

**Released To All Media
February 2015**

Detailed below are the Roy Morgan Readership results for the year ending December 2014.

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 2013 | Dec 2014 | Gain/Loss | Dec 2013 | Dec 2014 | % Change |
| 2 Wheels | 0.4 | 0.4 | 0.0 | 76 | 79 | 3.9 |
| 4X4 Australia | 0.8 | 0.7 | -0.1 | 147 | 133 | -9.5 |
| AFL Record (Apr-Sep) | 1.1 | 1.1 | 0.0 | 212 | 205 | -3.3 |
| APC | 0.9 | 0.6 | -0.3 | 167 | 112 | -32.9 |
| Australian 4WD Action | 1.5 | 1.5 | 0.0 | 292 | 282 | -3.4 |
| Australian Auto Action | 0.4 | 0.4 | 0.0 | 84 | 84 | 0.0 |
| Australian Geographic | 2.2 | 2.6 | 0.4 | 421 | 503 | 19.5 |
| Australian Golf Digest | 0.4 | 0.4 | 0.0 | 80 | 69 | -13.8 |
| Australian Gourmet Traveller | 1.4 | 1.3 | -0.1 | 264 | 253 | -4.2 |
| Australian Motorcycle News | 0.6 | 0.5 | -0.1 | 121 | 105 | -13.2 |
| Australian Property Investor | 0.6 | 0.6 | 0.0 | 109 | 112 | 2.8 |
| Australian Traveller | 0.3 | 0.4 | 0.1 | 65 | 76 | 16.9 |
| Belle | 0.5 | 0.7 | 0.2 | 100 | 127 | 27.0 |
| Better Homes and Gardens | 9.2 | 9.5 | 0.3 | 1,758 | 1,843 | 4.8 |
| Big Issue | 1.1 | 1.1 | 0.0 | 211 | 215 | 1.9 |
| Big League (Apr-Sep) | 0.4 | 0.3 | -0.1 | 68 | 49 | -27.9 |
| Bride To Be | 0.3 | 0.3 | 0.0 | 57 | 58 | 1.8 |
| Cleo | 1.2 | 0.8 | -0.4 | 223 | 163 | -26.9 |
| Coles Magazine | - | 14.3 | - | - | 2,770 | - |
| Cosmopolitan | 1.8 | 1.7 | -0.1 | 349 | 334 | -4.3 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|---------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Dec 2013 | Dec 2014 | Gain/Loss | Dec 2013 | Dec 2014 | % Change |
| Cosmopolitan Bride | - | 0.2 | - | - | 46 | - |
| Cosmos | 0.5 | 0.4 | -0.1 | 95 | 85 | -10.5 |
| Country Style | 1.4 | 1.5 | 0.1 | 260 | 286 | 10.0 |
| Delicious | 2.3 | 1.9 | -0.4 | 449 | 377 | -16.0 |
| Diabetic Living | 1.4 | 1.5 | 0.1 | 265 | 285 | 7.5 |
| Dolly | 1.4 | 1.1 | -0.3 | 261 | 212 | -18.8 |
| Donna Hay | 1.8 | 1.7 | -0.1 | 342 | 330 | -3.5 |
| Elle (from Feb14) | - | 0.7 | - | - | 135 | - |
| Empire | 1.2 | 1.1 | -0.1 | 239 | 208 | -13.0 |
| English Woman's Weekly | 0.8 | 0.7 | -0.1 | 144 | 144 | 0.0 |
| Famous | 1.3 | 1.3 | 0.0 | 253 | 246 | -2.8 |
| Fast Fours & Rotaries | 0.4 | 0.3 | -0.1 | 79 | 54 | -31.6 |
| Feast | 0.9 | 1.1 | 0.2 | 182 | 212 | 16.5 |
| Fishing World | 0.8 | 1.1 | 0.3 | 160 | 206 | 28.8 |
