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Detailed below are the Roy Morgan Readership results for the year ending March 2013.

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 2012	Mar 2013	Gain/Loss	Mar 2012	Mar 2013	% Change
2 Wheels	0.4	0.4	0.0	80	83	3.8
4X4 Australia	0.7	0.8	0.1	134	142	6.0
AFL Record (Apr-Sep)	1.1	1.0	-0.1	207	180	-13.0
APC	0.8	0.9	0.1	146	170	16.4
Australian 4WD Action	1.4	1.6	0.2	257	305	18.7
Australian Auto Action	0.4	0.3	-0.1	77	63	-18.2
Australian Geographic	2.8	2.6	-0.2	518	489	-5.6
Australian Golf Digest	0.4	0.4	0.0	81	80	-1.2
Australian Good Food	1.5	1.7	0.2	289	324	12.1
Australian Good Taste	3.1	3.1	0.0	579	583	0.7
Australian Gourmet Traveller	1.6	1.5	-0.1	302	280	-7.3
Australian Motorcycle News	0.5	0.6	0.1	98	118	20.4
Australian Property Investor	0.7	0.6	-0.1	122	113	-7.4
Australian Traveller	0.4	0.3	-0.1	77	65	-15.6
Belle	0.6	0.7	0.1	117	124	6.0
Better Homes and Gardens	9.6	9.8	0.2	1,782	1,846	3.6
Big Issue	0.9	1.1	0.2	163	206	26.4
Big League (Apr-Sep)	0.5	0.4	-0.1	89	70	-21.3
Bride To Be	0.5	0.4	-0.1	94	73	-22.3
BRW	1.0	1.2	0.2	185	234	26.5

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Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2012	Mar 2013	Gain/Loss	Mar 2012	Mar 2013	% Change
Burke's Backyard	1.5	1.3	-0.2	274	249	-9.1
Cleo	2.0	1.6	-0.4	378	310	-18.0
Cosmopolitan	2.8	2.3	-0.5	529	434	-18.0
Cosmos	0.5	0.5	0.0	98	101	3.1
Country Style	1.4	1.4	0.0	262	265	1.1
Delicious	2.6	2.4	-0.2	483	452	-6.4
Diabetic Living	1.3	1.4	0.1	251	258	2.8
Dolly	1.7	1.6	-0.1	318	299	-6.0
Donna Hay	2.0	1.9	-0.1	371	363	-2.2
Empire	1.0	1.1	0.1	194	212	9.3
English Woman's Weekly	0.9	0.8	-0.1	171	145	-15.2
Famous	1.6	1.5	-0.1	291	278	-4.5
Fast Fours & Rotaries	0.4	0.4	0.0	83	84	1.2
Feast	0.7	0.9	0.2	131	171	30.5
Fishing World	1.0	1.1	0.1	194	205	5.7
Fitness First	0.6	0.5	-0.1	114	95	-16.7
Foxtel Magazine	3.1	2.4	-0.7	581	453	-22.0
Frankie	1.4	1.5	0.1	267	287	7.5
Fresh Water Fishing Aust.	0.5	0.7	0.2	93	136	46.2
Game Informer	0.8	1.0	0.2	143	194	35.7
Gardening Australia	2.0	2.1	0.1	367	405	10.4
Girlfriend	1.6	1.4	-0.2	299	264	-11.7
Golf Australia	0.4	0.4	0.0	69	83	20.3
Golf Magazine	0.2	0.2	0.0	38	41	7.9
Good Health	1.6	1.8	0.2	299	338	13.0
Gourmet Traveller Wine	0.6	0.6	0.0	105	118	12.4
GQ	0.4	0.6	0.2	73	110	50.7
Grazia	1.0	0.9	-0.1	194	177	-8.8
Handyman	0.9	0.9	0.0	169	173	2.4
Harper's Bazaar	1.1	1.0	-0.1	213	192	-9.9
Healthy Food Guide	0.8	1.0	0.2	144	184	27.8
Home Beautiful	2.0	2.3	0.3	378	435	15.1
Horizons (WA) (was Road Patrol)	0.6	0.7	0.1	113	134	18.6
Hot 4s & Performance Cars	0.5	0.5	0.0	98	92	-6.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2012	Mar 2013	Gain/Loss	Mar 2012	Mar 2013	% Change
House & Garden	3.8	3.7	-0.1	708	702	-0.8
Hyper	0.2	0.4	0.2	44	81	84.1
Inside Football (Apr-Sep)	0.3	0.3	0.0	61	64	4.9
Inside Out	0.7	0.7	0.0	130	130	0.0
Inside Sport	0.6	0.7	0.1	116	137	18.1
InStyle	1.1	1.1	0.0	202	207	2.5
Jetstar	0.9	1.0	0.1	161	187	16.1
Journeys (Tas)	0.3	0.3	0.0	58	65	12.1
Just Cars	1.3	1.5	0.2	248	279	12.5
Limelight	0.2	0.2	0.0	39	36	-7.7
Live To Ride	0.3	0.3	0.0	61	65	6.6
Luxury Home Design	0.3	0.4	0.1	61	68	11.5
Madison	1.4	1.0	-0.4	265	183	-30.9
Marie Claire	2.4	2.3	-0.1	447	429	-4.0
Men's Fitness	1.0	1.2	0.2	178	224	25.8
Men's Health	2.1	2.3	0.2	392	442	12.8
Men's Style	0.4	0.2	-0.2	66	45	-31.8
Modern Fishing	0.8	0.9	0.1	148	175	18.2
Modern Wedding	0.4	0.3	-0.1	73	60	-17.8
Money Magazine	1.0	0.9	-0.1	184	178	-3.3
The Monthly	0.7	0.8	0.1	125	148	18.4
Mother & Baby	0.7	0.6	-0.1	126	120	-4.8
Motor	0.8	0.7	-0.1	158	140	-11.4
National Geographic	4.9	4.8	-0.1	914	913	-0.1
Nature & Health	0.4	0.4	0.0	70	76	8.6
New Idea	6.3	7.2	0.9	1,171	1,357	15.9
New Scientist	1.4	1.4	0.0	260	261	0.4
NW	1.4	1.2	-0.2	253	233	-7.9
Official Xbox 360	0.8	1.0	0.2	148	180	21.6
OK (weekly)	2.1	1.7	-0.4	386	331	-14.2
Open Road (NSW)	4.9	5.0	0.1	915	949	3.7
Overlander 4WD	0.4	0.4	0.0	80	67	-16.3
PC & Tech Authority	0.6	0.8	0.2	114	143	25.4
PC PowerPlay	0.5	0.5	0.0	85	89	4.7
People	0.7	0.7	0.0	133	125	-6.0
Picture	0.6	0.5	-0.1	111	88	-20.7

