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Company Announcements Office
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THIRD QUARTER RESULTS

Following are the third quarter results, as at 31 March 2009.

Yours faithfully

For and on behalf of West Australian Newspapers Holdings Limited

**Peter Bryant
Company Secretary**

0417 559 117



WEST AUSTRALIAN NEWSPAPERS HOLDINGS LIMITED
A.B.N. 91 053 480 845

WAN REPORTS IMPROVED CIRCULATION BUT DIFFICULT AD MARKET

**COMMENTARY ON GROUP RESULTS
FOR THE NINE MONTHS TO 31 MARCH 2009**

HIGHLIGHTS

- . Reported net profit up 5.2% year on year to \$77.7 million, reflecting the negative impact of Hoyts on the 2008 result.
- . Normalised net profit (excluding Hoyts impact) down 14.2% year on year.
- . Internal Circulation estimates for Monday to Friday and Saturday editions both reflect year on year growth. Significantly this is the first overall rise in circulation since 2001.
- . Strong growth in the Quokka publication.
- . Steady performance in the regionals and radio.
- . Effective cost management with costs in *The West Australian* down 3.8% on the prior period.

WAN CEO, Chris Wharton, said:

"This has been a very difficult quarter, with further deterioration in the advertising market, particularly in the employment and real estate categories.

"The year-over-year decline which sharply increased at the beginning of the third quarter appears to have stabilised. While no turnaround is yet apparent no further decline is expected in monthly run-rate.

"Reflecting the abnormal trading conditions, the Group now expects results for Quarter 4 to be consistent with Quarter 3 which will deliver a full year NPAT in the range of \$93 - \$98m. This is lower than previous guidance of \$100 - \$108m.

"Steady progress is being made in improving circulation levels and in rebuilding relationships with distributors."

WANH GROUP SUMMARY	9 Months to 31 March 2009		
	2008/09 \$M	2007/08 \$M	Variance %
RESULTS FROM CONTINUING OPERATIONS			
Earnings before Depreciation, Interest, Tax and Noteworthy Items (EBITDA)	139.7	165.0	(15.3)
Depreciation	(15.4)	(16.1)	
Earnings before Interest, Tax and Noteworthy Items (EBIT)	124.3	148.9	(16.5)
Net Interest Expense	(14.4)	(21.1)	
Earnings before Tax and Noteworthy Items Tax	109.9	127.8	(14.0)
	(32.2)	(37.2)	
Net Profit before Noteworthy Items (Normalised*)	77.7	90.6	(14.2)
Noteworthy Items (After Tax)	-	(9.8)	
Net Profit from Continuing Operations	77.7	80.8	(3.8)
RESULTS FROM DISCONTINUED OPERATIONS			
Hoyts trading results (after tax)	-	3.5	N/A
Loss on disposal of Hoyts	-	(10.4)	N/A
NET PROFIT (AS REPORTED)	77.7	73.9	5.2
EARNINGS PER SHARE (CENTS)			
Continuing Operations (Normalised*)	37.1¢	43.3¢	(14.2)
Continuing Operations	37.1¢	38.6¢	(3.8)
As reported	37.1¢	35.3¢	5.2
* Normalised for Accelerated Depreciation and Redundancies in 2007/08. All variance percentages are based on full numbers, not rounded numbers.			

WANH BUSINESS UNIT RESULTS	9 Months to 31 March 2009		
	2008/09 \$M	2007/08 \$M	Variance %
Revenue from Continuing Operations (excluding Interest and Dividends)			
The West Australian	244.8	273.7	(10.6)
The West Magazines	12.5	12.3	2.3
Digital Publishing	1.1	0.9	26.2
Regionals	34.9	36.0	(3.1)
ColourPress	6.4	7.7	(16.0)
Quokka	8.6	7.5	13.6
Radio	6.2	6.0	3.4
West Australian Publishers	2.9	3.4	(14.8)
Other	4.0	4.1	(3.5)
TOTAL	321.4	351.6	(8.6)
Earnings from Continuing Operations before Interest, Tax (EBIT) and Noteworthy Items			
The West Australian	110.7	134.3	(17.6)
The West Magazines	3.8	3.5	6.0
Digital Publishing	(4.0)	(2.9)	(36.3)
Regionals	8.9	9.1	(1.7)
ColourPress	(0.1)	(1.5)	96.8
Quokka	3.1	2.3	35.6
Radio	1.9	1.9	0.7
West Australian Publishers	0.9	1.1	(16.2)
Community Newspaper (49.9%)*	3.6	4.7	(23.5)
Corporate Costs and Other	(4.5)	(3.6)	(27.4)
TOTAL	124.3	148.9	(16.5)
* Profit After Tax All variance percentages are based on full numbers, not rounded numbers.			

