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Detailed below are the Roy Morgan Readership results for the year ending March 2011.

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)		
	Mar 2010	Mar 2011	Gain/Loss	Mar 2010	Mar 2011	% Change
2 Wheels	0.6	0.6	0	103	108	4.9
4X4 Australia	0.7	0.7	0	122	131	7.4
AFL Record (Apr-Sep)	1.0	1.1	0.1	172	197	14.5
Alpha	1.0	1.3	0.3	180	238	32.2
APC	0.8	0.9	0.1	149	165	10.7
Austar	2.0	1.8	-0.2	351	332	-5.4
Australian 4WD Action	1.0	1.1	0.1	186	211	13.4
Australian Auto Action	0.5	0.4	-0.1	85	78	-8.2
Australian Football Weekly	-	0.3	-	-	62	-
Australian Geographic	2.3	2.2	-0.1	414	411	-0.7
Australian Golf Digest	0.5	0.6	0.1	89	104	16.9
Australian Good Food	1.7	1.7	0	303	312	3.0
Australian Good Taste	3.4	3.6	0.2	605	666	10.1
Australian Gourmet Traveller	1.5	1.7	0.2	267	318	19.1
Australian Motorcycle News	0.6	0.7	0.1	113	124	9.7
Australian PC User	1.4	1.2	-0.2	247	228	-7.7
Australian Traveller	0.4	0.3	-0.1	76	50	-34.2
Belle	0.5	0.6	0.1	97	111	14.4
Better Homes and Gardens	10.1	10.6	0.5	1,799	1,955	8.7
Big Issue	0.9	1.3	0.4	154	242	57.1

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Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2010	Mar 2011	Gain/Loss	Mar 2010	Mar 2011	% Change
Big League (Apr-Sep)	0.5	0.6	0.1	86	107	24.4
Bride To Be	0.5	0.5	0	81	99	22.2
BRW	1.0	1.2	0.2	182	219	20.3
Burke's Backyard	2.0	2.0	0	363	366	0.8
Cleo	2.1	2.2	0.1	383	410	7.0
Cosmopolitan	3.2	3.0	-0.2	569	548	-3.7
Cosmos	0.4	0.5	0.1	65	87	33.8
Country Style	1.1	1.2	0.1	199	229	15.1
Delicious	2.8	3.1	0.3	504	579	14.9
Diabetic Living	1.3	1.3	0	232	235	1.3
Dolly	2.2	2.0	-0.2	387	361	-6.7
Donna Hay	2.1	1.9	-0.2	372	355	-4.6
Empire	0.9	1.1	0.2	165	199	20.6
English Woman's Weekly	1.0	1.0	0	187	181	-3.2
Famous	1.8	1.7	-0.1	322	315	-2.2
Fast Fours & Rotaries	0.6	0.5	-0.1	104	87	-16.3
FHM	1.1	0.8	-0.3	191	155	-18.8
Fishing World	1.1	1.1	0	203	208	2.5
Fitness First	0.8	0.6	-0.2	151	114	-24.5
Foxtel Magazine	5.4	5.0	-0.4	973	912	-6.3
Frankie (from Jun10)	-	1.0	-	-	192	-
Fresh Water Fishing Aust.	0.6	0.5	-0.1	110	93	-15.5
Game Informer	-	0.5	-	-	85	-
Gardening Australia	2.6	2.3	-0.3	466	426	-8.6
Girlfriend	1.9	1.9	0	345	349	1.2
Golf Australia	0.5	0.5	0	83	87	4.8
Golf Magazine	0.3	0.3	0	49	49	0.0
Good Health	1.5	1.8	0.3	272	333	22.4
Gourmet Traveller Wine	0.6	0.5	-0.1	110	96	-12.7
GQ	0.6	0.6	0	101	115	13.9
Grazia	1.0	0.9	-0.1	175	156	-10.9
Handyman	1.0	1.1	0.1	180	197	9.4
Harper's Bazaar	1.1	1.2	0.1	192	221	15.1
Health Smart	0.6	0.6	0	101	110	8.9

