

FEBRUARY 2011

ABC CIRCULATION RESULTS NEWSPAPER INSERTED MAGAZINES

TITLE	PUBLISHER	STATE	DEC-10	SEP-10	JUN-10	MAR-10	DEC-09	% YOY
NATIONAL								
AFR Magazine	Fairfax		83987	85819	87862	87236	88201	-4.78
Australian Magazine	News Ltd		290286	300079	300389	304548	300941	-3.54
Boss Magazine	Fairfax		83301	83903	85840	87543	87434	-4.73
The Deal	News Ltd		100363	101530	99640	99129	95329	5.28
Wish	News Ltd		101052	102734	102417	101376	99930	1.12
NSW								
Good Weekend	Fairfax	NSW	341041	332066	359200	340026	353878	-3.63
Sunday Life	Fairfax	NSW	442650+	428190	443638	442417	441878	0.17
Sunday Magazine	News Ltd	NSW	613643	630410	633819	591100	627172	-2.16
The (Sydney) Magazine	Fairfax	NSW	186350	184377	184785	184805	182811	1.94
Television	Fairfax	NSW	442650+	428190	443638	442417	441878	0.17
TV Guide	News Ltd	NSW	617824	635269	638550	636149	632009	-2.24
VICTORIA								
Age (Melbourne) Magazine	Fairfax	VIC	173000+	169500+	177000+	176200+	176800+	-2.15
Good Weekend	Fairfax	VIC	281500+	273700+	279900+	271000+	291000+	-3.26
Sunday Life	Fairfax	VIC	231000+	226700+	224600+	223100+	228600+	1.05
Sunday Magazine	News Ltd	VIC	562400+	575500+	580100+	591100+	584800+	-3.83
TV Guide	News Ltd	VIC	562400+	575500+	580100+	591100+	584800+	-3.83
QUEENSLAND								
Qweekend	News Ltd	QLD	275610	278982	296650	300830	288924	-4.61
TV Guide	News Ltd	QLD	498673	506975	514405	527674	525477	-5.1
SOUTH AUSTRALIA								
TV Guide	News Ltd	SA	288603	294930	300856	300526	300483	-3.95
WESTERN AUSTRALIA								
TV Guide	News Ltd	WA	293244	293136	303581	311808	315024	-6.91
TASMANIA								
TV Guide	News Ltd	TAS	57283	57868	58682	60615	58968	-2.86
TOTAL			6526860				6706337	-2.68

Australian Average Net Paid Sales. Source: Audit Bureau of Circulations, AdNews Online, 11 February 2011

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ABC CIRCULATION RESULTS METROPOLITAN NEWSPAPERS

TITLE	PUBLISHER	DAYS	STATE	DEC-10	SEP-10	JUN-10	MAR-10	DEC-09	% YOY
NATIONAL									
Austr Financial Review	Fairfax	Mon-Fri		74733	75339	77046	75624	77470	-3.53
Austr Financial Review	Fairfax	Saturday		78783	72898	89731	91735	84528	-6.8
Australian	News Ltd	Mon-Fri		129166	136268	135115	132690	131246	-1.58
Weekend Australian	News Ltd	Saturday		290286	300079	300389	304548	300941	-3.54
NSW									
Daily Telegraph	News Ltd	Mon-Fri	NSW	354252	363399	374395	349635	359171	-1.37
Daily Telegraph	News Ltd	Saturday	NSW	327177	325000	339621	327538	322456	1.46
Sydney Morning Herald	Fairfax	Mon-Fri	NSW	209644	204421	207013	209011	211006	-0.65
Sydney Morning Herald	Fairfax	Saturday	NSW	341041	332066	359200	340026	353878	-3.63
Sunday Telegraph	News Ltd	Sunday	NSW	617824	635269	638550	636149	632009	-2.24
Sun-Herald	Fairfax	Sunday	NSW	442650+	429199	446710	442887	442357	0.07
VICTORIA									
Age	Fairfax	Mon-Fri	VIC	195900+	190100+	197500+	189500+	202100+	-3.07
Age	Fairfax	Saturday	VIC	281500+	273700+	279900+	279900+	291000+	-3.26
Herald Sun	News Ltd	Mon-Fri	VIC	495000+	500800+	515500+	509000+	514000+	-3.7
Herald Sun	News Ltd	Saturday	VIC	489000+	495600+	503500+	509500+	503000+	-2.78
Sunday Age	Fairfax	Sunday	VIC	231000+	226700+	224600+	223100+	228600+	1.05
Sunday Herald-Sun	News Ltd	Sunday	VIC	578500+	593700+	597000+	607400+	601000+	-3.74
QUEENSLAND									
Courier Mail	News Ltd	Mon-Fri	QLD	201687	206110	216638	208214	211230	-4.52
Courier Mail	News Ltd	Saturday	QLD	275610	278982	296650	300830	288924	-4.61
Sunday Mail	News Ltd	Sunday	QLD	498673	506975	514405	527674	525477	-5.1
SOUTH AUSTRALIA									
Advertiser	News Ltd	Mon-Fri	SA	180960	180807	180091	181130	180853	0.06
Advertiser	News Ltd	Saturday	SA	239319	242903	245406	252640	250757	-4.56
Sunday Mail	News Ltd	Sunday	SA	288603	294930	300856	300526	300483	-3.95
WESTERN AUSTRALIA									
West Australian	WAN	Mon-Fri	WA	184545	192230	203304	191312	188211	-1.95
West Australian	WAN	Saturday	WA	314004	316062	333768	332127	327251	-4.05
Sunday Times	News Ltd	Sunday	WA	293244	293136	303581	311808	315024	-6.91