Following are comments on the trading performance of the main business units for the nine months.

THE WEST AUSTRALIAN

Normalised EBIT for *The West Australian* was 17.6% below the prior year.

Total revenue fell 10.6% to \$244.8 million. Net advertising revenue fell 12.2% to \$184.4 million and circulation revenue fell 5.6% to \$52.8 million.

Total gross advertising in *The West Australian* fell 12.2% in the nine months, with a 12.9% decrease in volume and a 0.7% increase in the average advertising rate per column centimetre.

GROSS ADVERTISING REVENUE GROWTH BY CATEGORY IN THE WEST AUSTRALIAN IN THE 9 MONTHS TO 31 MARCH 2009	
	Increase / Decrease %
Display National	(3.5)
Display Local	(12.1)
TOTAL DISPLAY	(9.2)
Classifieds Real Estate	(13.8)
Classifieds Employment	(36.7)
Classifieds Motors	(8.8)
Classifieds Other	(0.5)
TOTAL CLASSIFIEDS	(17.4)
New Homes	33.6
TOTAL GROSS ADVERTISING	(12.2)

Total Display revenue fell 9.2% with National Display down 3.5% and Local Display down 12.1%. Total Classifieds revenue fell by 17.4% with Employment decreasing by 36.7% and Motors falling by 8.8%. Real Estate was down 13.8% and New Homes performed strongly with revenue 33.6% above the prior period.

Circulation revenue in *The West Australian* fell by 5.6%, partly as a result of the introduction of a new distributor compensation arrangement from the beginning of July. The number of copies sold was 1.1% less than the prior year and an increase in telemarketing activity has seen a rise in the number of discounted copies sold. The quarterly circulation numbers are as follows:

CIRCULATION COPIES SOLD			
		Saturday Edition	Mon - Fri
Jan - Mar 08	ABC Audit	348,153	196,490
Apr - Jun 08	ABC Audit	342,787	195,033
Jul - Sep 08	ABC Audit	336,532	194,862
Oct - Dec 08	ABC Audit	336,287	192,964
Jan - Mar 09	Internal Data	348,824	199,707
% Increase on Corresponding Quarter Last Year		0.2%	1.6%

EXPENSES

Expenses in *The West Australian* for the nine months ended 31 March 2009 fell 3.8% to \$134.1 million.

EXPENSES IN THE WEST AUSTRALIAN 9 MONTHS TO 31 MARCH 2009			
	2008/09	2007/08	Variance
	\$M	\$M	%
Total Personnel Costs	55.7	53.4	(4.2)
Newsprint	29.9	35.6	16.0
Distribution	11.1	11.8	6.2
Depreciation	13.5	14.0	3.9
Other	23.9	24.6	2.1
TOTAL	134.1	139.4	3.8
All variance percentages are based on full numbers, not rounded numbers.			

Personnel costs rose in the nine months by 4.2%.

All other costs decreased in the nine months, with Newsprint down by 16.0% due to a 7% price reduction, a 6.4% decrease in paging and a reduction in printing waste.

THE WEST MAGAZINES

The West Magazines achieved a 6.0% increase in EBIT to \$3.8 million on an 2.3% increase in revenue to \$12.5 million.

DIGITAL PUBLISHING

Digital publishing recorded a loss of \$4.0 million for the nine months. However, the rate of loss has shown a steady improvement each quarter. The revenue and cost saving benefits to flow from the Yahoo!7 arrangement should start to appear in the first quarter of the next financial year, when the new site will be fully operational.

