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## Roy Morgan releases Enhanced Cross-Platform Audience results for Newspapers & Magazines

In this 'digital first' view of the media landscape Roy Morgan today releases its latest cross-platform audience results for Australian newspapers and magazines for the period January – March 2020. Roy Morgan's audience numbers also include the first set of Apple News audience measurement numbers for the Australian market.

In the March quarter of this year an estimated 19.3 million (92%) Australians aged 14+ read or accessed newspapers or newspaper content in some way – print editions, online via website, app or news platforms including (metropolitan, local and regional titles) in an average four weeks. This includes an estimated 16.4 million (78%) reading or accessing metropolitan titles. Some 15.6 million (74%) Australians aged 14+ read or accessed a magazine or magazine content.

The enhanced 4 week cross-platform audience data measures both Newspaper and Magazine masthead reach across print and digital content by masthead for each Publisher.

These latest findings from Roy Morgan Single Source will now be available to Publishers, Media Agencies and Brand Advertisers on an on-going basis.

### Sydney Morning Herald is Australia's top masthead – read by 8.1 million Australians

This enhanced 4 week cross-platform audience data now shows the standout performers for Newspapers are the Nine Entertainment owned Sydney Morning Herald with a cross-platform audience of 8.1 million and its Melbourne stablemate The Age with a cross-platform audience of 5.4 million Australians in an average 4 week period in the March quarter.

News Corp's Daily Telegraph is in third place with a cross-platform audience of 4.7 million in front of its Melbourne counterpart the Herald Sun which now has a cross-platform audience of 4.3 million Australians.

National broadsheet, The Australian, with a cross-platform audience of 4 million fills out the top 5.

These new 'digital first' Enhanced Cross-Platform Audience results are drawn from Roy Morgan Single Source comprising personal interviews with a representative sample of 10,852 Australians aged 14+ in their own homes and machine based data collected in the March quarter 2020.

### Bauer Media's 'Now to Love' online magazine hub is read by over 2.7 million Australians

The March quarter results for Magazine Publishers are equally impressive with the enhanced 4 week cross-platform audience data showing the Bauer Media owned 'Now to Love' website attracts an audience of 2.7 million Australians in an average 4 week period. Bauer Media's 'Now to Love' website allows magazine publishers to reach their audience in new ways with innovative online offerings.

Many of Bauer Media's magazine brands (including Women's Weekly, Woman's Day, Good Health, TV Week and Take 5) have consolidated their online presence in the 'Now to Love' hub which is adding incremental reach to already strong print based publications Women's Day, estimated to reach more than 1.7 million readers in an average 4 week period, and stablemate Women's Weekly with an estimated 4 week print reach of 1.1 million readers.

There are several other magazines with large cross-platform audiences including Taste.com.au Magazine with a total audience of just over 3 million, New Idea with almost 2.5 million and Better Home & Gardens with over 2.1 million readers in an average 4 weeks in the March quarter.

FOR IMMEDIATE RELEASE

**Michele Levine, CEO Roy Morgan says the new 4 week cross-platform audience data released today shows newspapers and magazines are reaching new audiences that aren't attached to traditional media channels:**

*"Roy Morgan's new 'digital first' view of the media landscape has highlighted the extraordinary reach of Newspaper and Magazine mastheads among the Australian population.*

*"The new 4 week cross-platform audience results shows millions of Australians are accessing their trusted media brands through digital channels. An estimated 19.3 million Australians aged 14+ (92%) read or accessed newspapers including metropolitan, regional and community titles in an average four weeks in the March quarter 2020.*

*"The metropolitan newspapers have a combined audience of 16.4 million Australians aged 14+ (78%) and Australia's most widely read masthead the Sydney Morning Herald read by 8.1 million in an average four weeks – equal to nearly 40% of Australia's population. This large reach is powered by digital audiences connecting via the website, apps, and news platforms and is even more extraordinary when one considers that the entire population of Sydney makes up only 20% of the national total.*

*"In addition, despite the well-known troubles facing media companies, over 2.7 million Australians now visit the 'Now to Love' online 'hub' which provides a significant boost for popular Bauer Media titles such as Woman's Day, Women's Weekly and the Take 5 weekly and monthly titles.*

*"The comprehensive 4 week cross-platform audience results create a range of new opportunities for participating Publishers and of course Brand Advertisers. Advertisers and their Media Agencies can now use these latest metrics to better plan campaigns and profile these larger audiences."*

#### **4 Week Newspaper Cross-Platform Audience (January to March 2020)**

Cross-Platform Audience is the number of Australians who have read or accessed individual newspaper content via print, web, app or Apple New (and incdes Monday – Friday and the weekend editions on Saturday and Sunday).

