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Detailed below are the Roy Morgan Readership results for the year ending December 2010.

Roy Morgan Research 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 Population 14+ markets.

## Magazines

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2009	Dec 2010	Gain/Loss	Dec 2009	Dec 2010	% Change
2 Wheels	0.5	0.6	0.1	93	114	22.6
4X4 Australia	0.8	0.7	-0.1	143	125	-12.6
AFL Record (Apr-Sep)	1.0	1.1	0.1	172	197	14.5
Alpha	1.2	1.2	0	208	223	7.2
APC	0.9	0.9	0	152	161	5.9
Austar	2.1	1.9	-0.2	374	341	-8.8
Australian 4WD Action	1.0	1.1	0.1	183	198	8.2
Australian Auto Action	0.4	0.5	0.1	79	82	3.8
Australian Geographic	2.3	2.2	-0.1	404	399	-1.2
Australian Golf Digest	0.5	0.6	0.1	89	102	14.6
Australian Good Food	1.7	1.8	0.1	298	323	8.4
Australian Good Taste	3.4	3.8	0.4	596	691	15.9
Australian Gourmet Traveller	1.5	1.7	0.2	271	304	12.2
Australian Handyman	1.0	1.1	0.1	171	208	21.6
Australian Motorcycle News	0.7	0.7	0	129	125	-3.1
Australian PC User	1.5	1.3	-0.2	258	233	-9.7
Australian Traveller	0.4	0.3	-0.1	75	57	-24.0
Belle	0.6	0.6	0	102	114	11.8
Better Homes and Gardens	10.0	10.7	0.7	1,783	1,950	9.4
Big Issue	0.7	1.2	0.5	130	227	74.6

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## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2009	Dec 2010	Gain/Loss	Dec 2009	Dec 2010	% Change
Big League (Apr-Sep)	0.5	0.6	0.1	86	107	24.4
Bride To Be	0.4	0.6	0.2	75	104	38.7
BRW	1.0	1.2	0.2	173	217	25.4
Burke's Backyard	2.1	2.0	-0.1	365	370	1.4
Cleo	2.1	2.3	0.2	381	416	9.2
Cosmopolitan	3.3	3.1	-0.2	594	557	-6.2
Cosmos	0.4	0.4	0	68	72	5.9
Country Style	1.1	1.2	0.1	192	227	18.2
Delicious	3.0	3.1	0.1	524	563	7.4
Diabetic Living	1.2	1.3	0.1	204	246	20.6
Dolly	2.0	2.1	0.1	363	390	7.4
Donna Hay	2.2	2.0	-0.2	394	369	-6.3
Empire	1.0	1.0	0	174	179	2.9
English Woman's Weekly	1.1	1.0	-0.1	191	185	-3.1
Famous	1.7	1.8	0.1	297	330	11.1
Fast Fours & Rotaries	0.6	0.5	-0.1	109	86	-21.1
FHM	1.1	0.9	-0.2	191	168	-12.0
Fishing World	1.1	1.1	0	196	208	6.1
Fitness First	0.8	0.8	0	135	137	1.5
Foxtel Magazine	5.5	5.0	-0.5	974	910	-6.6
Frankie (from Jun10)	-	1.1	-	-	192	-
Fresh Water Fishing Aust.	0.6	0.5	-0.1	111	93	-16.2
Game Informer (from Mar10)	-	0.4	-	-	71	-
Gardening Australia	2.6	2.5	-0.1	453	450	-0.7
Girlfriend	1.9	2.0	0.1	329	359	9.1
Golf Australia	0.5	0.4	-0.1	93	78	-16.1
Golf Magazine	0.3	0.3	0	47	51	8.5
Good Health	1.6	1.8	0.2	279	329	17.9
Gourmet Traveller Wine	0.5	0.6	0.1	98	105	7.1
GQ	0.6	0.6	0	100	111	11.0
Grazia	1.0	0.9	-0.1	173	173	0.0
Harper's Bazaar	1.2	1.2	0	210	223	6.2
Health Smart	0.6	0.6	0	101	114	12.9
Healthy Food Guide	0.8	0.9	0.1	134	164	22.4