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2012	Mar 2013	Gain/Loss	Mar 2012	Mar 2013	% Change
PlayStation	0.8	0.8	0.0	151	151	0.0
Practical Parenting	0.9	0.9	0.0	168	164	-2.4
Prevention	0.8	0.7	-0.1	153	135	-11.8
Qantas The Australian Way	2.1	2.3	0.2	396	444	12.1
Reader's Digest Australia	3.6	3.0	-0.6	676	565	-16.4
Real Living	0.7	0.7	0.0	139	133	-4.3
Recipes+	2.3	2.9	0.6	421	543	29.0
RM Williams Outback	1.2	1.0	-0.2	225	193	-14.2
Road Ahead (Qld)	3.1	3.6	0.5	573	674	17.6
Rolling Stone	1.6	1.4	-0.2	290	262	-9.7
Royal Auto (Vic)	3.9	2.3	-1.6	724	429	-40.7
Rugby League Week (Apr-Sep)	0.9	0.9	0.0	169	167	-1.2
SA Motor (SA)	1.1	1.3	0.2	210	238	13.3
Selector	0.4	0.5	0.1	75	93	24.0
Shop Til You Drop	1.0	0.7	-0.3	193	140	-27.5
Smart Investor	0.7	0.6	-0.1	123	105	-14.6
Soap World	0.3	0.4	0.1	51	71	39.2
Street Machine	1.6	1.7	0.1	305	316	3.6
Super Food Ideas	4.9	3.8	-1.1	923	719	-22.1
Take 5	4.0	3.8	-0.2	743	711	-4.3
TechLife (was Aust PC User)	1.3	0.8	-0.5	244	145	-40.6
That's Life	5.0	4.7	-0.3	941	887	-5.7
Time	1.7	1.7	0.0	325	328	0.9
Top Gear	2.4	2.0	-0.4	443	381	-14.0
TV Soap	1.2	1.3	0.1	220	245	11.4
TV Week	3.6	3.2	-0.4	676	604	-10.7
UFC Magazine	0.7	0.7	0.0	123	133	8.1
Unique Cars	1.3	1.3	0.0	240	242	0.8
Virgin Australia Voyeur	1.0	1.4	0.4	188	272	44.7
Vogue Australia	1.9	1.8	-0.1	361	340	-5.8
Vogue Living	0.9	0.7	-0.2	165	134	-18.8
Weight Watchers Magazine	0.8	0.8	0.0	154	143	-7.1
WellBeing	0.6	0.7	0.1	120	137	14.2
Western Australian Business News (WA)	0.2	0.2	0.0	32	29	-9.4
Wheels	1.5	1.3	-0.2	282	238	-15.6
Who	2.8	2.5	-0.3	523	473	-9.6

