

Monday, 24 May 2021

New Roy Morgan Cross-Platform Audience results show strong results for leading newspapers and magazines

Roy Morgan today releases the latest enhanced cross-platform audience results for Australian newspapers and magazines for the 12 months to March 2021 showing strong growth for Australia's leading newspaper mastheads and across the newspaper sector more broadly.

In the year to March 2021 an estimated 20.3 million (96.2%) 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.

The total cross-platform audiences for newspaper mastheads in the 12 months to March 2021 includes an estimated 16.8 million (79.4%) reading or accessing metropolitan titles. In addition some 15.6 million (72.8%) Australians aged 14+ read or accessed a magazine or magazine content.

The 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 are available to Publishers, Media Agencies and Brand Advertisers on an on-going basis.

Sydney Morning Herald is Australia's top masthead – read by over 8.5 million Australians

This 4 week cross-platform audience data now shows the standout performers for Newspapers are Nine Entertainment owned Sydney Morning Herald with a cross-platform audience of over 8.5 million ahead of its Melbourne stablemate The Age with a cross-platform audience of 6 million Australians in an average 4 week period in the 12 months to March 2021.

News Corp's national broadsheet The Australian is in third place with a cross-platform audience of nearly 5.1 million just ahead of city-based stablemates The Daily Telegraph in Sydney of over 4.9 million and Melbourne counterpart the Herald Sun with a cross-platform audience of well over 4.5 million.

These new 'digital first' Enhanced Cross-Platform Audience results are drawn from Roy Morgan Single Source comprising multi-mode interviews with a representative sample of 66,050 Australians aged 14+ and machine based data collected in the 12 months to March 2021.

Are Media's 'Now to Love' digital platform is read by over 2 million Australians

The results for the 12 months to March 2021 for Magazine Publishers are equally impressive with the 4 week cross-platform audience data showing Are Media's 'Now to Love' website attracts an audience of 2 million Australians in an average 4 week period. Are Media's 'Now to Love' allows advertisers to reach their audience in new ways with innovative online offerings.

Many of Are Media's magazine brands (including Australian Women's Weekly, Woman's Day, TV Week and Take 5) have consolidated their online presence on the 'Now to Love' platform which is adding incremental reach to already strong print based publications, including Woman's Day and Australian Women's Weekly which both reach an estimated 1.4 million readers in an average 4 week period.

There are several other magazines with large cross-platform audiences including News Corp's Taste.com.au Magazine with a total audience of over 3.3 million, Are Media's New Idea with over 2.4 million and Better Home & Gardens with well over 2.2 million readers in an average 4 weeks in the 12 months to March 2021.

FOR IMMEDIATE RELEASE

4 Week Newspaper Cross-Platform Audience (12 months to March 2021)

'Cross-Platform Audience' is the number of Australians who have read or accessed individual newspaper content via print, web, app or Apple News (and includes 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 CPA (4 weeks) (incl. Apple News)
	12m to Mar 2021 (000's)	12m to Mar 2021 (000's)	12m to Mar 2021 (000's)
Adelaide Advertiser	894	1,160	1,725
Canberra Times	205	735	908
Courier-Mail	1,564	1,768	2,913
Daily Telegraph	2,485	3,027	4,879
Financial Review	1,212	2,298	3,295
Herald Sun	2,571	2,838	4,562
Mercury	158	299	430
Newcastle Herald	235	320	542
Sydney Morning Herald	2,012	7,683	8,519
The Age	1,585	5,186	5,990
The Australian	3,047	2,632	5,092
The Saturday Paper	511	359	846
West Australian	1,203	842	1,764

Michele Levine, CEO Roy Morgan says the latest 4 week cross-platform audience data shows millions of Australians accessing newspapers and magazines via new media channels and several titles increasing their audiences during the last 12 months:

"Roy Morgan's 'digital first' view of the media landscape shows millions of Australians turned to online channels to access leading Newspaper and Magazine mastheads during the last year as Australia was struck by the COVID-19 pandemic prompting a nation-wide lockdown, sever restrictions on people's movement and lengthy border closures for most of last year.