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership (’000s)		
	Dec 2009	Dec 2010	Gain/Loss	Dec 2009	Dec 2010	% Change
Home Beautiful	1.8	1.8	0	325	321	-1.2
Horizons (WA) (was Road Patrol)	0.4	0.7	0.3	75	135	80.0
Hot 4s & Performance Cars	0.6	0.6	0	115	115	0.0
House & Garden	3.1	4.0	0.9	550	730	32.7
Hyper	0.3	0.3	0	58	61	5.2
Inside Football (Apr-Sep)	0.3	0.4	0.1	59	79	33.9
Inside Out	0.6	0.8	0.2	112	143	27.7
Inside Sport	0.5	0.6	0.1	94	103	9.6
InStyle	1.4	1.2	-0.2	249	221	-11.2
Jetstar	0.9	0.8	-0.1	168	148	-11.9
Just Cars	1.4	1.4	0	255	264	3.5
Limelight	0.3	0.2	-0.1	45	40	-11.1
Live To Ride	0.4	0.5	0.1	67	83	23.9
Luxury Home Design	0.3	0.3	0	59	61	3.4
Madison	1.2	1.2	0	222	227	2.3
Marie Claire	2.7	2.9	0.2	473	521	10.1
MasterChef Magazine (from Jul10)	-	4.2	-	-	762	-
Men's Fitness	0.6	0.9	0.3	113	161	42.5
Men's Health	2.1	2.2	0.1	369	398	7.9
Men's Style	0.4	0.4	0	66	67	1.5
Modern Fishing	0.9	0.9	0	166	159	-4.2
Modern Wedding	0.4	0.5	0.1	75	90	20.0
Money Magazine	1.1	1.0	-0.1	192	179	-6.8
The Monthly	0.7	0.6	-0.1	122	110	-9.8
Mother & Baby	0.7	0.7	0	130	135	3.8
Motor	0.9	1.0	0.1	155	184	18.7
Motor News Journeys (Tas)	0.5	0.4	-0.1	85	76	-10.6
National Geographic	4.0	4.0	0	701	724	3.3
Nature & Health	0.5	0.4	-0.1	95	81	-14.7
New Idea	9.0	7.9	-1.1	1,606	1,443	-10.1
New Scientist	1.6	1.7	0.1	284	306	7.7
Notebook	1.4	1.4	0	243	258	6.2
NW	1.9	1.7	-0.2	341	306	-10.3
Official Xbox 360	0.7	0.7	0	127	132	3.9
OK (weekly)	2.2	2.2	0	388	400	3.1
Open Road (NSW)	7.1	6.7	-0.4	1,259	1,227	-2.5

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2009	Dec 2010	Gain/Loss	Dec 2009	Dec 2010	% Change
Overlander 4WD	0.4	0.5	0.1	72	87	20.8
PC Authority	0.9	0.8	-0.1	161	144	-10.6
PC PowerPlay	0.5	0.6	0.1	93	106	14.0
People	1.1	1.0	-0.1	189	178	-5.8
Picture	0.9	0.9	0	153	159	3.9
PlayStation	0.6	0.7	0.1	110	125	13.6
Practical Parenting	0.6	0.8	0.2	108	145	34.3
Prevention	-	0.8	-	-	142	-
Qantas The Australian Way	2.3	2.5	0.2	405	454	12.1
Reader's Digest Australia	4.8	4.2	-0.6	851	773	-9.2
Real Living	0.7	0.7	0	125	132	5.6
Recipes+	2.2	2.2	0	388	404	4.1
RM Williams Outback	1.1	1.2	0.1	201	219	9.0
Road Ahead (Qld)	3.3	2.9	-0.4	588	538	-8.5
Rolling Stone	1.5	1.3	-0.2	267	243	-9.0
Royal Auto (Vic)	5.6	4.9	-0.7	991	902	-9.0
Rugby League Week (Apr-Sep)	0.9	1.1	0.2	162	197	21.6
SA Motor (SA)	1.3	1.4	0.1	236	247	4.7
Selector	0.4	0.4	0	69	68	-1.4
Shop Til You Drop	1.0	0.9	-0.1	178	159	-10.7
Smart Investor	0.9	0.8	-0.1	153	144	-5.9
Soap World	0.6	0.4	-0.2	112	74	-33.9
Street Machine	1.8	1.8	0	323	334	3.4
Super Food Ideas	5.4	5.5	0.1	951	1,004	5.6
Take 5	5.0	4.5	-0.5	887	821	-7.4
That's Life	6.4	5.9	-0.5	1,142	1,081	-5.3
Time	1.7	1.8	0.1	293	332	13.3
Top Gear	2.4	2.8	0.4	429	507	18.2
TV Hits	0.7	0.8	0.1	130	142	9.2
TV Soap	1.5	1.5	0	259	267	3.1
TV Week	5.2	4.8	-0.4	917	868	-5.3
Unique Cars	1.4	1.4	0	242	260	7.4
Virgin Blue Voyeur	1.6	1.7	0.1	288	314	9.0
Vogue Australia	1.9	2.1	0.2	338	388	14.8
Vogue Living	1.0	1.1	0.1	172	201	16.9
Wealth Creator	0.3	0.2	-0.1	45	44	-2.2
The Week	-	0.3	-	-	48	-

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2009	Dec 2010	Gain/Loss	Dec 2009	Dec 2010	% Change
Weight Watchers Magazine	0.9	1.0	0.1	158	184	16.5
WellBeing	0.7	0.6	-0.1	130	118	-9.2
Western Australian Business News (WA)	0.2	0.2	0	35	29	-17.1
Wheels	1.9	1.7	-0.2	343	318	-7.3
Who	3.5	3.4	-0.1	619	629	1.6
Woman's Day	11.6	10.9	-0.7	2,056	1,999	-2.8
Women's Health	2.4	2.6	0.2	434	469	8.1
Women's Health & Fitness	0.6	0.8	0.2	107	148	38.3
Women's Weekly	12.3	12.2	-0.1	2,184	2,228	2.0
Your Garden	0.7	1.0	0.3	128	178	39.1
Zoo Weekly	2.6	2.4	-0.2	469	433	-7.7