| Fitness First | 0.6 | 0.5 | -0.1 | 124 | 94 | -24.2 |
| Foxtel Magazine | 2.4 | 2.4 | 0.0 | 465 | 456 | -1.9 |
| Frankie | 1.7 | 1.7 | 0.0 | 320 | 337 | 5.3 |
| Fresh | 9.9 | 12.2 | 2.3 | 1,890 | 2,369 | 25.3 |
| Fresh Water Fishing Aust. | 0.6 | 0.4 | -0.2 | 107 | 84 | -21.5 |
| Game Informer | 0.9 | 1.0 | 0.1 | 178 | 193 | 8.4 |
| Gardening Australia | 2.0 | 2.1 | 0.1 | 387 | 398 | 2.8 |
| Girlfriend | 1.1 | 1.0 | -0.1 | 207 | 199 | -3.9 |
| Golf Australia | 0.4 | 0.4 | 0.0 | 79 | 74 | -6.3 |
| Golf Magazine | 0.2 | 0.3 | 0.1 | 44 | 54 | 22.7 |
| Good Health | 1.6 | 1.5 | -0.1 | 306 | 281 | -8.2 |
| Gourmet Traveller Wine | 0.6 | 0.5 | -0.1 | 121 | 94 | -22.3 |
| GQ | 0.8 | 0.4 | -0.4 | 145 | 78 | -46.2 |
| Handyman | 0.9 | 0.9 | 0.0 | 180 | 181 | 0.6 |
| Harper's Bazaar | 0.9 | 0.9 | 0.0 | 164 | 173 | 5.5 |
| Healthy Food Guide | 0.8 | 0.8 | 0.0 | 163 | 164 | 0.6 |
| Home Beautiful | 2.1 | 2.2 | 0.1 | 406 | 418 | 3.0 |
| Home Design | 0.4 | 0.5 | 0.1 | 71 | 92 | 29.6 |
| Horizons (WA) | 0.6 | 0.6 | 0.0 | 121 | 123 | 1.7 |
| Hot 4s & Performance Cars | 0.3 | 0.2 | -0.1 | 64 | 48 | -25.0 |
| House & Garden | 3.4 | 3.1 | -0.3 | 647 | 607 | -6.2 |
| Hyper | 0.3 | 0.2 | -0.1 | 58 | 44 | -24.1 |
| Inside Football (Apr-Sep) | 0.3 | 0.3 | 0.0 | 61 | 59 | -3.3 |
| Inside Out | 0.7 | 0.7 | 0.0 | 138 | 143 | 3.6 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|------------------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Dec 2013 | Dec 2014 | Gain/Loss | Dec 2013 | Dec 2014 | % Change |
| Inside Sport | 0.6 | 0.6 | 0.0 | 114 | 120 | 5.3 |
| InStyle | 0.8 | 0.9 | 0.1 | 159 | 180 | 13.2 |
| Jetstar | 1.1 | 1.1 | 0.0 | 214 | 220 | 2.8 |
| Journeys (Tas) | 0.4 | 0.4 | 0.0 | 80 | 73 | -8.8 |
| Just Cars | 1.3 | 1.3 | 0.0 | 256 | 243 | -5.1 |
| Limelight | 0.1 | 0.2 | 0.1 | 26 | 33 | 26.9 |
| Live To Ride | 0.4 | 0.3 | -0.1 | 67 | 56 | -16.4 |
| Marie Claire | 2.1 | 2.0 | -0.1 | 410 | 388 | -5.4 |
| Men's Fitness | 1.3 | 0.9 | -0.4 | 243 | 181 | -25.5 |
| Men's Health | 2.5 | 2.1 | -0.4 | 476 | 412 | -13.4 |
| Men's Style | 0.2 | 0.2 | 0.0 | 46 | 47 | 2.2 |
| Modern Fishing | 1.0 | 0.9 | -0.1 | 192 | 165 | -14.1 |
| Modern Wedding | 0.2 | 0.2 | 0.0 | 48 | 44 | -8.3 |
| Money Magazine | 1.0 | 0.8 | -0.2 | 187 | 161 | -13.9 |
| The Monthly | 0.8 | 0.7 | -0.1 | 151 | 136 | -9.9 |
| Mother & Baby | 0.6 | 0.4 | -0.2 | 109 | 86 | -21.1 |
