



## MEDIA RELEASE

**EMBARGOED UNTIL MIDNIGHT THURSDAY MAY 14, 2009**

### **NEWSPAPER CIRCULATION STEADY – SALES CONTINUE TO WITHSTAND ECONOMIC CRISIS**

Australian newspaper sales are bucking the international trend for the industry by remaining remarkably resilient in the face of the economic crisis.

Figures released today by the Audit Bureau of Circulations show newspaper circulations were stable for the three months ending March 31, 2009 across the metropolitan, national and regional newspaper categories.

Overall circulations showed slight movement of -0.9 per cent year-on-year, despite sharp declines in the same period for economic indicators such as new motor vehicle and real estate sales.

“The latest ABC circulation figures show Australian newspaper sales continue to be robust, with Australians collectively buying over 20 million newspapers every week,” The Newspaper Works CEO, Tony Hale, said.

The figures also prove that newspaper sales are going against the trend in the US and UK where, according to their most recent circulation figures, sales of daily newspapers fell by 7 per cent\* and 4 per cent\*\* respectively.

In sharp contrast, the three top Australian broadsheets, *The Australian*, *The Sydney Morning Herald* and *The Age*, increased their combined Monday to Friday sales by 0.2 per cent year-on-year.

“This proves once again that newspapers play a vital role for Australians, and are not considered a discretionary purchase that can be given up in tough economic times,” Hale said.

“People continue to look to newspapers for important news on issues that affect them, as well as depth and expert analysis on issues that is hard to find anywhere else.”

Despite continued pressure on classifieds across the major sectors of real estate, motor vehicles and employment, circulation of Saturday metro newspapers was steady, declining by just 0.6 per cent.

In regional Australia combined circulation dropped by 1.7 per cent.

Hale said the latest ABC circulation figures were good news for advertisers.

"Newspapers are undeniably a mass medium and these results prove again that newspapers are a compelling way for advertisers to reach a mass audience," he said.

Recent CEASA figures revealed a better than expected performance for newspapers in 2008 when revenue increased by 1 per cent over the calendar year.

Sources:

\* Audit Bureau of Circulations (US), weekday circulation of daily newspapers for the six months to March 31 2009

\*\* Audit Bureau of Circulations (UK), circulation of national daily newspapers for the six months to March 31 2009

**For more information, please contact:**

Tony Hale  
The Newspaper Works  
T: (02) 9692-6310  
[tonyhale@thenewspaperworks.com.au](mailto:tonyhale@thenewspaperworks.com.au)

Rochelle Burbury  
Access PR  
T: (02) 9279-4799  
M: 0408 774 577  
E: [Rochelle@accesspr.com.au](mailto:Rochelle@accesspr.com.au)

**About The Newspaper Works**

The Newspaper Works is the peak body representing the newspaper industry in Australia. The Newspaper Works was established in 2006 by Fairfax Media/Rural Press, News Ltd, APN News & Media and West Australian Newspapers to promote the interests of its stakeholders and manage a number of industry initiatives. Primarily, The Newspaper Works' mission is to increase newspapers' share of national advertising revenue, and to achieve this it pursues two key strategies: promoting newspapers as a powerful and influential medium for advertisers; and consolidating newspapers' position as modern and relevant within a media landscape that is constantly evolving. The Newspaper Works is also a unifying resource for the newspaper industry, providing research, marketing tools and other support necessary to demonstrate the value of newspapers to key target audiences.

## Appendix 1 – Weekly sales volumes by newspaper type

**EMBARGOED UNTIL MIDNIGHT THURSDAY MAY 14, 2009**

All national, metropolitan, regional newspapers	Jan-Mar 2008	Jan-Mar 2009	Change
Mon-Sat	16,866,716	16,760,847	-0.6%
Mon-Sun	20,270,959	20,081,808	-0.9%

  

Top 3 broadsheets	Jan-Mar 2008	Jan-Mar 2009	Change
SMH/Age/Australian Mon-Fri	2,740,000	2,745,325	0.2%
SMH/Age/Australian Sat	964,800	970,094	0.5%

  

National newspapers	Jan-Mar 2008	Jan-Mar 2009	Change
Mon-Fri	1,112,440	1,107,645	-0.4%
Sat	407,114	414,362	1.8%
Mon-Sat	1,519,554	1,522,007	0.2%