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TASMANIA									
Mercury	News Ltd	Mon-Fri	TAS	44094	44221	45339	46323	45210	-2.47
Mercury	News Ltd	Saturday	TAS	59975	60082	61173	62769	61123	-1.88
Sunday Tasmanian	News Ltd	Sunday	TAS	57283	57868	58682	60615	58968	-2.86
ACT									
Canberra Times	Fairfax	Mon-Fri	ACT	32364	32116	32706	32835	33511	-3.42
Canberra Times	Fairfax	Saturday	ACT	52182	53051	54289	56187	55000	-5.12
Canberra Times	Fairfax	Sunday	ACT	32315	33439	33197	34544	33422	-3.31
NORTHERN TERRITORY									
Northern Territory News	News Ltd	Mon-Fri	NT	19066	21103	20562	19964	20553	-7.23
Northern Territory News	News Ltd	Saturday	NT	28955	32260	31794	30655	31084	-6.85
Sunday Territorian	News Ltd	Sunday	NT	20670	22624	22056	21376	21640	-4.48
Total				7960005				8203483	-2.97

Australian Average Net Paid Sales. Source: Audit Bureau of Circulations, AdNews Online 11 February 2011

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ALL MAGAZINES**

TITLE	PUBLISHER	CATEGORY	DEC-10	JUN-10	DEC-09	% YOY
4 x 4 Australia	ACP	Motoring	18021	18227	18301	-1.53
4WD Camper Trailer Touring	Express	Motoring	11367	11256	N/A	N/A
AFL Record	Slattery	Sports	30372	34442	34906	-12.99
AFR Smart Investor	Fairfax Media	Business & finance	51520	54085	59627	-13.6
Alpha	News Magazines	Men's lifestyle	65023	73325	73118	-11.07
APC	ACP	Computing, games & info tech	26629	28952	32191	-17.28
Australasian Dirt Bike	ACP	Motoring	25063	26074	26013	-3.65
Australian 4WD Action	Express	Motoring	50384	45723	43336	16.26
Australian Auto Action	ACP	Motoring	11013	12006	12303	-10.49
Australian Flying	Yaffa	General interest	7161	7377	7763	-7.75
Australian Geographic	ACP	General interest	120835	126275	135401	-10.76
Australian Good Food	ACP	Food & entertainment	78083	83270	80838	-3.41
Australian Gourmet Traveller	ACP	Food & entertainment	75319	75107	74357	1.29
Australian Gourmet Traveller Wine	ACP	Food & entertainment	22555	21948	22202	1.59
Australian Handyman	Readers Digest	Home & garden	68160	67013	67010	1.72
Australian Home Beautiful	Pacific	Home & garden	72454	73597	72296	0.22
Australian House & Garden	ACP	Home & garden	108098	105623	100326	7.75
Australian Men's Fitness	Odysseus	Men's lifestyle	25058	23700	26765	-6.38
Australian Motorcycle News	ACP	Motoring	20901	20132	21440	-2.51
Australian Motorcycle Trader	ACP	Motoring	24857	23295	25206	-1.38
Australian PC Authority	Haymarket	Computing, games & info tech	22889	24417	26349	-13.13
Australian Photography	Yaffa	Craft & hobbies	9300	9099	8543	8.86
Australian Property Investor	Australian Commercial	Business & finance	27040	28296	25620	5.54
Australian Road Rider	Universal	Motoring	20068	21504	20639	-2.77
Australian Sailing	Yaffa	Sports	4118	4416	4112	0.15
Australian Traveller	Australian Traveller Media	General interest	11041	12027	11328	-2.53
Australian Women's Weekly	ACP	Mass women's	486179	493301	502441	-3.24
Australian Yachting	Yaffa	Sports	2359	N/A	N/A	N/A
Belle	ACP	Home & garden	35839	35190	33049	8.44
Better Homes and Gardens	Pacific	Home & garden	384512	382973	392000	-1.91
Bicycling Australia	Lake Wangary	Sports	15254	16498	16958	-1
Big League	News Magazines	Sports	15751	18629	17539	-10.19
Bowls NSW	Royal NSW Bowling	Sports	54589	57685	57643	-5.3
BRW	Fairfax	Business & finance	40302	42777	40252	0.12
Burke's Backyard	ACP	Home & garden	52904	58513	59230	-10.68
Campertrailer Australia	ACP	Motoring	13089	10718	10200	28.32

