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Detailed below are the Roy Morgan Readership results for the year ending March 2012.

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 2011	Mar 2012	Gain/Loss	Mar 2011	Mar 2012	% Change
2 Wheels	0.6	0.4	-0.2	108	80	-25.9
4X4 Australia	0.7	0.7	0	131	134	2.3
AFL Record (Apr-Sep)	1.1	1.1	0	197	207	5.1
APC	0.9	0.8	-0.1	165	146	-11.5
Austar	1.8	1.4	-0.4	332	268	-19.3
Australian 4WD Action	1.1	1.4	0.3	211	257	21.8
Australian Auto Action	0.4	0.4	0	78	77	-1.3
Australian Geographic	2.2	2.8	0.6	411	518	26.0
Australian Golf Digest	0.6	0.4	-0.2	104	81	-22.1
Australian Good Food	1.7	1.5	-0.2	312	289	-7.4
Australian Good Taste	3.6	3.1	-0.5	666	579	-13.1
Australian Gourmet Traveller	1.7	1.6	-0.1	318	302	-5.0
Australian Motorcycle News	0.7	0.5	-0.2	124	98	-21.0
Australian PC User	1.2	1.3	0.1	228	244	7.0
Australian Property Investor	-	0.7	-	-	122	-
Australian Traveller	0.3	0.4	0.1	50	77	54.0
Belle	0.6	0.6	0	111	117	5.4
Better Homes and Gardens	10.6	9.6	-1	1,955	1,782	-8.8
Big Issue	1.3	0.9	-0.4	242	163	-32.6
Big League (Apr-Sep)	0.6	0.5	-0.1	107	89	-16.8