  

Metropolitan newspapers	Jan-Mar 2008	Jan-Mar 2009	Change
Mon-Fri	9,836,945	9,795,085	-0.4%
Sat	2,524,800	2,509,682	-0.6%
Sun	3,326,143	3,244,184	-2.5%
Mon-Sat	12,361,745	12,304,767	-0.5%
Mon-Sun	15,687,888	15,548,951	-0.9%

  

Regional newspapers	Jan-Mar 2008	Jan-Mar 2009	Change
Mon-Sat	2,985,417	2,934,073	-1.7%
Mon-Sun	3,063,517	3,010,850	-1.7%

Source: Audit Bureau of Circulations

- 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 – Circulation by masthead**

**EMBARGOED UNTIL MIDNIGHT THURSDAY MAY 14, 2009**

<b>National newspapers</b>	Jan-Mar 2008	Jan-Mar 2009	Change
The Australian Mon-Fri	134,000	+ 138,765	3.6%
Weekend Australian	305,000	+ 316,194	3.7%
Australian Financial Review Mon-Fri	88,488	- 82,764	-6.5%
Australian Financial Review Sat	102,114	- 98,168	-3.9%

Source: Audit Bureau of Circulations

**EMBARGOED UNTIL MIDNIGHT THURSDAY MAY 14, 2009**

NSW/ACT	Jan-Mar 2008	Jan-Mar 2009	Change
<b>Metro newspapers</b>			
Sydney Morning Herald Mon-Fri	212,500	+ 212,700	+ 0.1%
Sydney Morning Herald Sat	360,000	+ 359,000	-0.3%
Sun-Herald	500,000	+ 480,000	-4.0%
Daily Telegraph Mon-Fri	366,000	+ 360,563	-1.5%
Daily Telegraph Sat	333,000	+ 331,272	-0.5%
Sunday Telegraph	670,000	+ 651,872	-2.7%
<b>Regional newspapers</b>			
Canberra Times Mon-Sat	39,614	38,776	-2.1%
Canberra Times Mon-Fri	35,060	34,354	-2.0%
Canberra Times Sat	61,963	59,595	-3.8%
Canberra Times Sunday	36,035	35,641	-1.1%
Albury Wodonga Border Mail Mon-Sat	25,879	25,763	-0.4%
Grafton Daily Examiner Mon-Sat	5,451	5,596	2.7%
Grafton Daily Examiner Sat	6,416	6,397	-0.3%
Lismore Northern Star Mon-Sat	15,598	14,903	-4.5%
Lismore Northern Star Sat	23,681	23,164	-2.2%
Newcastle Herald Mon-Sat	51,000	+ 51,000	0.0%
Tweed Heads Daily News Mon-Sat	4,844	4,593	-5.2%
Tweed Heads Daily News Sat	5,602	5,182	-7.5%
Illawarra Mercury Mon-Sat	28,716	28,073	-2.2%
Illawarra Mercury Sat	40,468	38,763	-4.2%

Victoria	Jan-Mar 2008	Jan-Mar 2009	Change
<b>Metro newspapers</b>			
Herald Sun Mon-Fri	516,500	+ 518,000	+ 0.3%
Herald Sun Sat	512,500	+ 515,000	+ 0.5%
Sunday Herald Sun	624,500	+ 620,000	-0.7%
Age Mon-Fri	201,500	+ 197,600	-1.9%
Age Sat	299,800	+ 294,900	-1.6%
Sunday Age	220,900	+ 222,000	+ 0.5%
<b>Regional newspapers</b>			
Geelong Advertiser Mon-Sat	30,160	30,074	-0.3%
Geelong Advertiser Mon-Fri	26,411	26,447	+ 0.1%
Geelong Advertiser Sat	47,359	46,591	-1.6%