"The new 4 week cross-platform audience results show an estimated 19.9 million Australians aged 14+ (94.4%) read or accessed newspapers including metropolitan, regional and community titles in an average four weeks in the 12 months to March 2021.

"The metropolitan newspapers have a combined audience of 16.8 million Australians aged 14+ (79.4%) and Australia's most widely read masthead the Sydney Morning Herald is read by over 8.5 million in an average four weeks – over 40% of Australia's population.

"There were also strong performances from fellow Nine Entertainment mastheads The Age and the Australian Financial Review which both experienced large gains in their cross-platform audiences compared to a year ago.

“However, it is News Corp which had a market-leading five mastheads with 4 week cross-platform audiences of over 1.7 million for each led by the national broadsheet The Australian which has a cross-platform audience of over 5 million up over 25% on a year ago.

“News Corp’s Capital City based mastheads include the Sydney-based Daily Telegraph (read by nearly 4.9 million), the Melbourne-based Herald Sun (over 4.5 million), Brisbane-based Courier-Mail (over 2.9 million) and the Adelaide Advertiser read by over 1.7 million in an average four weeks.

“In addition to the traditional mastheads there are also digital news channels which today reach huge audiences of Australians led by News Corp’s leading platform news.com.au which Roy Morgan estimates was visited by over 11 million Australians during the 12 months to March 2021 just ahead of ABC News visited by around 10 million.

“In the magazine realm over 2 million Australians now visit the ‘Now to Love’ online ‘destination’ which provides a significant boost for popular Are Media titles such as Woman’s Day, Australian Women’s Weekly and the Take 5 weekly and monthly titles.

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

4 Week Magazine Cross-Platform Audience (12 months to March 2021)

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 CPA (4 weeks) (incl. Apple News)
	12m to Mar 2021 (000's)	12m to Mar 2021 (000's)	12m to Mar 2021 (000's)
4X4 Australia	226	693	901
Australian Geographic	472	335	787
Australian Gourmet Traveller	226	353	569
Australian Women's Weekly	1,389	2,087	3,254
Belle	122	540	656
Better Homes & Gardens	1,591	757	2,251
Country Style	230	540	763
Frankie	237	109	337
Healthy Food Guide	172	340	505
Home Beautiful	310	576	873
House & Garden	585	540	1,105
Inside Out	107	540	643
Marie Claire	249	553	785
Motor	108	694	790
National Geographic	914	755	1,627
New Idea	1,192	1,386	2,438
Open Road	974	118	1,071
Prevention	67	137	202
Reader's Digest	431	324	740

Real Living	95	540	631
Royal Auto	581	201	763
Street Machine	189	689	861
Take 5 (weekly)	814	2,038	2,712
Take 5 Bumper Monthly	522	2,038	2,473
Taste.com.au Magazine	620	2,849	3,358
That's Life	825	98	905
The Monthly	115	236	344
Time Magazine	397	505	876
TV Week	702	2,038	2,643
Unique Cars	135	154	287
Vogue	335	488	801
Wheels	221	688	889
Who	342	761	1,079
Woman's Day	1,395	2,099	3,224
Women's Weekly Food	168	633	794

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 and is the most influential survey on newspaper and magazine readership in Australia.

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 covers a 4 week period, rather than an average issue.

Are Media has Australia's two most widely read paid magazines – Better Homes & Gardens and Australian Women's Weekly – both with print readerships of over 1.3 million

Better Homes & Gardens is Australia's most widely read paid magazine with an average issue print readership of 1,591,000 in the year to March 2021 and is followed by Australian Women's Weekly with an average issue print readership of 1,389,000. These two Are Media magazines are clearly the most widely read paid magazines in Australia.