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Capture	Yaffa	Craft & hobbies	3460	2826	2617	32.21
Caravan & Motorhomes	Express	Motoring	22295	20138	19824	12.46
Caravan World	ACP	Motoring	14069	12886	12753	10.32
Cleo	ACP	Women's lifestyle & fashion	110081	120051	128183	-14.12
Club Marine	Club Marine	Buying & selling	78119	78306	75348	3.68
Cosmopolitan	ACP	Women's lifestyle & fashion	150346	151213	152028	-1.11
Country Home Ideas	Express	Home & garden	20863	20414	20257	2.99
Country Style	News Magazines	Home & garden	61911	57443	56500	9.58
Cruising Helmsman	Yaffa	Sports	7391	7771	7839	-5.72
Dance Australia	Yaffa	General interest	3918	4348	4595	-14.73
Deals on Wheels	ACP	Buying & selling	22224	22237	23089	-3.75
Delicious	News Magazines	Food & entertainment	134242	134000	132000	1.7
Diabetic Living	Pacific	Health & family	57387	53591	54183	5.91
Digital Photography & Design	Yaffa	Craft & hobbies	4324	4593	4234	2.13
Dmag	Next Media	Computing, games & info tech	19693	N/A	N/A	N/A
Dolly	ACP	Women's youth	103131	120265	140382	-26.54
Donna Hay	News Magazines	Food & entertainment	91171	89192	91116	0.06
Earth Garden	Earth Garden	Home & garden	14859	15841	18218	-18.44
Earthmovers & Excavators	ACP	Buying & selling	9637	9772	10215	-5.66
Empire	ACP	Music & movies	23336	23708	24175	-3.47
F.H.M Magazine	ACP	Men's lifestyle	50154	50020	50167	-0.03
Family Circle	Pacific	Food & entertainment	120532	76500	124191	-2.95
Famous	Pacific	Mass women's	90242	88519	85572	5.46
Farms & Farm Machinery	ACP	Buying & selling	10924	11286	11631	-6.08
Fishing World	Yaffa	Sports	16449	14218	17251	-4.65
Frankie	Morrison Media	Women's lifestyle & fashion	50832	46684	38343	32.57
Freshwater Fishing Australia	Australian Fishing Network	Sports	14175	13983	12201	16.18
Gameinformer	Citrus Media	Computing, Games & Info Tech	28008	23062	N/A	N/A
Gardening Australia	News Magazines	Home & garden	86207	85260	88606	-2.71
Girl Power	Nextmedia	Women's youth	21322	20935	21982	-3
Girlfriend	Pacific	Women's youth	90054	90165	100061	-10
Good Health & Medicine	ACP	Health & family	60043	65047	64216	-6.5
Grazia	ACP	Women's lifestyle & fashion	53511	61086	66102	-19.05
Harpers Bazaar	ACP	Women's lifestyle & fashion	58776	56119	55130	6.61
Health Smart	Readers Digest	Health & family	64482	75000	80000	-19.4
Healthy Food Guide	Healthy Life Media	Health & family	40710	40652	40038	1.68
Inside Out	News Magazines	Home & garden	50063	51993	50673	-1.2