In line with traditional digital measures all results are 4 week estimates rather than print currency 'average issue readership' (AIR). The print currency 'AIR' readership estimates for newspapers are available to view in detail on the Roy Morgan website [here](#).

Publication	Print (4 weeks)	Digital (4 weeks) (incl. Apple News)	Total Cross-Platform Audience (4 weeks) (incl. Apple News)
	Jan-Mar 2020 (000's)	Jan-Mar 2020 (000's)	Jan-Mar 2020 (000's)
Adelaide Advertiser	844	1,465	1,946
Canberra Times	151	978	1,052
Courier-Mail	1,274	2,088	2,884
Daily Telegraph	2,015	3,537	4,677
Australian Financial Review	1,096	2,232	2,922
Herald Sun	2,439	2,767	4,317
Mercury	171	308	429
Newcastle Herald	246	247	380
Sunday Times	412	1,341	1,567
Sydney Morning Herald	1,930	7,518	8,146
The Age	1,794	4,686	5,433
The Australian	2,155	2,518	3,976
The Saturday Paper	274	345	568
West Australian	995	1,211	1,823



**Roy Morgan CEO Michele Levine notes that the breadth of coverage offered by News Corp titles around Australia is unmatched:**

*“News Corp is an Australian success story and this is apparent when considering the broad reach of its leading mastheads in the March quarter. News Corp has five mastheads with 4 week cross-platform audiences in an average four weeks of over 1 million. These include the Daily Telegraph, Herald Sun, Courier-Mail, Adelaide Advertiser and the national broadsheet The Australian which during the March quarter was read by nearly 4 million in an average four weeks.*

*“Also impressive is the wide reach of News Corp’s leading platform news.com.au which Roy Morgan estimates reached 11.6 million Australians aged 14+ during the month of March alone. The audience at news.com.au increased substantially in March as Australians turned to well-known news outlets to keep track of a fast-moving situation impacting everyone.”*

**4 Week Magazine Cross-Platform Audience (January to March 2020)**

Cross-Platform Audience is the number of Australians who have read or accessed magazine content via print, web, app or Apple News.

In line with traditional digital measures all results are 4 week estimates rather than print currency ‘average issue readership’ (AIR). The print currency ‘AIR’ readership estimates for magazines are available to view in detail on the Roy Morgan website [here](#).

Publication	Print (4 weeks)	Digital (4 weeks) (incl. Apple News)	Total Cross- Platform Audience (4 weeks) (incl. Apple News)
	Jan-Mar 2020 (000's)	Jan-Mar 2020 (000's)	Jan-Mar 2020 (000's)
4X4 Australia	195	925	1,117
Australian Geographic	554	287	732
Australian Gourmet Traveller	142	253	370
Belle	121	374	467
Better Homes & Gardens	1,772	465	2,142
Country Style	225	374	568
Elle	175	376	520
Empire/ Now to Love	39	2,737	2,756
Frankie	374	67	424
Girlfriend	90	57	137
Good Health/ Now to Love	164	2,737	2,871
Harper's Bazaar	227	346	507
Healthy Food Guide	224	63	277
Home Beautiful	219	79	227
House & Garden	386	374	756
Inside Out	73	374	447
Instyle	141	122	262
Marie Claire	343	178	517
Men's Health	142	203	279
Motor	86	945	1,011
National Geographic	932	901	1,639
New Idea	1,481	1,261	2,497
NW/ Now to Love	176	2,737	2,840
OK/ Now to Love	126	2,737	2,802



Open Road	883	94	927
Reader's Digest	408	282	685
Real Living	75	374	428
Street Machine	223	945	1,113
Super Food Ideas	520	83	603
Take 5 (weekly)/ Now to Love	725	2,737	3,264
Take 5 Bumper Monthly/ Now to Love	530	2,737	3,148
Taste.com.au Magazine	514	2,631	3,003
That's Life	797	125	885
The Monthly	145	241	325
Time Magazine	522	660	1,063
TV Week/ Now to Love	448	2,737	3,076
Unique Cars	133	175	297
Vogue	373	231	545
Wheels	133	925	995
Who	398	586	902
Woman's Day/ Now to Love	1,722	2,737	4,086
Women's Health	246	96	315
Women's Weekly/ Now to Love	1,125	2,737	3,675

Note 4 Week audience is 4 week readership for 7 day titles, Average Issue Readership is used for monthly & quarterly titles.