| Motor | 0.7 | 0.7 | 0.0 | 141 | 143 | 1.4 |
| National Geographic | 5.1 | 5.2 | 0.1 | 982 | 1,012 | 3.1 |
| Nature & Health | 0.3 | 0.3 | 0.0 | 61 | 53 | -13.1 |
| New Idea | 6.9 | 6.4 | -0.5 | 1,314 | 1,235 | -6.0 |
| New Scientist | 1.6 | 1.7 | 0.1 | 297 | 330 | 11.1 |
| NW | 1.1 | 1.0 | -0.1 | 206 | 192 | -6.8 |
| OK | 1.6 | 1.4 | -0.2 | 310 | 275 | -11.3 |
| Open Road (NSW) | 5.1 | 5.0 | -0.1 | 978 | 972 | -0.6 |
| Overlander 4WD | 0.4 | 0.4 | 0.0 | 71 | 87 | 22.5 |
| PC & Tech Authority | 0.7 | 0.6 | -0.1 | 141 | 107 | -24.1 |
| PC PowerPlay | 0.5 | 0.5 | 0.0 | 94 | 90 | -4.3 |
| People | 0.6 | 0.5 | -0.1 | 107 | 95 | -11.2 |
| Picture | 0.4 | 0.3 | -0.1 | 73 | 59 | -19.2 |
| PlayStation | 0.9 | 0.8 | -0.1 | 164 | 161 | -1.8 |
| Practical Parenting | 0.6 | 0.4 | -0.2 | 108 | 80 | -25.9 |
| Prevention (bi-monthly from Nov14) | 0.7 | 0.7 | 0.0 | 126 | 134 | 6.3 |
| Qantas The Australian Way | 2.6 | 2.3 | -0.3 | 496 | 437 | -11.9 |
| Reader's Digest Australia | 2.9 | 2.7 | -0.2 | 565 | 516 | -8.7 |
| Real Living | 0.7 | 0.7 | 0.0 | 142 | 132 | -7.0 |
| Recipes+ | 2.5 | 2.1 | -0.4 | 483 | 399 | -17.4 |
| RM Williams Outback | 1.0 | 1.3 | 0.3 | 191 | 253 | 32.5 |
| Road Ahead (Qld) | 3.5 | 3.0 | -0.5 | 674 | 584 | -13.4 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|--|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Dec 2013 | Dec 2014 | Gain/Loss | Dec 2013 | Dec 2014 | % Change |
| Rolling Stone | 1.3 | 1.3 | 0.0 | 243 | 250 | 2.9 |
| Royal Auto (Vic) | 2.7 | 3.1 | 0.4 | 514 | 591 | 15.0 |
| Rugby League Week (Apr-Sep) | 0.9 | 1.0 | 0.1 | 165 | 188 | 13.9 |
| SA Motor (SA) | 1.4 | 1.5 | 0.1 | 263 | 289 | 9.9 |
| Selector | 0.5 | 0.4 | -0.1 | 97 | 77 | -20.6 |
| Shop Til You Drop (quarterly from Nov14) | 0.6 | 0.5 | -0.1 | 113 | 105 | -7.1 |
| Smart Investor | 0.5 | 0.5 | 0.0 | 98 | 89 | -9.2 |
| Soap World | 0.3 | 0.3 | 0.0 | 57 | 63 | 10.5 |
| Street Machine | 1.4 | 1.3 | -0.1 | 263 | 256 | -2.7 |
| Super Food Ideas | 3.4 | 3.0 | -0.4 | 643 | 580 | -9.8 |
| Take 5 | 3.3 | 3.2 | -0.1 | 635 | 616 | -3.0 |
| Taste.com.au Magazine | - | 2.1 | - | - | 409 | - |
| TechLife | 0.4 | 0.3 | -0.1 | 84 | 57 | -32.1 |
| That's Life | 4.4 | 4.1 | -0.3 | 845 | 793 | -6.2 |
| Time | 1.8 | 1.5 | -0.3 | 343 | 291 | -15.2 |
| Top Gear | 2.1 | 1.8 | -0.3 | 396 | 350 | -11.6 |
| TV Soap | 1.3 | 1.1 | -0.2 | 242 | 205 | -15.3 |
