

to record an increase on weekdays. (That is if you discount the 100 extra daily sales that the *Herald Sun* recorded.) For the Saturday papers, the circulation news was all gloom. The only increase was so minuscule (*Herald Sun*, up 0.1pc) that it is hardly worth noting. The Fairfax Saturday papers, the *Sydney Morning Herald* (down 5.4pc), *Age* (down 4.2pc) and *Australian Financial Review* (down 5.9pc) scored the sharpest declines. The best Sunday performer was the *Sunday Herald Sun* (up 2.5pc) followed by the *Sunday Tasmanian* (up 2.2pc) and the *Sunday Examiner* (up 1.6pc). Queensland's *Sunday Mail* rose by 1.3pc. (See also *Mediaweek*, 14 February 2005, pp.1, 6; and *Australian*, Media section, 17 February 2005, p.20.)

### Metropolitan and national papers

Newspaper	Six months to 31/12/2004	Six months to 31/12/2003	Change %
<b>Monday to Friday</b>	<b>Daily sales</b>		
<i>Australian</i>	131,753	126,210	+ 4.4
<i>Australian Financial Review</i>	85,293	88,457	- 3.6
<i>Daily Telegraph</i> (NSW)	390,410	400,885	- 2.6
<i>Sydney Morning Herald</i> (NSW)	214,005	221,815	- 3.5
<i>Herald Sun</i> (Vic)	553,100	553,000	Steady
<i>Age</i> (Vic)	196,250	197,040	- 0.4
<i>Courier-Mail</i> (Qld)	208,902	214,155	- 2.5
<i>Advertiser</i> (SA)	198,172	199,340	- 0.6
<i>West Australian</i>	204,403	201,826	+ 1.3
<i>Mercury</i> (Tas)	48,451	48,630	- 0.4
<i>Canberra Times</i>	37,272	38,340	- 2.8
<i>Northern Territory News</i>	22,957	22,997	- 0.2
<b>Total</b>	<b>2,290,968</b>	<b>2,312,695</b>	
<b>Saturday</b>	<b>Weekly sales</b>		
<i>Weekend Australian</i>	289,968	291,823	- 0.6
<i>Australian Financial Review</i>	80,023	85,067	- 5.9
<i>Sydney Morning Herald</i> (NSW)	352,482	372,798	- 5.4
<i>Daily Telegraph</i> (NSW)	337,263	336,126	+ 0.3
<i>Herald Sun</i> (Vic)	512,000	511,500	+ 0.1
<i>Age</i> (Vic)	292,250	305,000	- 4.2
<i>Courier-Mail</i> (Qld)	332,335	335,550	- 1.0
<i>Advertiser</i> (SA)	272,341	274,858	- 0.6
<i>West Australian</i>	373,153	376,115	- 0.8
<i>Mercury</i> (Tas)	63,414	63,550	- 0.2
<i>Canberra Times</i>	68,446	70,732	- 3.2
<i>Northern Territory News</i>	32,588	32,548	+ 0.1
<b>Total</b>	<b>3,006,263</b>	<b>3,055,667</b>	
<b>Sunday</b>	<b>Weekly sales</b>		
<i>Sunday Telegraph</i> (NSW)	716,326	729,663	- 1.8
<i>Sun-Herald</i> (NSW)	513,888	526,188	- 2.3
<i>Sunday Herald Sun</i> (Vic)	605,000	590,000	+ 2.5
<i>Sunday Age</i> (Vic)	194,750	196,130	- 0.7
<i>Sunday Mail</i> (Qld)	621,419	613,212	+ 1.3
<i>Sunday Mail</i> (SA)	331,755	332,127	- 0.1
<i>Sunday Times</i> (WA)	353,000	351,000	+ 0.6
<i>Sunday Tasmanian</i>	59,939	58,649	+ 2.2
<i>Sunday Examiner</i>	43,884	43,186	+ 1.6
<i>Canberra Times</i>	37,610	38,293	- 1.8
<i>Sunday Territorian</i>	25,381	26,014	- 2.4
<b>Total</b>	<b>3,502,952</b>	<b>3,504,462</b>	