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2010	Mar 2011	Gain/Loss	Mar 2010	Mar 2011	% Change
Healthy Food Guide	0.8	0.9	0.1	151	162	7.3
Home Beautiful	1.8	1.8	0	325	334	2.8
Horizons (WA) (was Road Patrol)	0.6	0.6	0	102	118	15.7
Hot 4s & Performance Cars	0.6	0.6	0	114	111	-2.6
House & Garden	3.5	3.8	0.3	617	700	13.5
Hyper	0.3	0.3	0	50	61	22.0
Inside Football (Apr-Sep)	0.3	0.4	0.1	59	79	33.9
Inside Out	0.7	0.8	0.1	120	141	17.5
Inside Sport	0.5	0.6	0.1	91	108	18.7
InStyle	1.3	1.2	-0.1	226	221	-2.2
Jetstar	0.9	0.9	0	159	163	2.5
Journeys (Tas)	0.5	0.4	-0.1	86	75	-12.8
Just Cars	1.4	1.4	0	246	261	6.1
Limelight	0.2	0.2	0	43	36	-16.3
Live To Ride	0.4	0.4	0	66	74	12.1
Luxury Home Design	0.3	0.3	0	61	55	-9.8
Madison	1.2	1.2	0	222	214	-3.6
Marie Claire	2.8	2.5	-0.3	504	453	-10.1
MasterChef Magazine (from Jul10)	-	3.4	-	-	627	-
Men's Fitness	0.6	1.0	0.4	116	180	55.2
Men's Health	2.2	2.1	-0.1	385	394	2.3
Men's Style	0.3	0.4	0.1	62	66	6.5
Modern Fishing	0.9	0.8	-0.1	166	154	-7.2
Modern Wedding	0.5	0.5	0	87	83	-4.6
Money Magazine	1.0	1.0	0	180	188	4.4
The Monthly	0.5	0.6	0.1	88	118	34.1
Mother & Baby	0.7	0.6	-0.1	132	118	-10.6
Motor	0.9	1.0	0.1	168	177	5.4
National Geographic	3.9	4.1	0.2	697	749	7.5
Nature & Health	0.6	0.4	-0.2	99	70	-29.3
New Idea	8.8	7.5	-1.3	1,563	1,384	-11.5
New Scientist	1.6	1.7	0.1	289	314	8.7
NW	1.9	1.7	-0.2	336	306	-8.9
Official Xbox 360	0.8	0.8	0	134	141	5.2
OK (weekly)	2.3	2.1	-0.2	407	394	-3.2
Open Road (NSW)	7.0	6.4	-0.6	1,254	1,175	-6.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2010	Mar 2011	Gain/Loss	Mar 2010	Mar 2011	% Change
Overlander 4WD	0.4	0.4	0	78	79	1.3
PC & Tech Authority	0.9	0.7	-0.2	160	134	-16.3
PC PowerPlay	0.5	0.6	0.1	94	114	21.3
People	1.0	0.9	-0.1	187	161	-13.9
Picture	0.9	0.8	-0.1	156	150	-3.8
PlayStation	0.5	0.8	0.3	93	141	51.6
Practical Parenting	0.6	0.8	0.2	114	145	27.2
Prevention	1.0	0.7	-0.3	187	136	-27.3
Qantas The Australian Way	2.3	2.6	0.3	411	481	17.0
Reader's Digest Australia	4.8	4.1	-0.7	850	748	-12.0
Real Living	0.7	0.7	0	123	124	0.8
Recipes+	2.4	2.1	-0.3	426	388	-8.9
RM Williams Outback	1.1	1.2	0.1	205	224	9.3
Road Ahead (Qld)	3.2	2.9	-0.3	577	539	-6.6
Rolling Stone	1.5	1.3	-0.2	267	234	-12.4
Royal Auto (Vic)	5.5	4.5	-1	980	827	-15.6
Rugby League Week (Apr-Sep)	0.9	1.1	0.2	162	197	21.6
SA Motor (SA)	1.4	1.2	-0.2	253	226	-10.7
Selector	0.4	0.4	0	64	66	3.1
Shop Til You Drop	1.0	0.9	-0.1	175	162	-7.4
Smart Investor	0.8	0.8	0	151	143	-5.3
Soap World	0.6	0.3	-0.3	107	60	-43.9
Street Machine	1.9	1.8	-0.1	336	335	-0.3
Super Food Ideas	5.4	5.2	-0.2	958	956	-0.2
Take 5	4.8	4.5	-0.3	853	822	-3.6
That's Life	6.3	5.8	-0.5	1,130	1,072	-5.1
Time	1.6	1.8	0.2	282	331	17.4
Top Gear	2.4	2.8	0.4	432	515	19.2
TV Soap	1.4	1.4	0	251	261	4.0
TV Week	5.0	4.6	-0.4	890	847	-4.8
Unique Cars	1.3	1.4	0.1	238	264	10.9
Virgin Blue Voyeur	1.6	1.7	0.1	287	311	8.4
Vogue Australia	1.8	2.2	0.4	321	398	24.0
Vogue Living	0.8	1.2	0.4	150	211	40.7
Wealth Creator	0.2	0.2	0	43	43	0.0
The Week	0.3	0.3	0	57	59	3.5
Weight Watchers Magazine	0.9	1.1	0.2	159	195	22.6

Magazines (continued)

Magazines	Readership % of Population 14+			Readership (’000s)		
	Mar 2010	Mar 2011	Gain/Loss	Mar 2010	Mar 2011	% Change
WellBeing	0.7	0.6	-0.1	119	113	-5.0
Western Australian Business News (WA)	0.2	0.1	-0.1	32	26	-18.8
Wheels	1.9	1.7	-0.2	337	310	-8.0
Who	3.5	3.3	-0.2	626	606	-3.2
Woman's Day	11.5	10.6	-0.9	2,045	1,953	-4.5
Women's Health	2.5	2.4	-0.1	453	441	-2.6
Women's Health & Fitness	0.6	0.8	0.2	115	140	21.7
Women's Weekly	12.2	11.9	-0.3	2,185	2,194	0.4
Your Garden	0.7	0.9	0.2	128	171	33.6
Zoo Weekly	2.6	2.2	-0.4	466	407	-12.7

