



Fairfax Media signs landmark classified advertising deal with APN News & Media

July 26 2010: Fairfax Media (ASX:FXJ) and APN News & Media (ASX: APN) have signed a landmark agreement under which the two leading media companies will combine Fairfax's online classified advertising with the print classified advertising sections of 90 regional daily and local newspapers published by APN Australian Publishing across Queensland and Northern NSW.

This new alliance will enable Fairfax to promote the value of its classified websites – Drive.com.au, Domain.com.au and Mycareer.com.au – to advertisers in regional areas where the company does not publish a newspaper.

For APN, the deal will, for the first time, effectively deliver its local and regional advertisers a national reach, enhancing its position as the leading publisher of regional daily newspapers in Queensland and Northern NSW.

Under the new alliance, classified ads will appear in print in all newspapers published by APN Australian Publishing under the Drive, Domain and MyCareer brands, and online on the corresponding Fairfax websites.

Fairfax Chief Executive and Managing Director, Brian McCarthy said: "This is a very significant agreement for our two companies, giving our clients the opportunity to partner with Australia's leading publishers.

"This will allow APN to offer to a vast number of local and regional advertisers access to Fairfax's world class digital platforms, and thereby extending their reach nationally for the first time."

The new alliance gives Fairfax and APN advertisers the ability to access bundled print and online advertising solutions, while they will also continue to be able to buy online-only or print-only classified ads.

APN Chief Executive Officer, Brendan Hopkins, said: "By combining APN's local expertise and the national reach of Fairfax Media's online brands, this powerful new alliance will provide advertisers with a comprehensive service across the real estate, employment and automotive categories that is second to none.

"We already offer great print solutions to classified advertisers in our local markets – now we can offer them an online product with a vastly extended reach," Mr Hopkins said. "We expect both advertisers and consumers to benefit from this alliance through potentially better monetization and stronger innovation for advertisers and a more engaging and personalised experience for consumers."

The alliance means that integrated and unique print and online media platforms will deliver advertisers the best of both worlds: a regional presence that understands local markets and a world class technology platform with national reach.



The exclusive reseller territory will cover APN's regional Queensland and Northern NSW publishing footprint, from Grafton to Far North Queensland, and includes the metropolitan Brisbane market within the employment category.

The Coffs Coast region, where APN and Fairfax publish competing newspapers, will be excluded.

"Product innovation is a key focus across all areas of Fairfax Media, and our online real estate, automotive and employment categories are a priority area for us as part of our ongoing commitment to developing the best products for our consumers and advertisers," Mr McCarthy said.

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For further information:

Fairfax Media:

Simon Lloyd
Access Public Relations
T: 02 9279 4001
M: 0424 470 923
E: simon@accesspr.com.au

APN Australian Publishing:

Stephen Tait
Group Commercial Director
T: 07 3327 3300