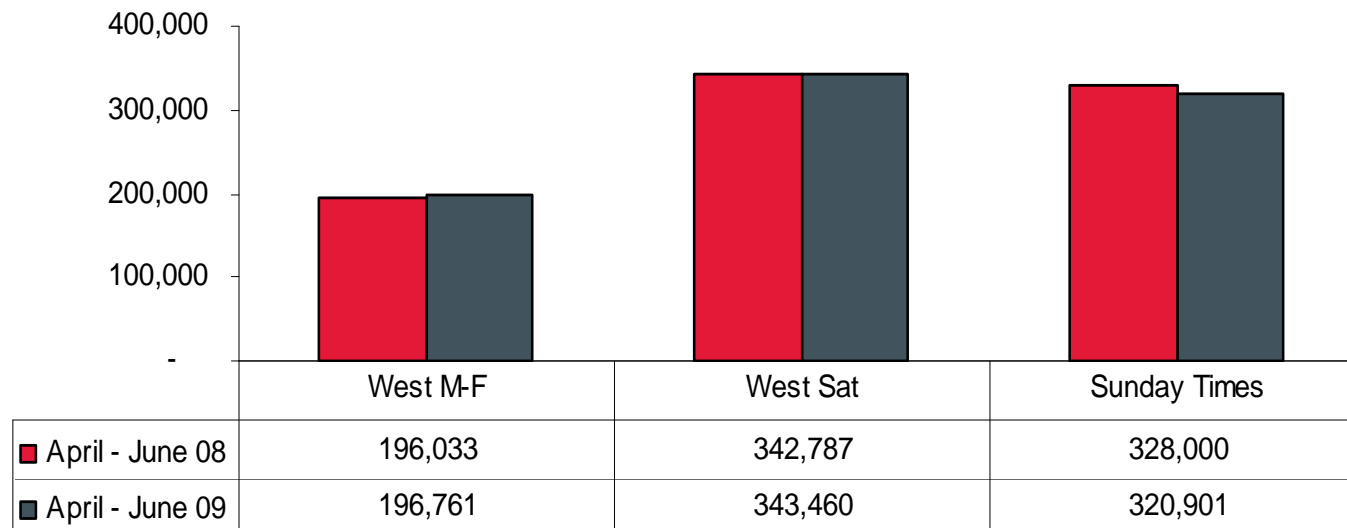


# WA Press Circulation Snapshot

## Circulation Changes: April – June 2009 from April – June 2008

The Audit Bureau of Circulation has released the circulation results for the April - June 2009 period. Circulation figures are compared with 'same time last year'. Changes are: The West Australian Monday to Friday – **up 728 (0.4%)** copies, The West Australian Saturday – **up 673 (0.2%)** copies, Sunday Times – **down 7,099 (2.2%)** copies.

WA Major Press Circulation Changes



Nationally, The Australian dropped back a marginal 169 (0.1%) copies M-F this quarter with the Weekend Australian picking up another 6,390 (2.2%) copies. The Australian Financial Review M-F took a big hit losing 7,484 (8.4) with the Saturday edition lost 1,723 (1.9%) copies.

Around the remainder of the country, Sunday publications continue their downward trend with the exception of The Canberra Times, Sunday Tasmanian and Sunday Territorian who all experienced modest growth.

If you would like any further information, please contact Media Decisions|OMD on 9215 3333.

# Press Circulation Results June 2009

# MEDIA DECISIONS | OMD

Newspapers	Mon-Fri	Mon-Fri	Change		Sat	Sat	Change		Sun	Sun	Change	
	Apr - Jun 08	Apr - Jun 09	000's	%	Apr - Jun 08	Apr - Jun 09	000's	%	Apr - Jun 08	Apr - Jun 09	000's	%
<b>WA</b>												
West Australian	195,033	196,761	1,728	0.9	342,787	343,460	673	0.2				
Sunday Times									328,000	320,901	- 7,099	- 2.2
<b>National</b>												
The Australian	136,000	135,831	- 169	- 0.1	301,000	307,390	6,390	2.1				
Aust. Financial Review	89,329	81,845	- 7,484	- 8.4	92,415	90,692	- 1,723	- 1.9				
<b>NSW</b>												
Daily Telegraph	385,000	389,254	4,254	1.1	327,000	337,000	10,000	3.1				
Sydney Morning Herald	212,500	210,000	- 2,500	- 1.2	358,224	359,200	976	0.3				
Sunday Telegraph									663,000	657,424	- 5,576	- 0.8
The Sun-Herald									483,220	461,509	- 21,711	- 4.5
Canberra Times	34,068	38,035	3,967	11.6	59,939	57,869	- 2,070	- 3.5	34,316	34,804	488	1.4
<b>VIC</b>												
Herald Sun	530,000	526,500	- 3,500	- 0.7	510,500	514,500	4,000	0.8				
The Age	208,000	206,700	- 1,300	- 0.6	301,500	291,600	- 9,900	- 3.3				
Sunday Herald Sun									622,000	617,000	- 5,000	- 0.8
The Sunday Age									227,500	225,250	- 2,250	- 1.0
<b>QLD</b>												
Courier-Mail	217,575	219,811	2,236	1.0	309,602	308,747	- 855	- 0.3				
The Sunday Mail									565,173	551,845	- 13,328	- 2.4
<b>SA</b>												
Adelaide Advertiser	189,668	187,841	- 1,827	- 1.0	201,025	198,541	- 2,484	- 1.2				
Sunday Mail									313,469	305,808	- 7,661	- 2.4
<b>Tasmania</b>												
The Mercury	46,758	46,056	- 702	- 1.5	61,813	61,624	- 189	- 0.3				
Sunday Tasmanian									59,930	60,163	233	0.4
<b>Northern Territory</b>												
Northern Territory News	21,319	21,826	507	2.4	31,860	32,611	751	2.4				
Sunday Territorian									22,658	23,372	714	3.2

Source: Audit Bureau of Circulation

Note: Circulation figures are compared with 'same time last year' and not the previous three months to account for seasonality.