






# Circulations Audit Board



CIRCULATIONS  
AUDIT BOARD

SUMMARY APRIL 2009 - SEPTEMBER 2009

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

PUBLICATION	DISTRIBUTED TO RESIDENTIAL	DISTRIBUTED TO COMMERCIAL/OTHER	VERIFIED BULK DISTRIBUTION	AVERAGE NET DISTRIBUTION (AND)
 (PSN)	<b>49,421</b>	<b>2,835</b>	<b>6,833</b>	<b>59,191</b>
ADVOCATE (Wed)	<b>9,719</b>	<b>0</b>	<b>4,724</b>	<b>14,484</b>
HILLS GAZETTE (Sat) (CNG)	<b>22,888</b>	<b>0</b>	<b>8,399</b>	<b>31,324</b> } 16 Suburbs duplicated
MIDLAND/KALAMUNDA REPORTER (Tues)	<b>30,882</b>	<b>0</b>	<b>2,641</b>	<b>33,560</b> }
 (Gosnells/Armadale/Serpentine) (PSN)	<b>54,944</b>	<b>3,106</b>	<b>2,215</b>	<b>60,415</b>
COMMENT NEWS (CNG)	<b>47,208</b>	<b>1,010</b>	<b>3,903</b>	<b>52,155</b>
CANNING/VIC PARK EXAMINER (PSN)	<b>41,173</b>	<b>0</b>	<b>3,830</b>	<b>45,026</b>
CANNING TIMES (CNG)	<b>32,450</b>	<b>605</b>	<b>2,497</b>	<b>35,578</b>
				
FREMANTLE COCKBURN HERALD	<b>43,943</b> } 82,447	<b>2,277</b> } 3,811	<b>2,955</b> } 4,027	<b>50,068</b> } 91,548
MELVILLE CITY HERALD (PSN)	<b>38,504</b> }	<b>1,534</b> }	<b>1,072</b> }	<b>41,480</b> }
FREMANTLE COCKBURN GAZETTE	<b>35,326</b> } 67,195	<b>978</b> } 978	<b>4,700</b> } 7,163	<b>41,048</b> } 75,408
MELVILLE TIMES (CNG)	<b>31,869</b> }	<b>0</b> }	<b>2,463</b> }	<b>34,360</b> }
 (PSN)	<b>45,345</b>	<b>912</b>	<b>6,043</b>	<b>52,300</b>
WESTERN SUBURBS WEEKLY (CNG)	<b>35,518</b>	<b>776</b>	<b>7,251</b>	<b>43,581</b>
 (PSN)	<b>32,331</b>	<b>2,080</b>	<b>3,460</b>	<b>38,378</b>
GUARDIAN EXPRESS (CNG)	<b>31,371</b>	<b>563</b>	<b>1,749</b>	<b>33,710</b>



**Call  
Greg Christian  
08 9388 6887**

- PSN DELIVERS TO **305,661** HOUSEHOLDS
- COMMUNITY DELIVERS **236,630** IN SAME AREA
- PSN DELIVERS TO **69,031** MORE HOUSEHOLDS

- PSN DELIVERS **12,744** COPIES TO COMMERCIAL PREMISES
- COMMUNITY DELIVERS **3,932** IN THE SAME AREA
- PSN DELIVERS **8,812** MORE TO COMMERCIAL PREMISES

- PSN BULK DROPS **26,408**
- COMMUNITY BULK DROPS **30,962**
- PSN DELIVERS **4,554** LESS IN BULK DROPS

- PSN TOTAL **346,858**
- COMMUNITY TOTAL **271,756**
- PSN DELIVERS **75,102** MORE UNDUPLICATED COPIES IN THE SAME AREA