### For the record – Roy Morgan Print Readership Results

Roy Morgan provides the industry currency in readership figures. It is the most influential survey on newspaper and magazine readership in Australia and ensures selection of the most appropriate publications to reach the Australians aged 14+ markets.

The readership estimates below are 'average issue readership' (AIR) over a 12 month period, and represent the number, or %, of Australians who read or look into an average issue of the particular publication.

This provides an estimate of the 'reach' an advertiser can expect to achieve with advertising placed in the publication.

These print readership estimates do **not** include the additional Australians who read the publications in their digital form online, via web, mobile or app.

The total reach – 'cross-platform' reach is greater than the 'average issue reach' of a publication as it includes additional readers and cover a 4 week period, rather than an average issue.

### Better Homes & Gardens leads growth in print magazine readership – up 17.1%

Better Homes & Gardens is Australia's most widely read paid magazine with an average issue print readership up 17.1 per cent to 1,771,000 in the year to March 2020 and is now ahead of the Women's Weekly with an average issue print readership of 1,337,000.

In addition National Geographic has retained an impressive average issue print readership of 1,165,000 while Taste.com.au Magazine was up 3.6 per cent to 611,000. Super Food Ideas had the largest average issue print readership increase of the top magazines, up 30.8 per cent to 595,000.

The recently launched New Idea Royals is now Australia's tenth most widely read paid magazine with a sizeable average issue print readership of 571,000. New titles That's Life Mega Monthly with a print readership of 405,000 and Women's Weekly Food read by 314,000 have also had strong starts.

Other magazines to perform strongly and increase their average issue print readership include Marie Claire (+16.3 per cent to 336,000), New Scientist (+1.9 per cent to 320,000) and Horizons (WA) (+4.6 per cent to 295,000).

## Coles Magazine & Fresh most widely read and Bunnings Magazine read by almost 1.2m

Australia's two most widely read free magazines are again Coles Magazine with an average issue print readership in the year to March 2020 of 4,489,000 and Fresh with a readership of 4,015,000.

Bunnings Magazine is the third most widely read free magazine. It has an average issue print readership in the year to March 2020 of 1,170,000 making the hardware retailer's magazine, launched a year ago, one of only six with an average issue print readership of more than 1 million Australians.

### *The five most read categories of magazines by average issue print readership*

- *Food & Entertainment (6,495,000 Australians, 31.1% of the population);*
- *General Interest (4,213,000 Australians, 20.2% of the population);*
- *Home & Garden (3,459,000 Australians, 16.5% of the population);*
- *Mass Women's (3,151,000 Australians, 15.1% of the population);*
- *Business, Financial & Airline (1,340,000 Australians, 6.4% of the population).*

### **Roy Morgan CEO Michele Levine says the digital 'footprints' of magazines are growing fast, but there are still many magazines that have a sizeable average issue print readerships:**

*"Australians are increasingly consuming their favourite magazines via digital channels such as Bauer Media's 'Now to Love' online hub which integrates several leading titles under one easy to remember banner and has attracted an average four week audience of over 2.7 million Australians in the March quarter.*

*"However, it's worth noting there are several magazines that have sizeable average issue print readerships of over 1 million Australians – and many of the leading titles are growing their print readerships.*

*"Better Homes & Gardens is Australia's most widely read paid magazine with an average issue print readership in the year to March 2020 of nearly 1.8 million – up 17.1 per cent on a year ago. Women's Weekly with an average issue print readership of over 1.3 million and the National Geographic read by nearly 1.2 million also retain strong print followings.*

*"There have also been increases in average issue print readership over the last year for Super Food Ideas, up 30.8 per cent to 595,000, Taste.com.au Magazine up 3.6 per cent to 611,000 and Marie Claire up 16.3 per cent to 336,000."*

**Visit the Roy Morgan website for further details on Roy Morgan's latest average issue print readership figures for Magazines:**

<http://www.roymorgan.com/industries/media/readership/magazine-readership>

**Roy Morgan's latest 7 day print readership figures for Newspapers:**

<http://www.roymorgan.com/industries/media/readership/newspaper-readership>

**For comments or more information about Roy Morgan's audience measurement please contact:**

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## About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2