## Newspapers

Newspapers	M-F December 2009 R'ship ('000s)	M-F December 2010 R'ship ('000s)	Sat December 2009 R'ship ('000s)	Sat December 2010 R'ship ('000s)	Sun December 2009 R'ship ('000s)	Sun December 2010 R'ship ('000s)
<b>National</b>						
The Australian	446	441	853	887	-	-
Aust. Financial Review	263	255	172	153	-	-
<b>NSW</b>						
Daily Telegraph	1,016	949	867	857	-	-
Sydney Morning Herald	797	738	1,056	1,004	-	-
Sunday Telegraph	-	-	-	-	1,546	1,478
The Sun-Herald	-	-	-	-	1,159	1,108
MX	138	146	-	-	-	-
Newcastle Herald	127	112	183	174	-	-
Illawarra Mercury	75	66	97	86	-	-
Canberra Times	92	86	150	134	92	89
<b>VIC</b>						
Herald Sun	1,325	1,333	1,334	1,275	-	-
The Age	699	659	919	859	-	-
Sunday Herald Sun	-	-	-	-	1,487	1,456
The Sunday Age	-	-	-	-	697	689
MX	194	153	-	-	-	-
Geelong Advertiser	77	71	116	111	-	-
<b>QLD</b>						
Courier-Mail	595	592	845	781	-	-
The Sunday Mail	-	-	-	-	1,296	1,224
MX	68	47	-	-	-	-
Cairns Post	83	79	113	114	-	-
Gold Coast Bulletin	107	109	160	165	-	-
Townsville Bulletin	86	71	111	89	-	-

## Newspapers (Continued)

Newspapers	M-F December 2009 R'ship ('000s)	M-F December 2010 R'ship ('000s)	Sat December 2009 R'ship ('000s)	Sat December 2010 R'ship ('000s)	Sun December 2009 R'ship ('000s)	Sun December 2010 R'ship ('000s)
<b>SA</b>						
Adelaide Advertiser	468	445	616	574	-	-
Sunday Mail	-	-	-	-	675	636
<b>WA</b>						
West Australian	536	558	-	-	-	-
Weekend West	-	-	836	820	-	-
Sunday Times	-	-	-	-	732	695
<b>Tasmania</b>						
The Mercury	116	108	139	148	-	-
The Examiner	82	80	99	100	-	-
The Advocate	59	57	65	67	-	-
Sunday Tasmanian (Tas)	-	-	-	-	131	133
Sunday Examiner	-	-	-	-	106	98
<b>Northern Territory</b>						
Northern Territory News	49	44	61	57	-	-
Sunday Territorian	-	-	-	-	42	44

## Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ( '000s)		
	Dec 2009	Dec 2010	Gain/Loss	Dec 2009	Dec 2010	% Change
Wish	0.6	0.6	0	106	113	6.6
Weekend Australian Magazine	4.8	4.8	0	859	870	1.3
Financial Review Magazine	1.4	1.5	0.1	249	272	9.2
Boss	0.9	0.8	-0.1	155	154	-0.6
Good Weekend (NSW & Vic)	9.4	9.0	-0.4	1,667	1,635	-1.9
Sunday Magazine (NSW & Vic)	11.6	10.7	-0.9	2,067	1,961	-5.1
Sunday Life (NSW & Vic)	7.0	6.8	-0.2	1,251	1,234	-1.4
Sydney Magazine	2.3	1.9	-0.4	406	352	-13.3
Age Melbourne Magazine	1.9	1.6	-0.3	342	286	-16.4
Adelaide Magazine	0.9	0.8	-0.1	165	142	-13.9
Sun-Herald Television (NSW)	4.0	3.5	-0.5	708	637	-10.0
Sunday Telegraph TV Guide (NSW)	6.1	5.7	-0.4	1,088	1,032	-5.1
Sunday Herald Sun TV Guide (Vic)	6.2	5.7	-0.5	1,099	1,037	-5.6
Qweekend (Qld)	3.3	3.0	-0.3	580	551	-5.0
Sunday Mail TV Guide (Qld)	5.5	4.8	-0.7	983	875	-11.0
Paradise (Qld)	0.6	0.5	-0.1	108	86	-20.4
Cairns Eye (Qld)	0.3	0.3	0	59	48	-18.6
Sunday Mail TV Guide (SA)	3.1	2.9	-0.2	554	522	-5.8
SA Weekend	1.4	1.7	0.3	242	306	26.4
Sunday Times TV Guide (WA)	3.2	2.9	-0.3	568	521	-8.3
STM - Sunday Times Magazine (WA)	2.8	2.7	-0.1	495	484	-2.2
Seven Days (WA)	3.3	3.0	-0.3	584	545	-6.7
West Weekend (WA)	2.8	2.6	-0.2	499	475	-4.8