






# Circulations Audit Board



CIRCULATIONS  
AUDIT BOARD

SUMMARY OCTOBER 2008 - MARCH 2009

## PERTH SUBURBAN NEWSPAPERS (PSN) VERSUS COMMUNITY NEWSPAPER GROUP (CNG) TITLES IN THE SAME AREA

PUBLICATION	INDIVIDUALLY DELIVERED TO HOUSEHOLDS	INDIVIDUALLY DELIVERED TO COMMERCIAL PREMISES	VERIFIED BULK DISTRIBUTION	AVERAGE NET DISTRIBUTION (AND)
 (PSN)	<b>48,097</b>	<b>2,851</b>	<b>6,989</b>	<b>58,046</b>
HILLS GAZETTE (CNG)	<b>24,912</b>	<b>0</b>	<b>6,795</b>	<b>31,767</b>
 (Gosnells/Armadale/Serpentine) (PSN)	<b>54,944</b>	<b>3,975</b>	<b>895</b>	<b>59,885</b>
COMMENT NEWS (CNG)	<b>46,442</b>	<b>1,036</b>	<b>3,844</b>	<b>51,387</b>
CANNING/VIC PARK EXAMINER (PSN)	<b>42,142</b>	<b>0</b>	<b>3,830</b>	<b>45,995</b>
CANNING TIMES (CNG)	<b>31,344</b>	<b>819</b>	<b>2,598</b>	<b>34,803</b>
				
FREMANTLE COCKBURN HERALD	<b>44,070</b> } 82,791	<b>2,352</b> } 4,006	<b>2,986</b> } 4,024	<b>49,517</b> } 90,997
MELVILLE CITY HERALD (PSN)	<b>38,721</b> }	<b>1,654</b> }	<b>1,038</b> }	<b>41,480</b> }
FREMANTLE COCKBURN GAZETTE	<b>35,391</b> } 65,942	<b>1,198</b> } 1,198	<b>4,808</b> } 7,191	<b>41,466</b> } 74,446
MELVILLE TIMES (CNG)	<b>30,551</b> }	<b>0</b> }	<b>2,383</b> }	<b>32,980</b> }
 (PSN)	<b>44,711</b>	<b>912</b>	<b>6,293</b>	<b>51,916</b>
WESTERN SUBURBS WEEKLY (CNG)	<b>33,415</b>	<b>881</b>	<b>7,765</b>	<b>42,116</b>
 (PSN)	<b>32,357</b>	<b>2,023</b>	<b>3,822</b>	<b>38,245</b>
GUARDIAN EXPRESS (CNG)	<b>26,314</b>	<b>0</b>	<b>1,965</b>	<b>28,318</b>



**Call  
Greg Christian  
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- PSN DELIVERS TO **305,042** HOUSEHOLDS
- COMMUNITY DELIVERS **228,369** IN SAME AREA
- PSN DELIVERS TO **76,673** MORE HOUSEHOLDS

- PSN DELIVERS **13,767** COPIES TO COMMERCIAL PREMISES
- COMMUNITY DELIVERS **3,934** IN THE SAME AREA
- PSN DELIVERS **9,833** MORE TO COMMERCIAL PREMISES

- PSN BULK DROPS **25,853**
- COMMUNITY BULK DROPS **30,158**
- PSN DELIVERS **4,305** LESS IN BULK DROPS

- PSN TOTAL **345,084**
- COMMUNITY TOTAL **262,837**
- PSN DELIVERS **82,247** MORE UNDUPLICATED COPIES IN THE SAME AREA