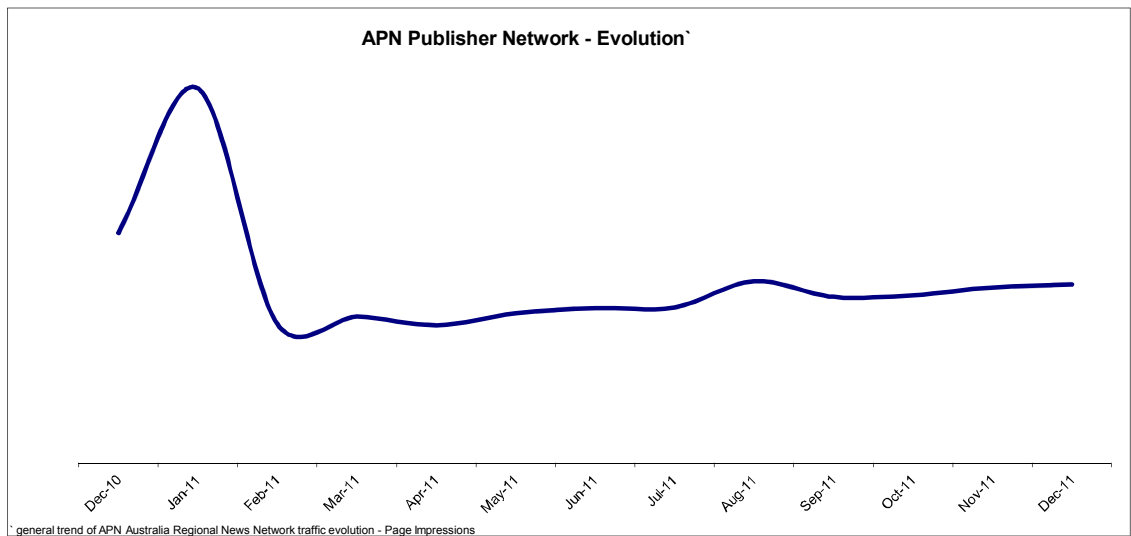


# December 11 statistics

APN ONLINE PUBLISHER AUSTRALIA & NZ - Executive Summary								
Network name	Impressions*	growth**	Unique browsers*	growth**	User sessions*	growth**	Average page duration*	Average session duration*
Regional News Network	11,978,343	2%	1,009,358	-8%	1,982,466	-4%	00:40	04:04
Regional News Network - Mobile	623,144	36%	179,900	44%	281,946	41%	00:49	01:46
Market Places'	288,344	-8%	25,627	-7%	35,741	-7%	00:30	04:02

APN ONLINE PUBLISHER AUSTRALIA - Traffic Sources*	
Direct Traffic	29%
Referrals	21%
Search Engines	51%

\* Nielsen - SiteCensus  
 \*\* Month on month  
 ^ Nielsen - Market Intelligence  
 + Google Analytics  
 'localclassifieds.com.au + business finda