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Instyle	Pacific	Women's lifestyle & fashion	60128	61912	61804	-2.71
Just 4x4s	Just Magazines	Motoring	14284	15016	14510	-1.56
Just Bikes	Just Magazines	Motoring	31483	32501	33734	-6.67
Just Cars	Just Magazines	Motoring	64334	65396	64673	-0.52
Just Trucks & Heavy Equipment	Just Magazines	Motoring	13733	14164	14307	-4.01
K-zone	Pacific	Children's	44221	50272	52725	-16.13
Lifestyle Options	Royal NSW Bowling	Women's lifestyle & fashion	54589	57685	57643	-5.3
Limelight	Haymarket	Music & movies	11135	11059	11299	-1.45
Little Angel	Nextmedia	Children's	19337	20768	22750	-15
Madison	ACP	Women's lifestyle & fashion	89312	89118	90116	-0.89
Mania	Nextmedia	Children's	18466	20287	21917	-15.75
Marie Claire	Pacific	Women's lifestyle & fashion	105658	110873	112682	-6.23
Masterchef	News Magazines	Food & entertainment	150000+	150000+	N/A	N/A
Men's Health	Pacific	Men's lifestyle	76134	75579	77609	-1.9
Modern Fishing	News Magazines	Sports	15578	15556	15535	0.28
Money Magazine	ACP	Business & finance	50188	50208	50103	0.17
Motor	ACP	Motoring	33043	33011	35311	-6.42
Motorhome & Caravan Trader	ACP	Motoring	15446	14951	14500	6.52
New Idea	Pacific	Mass women's	316527	326137	330107	-4.11
New Scientist	Reed	General interest	21045	21353	21141	-0.45
NW	ACP	Mass women's	116260	123248	128133	-9.27
OK!	ACP	Women's lifestyle & fashion	97183	101562	111046	-12.48
PC User - Australian	ACP	Computing, games & info tech	34634	40084	42177	-17.88
People	ACP	Men's	40125	40291	45144	-11.12
Picture	ACP	Men's	56215	57142	64748	-13.18
Prevention	Pacific	Health & family	61379	70082	75000	-18.16
Quokka	WAN	General interest	47738	48145	50947	-6.3
Readers Digest	Readers Digest	General interest	266173	286115	314700	-15.42
Real Living	ACP	Home & garden	62001	62283	61124	1.43
Recipes+	ACP	Food & entertainment	126007	127060	133876	-5.88
RM Williams Outback	Outback Publishing	General interest	65807	65232	70402	-6.53
Rolling Stone	ACP	Music & movies	20090	21881	23452	-14.34
Rotary Down Under	Rotary Down Under	General interest	33059	33406	34165	-3.24
Rugby League Week	ACP	Sports	18020	20074	20370	-11.54
Runner's World	Dingoes Refrain	Sports	16150	14347	13709	17.81
Russh	Switzer	Women's lifestyle & fashion	21637	21113	24905	-13.12

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Shop Til You Drop	ACP	Women's lifestyle & fashion	83261	81311	83047	0.26
Sporting Shooter	Yaffa	Sports	14542	13542	15267	-4.75
Street Commodores	Express	Motoring	14042	14609	15232	-7.81
Street Machine	ACP	Motoring	47039	50840	56231	-16.35
Super Food Ideas	News Magazines	Food & entertainment	255256	261997	280000	-8.84
Take 5	ACP	Mass women's	217281	222498	231114	-5.99
That's Life	Pacific	Mass women's	261311	274106	283759	-7.91
The Big Issue	Big Issue	General interest	30213	N/A	N/A	N/A
The Monthly	The Monthly	General interest	29476	24613	25017	17.82
Top Gear	ACP	Motoring	75515	74051	75310	0.27
Total Girl	Pacific	Children's	46414	51566	52359	-11.35
Trade a Boat	ACP	Buying & selling	15183	15968	16732	-9.26
Trailer Boat	ACP	Buying & selling	12247	12185	13100	-6.51
TV Week	ACP	Mass women's	187822	198186	210467	-10.76
Unique Cars	ACP	Motoring	59862	60769	54571	9.7
Vogue Australia	News Magazines	Women's lifestyle & fashion	52211	52155	54000	-3.31
Vogue Living	News Magazines	Home & garden	44098	43758	42876	2.85
Weight Watchers	Weight Watchers	Health & family	66444	67135	67219	-1.15
West Australian Auto Trader	Telstra Media Classified	Motoring	7013	7260	7311	-4.08
Wheels	ACP	Motoring	51379	56338	56265	-8.68
Who	Pacific	Mass women's	131229	134546	138154	-5.01
Woman's Day	ACP	Mass women's	385016	400015	409521	-5.98
Women's Health	Pacific	Health & family	93959	92666	91653	2.52
Woolworths Good Taste	News Magazines	Food & entertainment	127528	121612	145336	-12.25
Your Garden	Pacific	Home & garden	47697	48014	56201	-15.13
Zoo Weekly	ACP	Men's lifestyle	97174	100530	105159	-7.59

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