mon-Sat	22,854	21,416	-6.3%
Burnie Advocate Mon-Fri		20,738	
Burnie Advocate Sat		24,804	
Launceston Examiner Mon-Sat	31,805	28,908	-9.1%
Launceston Examiner Mon-Fri		27,623	
Launceston Examiner Sat		35,411	
Launceston Sunday Examiner	39,684	37,206	-6.2%

Average net paid digital sales *	Average total paid masthead sales **
Apr-Jun 2012	Apr-Jun 2012
Apr-Jun 2012	Apr-Jun 2012
51	28,959
51	27,674
51	35,462
51	37,257

Northern Territory	Average net paid print sales		
Metro newspapers	Apr-Jun 2011	Apr-Jun 2012	Change YoY
Northern Territory News Mon-Sat	21,719	20,627	-5.0%
Northern Territory News Mon-Fri	19,985	18,977	-5.0%
Northern Territory News Sat	29,960	28,874	-3.6%
Sunday Territorian	22,036	21,034	-4.5%

Source: Audit Bureau of Circulations. The figures shown are for the three-month period Apr-Jun 2012 except for titles marked with an asterisk, for which they relate to the six-month period Jan-Apr 2012.

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** see appendix 4 for breakdown of Average Total Paid Masthead Sales

Appendix 3 – Average Net Paid Digital Sales by masthead

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NSW/ACT	Average net paid digital sales *	Average Net Paid Digital Enhanced Version Sales	Average Net Paid Digital Replica Version Sales	Average Net Paid Website Sales
Metro newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Sydney Morning Herald Mon-Fri	52,663	0	52,663	0
Sydney Morning Herald Sat	56,058	0	56,058	0
Sun-Herald	52,340	0	52,340	0
Regional newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Bathurst Western Advocate Mon-Fri *	48	0	48	0
Bathurst Weekend Advocate Sat *	48	0	48	0
Dubbo Daily Liberal Mon-Fri *	23	0	23	0
Orange Central Western Daily Mon-Fri *	57	0	57	0
Orange Central Western Daily Sat *	58	0	58	0

Victoria	Average net paid digital sales *	Average Net Paid Digital Enhanced Version Sales	Average Net Paid Digital Replica Version Sales	Average Net Paid Website Sales
Metro newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Age Mon-Fri	23,811	0	23,811	0
Age Sat	25,060	0	25,060	0
Sunday Age	24,782	0	24,782	0

Tasmania	Average net paid digital sales *	Average Net Paid Digital Enhanced Version Sales	Average Net Paid Digital Replica Version Sales	Average Net Paid Website Sales
Metro newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Launceston Examiner Mon-Sat	51	0	51	0
Launceston Examiner Mon-Fri	51	0	51	0
Launceston Examiner Sat	51	0	51	0
Launceston Sunday Examiner	51	0	51	0

Source: Audit Bureau of Circulations. The figures shown are for the three-month period Apr-Jun 2012 except for titles marked with an asterisk, for which they relate to the six-month period Jan-Apr 2012.

Appendix 4 – Average Total Paid Masthead Sales by masthead

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NSW/ACT	Average total paid masthead sales	Average Net Paid Print Only Sales	Average Net Paid Digital Only Sales	Average Net Paid Packaged Print & Digital Subscription Sales
Metro newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Sydney Morning Herald Mon-Fri	192,740	140,077	22,074	30,589
Sydney Morning Herald Sat	308,249	252,191	15,836	40,222
Sun-Herald	363,339	310,999	16,379	35,961
Regional newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Bathurst Western Advocate Mon-Fri *	3,423	3,375	48	0
Bathurst Weekend Advocate Sat *	3,733	3,685	48	0
Dubbo Daily Liberal Mon-Fri *	4,479	4,456	23	0
Orange Central Western Daily Mon-Fri *	3,870	3,813	57	0
Orange Central Western Daily Sat *	6,732	6,674	58	0

Victoria	Average total paid masthead sales	Average Net Paid Print Only Sales	Average Net Paid Digital Only Sales	Average Net Paid Packaged Print & Digital Subscription Sales
Metro newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Age Mon-Fri	180,833	157,022	11,251	12,560
Age Sat	246,161	221,101	7,343	17,717
Sunday Age	200,950	176,168	6,910	17,872

Tasmania	Average total paid masthead sales	Average Net Paid Print Only Sales	Average Net Paid Digital Only Sales	Average Net Paid Packaged Print & Digital Subscription Sales
Metro newspapers	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012	Apr-Jun 2012
Launceston Examiner Mon-Sat	28,959	28,908	51	0
Launceston Examiner Mon-Fri	27,674	27,623	51	0
Launceston Examiner Sat	35,462	35,411	51	0
Launceston Sunday Examiner	37,257	37,206	51	0

Source: Audit Bureau of Circulations. The figures shown are for the three-month period Apr-Jun 2012 except for titles marked with an asterisk, for which they relate to the six-month period Jan-Apr 2012.