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2012	Mar 2013	Gain/Loss	Mar 2012	Mar 2013	% Change
Woman's Day	9.7	10.0	0.3	1,802	1,890	4.9
Women's Fitness (from Nov12)	-	0.7	-	-	134	-
Women's Health	2.2	2.4	0.2	417	446	7.0
Women's Health & Fitness	0.9	0.9	0.0	168	179	6.5
Women's Weekly	12.6	9.9	-2.7	2,348	1,873	-20.2
Your Garden	0.9	0.9	0.0	175	163	-6.9
Zoo Weekly	1.8	1.5	-0.3	336	279	-17.0

Newspapers

Newspapers	M-F March 2012 R'ship ('000s)	M-F March 2013 R'ship ('000s)	Sat March 2012 R'ship ('000s)	Sat March 2013 R'ship ('000s)	Sun March 2012 R'ship ('000s)	Sun March 2013 R'ship ('000s)
National						
The Australian	404	383	774	761	-	-
Aust. Financial Review	230	227	154	135	-	-
NSW						
Daily Telegraph	879	766	782	713	-	-
Sydney Morning Herald	678	591	963	836	-	-
Sunday Telegraph	-	-	-	-	1,380	1,249
The Sun-Herald	-	-	-	-	1,041	818
MX	127	140	-	-	-	-
Newcastle Herald	100	113	148	157	-	-
Illawarra Mercury	48	50	71	65	-	-
Canberra Times	80	77	120	116	76	78
VIC						
Herald Sun	1,232	1,093	1,136	1,089	-	-
The Age	615	550	743	714	-	-
Sunday Herald Sun	-	-	-	-	1,226	1,121
The Sunday Age	-	-	-	-	629	589
MX	167	164	-	-	-	-
Geelong Advertiser	54	58	87	84	-	-
QLD						
Courier-Mail	552	488	715	616	-	-
The Sunday Mail	-	-	-	-	1,093	954
MX	59	63	-	-	-	-
Cairns Post	73	65	107	97	-	-
Gold Coast Bulletin	89	90	122	113	-	-
Townsville Bulletin	64	62	97	80	-	-

Newspapers (Continued)

Newspapers	M-F March 2012 R'ship ('000s)	M-F March 2013 R'ship ('000s)	Sat March 2012 R'ship ('000s)	Sat March 2013 R'ship ('000s)	Sun March 2012 R'ship ('000s)	Sun March 2013 R'ship ('000s)
SA						
Adelaide Advertiser	446	447	529	546	-	-
Sunday Mail	-	-	-	-	588	596
WA						
West Australian	519	496	-	-	-	-
Weekend West	-	-	744	696	-	-
Sunday Times	-	-	-	-	634	597
Tasmania						
The Mercury	102	89	129	128	-	-
The Examiner	76	63	88	81	-	-
The Advocate	51	45	57	54	-	-
Sunday Tasmanian (Tas)	-	-	-	-	114	108
Sunday Examiner	-	-	-	-	85	72
Northern Territory						
Northern Territory News	40	37	52	56	-	-
Sunday Territorian	-	-	-	-	33	35

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2012	Mar 2013	Gain/Loss	Mar 2012	Mar 2013	% Change
Wish	0.6	0.5	-0.1	105	98	-6.7
Weekend Australian Magazine	4.3	4.0	-0.3	797	759	-4.8
Financial Review Magazine	1.5	1.8	0.3	286	333	16.4
Boss	0.7	0.8	0.1	133	146	9.8
Good Weekend (NSW & Vic)	7.8	7.7	-0.1	1,462	1,462	0.0
Sunday Style (NSW/Vi & Vic)	9.0	8.1	-0.9	1,680	1,529	-9.0
Sunday Life (NSW & Vic)	6.0	5.3	-0.7	1,113	998	-10.3
Sydney Magazine	1.4	1.2	-0.2	258	226	-12.4
Melbourne Magazine	0.9	0.9	0.0	175	179	2.3
Adelaide Magazine	0.7	0.8	0.1	137	160	16.8
Sunday Telegraph TV Guide (NSW)	4.7	4.4	-0.3	879	829	-5.7
Sunday Herald Sun TV Guide (Vic)	4.3	3.6	-0.7	811	683	-15.8
Qweekend (Qld)	2.8	2.4	-0.4	515	461	-10.5
Sunday Mail TV Guide (Qld)	4.1	3.3	-0.8	772	630	-18.4
Paradise (Qld)	0.4	0.4	0.0	73	67	-8.2
Sunday Mail TV Guide (SA)	2.5	2.4	-0.1	471	462	-1.9
SA Weekend	2.0	2.1	0.1	374	398	6.4
Sunday Times TV Guide (WA)	2.3	2.3	0.0	435	428	-1.6
STM - Sunday Times Magazine (WA)	2.3	2.1	-0.2	424	396	-6.6
Seven Days (WA)	2.8	2.4	-0.4	515	454	-11.8
West Weekend (WA)	2.7	2.3	-0.4	497	441	-11.3