Newspapers

Newspapers	M-F March 2010 R'ship ('000s)	M-F March 2011 R'ship ('000s)	Sat March 2010 R'ship ('000s)	Sat March 2011 R'ship ('000s)	Sun March 2010 R'ship ('000s)	Sun March 2011 R'ship ('000s)
National						
The Australian	443	449	861	862	-	-
Aust. Financial Review	245	265	162	161	-	-
NSW						
Daily Telegraph	992	953	860	850	-	-
Sydney Morning Herald	741	766	1,014	1,014	-	-
Sunday Telegraph	-	-	-	-	1,523	1,486
The Sun-Herald	-	-	-	-	1,129	1,088
MX	128	147	-	-	-	-
Newcastle Herald	127	112	178	171	-	-
Illawarra Mercury	67	68	89	85	-	-
Canberra Times	94	85	146	126	93	86
VIC						
Herald Sun	1,314	1,338	1,313	1,261	-	-
The Age	684	668	908	857	-	-
Sunday Herald Sun	-	-	-	-	1,489	1,425
The Sunday Age	-	-	-	-	693	695
MX	180	162	-	-	-	-
Geelong Advertiser	70	75	113	109	-	-
QLD						
Courier-Mail	590	603	817	783	-	-
The Sunday Mail	-	-	-	-	1,277	1,222
MX	62	53	-	-	-	-
Cairns Post	84	77	112	114	-	-
Gold Coast Bulletin	108	99	158	151	-	-
Townsville Bulletin	84	75	109	95	-	-

Newspapers (Continued)

Newspapers	M-F March 2010 R'ship ('000s)	M-F March 2011 R'ship ('000s)	Sat March 2010 R'ship ('000s)	Sat March 2011 R'ship ('000s)	Sun March 2010 R'ship ('000s)	Sun March 2011 R'ship ('000s)
SA						
Adelaide Advertiser	464	434	611	559	-	-
Sunday Mail	-	-	-	-	669	619
WA						
West Australian	553	547	-	-	-	-
Weekend West	-	-	826	819	-	-
Sunday Times	-	-	-	-	723	708
Tasmania						
The Mercury	111	107	138	146	-	-
The Examiner	79	81	100	98	-	-
The Advocate	59	57	66	64	-	-
Sunday Tasmanian (Tas)	-	-	-	-	128	129
Sunday Examiner	-	-	-	-	107	93
Northern Territory						
Northern Territory News	49	41	58	60	-	-
Sunday Territorian	-	-	-	-	43	44

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2010	Mar 2011	Gain/Loss	Mar 2010	Mar 2011	% Change
Wish	0.6	0.6	0	100	118	18.0
Weekend Australian Magazine	4.7	4.7	0	838	865	3.2
Financial Review Magazine	1.3	1.6	0.3	240	297	23.8
Boss	0.9	0.8	-0.1	155	143	-7.7
Good Weekend (NSW & Vic)	9.3	8.7	-0.6	1,653	1,601	-3.1
Sunday Magazine (NSW & Vic)	11.4	10.5	-0.9	2,040	1,925	-5.6
Sunday Life (NSW & Vic)	7.0	6.5	-0.5	1,256	1,192	-5.1
Sydney Magazine	2.1	2.0	-0.1	367	359	-2.2
Melbourne Magazine	1.8	1.4	-0.4	323	262	-18.9
Adelaide Magazine	0.9	0.8	-0.1	155	141	-9.0
Sun-Herald Television (NSW)	3.8	3.4	-0.4	679	622	-8.4
Sunday Telegraph TV Guide (NSW)	6.0	5.5	-0.5	1,072	1,012	-5.6
Sunday Herald Sun TV Guide (Vic)	6.2	5.4	-0.8	1,109	984	-11.3
Qweekend (Qld)	3.2	3.0	-0.2	569	557	-2.1
Sunday Mail TV Guide (Qld)	5.4	4.8	-0.6	960	881	-8.2
Paradise (Qld)	0.6	0.4	-0.2	102	78	-23.5
Sunday Mail TV Guide (SA)	3.1	2.7	-0.4	553	489	-11.6
SA Weekend	1.4	1.8	0.4	252	325	29.0
Sunday Times TV Guide (WA)	3.1	2.9	-0.2	562	525	-6.6
STM - Sunday Times Magazine (WA)	2.8	2.7	-0.1	494	497	0.6
Seven Days (WA)	3.2	2.9	-0.3	564	541	-4.1
West Weekend (WA)	2.7	2.6	-0.1	488	486	-0.4