

Roy Morgan — Research —

Roy Morgan Research Ltd.
A.B.N. 91 007 092 944
Certified to ISO 20252 Market, Opinion & Social Research Standard &
AS/NZS ISO 9001 Quality Systems Standard

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Detailed below are readership results from the Roy Morgan Young Australians Survey, covering the period January 2011 — December 2011.

The survey is a study of kids nationally aged between 6 and 13 years. The sample for this release is 3,131. Readership results from the January 2010 — December 2010 Young Australians Survey are included for comparison.

Roy Morgan Research embraced the industry need for research that measures kids' behaviour, attitudes and media consumption by developing a survey of kids aged 6 to 13 years across Australia. The survey is the largest continuous survey of this market.

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TWEEN GENERAL MAGAZINES		JAN - DEC 10 TOTAL	JAN - DEC 11 TOTAL	DIFF +/- ('000)
K-Zone	('000) % Reach	235 10.1%	273 11.6%	+38
Disney Magazine	('000) % Reach		164 6.9%	New Title
Mania	('000) % Reach	151 6.5%	175 7.4%	+24
Dmag	('000) % Reach	158 6.8%	148 6.3%	-10
Krash	('000) % Reach	160 6.9%	166 7.0%	+6

AUSTRALIA
Roy Morgan Research. Ltd.
A.B.N. 91 007 092 944

USA
Roy Morgan International Ltd.
Fed. ID No. 43-2062660

UK
Roy Morgan International Ltd.
Company No. 3978314

NEW ZEALAND
Roy Morgan Research Pty. Ltd.
A.B.N. 91 007 092 944

TWEEN GIRL MAGAZINES		JAN - DEC 10	JAN - DEC 11	DIFF
		TOTAL	TOTAL	+/- ('000)
Total Girl	('000) % Reach	224 9.7%	220 9.3%	-4
Girl Power	('000) % Reach	164 7.1%	169 7.2%	+5
Little Angel	('000) % Reach	194 8.4%	156 6.6%	-38

TEENAGE GIRL MAGAZINES		JAN - DEC 10	JAN - DEC 11	DIFF
		TOTAL	TOTAL	+/- ('000)
Dolly	('000) % Reach	172 7.4%	197 8.4%	+25
Girlfriend	('000) % Reach	162 7.0%	192 8.1%	+30

GAMING MAGAZINES		JAN - DEC 10	JAN - DEC 11	DIFF
		TOTAL	TOTAL	+/- ('000)
PlayStation	('000) % Reach	125 5.4%	110 4.7%	-15
XBox 360	('000) % Reach	139 6.0%	113 4.8%	-26
Game Informer (from Feb10)	('000) % Reach	81 3.5%	85 3.6%	+4
Hyper	('000) % Reach	67 2.9%	54 2.3%	-13
PC PowerPlay	('000) % Reach	55 2.4%	66 2.8%	+11