

ABCs Special: Newspapers**National**

Newspaper	Publisher	Days	Jan - Mar 2012	Jan - Mar 2011	% Change YoY
The Australian	News Limited	Mon-Fri	127,942	129,985	-1.6
The Weekend Australian	News Limited	Sat	290,323	292,649	-0.8
The Australian Financial Review	Fairfax Media	Mon-Fri	70,518	72,734	-3.0
The Australian Financial Review	Fairfax Media	Sat	69,057	78,312	-11.8

Metropolitan Mon-Sat

	Newspaper	Publisher	Days	Jan - Mar 2012	Jan - Mar 2011	% Change YoY
ACT	The Canberra Times	Federal Capital Press of Australia	Mon-Fri	29,441	31,521	-6.6
	The Canberra Times	Federal Capital Press of Australia	Mon-Sat	32,817	35,767	-8.2
	The Canberra Times	Federal Capital Press of Australia	Sat	31,377	33,221	-5.6
NSW	The Daily Telegraph	News Limited	Mon-Fri	336,348	341,262	-1.4
	The Daily Telegraph	News Limited	Sat	327,447	324,760	0.8
	The Sydney Morning Herald	Fairfax Media	Mon-Fri	180,960	209,500	-13.6
	The Sydney Morning Herald	Fairfax Media	Sat	293,234	340,127	-13.8
VIC	The Age	The Age Company	Mon-Fri	165,061	190,600	-13.4
	The Age	The Age Company	Sat	241,029	275,000	-12.4
	Herald-Sun	Herald & Weekly Times	Mon-Fri	469,377	484,000	-3.0
	Herald-Sun	Herald & Weekly Times	Sat	472,047	489,000	-3.5
QLD	Courier Mail	Queensland Newspapers	Mon-Fri	187,897	195,490	-3.9
	Courier Mail	Queensland Newspapers	Sat	255,520	278,313	-8.2
SA	Advertiser	Advertiser Newspapers	Mon-Fri	176,702	176,517	0.1
	Advertiser	Advertiser Newspapers	Mon-Sat	186,951	188,117	-0.6
	Advertiser	Advertiser Newspapers	Sat	235,830	242,341	-2.7
WA	The West Australian	West Australian Newspapers	Mon-Fri	179,824	184,365	-2.5
	The West Australian	West Australian Newspapers	Mon-Sat	203,180	206,827	-1.8
	The West Australian	West Australian Newspapers	Sat	314,568	312,978	0.5
TAS	Mercury	Davies Brothers	Mon-Fri	42,808	44,317	-3.4
	Mercury	Davies Brothers	Mon-Sat	45,482	47,322	-3.9
	Mercury	Davies Brothers	Sat	58,028	61,020	-4.9
NT	Northern Territory News	Nationwide News	Mon-Fri	17,802	18,846	-5.5
	Northern Territory News	Nationwide News	Mon-Sat	19,588	20,640	-5.1
	Northern Territory News	Nationwide News	Sat	28,245	29,315	-3.7

Metro Sunday Newspapers

State	Newspaper	Publisher	Day	Jan - Mar 2012	Jan - Mar 2011	% Change YoY
ACT	The Canberra Times	Federal Capital Press of Australia	Sun	31,377	33,221	-5.6
NSW	Sun-Herald	Fairfax Media	Sun	383,607	430,000	-10.8
	The Sunday Telegraph	News Limited	Sun	609,167	618,123	-1.4
VIC	The Sunday Age	The Age Company	Sun	206,068	225,400	-8.6
	Sunday Herald-Sun	Herald & Weekly Times	Sun	543,400	571,900	-5.0
QLD	Sunday Mail	Queensland Newspapers	Sun	461,668	493,098	-6.4
SA	Sunday Mail	Advertiser Newspapers	Sun	274,687	287,682	-4.5
WA	Sunday Times	Sunday Times Press	Sun	280,112	288,266	-2.8
TAS	Sunday Tasmanian	Davies Brothers	Sun	54,721	58,148	-5.9
NT	Sunday Territorian	Nationwide News	Sun	20,074	20,155	-0.4