REGIONALS

Good growth in the resources centres in Western Australia was offset by weak conditions in the South West of the state. Revenue fell by 3.1% to \$34.9 million, while EBIT was down 1.7% to \$8.9 million.

COLOURPRESS

ColourPress is predominantly an internal printer, operating on a nil profit margin basis for internal work. During the half year ColourPress incurred a marginal loss of \$0.1 million. From the start of the 2009/10 financial year, ColourPress results will be included in the "other" category and not separately disclosed.

QUOKKA

Quokka, which was revamped into a tabloid product last year, has achieved a 13.6% increase in revenue and a 35.6% increase in EBIT to \$3.1 million. Strong growth was achieved in the motor vehicles category and paid circulation has increased 3.9% over the prior year.

RADIO

The radio operations achieved a 3.4% increase in revenue and a steady EBIT of \$1.9 million.

COMMUNITY NEWSPAPERS (49.9%)

Net profit after tax declined 23.5% to \$3.6 million.

For further information:

Mr Chris Wharton
Chief Executive Officer

Mr Tom Garven
Chief Financial Officer

West Australian Newspapers Holdings Limited

Report on the results for the nine months ended 31 March 2009

	Current period \$A'000	Previous corresponding period \$A'000
Consolidated income statement		
1.1 Revenue from continuing operations (net of commissions, discounts and rebates) (item 1.15)	321,839	352,485
1.2 Other income (item 1.16)	20	5
1.3 Expenses excluding finance costs (item 1.17)	(199,584)	(220,782)
1.4 Finance costs	(15,961)	(22,688)
1.5 Share of net profit of associate accounted for using the equity method	3,602	4,707
1.6 Profit before income tax	109,916	113,727
1.7 Income tax expense (item 1.19)	(32,185)	(32,937)
1.8 Profit from continuing operations	77,731	80,790
1.9 Loss from discontinued operation (item 1.20)	-	(6,940)
1.10 Profit attributable to members	77,731	73,850

	Current period	Previous corresponding period
Earnings per share for profit from continuing operations attributable to the ordinary equity holders of the Company		
1.11 Basic earnings per share	37.7 cents	39.3 cents
1.12 Diluted earnings per share *	37.1 cents	38.6 cents
Earnings per share for profit attributable to the ordinary equity holders of the Company		
1.13 Basic earnings per share	37.7 cents	35.9 cents
1.14 Diluted earnings per share *	37.1 cents	35.3 cents

* Diluted due to shares relating to outstanding loans pursuant to the executive and employee share plans treated as options under AIFRS.

West Australian Newspapers Holdings Limited

Report on the results for the nine months ended 31 March 2009

	Current period \$A'000	Previous corresponding period \$A'000
Revenue and expenses		
Revenue from continuing operations		
<i>Sales revenue</i>		
Advertising	242,054	267,445
Circulation	60,898	63,928
Commercial printing	7,023	8,452
Rendering of services	7,490	8,270
Other	3,512	3,085
	320,977	351,180
<i>Other revenue</i>		
Interest revenue	517	982
Rents	345	323
	862	1,305
1.15 Revenue from continuing operations (item 1.1)	321,839	352,485
Other income		
Net gain on disposal of property, plant and 1.16 equipment (item 1.2)		
	20	5
Expenses excluding finance costs		
Depreciation		
Normal	(15,387)	(16,078)
Accelerated (item 1.18)	-	(11,737)
Editorial contributions	(2,336)	(2,279)
Electricity	(1,489)	(1,486)
Maintenance agreements	(2,869)	(2,436)
Marketing and promotion expenses	(4,216)	(4,528)
Newsprint consumed	(41,821)	(47,623)
News services	(2,123)	(1,914)
Personnel costs including payroll tax	(86,551)	(83,968)
Printing services - external	(700)	(2,898)
Raw materials and consumables used (excluding newsprint)	(7,056)	(8,401)
Repairs and maintenance	(2,040)	(1,424)
Road and air freight	(13,435)	(14,031)
Other expenses from ordinary activities	(19,561)	(19,979)
Expenses relating to additional general meeting held on 23 April 2008	-	(2,000)
1.17 Expenses excluding finance costs (item 1.3)	(199,584)	(220,782)

Refer item 1.18 for noteworthy items included in expenses.