# December 11 statistics

ACROSS APN DIGITAL SALES NETWORK								
Site name	Impressions*	growth**	Unique browsers*	growth**	User sessions*	growth**	Average page duration*	Average session duration*
<b>Regional News Network</b>	<b>11 978 343</b>	<b>2%</b>	<b>1 009 358</b>	<b>-8%</b>	<b>1 982 466</b>	<b>-4%</b>	<b>00:40</b>	<b>04:04</b>
<b>► North Queensland</b>								
Mackay - The Daily Mercury	916 542	14%	89 185	-4%	165 114	-1%	00:41	03:47
Whitsunday - The Whitsunday Times	63 031	-19%	14 555	-36%	17 624	-35%	00:36	02:10
<b>► Central Queensland</b>								
Bundaberg - News Mail	828 851	10%	70 442	-9%	126 514	-4%	00:29	03:09
Gladstone - The Observer	646 434	-4%	58 021	-10%	109 977	-9%	00:33	03:19
Rockhampton - The Morning Bulletin	1 071 515	2%	82 578	2%	164 657	0%	00:37	04:02
Biloela - Central Telegraph	23 572	11%	5 537	6%	6 962	5%	00:33	01:54
Emerald - Central Queensland News	83 961	4%	20 372	-9%	24 698	-9%	00:33	01:54
<b>► South-East Queensland</b>								
Fraser Coast - Fraser Coast Chronicle	679 821	7%	55 149	-12%	110 640	-5%	00:37	03:47
Gympie - The Gympie Times	260 140	-20%	32 908	-13%	55 749	-10%	00:43	03:20
Ipswich - The Queensland Times	865 393	-2%	84 175	-3%	155 076	-3%	00:34	03:12
Sunshine Coast - The Daily	2 555 727	3%	218 497	-8%	461 041	-3%	00:53	04:54
Caboolture - Caboolture news	2 905	n/a	584	n/a	717	n/a	00:45	02:56
Coolum - Coolum & North Shore News	18 679	1%	10 322	-16%	10 797	-16%	00:39	01:13
Logan - The Reporter	13 993	-11%	4 959	-11%	5 742	-7%	00:32	01:19
Ipswich - The Satellite	16 976	1%	6 561	10%	6 982	6%	00:34	01:30
Ipswich - The Ipswich Advertiser	9 872	10%	3 483	-9%	3 840	-8%	00:35	01:31
Noosa - The Noosa News	64 376	10%	17 334	-12%	20 011	-12%	00:36	01:55
<b>► South-West Queensland</b>								
Toowoomba - The Chronicle	1 294 966	-9%	116 975	-8%	230 049	-8%	00:45	04:17
Warwick - Warwick Daily News	270 039	-4%	27 832	-12%	51 701	-9%	00:38	03:17
Gatton - The Gatton Star	43 355	-33%	6 827	-4%	8 255	-6%	00:32	02:46
<b>► Northern New South Wales</b>								
Coffs Coast - The Coffs Coast Advocate	407 286	8%	46 427	4%	86 259	14%	00:35	02:45
Grafton - The Daily Examiner	442 644	1%	39 993	-12%	77 115	-10%	00:36	03:27
Lismore - The Northern Star	852 200	12%	90 081	1%	163 910	2%	00:43	03:46
Tweed Heads - Daily News	429 962	22%	53 920	23%	94 546	29%	00:34	02:34
Ballina - Ballina Shire Advocate	34 838	-5%	10 049	-17%	11 372	-16%	00:35	01:51
Byron Bay - Byron Shire News	45 317	-10%	10 649	22%	12 536	17%	00:42	02:31
Lismore - Northern Rivers Echo	35 887	3%	13 537	1%	15 425	-1%	00:39	01:36