ABCs Special: Newspapers cont.**Newspaper Inserted Magazines**

Title	Publisher	Days	Jan - Mar 2012	Jan - Mar 2011	% Change YoY	% Change YoY
NATIONAL	Australian Magazine	News Limited	Sat	293,155	293,978	-0.3
	Wish	News Limited	Monthly	100,650	105,127	-4.3
	AFR Magazine	Fairfax Media	Monthly	80,357	83,519	-3.8
	Boss	Fairfax Media	Monthly	79,924	82,731	-3.4
	The Deal	News Limited	Monthly	99,552	107,730	-7.6
NSW	Good Weekend	Fairfax Media	Sat	293,244	340,127	-13.8
	The Sydney Magazine	Fairfax Media	Monthly	602,772	614,222	-1.9
	Sunday Life	Fairfax Media	Sun	383,265	430,000	-10.9
	TV Guide	News Limited	Sun	609,167	618,123	-1.4
VIC	Good Weekend	Fairfax Media	Sun	241,029	265,700	-9.3
	Age (Melbourne) Magazine	The Age Company	Monthly	156,817	176,900	-11.4
	Sunday Life	The Age Company	Sun	206,068	225,400	-8.6
	Sunday Magazine	Herald & Weekly Times	Sun	528,735	553,200	-4.4
QLD	Qweekend	Queensland Newspapers	Sat	256,933	278,313	-7.7
	TV Guide	Queensland Newspapers	Sun	461,668	493,098	-6.4
WA	TV Guide	Sunday Times Press	Sun	280,112	288,266	-2.8
SA	TV Guide	Advertiser Newspapers	Sun	274,687	287,682	-4.5
TAS	TV Guide	Davies Brothers	Sun	54,721	58,148	-5.9
WA	TV Guide	Sunday Times Press	Sun	282,585	293,244	-3.6
SA	TV Guide	Advertiser Newspapers	Sun	275,583	288,603	-4.5
TAS	TV Guide	Davies Brothers	Sun	55,005	57,283	-4.0

Regional Dailies

State	Newspaper	Publisher	Days	Jan - Mar 2012	Jan - Mar 2011	% Change YoY
TAS	Advocate (Burnie)	Harris & Company	Mon-Sat	21,338	23,416	-8.9
QLD	Cairns Post	Cairns Post	Mon-Fri	22,075	24,338	-9.3
QLD	Cairns Post	Cairns Post	Sat	39,238	42,645	-8.0
VIC	Geelong Advertiser	Geelong Advertiser	Mon-Fri	23,660	24,953	-5.2
VIC	Geelong Advertiser	Geelong Advertiser	Sat	42,083	44,355	-5.1
QLD	Gold Coast Bulletin	Gold Coast Publications	Mon-Sat	39,395	40,812	-3.5
QLD	Gold Coast Bulletin	Gold Coast Publications	Sat	54,418	59,595	-8.7
NSW	Illawarra Mercury	Illawarra Newspaper Holdings	Mon-Sat	24,915	27,373	-9.0
NSW	Illawarra Mercury	Illawarra Newspaper Holdings	Sat	35,051	39,000	-10.1
QLD	Sunshine Coast Daily	APN Australian Publishing	Mon-Sat	18,010	19,888	-9.4
QLD	Sunshine Coast Daily	APN Australian Publishing	Sat	26,186	29,149	-10.2
NSW	The Newcastle Herald	Newcastle Newspapers	Mon-Sat	46,461	48,500	-4.2
QLD	Townsville Bulletin	North Queensland Newspaper Co	Mon-Sat	27,236	28,708	-5.1
QLD	Townsville Bulletin	North Queensland Newspaper Co	Sat	38,864	39,774	-2.3