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Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2011	Mar 2012	Gain/Loss	Mar 2011	Mar 2012	% Change
Bride To Be	0.5	0.5	0	99	94	-5.1
BRW	1.2	1.0	-0.2	219	185	-15.5
Burke's Backyard	2.0	1.5	-0.5	366	274	-25.1
Cleo	2.2	2.0	-0.2	410	378	-7.8
Cosmopolitan	3.0	2.8	-0.2	548	529	-3.5
Cosmos	0.5	0.5	0	87	98	12.6
Country Style	1.2	1.4	0.2	229	262	14.4
Delicious	3.1	2.6	-0.5	579	483	-16.6
Diabetic Living	1.3	1.3	0	235	251	6.8
Dolly	2.0	1.7	-0.3	361	318	-11.9
Donna Hay	1.9	2.0	0.1	355	371	4.5
Empire	1.1	1.0	-0.1	199	194	-2.5
English Woman's Weekly	1.0	0.9	-0.1	181	171	-5.5
Famous	1.7	1.6	-0.1	315	291	-7.6
Fast Fours & Rotaries	0.5	0.4	-0.1	87	83	-4.6
Feast (from Oct11)	-	0.7	-	-	131	-
FHM	0.8	0.6	-0.2	155	110	-29.0
Fishing World	1.1	1.0	-0.1	208	194	-6.7
Fitness First	0.6	0.6	0	114	114	0.0
Foxtel Magazine	5.0	3.1	-1.9	912	581	-36.3
Frankie	1.0	1.4	0.4	192	267	39.1
Fresh Water Fishing Aust.	0.5	0.5	0	93	93	0.0
Game Informer	0.5	0.8	0.3	85	143	68.2
Gardening Australia	2.3	2.0	-0.3	426	367	-13.8
Girlfriend	1.9	1.6	-0.3	349	299	-14.3
Golf Australia	0.5	0.4	-0.1	87	69	-20.7
Golf Magazine	0.3	0.2	-0.1	49	38	-22.4
Good Health	1.8	1.6	-0.2	333	299	-10.2
Gourmet Traveller Wine	0.5	0.6	0.1	96	105	9.4
GQ	0.6	0.4	-0.2	115	73	-36.5
Grazia	0.9	1.0	0.1	156	194	24.4
Handyman	1.1	0.9	-0.2	197	169	-14.2
Harper's Bazaar	1.2	1.1	-0.1	221	213	-3.6
Healthy Food Guide	0.9	0.8	-0.1	162	144	-11.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2011	Mar 2012	Gain/Loss	Mar 2011	Mar 2012	% Change
Home Beautiful	1.8	2.0	0.2	334	378	13.2
Horizons (WA) (was Road Patrol)	0.6	0.6	0	118	113	-4.2
Hot 4s & Performance Cars	0.6	0.5	-0.1	111	98	-11.7
House & Garden	3.8	3.8	0	700	708	1.1
Hyper	0.3	0.2	-0.1	61	44	-27.9
Inside Football (Apr-Sep)	0.4	0.3	-0.1	79	61	-22.8
Inside Out	0.8	0.7	-0.1	141	130	-7.8
Inside Sport	0.6	0.6	0	108	116	7.4
InStyle	1.2	1.1	-0.1	221	202	-8.6
Jetstar	0.9	0.9	0	163	161	-1.2
Journeys (Tas)	0.4	0.3	-0.1	75	58	-22.7
Just Cars	1.4	1.3	-0.1	261	248	-5.0
Limelight	0.2	0.2	0	36	39	8.3
Live To Ride	0.4	0.3	-0.1	74	61	-17.6
Luxury Home Design	0.3	0.3	0	55	61	10.9
Madison	1.2	1.4	0.2	214	265	23.8
Marie Claire	2.5	2.4	-0.1	453	447	-1.3
MasterChef Magazine	3.4	2.5	-0.9	627	475	-24.2
Men's Fitness	1.0	1.0	0	180	178	-1.1
Men's Health	2.1	2.1	0	394	392	-0.5
Men's Style	0.4	0.4	0	66	66	0.0
Modern Fishing	0.8	0.8	0	154	148	-3.9
Modern Wedding	0.5	0.4	-0.1	83	73	-12.0
Money Magazine	1.0	1.0	0	188	184	-2.1
The Monthly	0.6	0.7	0.1	118	125	5.9
Mother & Baby	0.6	0.7	0.1	118	126	6.8
Motor	1.0	0.8	-0.2	177	158	-10.7
National Geographic	4.1	4.9	0.8	749	914	22.0
Nature & Health	0.4	0.4	0	70	70	0.0
New Idea	7.5	6.3	-1.2	1,384	1,171	-15.4
New Scientist	1.7	1.4	-0.3	314	260	-17.2
NW	1.7	1.4	-0.3	306	253	-17.3
Official Xbox 360	0.8	0.8	0	141	148	5.0
OK (weekly)	2.1	2.1	0	394	386	-2.0
Open Road (NSW)	6.4	4.9	-1.5	1,175	915	-22.1
Overlander 4WD	0.4	0.4	0	79	80	1.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2011	Mar 2012	Gain/Loss	Mar 2011	Mar 2012	% Change
PC & Tech Authority	0.7	0.6	-0.1	134	114	-14.9
PC PowerPlay	0.6	0.5	-0.1	114	85	-25.4
People	0.9	0.7	-0.2	161	133	-17.4
Picture	0.8	0.6	-0.2	150	111	-26.0
PlayStation	0.8	0.8	0	141	151	7.1
Practical Parenting	0.8	0.9	0.1	145	168	15.9
Prevention	0.7	0.8	0.1	136	153	12.5
Qantas The Australian Way	2.6	2.1	-0.5	481	396	-17.7
Reader's Digest Australia	4.1	3.6	-0.5	748	676	-9.6
Real Living	0.7	0.7	0	124	139	12.1
Recipes+	2.1	2.3	0.2	388	421	8.5
RM Williams Outback	1.2	1.2	0	224	225	0.4
Road Ahead (Qld)	2.9	3.1	0.2	539	573	6.3
Rolling Stone	1.3	1.6	0.3	234	290	23.9
Royal Auto (Vic)	4.5	3.9	-0.6	827	724	-12.5
Rugby League Week (Apr-Sep)	1.1	0.9	-0.2	197	169	-14.2
SA Motor (SA)	1.2	1.1	-0.1	226	210	-7.1
Selector	0.4	0.4	0	66	75	13.6
Shop Til You Drop	0.9	1.0	0.1	162	193	19.1
Smart Investor	0.8	0.7	-0.1	143	123	-14.0
Soap World	0.3	0.3	0	60	51	-15.0
Street Machine	1.8	1.6	-0.2	335	305	-9.0
Super Food Ideas	5.2	4.9	-0.3	956	923	-3.5
Take 5	4.5	4.0	-0.5	822	743	-9.6
That's Life	5.8	5.0	-0.8	1,072	941	-12.2
Time	1.8	1.7	-0.1	331	325	-1.8
Top Gear	2.8	2.4	-0.4	515	443	-14.0
TV Soap	1.4	1.2	-0.2	261	220	-15.7
TV Week	4.6	3.6	-1	847	676	-20.2
UFC Magazine (from Jul11)	-	0.7	-	-	123	-
Unique Cars	1.4	1.3	-0.1	264	240	-9.1
Virgin Australia Voyeur	1.7	1.0	-0.7	311	188	-39.5
Vogue Australia	2.2	1.9	-0.3	398	361	-9.3
Vogue Living	1.2	0.9	-0.3	211	165	-21.8
The Week	0.3	0.4	0.1	59	74	25.4
Weight Watchers Magazine	1.1	0.8	-0.3	195	154	-21.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2011	Mar 2012	Gain/Loss	Mar 2011	Mar 2012	% Change
WellBeing	0.6	0.6	0	113	120	6.2
Western Australian Business News (WA)	0.1	0.2	0.1	26	32	23.1
Wheels	1.7	1.5	-0.2	310	282	-9.0
Who	3.3	2.8	-0.5	606	523	-13.7
Woman's Day	10.6	9.7	-0.9	1,953	1,802	-7.7
Women's Health	2.4	2.2	-0.2	441	417	-5.4
Women's Health & Fitness	0.8	0.9	0.1	140	168	20.0
Women's Weekly	11.9	12.6	0.7	2,194	2,348	7.0
Your Garden	0.9	0.9	0	171	175	2.3
Zoo Weekly	2.2	1.8	-0.4	407	336	-17.4