## Regional dailies

Newspaper (Mon-Sat unless otherwise stated)	Six months to 31/12/2004	Six months to 31/12/2003	Change %*
<b>Border Mail, Albury-Wodonga (NSW)</b>	26,780	27,128	– 1.3
<i>Western Advocate</i> , Bathurst (M-F)	4,478	4,528	– 1.1
<i>Barrier Daily Truth</i> , Broken Hill	5,926	6,044	– 2.0
<i>Daily Liberal</i> , Dubbo (M-F)	5,641	5,496	+ 2.6
<i>Daily Examiner</i> , Grafton	6,094	5,819	+ 4.7
<i>Northern Star</i> , Lismore	16,760	16,549	+ 1.3
<i>Maitland Mercury</i> (M-F)	4,493	4,641	– 3.2
<i>Newcastle Herald</i> (M-Fri)	52,598	54,006	– 2.6
<i>Central Western Daily</i> , Orange	5,446	5,315	+ 2.5
<i>Northern Daily Leader</i> , Tamworth	8,447	8,513	– 0.8
<i>Daily News</i> , Tweed Heads	5,018	4,999	+ 0.4
<i>Daily Advertiser</i> , Wagga Wagga	14,149	13,950	+ 1.4
<i>Illawarra Mercury</i> , Wollongong	29,583	30,384	– 2.6
<b>Ballarat Courier (Victoria)</b>	N/A	20,441	N/A
<i>Bendigo Advertiser</i>	14,699	14,665	+ 0.2
<i>Geelong Advertiser</i> (Mon-Fri)	29,877	29,332	+ 1.9
<i>Sunraysia Daily</i> , Mildura	7,171	7,420	– 3.4
<i>Shepparton News</i> (M-F)	10,475	10,899	– 1.4
<i>Warrnambool Standard</i>	12,849	12,794	+ 0.4
<b>Bundaberg News-Mail (Qld)</b> (Mon-Fri)	11,878	11,534	+ 3.0
<i>Cairns Post</i> (M-Sat)	30,675	30,000 +	+ 2.3
<i>Gladstone Observer</i> (Tu-Fri)	7,654	7,780	– 1.6
<i>Gold Coast Bulletin</i>	47,069	47,608	– 1.1
<i>Gympie Times</i> (Tu-Sat)	5,780	5,545	+ 4.2
<i>Queensland Times</i> , Ipswich	12,808	12,782	+ 0.2
<i>Daily Mercury</i> , Mackay	15,942	15,541	+ 2.6
<i>Sunshine Coast Daily</i> , Maroochydore	23,416	22,560	+ 3.8
<i>Fraser Coast Chronicle</i> , Maryborough-Hervey Bay	10,129	9,814	+ 3.2
<i>North-West Star</i> , Mount Isa (Mon-Fri)	3,611	3,716	– 2.8
<i>Morning Bulletin</i> , Rockhampton	18,426	18,281	+ 0.8
<i>Toowoomba Chronicle</i>	24,972	25,195	– 3.8
<i>Townsville Bulletin</i>	29,407	28,811	+ 2.1
<i>Daily News</i> , Warwick	3,619	N/A	N/A
<b>Kalgoorlie Miner (WA)</b>	5,746	5,661	+ 1.5
<b>Advocate, Burnie (Tas.)</b>	24,764	24,610	+ 0.6
<i>Examiner</i> , Launceston	35,707	35,496	+ 0.6

### 31.24 MAGAZINE CIRCULATION

For an extensive rundown on the latest magazine circulation figures, see “Mags give ticker to circulation figures”, *Australian*, Media section, 17 February 2005, p.20.

### 31.25 AN EDITOR WAITING TO SEE WHAT HAPPENED

The editor of a Sydney suburban newspaper sat on the explosive “money shot” of the former Strathfield mayor Alfred Tsang pocketing a developer’s bribe because he was waiting to “see what happened”. The Independent Commission Against Corruption heard on 9 February that Geoff Howe, editor of the *Inner Western Suburbs Courier*, was told of the video about two weeks after it was filmed in July 2004 by his “old friend”, the Labor councillor John Abi-Saab. Cr Abi-Saab is alleged to have used the recording as blackmail to reclaim the mayoralty from Cr Tsang (*Sydney Morning Herald*, 10 February 2005, p.7).