Source: Audit Bureau of Circulations

**EMBARGOED UNTIL MIDNIGHT THURSDAY MAY 14, 2009**

Queensland	Jan-Mar 2008	Jan-Mar 2009	Change
<b>Metro newspapers</b>			
Courier Mail Mon-Fri	217,781	214,468	-1.5%
Courier Mail Sat	314,535	306,798	-2.5%
Sunday Mail (Qld)	575,567	559,114	-2.9%
<b>Regional newspapers</b>			
Bundaberg News-Mail Mon-Sat	11,589	11,220	-3.2%
Bundaberg News-Mail Sat	16,263	16,190	-0.4%
Cairns Post Mon-Fri	27,388	27,148	-0.9%
Cairns Post Sat	45,524	45,645	0.3%
Gladstone Observer Mon-Sat	7,431	7,169	-3.5%
Gladstone Observer Sat	9,898	9,770	-1.3%
Gold Coast Bulletin Mon-Sat	48,505	46,648	-3.8%
Gold Coast Bulletin Mon-Fri	43,037	41,121	-4.5%
Gold Coast Bulletin Sat	74,162	71,825	-3.2%
Gympie Times Tue-Sat	5,821	5,611	-3.6%
Gympie Times Sat	8,798	8,670	-1.5%
Ipswich Queensland Times Mon-Sat	11,185	10,961	-2.0%
Ipswich Queensland Times Sat	14,742	14,502	-1.6%
Mackay Daily Mercury Mon-Sat	16,454	16,369	-0.5%
Mackay Daily Mercury Sat	20,701	20,120	-2.8%
Maroochydore Sunshine Coast Daily Mon-Sat	23,242	22,025	-5.2%
Maroochydore Sunshine Coast Daily Sat	37,004	34,964	-5.5%
Maryborough Fraser Coast Chronicle Mon-Sat	10,245	9,594	-6.4%
Maryborough Fraser Coast Chronicle Sat	11,818	11,294	-4.4%
Rockhampton Morning Bulletin Mon-Sat	18,547	18,024	-2.8%
Rockhampton Morning Bulletin Sat	25,097	24,569	-2.1%
Toowoomba Chronicle Mon-Sat	23,331	23,225	-0.5%
Toowoomba Chronicle Sat	31,320	31,096	-0.7%
Townsville Bulletin Mon-Sat	29,098	29,742	2.2%
Townsville Bulletin Mon-Fri	26,646	27,263	2.3%
Townsville Bulletin Sat	41,356	41,929	1.4%
Warwick Daily News Mon-Sat	3,275	3,261	-0.4%
Warwick Daily News Sat	3,396	3,476	2.4%

Source: Audit Bureau of Circulations

**EMBARGOED UNTIL MIDNIGHT THURSDAY MAY 14, 2009**

<b>South Australia</b>	Jan-Mar 2008	Jan-Mar 2009	Change
<b>Metro newspapers</b>			
Advertiser Mon-Sat	202,596	200,824	-0.9%
Advertiser Mon-Fri	189,293	187,908	-0.7%
Advertiser Sat	263,482	259,481	-1.5%
Sunday Mail	318,981	307,376	-3.6%

<b>Western Australia</b>	Jan-Mar 2008	Jan-Mar 2009	Change
<b>Metro newspapers</b>			
West Australian Mon-Sat	222,119	224,910	1.3%
West Australian Mon-Fri	196,490	199,707	1.6%
West Australian Sat	348,153	348,824	0.2%
Sunday Times	334,200 +	321,200	-3.9%

<b>Tasmania</b>	Jan-Mar 2008	Jan-Mar 2009	Change
<b>Metro newspapers</b>			
Mercury Mon-Sat	49,739	49,952	0.4%
Mercury Mon-Fri	46,894	47,123	0.5%
Mercury Sat	62,529	62,689	0.3%
Sunday Tasmanian	60,422	60,163	-0.4%
<b>Regional newspapers</b>			
Burnie Advocate Mon-Sat	24,622	24,261	-1.5%
Launceston Examiner Mon-Sat	33,873	33,488	-1.1%
Launceston Sunday Examiner	42,065	41,136	-2.2%

<b>Northern Territory</b>	Jan-Mar 2008	Jan-Mar 2009	Change
<b>Metro newspapers</b>			
Northern Territory News Mon-Sat	22,165	22,821	3.0%
Northern Territory News Mon-Fri	20,431	20,948	2.5%
Northern Territory News Sat	30,801	31,718	3.0%
Sunday Territorian	21,573	22,459	4.1%

Source: Audit Bureau of Circulations