

Circulation down slightly in a difficult environment

Circulation and readership

Title		Jul-Sep 2011 circulation	YOY % change	Jul-Sep 2011 readership ('000)	YOY % change
NATIONAL	AUSTRALIAN	133,081	▼ 2.3	416	▼ 3.7
	WEEKEND AUSTRALIAN	293,793	▼ 2.1	779	▼ 11.2
	AFR	73,158	▼ 2.9	250	▲ 4.2
NSW	AFR - WEEKEND ED	71,834	▼ 1.5	159	▲ 3.2
	DAILY TELEGRAPH (M-F)	347,924	▼ 4.3	921	▼ 7.0
	DAILY TELEGRAPH (SAT)	317,796	▼ 2.2	825	▼ 5.5
	SUNDAY TELEGRAPH	606,101	▼ 4.6	1443	▼ 4.9
	SYDNEY MORNING HERALD (M-F)	189,803	▼ 7.2	731	▼ 1.1
	SYDNEY MORNING HERALD (SAT)	315,548	▼ 5.0	991	▼ 1.2
	SUN-HERALD	410,407	▼ 4.4	1062	▼ 4.8
	HERALD SUN (M-F)	481,573	▼ 3.8	1300	▼ 2.8
	HERALD SUN (SAT)	471,644	▼ 4.8	1213	▼ 5.5
	SUNDAY HERALD SUN	555,684	▼ 6.4	1340	▼ 9.5
VIC	AGE (M-F)	190,750	▲ 0.3	689	▲ 2.5
	AGE (SAT)	265,704	▼ 2.9	835	▼ 3.0
	SUNDAY AGE	228,826	▲ 0.9	668	▲ 2.8
QLD	COURIER-MAIL (M-F)	194,949	▼ 5.4	587	▲ 0.2
	COURIER-MAIL (SAT)	264,634	▼ 5.1	769	▼ 4.1
	SUNDAY MAIL (QLD)	479,884	▼ 5.3	1176	▼ 5.6
SA	ADVERTISER (M-F)	175,372	▼ 3.0	432	▼ 1.6
	ADVERTISER (SAT)	238,671	▼ 1.7	545	▼ 6.7
	SUNDAY MAIL (SA)	284,141	▼ 3.7	599	▼ 7.1
WA	WEST AUSTRALIAN (M-F)	188,947	▼ 1.7	532	▼ 3.6
	WEST AUSTRALIAN (SAT)	318,352	▲ 0.7	772	▼ 5.9
	SUNDAY TIMES (WA)	282,000	▼ 3.8	683	▼ 2.6
TAS	MERCURY (M-F)	41,443	▼ 6.3	100	▼ 9.9
	MERCURY (SAT)	57,292	▼ 4.6	136	▼ 6.2
	SUNDAY TASMANIAN	54,945	▼ 5.1	120	▼ 8.4
ACT	CANBERRA TIMES (M-F)	30,420	▼ 5.3	80	▼ 7.0
	CANBERRA TIMES (SAT)	49,965	▼ 5.8	120	▼ 13.0
	CANBERRA TIMES (SUN)	31,308	▼ 6.4	75	▼ 17.6
NT	NORTHERN TERRITORY NEWS (M-F)	20,510	▼ 2.8	39	▼ 18.8
	NORTHERN TERRITORY NEWS (SAT)	30,241	▼ 6.3	53	▼ 10.2
	SUNDAY TERRITORIAN	21,981	▼ 2.8	37	▼ 14.0

Sources: Audit Bureau of Circulations; Roy Morgan Readership

SALLY JACKSON MEDIA

TOTAL Monday to Sunday print newspaper sales fell 3.7 per cent in the three months to the end of September, compared with a 2.9 per cent drop in the same period last year, according to data released by the Audit Bureau of Circulations.

The national newspaper market eased 2.4 per cent, metropolitan mastheads fell 3.8 per cent and regional titles lost 3.6 per cent.

Newspaper industry body The Newspaper Works said the results

were "satisfactory" given the retail and consumer climate.

"The ABC printed newspaper figures only tell part of the story because smartphone and tablet newspaper apps are not yet measured," chief executive Tony Hale said.

Fairfax Media chief executive Greg Hywood made the same point at the company's annual meeting in Sydney yesterday, telling shareholders that "today our business is all about readership".

The first "total masthead" sales are due out early next year, combining print circulation with paid sales of applications on devices

such as iPads and subscriptions to newspaper websites behind paywalls.

The latest Roy Morgan Research readership survey, also publicly released today, showed total print newspaper readership dropping 2.5 per cent.

Chris Mitchell, editor-in-chief of *The Australian* and *The Weekend Australian*, questioned Roy Morgan's figures for the paper.

"We are concerned with the readership declines which seem concentrated in Western Australia," Mr Mitchell said.

"We are questioning the Morgan sample size in Perth."