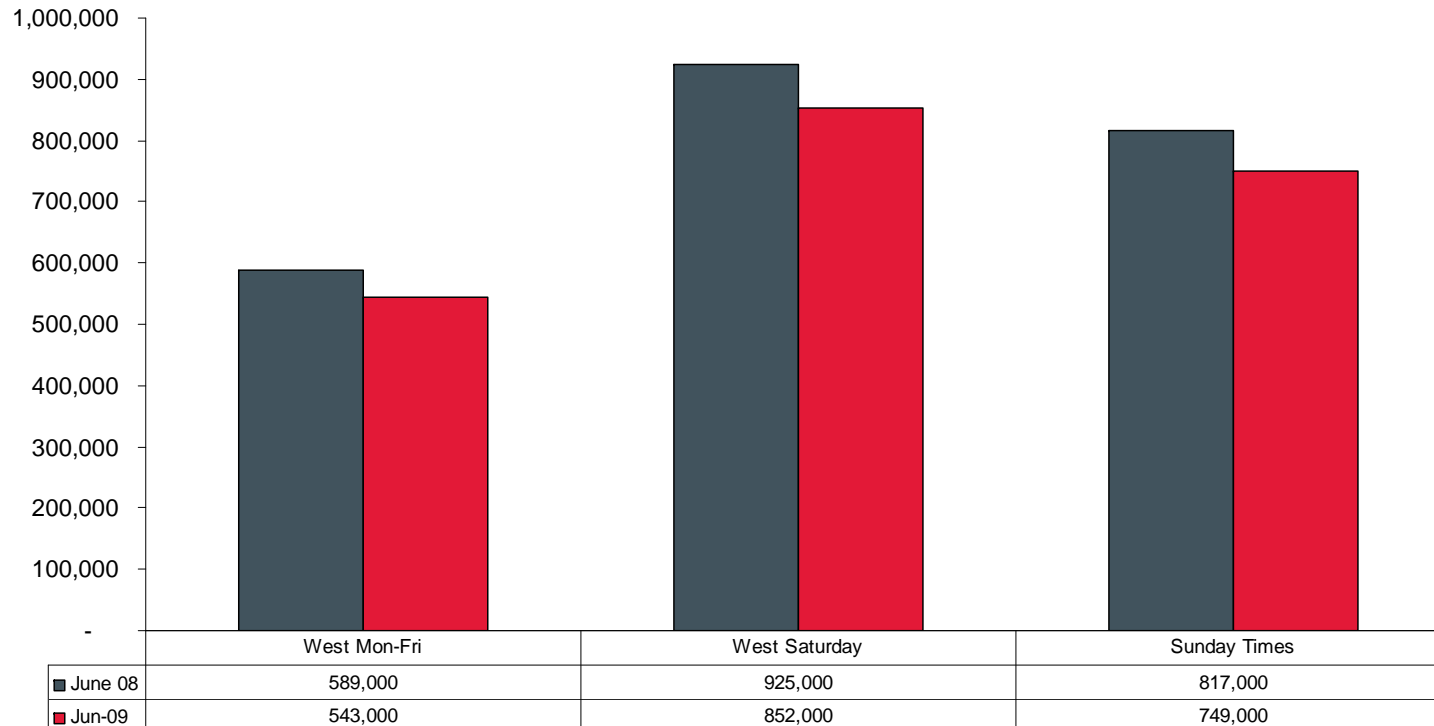


WA Press Readership Snapshot

MEDIA DECISIONS | OMD

12 months ending June 2009 compared with 12 months ending June 08

The Roy Morgan Research company has released the results of the readership survey for the 12 months ending June 2009. This result is compared with the 12 months ending June 2008. The West Australian Monday – Friday **down 46,000 (7.8%)**, The West Australian Saturday **down 73,000 (7.9%)** and the Sunday Times **down 68,000 (8.3%)**. The inserted magazines, STM, West Weekend and Seven Days all saw decreases in readership.



The national picture is also a gloomy one for the major newspapers. All major Sunday publications showed decreases in readership with the most concerning being the Courier Mail in QLD who recorded a 10.8% drop. The Sun Herald in NSW was close behind losing 126,000 (9.5%) readers.

Saturday editions have not fared any better with only the The Australian and Financial Review to show any significant increase in readership.

Monday to Friday editions are a mixed bag this survey, with the Financial Review, Hobart Mercury and the NT News showing growth. The Sydney Morning Herald and Canberra times decreased by double digits this survey.

Full results overleaf.

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

Press Readership Results July 2008 - June 2009

MEDIA DECISIONS | OMD

	2008		2009		2008		2009		2008		2009	
	Mon-Fri	Mon-Fri	Change		Sat	Sat	Change		Sun	Sun	Change	
Newspapers	July - June	July - June	000's	%	July - June	July - June	000's	%	July - June	July - June	000's	%
WA												
West Australian	589,000	543,000	- 46,000	- 7.8	925,000	852,000	- 73,000	- 7.9				
West Weekend Magazine					511,000	506,000	- 5,000	- 1.0				
Seven Days					617,000	605,000	- 12,000	- 1.9				
Sunday Times									817,000	749,000	- 68,000	- 8.3
Sunday Times TV Guide									663,000	589,000	- 74,000	- 11.2
STM Magazine									536,000	502,000	- 34,000	- 6.3
National												
The Australian	471,000	437,000	- 34,000	- 7.2	872,000	876,000	4,000	0.5				
Aust. Financial Review	262,000	285,000	23,000	8.8	164,000	184,000	20,000	12.2				
NSW												
Daily Telegraph	1,140,000	1,054,000	- 86,000	- 7.5	931,000	893,000	- 38,000	- 4.1				
Sydney Morning Herald	954,000	807,000	- 147,000	- 15.4	1,185,000	1,081,000	- 104,000	- 8.8				
Sunday Telegraph									1,723,000	1,612,000	- 111,000	- 6.4
The Sun-Herald									1,326,000	1,200,000	- 126,000	- 9.5
Canberra Times	110,000	84,000	- 26,000	- 23.6	165,000	148,000	- 17,000	- 10.3	98,000	92,000	- 6,000	- 6.1
VIC												
Herald Sun	1,480,000	1,373,000	- 107,000	- 7.2	1,448,000	1,394,000	- 54,000	- 3.7				
The Age	752,000	704,000	- 48,000	- 6.4	959,000	946,000	- 13,000	- 1.4				
Sunday Herald Sun									1,546,000	1,526,000	- 20,000	- 1.3
The Sunday Age									729,000	724,000	- 5,000	- 0.7
QLD												
Courier-Mail	646,000	594,000	- 52,000	- 8.0	888,000	800,000	- 88,000	- 9.9				
The Sunday Mail									1,419,000	1,266,000	- 153,000	- 10.8
SA												
Adelaide Advertiser	503,000	487,000	- 16,000	- 3.2	638,000	647,000	9,000	1.4				
Sunday Mail									739,000	696,000	- 43,000	- 5.8
Tasmania												
The Mercury	108,000	116,000	8,000	7.4	143,000	145,000	2,000	1.4				
Sunday Tasmanian									129,000	133,000	4,000	3.1
Northern Territory												
Northern Territory News	42,000	48,000	6,000	14.3	57,000	58,000	1,000	1.8				
Sunday Territorian									44,000	40,000	- 4,000	- 9.1

Source: Roy Morgan Single Source Australia People 14+, 12 months ending

Note: Readership figures are compared with 'same time last year' to account for seasonality.