\* Nielsen - SiteCensus

\*\* Month on month

# December 11 statistics

- Mobile -

ACROSS APN DIGITAL SALES NETWORK - MOBILE WEBSITES								
Site name	Impressions*	growth**	Unique browsers*	growth**	User sessions*	growth**	Average page duration*	Average session duration*
<b>Regional News Network - Mobile</b>	<b>623 144</b>	<b>36%</b>	<b>179 900</b>	<b>44%</b>	<b>281 946</b>	<b>41%</b>	<b>00:49</b>	<b>01:46</b>
<b>► North Queensland</b>								
Mackay - The Daily Mercury	55 560	43%	14 700	60%	24 503	53%	00:50	02:07
Whitsunday - The Whitsunday Times	3 172	-52%	1 286	-50%	1 615	-49%	00:52	01:23
<b>► Central Queensland</b>								
Bundaberg - News Mail	34 763	24%	7 751	15%	14 304	20%	00:41	01:42
Gladstone - The Observer	28 831	27%	7 630	37%	12 443	33%	00:45	01:50
Rockhampton - The Morning Bulletin	69 517	70%	24 114	151%	33 079	95%	00:57	01:44
Emerald - Central Queensland News	4 762	24%	2 329	14%	2 735	12%	00:48	01:56
<b>► South-East Queensland</b>								
Fraser Coast - Fraser Coast Chronicle	31 472	33%	7 744	25%	13 595	32%	00:44	01:39
Gympie - The Gympie Times	11 986	0%	4 053	13%	5 827	9%	00:49	01:39
Ipswich - The Queensland Times	41 721	15%	12 104	18%	19 404	21%	00:46	01:39
Sunshine Coast - The Daily	125 988	46%	39 082	46%	60 638	48%	00:50	01:41
Coolum - Coolum & North Shore News	1 457	47%	913	23%	966	28%	00:59	01:52
Gold Coast - The Gold Coast Mail	54	-96%	21	-98%	38	-97%	00:45	02:03
Logan - The Reporter	1 281	7%	882	9%	939	7%	00:42	01:10
Ipswich - The Satellite	1 639	62%	1 269	74%	1 328	71%	01:05	01:26
Ipswich - The Ipswich Advertiser	863	45%	584	42%	643	50%	00:34	00:49
Noosa - The Noosa News	4 692	64%	2 837	77%	3 208	74%	01:05	01:45
<b>► South-West Queensland</b>								
Toowoomba - The Chronicle	64 091	6%	17 274	-6%	27 621	3%	00:44	01:40
Warwick - Warwick Daily News	15 588	13%	4 079	2%	6 796	11%	00:47	01:47
Gatton - The Gatton Star	1 849	11%	957	61%	1 054	57%	00:49	01:30
<b>► Northern New South Wales</b>								
Coffs Coast - The Coffs Coast Advocate	21 733	67%	7 061	60%	10 356	62%	00:45	01:35
Grafton - The Daily Examiner	20 418	28%	6 407	36%	9 301	25%	00:51	01:52
Lismore - The Northern Star	45 667	55%	17 213	97%	23 902	74%	00:50	01:46
Tweed Heads - Daily News	27 192	131%	8 158	87%	12 086	92%	00:50	01:51
Ballina - Ballina Shire Advocate	2 857	133%	1 766	154%	1 882	147%	00:51	01:17
Byron Bay - Byron Shire News	3 049	139%	2 210	126%	2 288	124%	01:06	01:42
Lismore - Northern Rivers Echo	2 942	66%	1 955	48%	2 100	49%	01:13	02:03

\* Nielsen - SiteCensus

\*\* Month on month

# December 11 statistics

ACROSS APN DIGITAL SALES NETWORK - suite								
Site name	Impressions*	growth**	Unique browsers*	growth**	User sessions*	growth**	Average page* duration	Average session* duration
<b>Regional Market Places</b>								
<b>▶ Automotive (Fairfax)^</b>								
Drive	16 671 066	28%	1 466 184	-6%	2 735 354	-6%	03:33	02:43
Country Cars	2 103 859	28%	98 599	43%	149 796	40%	07:31	07:46
<b>▶ Business Directory</b>								
Business finda	14 509	-9%	5 179	-3%	5 611	-7%	00:40	01:44
<b>▶ Employment</b>								
MyCareer (Fairfax)^	15 343 944	9%	1 328 953	2%	2 400 306	2%	04:41	04:39
<b>▶ Local Search</b>								
Local Classifieds Network#	1 329 924	-1%	123 204	5%	236 798	2%	00:41	03:49
<b>▶ Real Estate</b>								
Domain (Fairfax)^	243 544 669	7%	3 141 513	-9%	243 544 669	7%	07:41	06:37

\* Nielsen - SiteCensus

\* Month on month

^ Nielsen - Market Intelligence - Australian Audience

# Local classifieds Network: Local classifieds website + RNN local classifieds section