The two leaders are followed by National Geographic with an average issue print readership of 914,000, Are Media's Woman's Day on 699,000, Taste.com.au Magazine on 620,000 and Are Media's New Idea on 589,000. Performing strongly were Gardening Australia which increased average issue print readership by 34.5 per cent to 503,000, House & Garden which was up 32.7 per cent to 585,000, That's Life Mega Monthly which was up 26.9 per cent to 514,000 and Take 5 (Weekly) up 2.1 per cent to 485,000.

Other magazines to perform strongly and increase their average issue print readership over the last year include That's Life up 3.7 per cent to 477,000, Reader's Digest Australia up 4.6 per cent to 431,000, TV Week up 41.5 per cent to 351,000, Delicious up 31.5 per cent to 351,000, Qantas Magazine up 12.6 per cent to 340,000 and Home Beautiful up 8.6 per cent to 315,000.

Coles Magazine & Fresh most widely read and Bunnings Magazine read by over 1.5m

Australia's two most widely read free magazines are again Coles Magazine with an average issue print readership in the year to March 2021 of 4,959,000 and Fresh with a readership of 4,462,000.

Bunnings Magazine is the third most widely read free magazine. It has an average issue print readership in the year to March 2021 of 1,550,000, an impressive increase of 32.5 per cent on a year ago as many Australians have indulged in some home renovations making the hardware retailer's magazine one of only five 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 (6,964,000 Australians, 33.0% of the population);*
- *General Interest (3,948,000 Australians, 18.7% of the population);*
- *Home & Garden (3,658,000 Australians, 17.3% of the population);*
- *Mass Women's (2,919,000 Australians, 13.8% of the population);*
- *Business, Financial & Airline (1,068,000 Australians, 5.1% of the population).*

Roy Morgan CEO Michele Levine says the last year has provided a huge shock to the magazine industry with several under-performing titles ceasing publication being replaced by newer and more exciting alternatives for the millions of Australians who enjoy reading print magazines:

"Australia has handled the COVID-19 pandemic better than most countries over the last year with most of the country remaining relatively open throughout the period since the nation-wide lockdown ended a year ago in mid-May 2020.

"The rollout of the COVID-19 vaccines around Australia is progressing, albeit slower than some had hoped for, but already over 3.5 million vaccine doses have been administered which represents nearly 20% of Australia's adult population.

"The likelihood Australia's international borders are set to remain largely closed for another year also means Australians aren't spending on expensive overseas holidays and are instead spending their dollars on entertainment at home – an opportunity for publishers looking to grow new and existing brands in a challenging and fast-changing marketplace.

"Digital Channels such as Are Media's 'Now to Love' benefited during 2020 and now has an audience of over 2 million on the back of their undisputed strength in homes, beauty, entertainment and lifestyle categories with a focus on being the leading provider of premium content for women and connecting with them on the issues they care about.

"Despite the challenges faced by publishers during 2020 with periods of lockdown forcing many non-essential businesses from which magazines are sold to close, there are still many magazines with large average issue print readerships including five magazines with a print readership of over 1 million and over 15 with average issue print readerships of 500,000+ Australians.

"Are Media's Better Homes & Gardens is Australia's most widely read paid magazine with an average issue print readership in the year to March 2021 of nearly 1.6 million and stablemate Australian Women's Weekly with an average issue print readership of almost 1.4 million reaches a huge number of Australians each month – an increase of 3.9 per cent from a year ago.

"There have been several leading magazines to increase their average issue print readership over the last year including Gardening Australia, up 34.5 per cent to 503,000, House & Garden, up 32.7 per cent to 585,000, That's Life Mega Monthly up 26.9 per cent to 514,000, Taste.com.au Magazine up 1.5 per cent to 620,000, Reader's Digest Australia up 4.6 per cent to 431,000, That's Life up 3.7 per cent to 477,000, Take 5 (Weekly) up 2.1 per cent to 485,000, TV Week up 41.5 per cent to 351,000, Delicious up 31.5 per cent to 351,000 and Qantas Magazine up 12.6 per cent to 340,000."



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:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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 79 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