West Australian Newspapers Holdings Limited

Report on the results for the nine months ended 31 March 2009

	Current period \$A'000	Previous corresponding period \$A'000
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Noteworthy items

Profit for the period before income tax expense includes the following expenses whose disclosure is relevant in explaining the financial performance of the Consolidated Entity.

Expenses

Accelerated depreciation on Herdsman printing equipment	-	(11,737)
Other write-offs related to the production upgrade at Herdsman and redundancy expense	-	(385)
Expenses relating to additional general meeting held on 23 April 2008	-	(2,000)
1.18 Total noteworthy items	-	(14,122)

The noteworthy items are included in expenses excluding finance costs (item 1.17).

Also of note in the previous corresponding period is the result of the discontinued operation (item 1.20).

Income tax expense

The numerical reconciliation of income tax expense to prima facie tax payable is as follows:

Profit before income tax expense (item 1.6)	109,916	113,727
Tax at the Australian tax rate of 30%	(32,975)	(34,118)
Tax effect of amounts which are not taxable/(deductible) in calculating taxable income:		
Building construction allowance	305	307
Non-deductible depreciation and amortisation	(269)	(246)
Non-deductible expenses	(326)	(292)
Share of net profit of associate	1,080	1,412
1.19 Income tax expense (item 1.7)	(32,185)	(32,937)

West Australian Newspapers Holdings Limited

Report on the results for the nine months ended 31 March 2009

Discontinued operation

Description

During the previous corresponding period on 23 September 2007 the Consolidated Entity announced that it had entered into an agreement with Pacific Equity Partners for the sale of its interest in The Hoyts Group, a jointly controlled entity. The sale was completed on 5 December 2007. The jointly controlled entity is recorded as a discontinued operation in the comparative figures in this financial report.

Financial performance information

	Current period \$A'000	Previous corresponding period \$A'000
Share of profit before income tax of jointly controlled entity using the equity method (1 July 2007 to 23 September 2007)	-	5,033
Income tax expense	-	(1,510)
	-	3,523
Loss on disposal of interest in jointly controlled entity	-	(10,463)
1.20 Loss from discontinued operation (item 1.9)	-	(6,940)

Dividends paid

2.1 Final dividend of 32 cents (previous corresponding period - 31 cents) per share, fully franked based on tax paid at 30%, paid on 30 September 2008 (previous corresponding period - 28 September 2007)	66,244	64,052
2.2 Interim dividend of 23 cents (previous corresponding period - 21 cents) per share, fully franked based on tax paid at 30%, paid on 31 March 2009 (previous corresponding period - 31 March 2008)	47,657	43,452
2.3 Total dividends paid	113,901	107,504

Control gained over entities during the current period

3.1 There was no control gained over entities having material effect during the current period.

Loss of control of entities having material effect during the current period

3.2 There was no loss of control of entities having material effect during the current period.

Refer item 1.20 above for information relating to the sale of the Company's interest in The Hoyts Group, a jointly controlled entity during the previous financial year.

Segment reporting

4.1 Refer commentary attached to this report.

Commentary on Group results

5.1 Refer commentary attached to this report.

West Australian Newspapers Holdings Limited

Report on the results for the nine months ended 31 March 2009

Basis of financial report preparation

5.2 This report should be read in conjunction with the last annual report and any announcements to the market made by the Consolidated Entity during the period. This report does not include all the notes of the type normally included in an annual report.

Changes in accounting policies since the last annual report

5.3 There have been no changes in accounting policies since the last annual report affecting this report.

Compliance statement

6.1 This report has been prepared in accordance with the recognition and measurement requirements of Australian equivalents to International Financial Reporting Standards (AIFRS), other authoritative pronouncements of the Australian Accounting Standards Board, Urgent Issues Group Interpretations and the *Corporations Act 2001*.

6.2 This report, and the accounts upon which the report is based, use the same accounting policies.

6.3 This report does give a true and fair view of the matters disclosed.

6.4 This report is based on accounts which have not been audited or reviewed.

6.5 The Entity has a formally constituted audit committee.

This report was approved by resolution of the Board of Directors on 5 May 2009.



P.J. Bryant
Company Secretary

5 May 2009