Newspapers

Newspapers	M-F March 2011 R'ship ('000s)	M-F March 2012 R'ship ('000s)	Sat March 2011 R'ship ('000s)	Sat March 2012 R'ship ('000s)	Sun March 2011 R'ship ('000s)	Sun March 2012 R'ship ('000s)
National						
The Australian	449	404	862	774	-	-
Aust. Financial Review	265	230	161	154	-	-
NSW						
Daily Telegraph	953	879	850	782	-	-
Sydney Morning Herald	766	678	1,014	963	-	-
Sunday Telegraph	-	-	-	-	1,486	1,380
The Sun-Herald	-	-	-	-	1,088	1,041
MX	147	127	-	-	-	-
Newcastle Herald	112	100	171	148	-	-
Illawarra Mercury	68	48	85	71	-	-
Canberra Times	85	80	126	120	86	76
VIC						
Herald Sun	1,338	1,232	1,261	1,136	-	-
The Age	668	615	857	743	-	-
Sunday Herald Sun	-	-	-	-	1,425	1,226
The Sunday Age	-	-	-	-	695	629
MX	162	167	-	-	-	-
Geelong Advertiser	75	54	109	84	-	-
QLD						
Courier-Mail	603	552	783	715	-	-
The Sunday Mail	-	-	-	-	1,222	1,093
MX	53	59	-	-	-	-
Cairns Post	77	73	114	107	-	-
Gold Coast Bulletin	99	90	151	125	-	-
Townsville Bulletin	75	64	95	97	-	-

Newspapers (Continued)

Newspapers	M-F March 2011 R'ship ('000s)	M-F March 2012 R'ship ('000s)	Sat March 2011 R'ship ('000s)	Sat March 2012 R'ship ('000s)	Sun March 2011 R'ship ('000s)	Sun March 2012 R'ship ('000s)
SA						
Adelaide Advertiser	434	446	559	529	-	-
Sunday Mail	-	-	-	-	619	588
WA						
West Australian	547	519	-	-	-	-
Weekend West	-	-	819	744	-	-
Sunday Times	-	-	-	-	708	634
Tasmania						
The Mercury	107	102	146	129	-	-
The Examiner	81	76	98	88	-	-
The Advocate	57	51	64	57	-	-
Sunday Tasmanian (Tas)	-	-	-	-	129	114
Sunday Examiner	-	-	-	-	93	85
Northern Territory						
Northern Territory News	41	40	60	52	-	-
Sunday Territorian	-	-	-	-	44	33

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2011	Mar 2012	Gain/Loss	Mar 2011	Mar 2012	% Change
Wish	0.6	0.6	0	118	105	-11.0
Weekend Australian Magazine	4.7	4.3	-0.4	865	797	-7.9
Financial Review Magazine	1.6	1.5	-0.1	297	286	-3.7
Boss	0.8	0.7	-0.1	143	133	-7.0
Good Weekend (NSW & Vic)	8.7	7.8	-0.9	1,601	1,462	-8.7
Sunday Magazine (NSW & Vic)	10.5	9.0	-1.5	1,925	1,680	-12.7
Sunday Life (NSW & Vic)	6.5	6.0	-0.5	1,192	1,113	-6.6
Sydney Magazine	2.0	1.4	-0.6	359	258	-28.1
Melbourne Magazine	1.4	0.9	-0.5	262	175	-33.2
Adelaide Magazine	0.8	0.7	-0.1	141	137	-2.8
Sunday Telegraph TV Guide (NSW)	5.5	4.7	-0.8	1,012	879	-13.1
Sunday Herald Sun TV Guide (Vic)	5.4	4.3	-1.1	984	811	-17.6
Qweekend (Qld)	3.0	2.8	-0.2	557	515	-7.5
Sunday Mail TV Guide (Qld)	4.8	4.1	-0.7	881	772	-12.4
Paradise (Qld)	0.4	0.4	0	78	73	-6.4
Sunday Mail TV Guide (SA)	2.7	2.5	-0.2	489	471	-3.7
SA Weekend	1.8	2.0	0.2	325	374	15.1
Sunday Times TV Guide (WA)	2.9	2.3	-0.6	525	435	-17.1
STM - Sunday Times Magazine (WA)	2.7	2.3	-0.4	497	424	-14.7
Seven Days (WA)	2.9	2.8	-0.1	541	515	-4.8
West Weekend (WA)	2.6	2.7	0.1	486	497	2.3