| TV Week | 3.1 | 2.6 | -0.5 | 598 | 499 | -16.6 |
| TV Week Soap Extra (from Sep14) | - | 0.7 | - | - | 132 | - |
| Unique Cars | 1.2 | 1.1 | -0.1 | 224 | 216 | -3.6 |
| Virgin Australia Voyeur | 1.3 | 1.3 | 0.0 | 257 | 255 | -0.8 |
| Vogue Australia | 1.7 | 1.7 | 0.0 | 329 | 333 | 1.2 |
| Vogue Living | 0.7 | 0.7 | 0.0 | 128 | 135 | 5.5 |
| Weight Watchers Magazine | 0.7 | 0.6 | -0.1 | 129 | 107 | -17.1 |
| WellBeing | 0.6 | 0.6 | 0.0 | 111 | 119 | 7.2 |
| Western Australian Business News (WA) | 0.2 | 0.2 | 0.0 | 30 | 31 | 3.3 |
| Wheels | 1.2 | 1.4 | 0.2 | 229 | 262 | 14.4 |
| Who | 2.3 | 2.3 | 0.0 | 433 | 440 | 1.6 |
| Wine Companion | - | 0.3 | - | - | 66 | - |
| Woman's Day | 9.8 | 8.3 | -1.5 | 1,875 | 1,602 | -14.6 |
| Women's Fitness | 0.6 | 0.8 | 0.2 | 114 | 157 | 37.7 |
| Women's Health | 2.1 | 1.7 | -0.4 | 409 | 327 | -20.0 |
| Women's Health & Fitness | 0.8 | 0.9 | 0.1 | 153 | 165 | 7.8 |
| Women's Weekly | 10.3 | 8.8 | -1.5 | 1,967 | 1,696 | -13.8 |
| Xbox | 1.0 | 0.9 | -0.1 | 192 | 165 | -14.1 |
| Your Garden | 0.7 | 0.6 | -0.1 | 127 | 119 | -6.3 |
| Yours (from Mar14) | - | 0.6 | - | - | 107 | - |
| Zoo Weekly | 1.2 | 0.9 | -0.3 | 239 | 166 | -30.5 |

Newspapers

| Newspapers | M-F December 2013 R'ship ('000s) | M-F December 2014 R'ship ('000s) | Sat December 2013 R'ship ('000s) | Sat December 2014 R'ship ('000s) | Sun December 2013 R'ship ('000s) | Sun December 2014 R'ship ('000s) |
|---------------------------------------|---|---|---|---|---|---|
| National | | | | | | |
| The Australian | 354 | 340 | 741 | 663 | - | - |
| Aust. Financial Review | 234 | 197 | 158 | 127 | - | - |
| NSW | | | | | | |
| Daily Telegraph | 752 | 638 | 667 | 596 | - | - |
| Sydney Morning Herald | 529 | 518 | 772 | 737 | - | - |
| Sunday Telegraph | - | - | - | - | 1,175 | 1,036 |
| The Sun-Herald | - | - | - | - | 752 | 682 |
| MX | 162 | 119 | - | - | - | - |
| Newcastle Herald | 104 | 94 | 158 | 121 | - | - |
| Illawarra Mercury | 45 | 48 | 49 | 50 | - | - |
| Canberra Times | 79 | 70 | 102 | 103 | 66 | 76 |
| The Saturday Paper (NSW) (from Jul14) | - | - | - | 55 | - | - |
| VIC | | | | | | |
| Herald Sun | 1,040 | 892 | 1,028 | 857 | - | - |
| The Age | 524 | 566 | 698 | 695 | - | - |
| Sunday Herald Sun | - | - | - | - | 1,033 | 903 |
| The Sunday Age | - | - | - | - | 559 | 580 |
| MX | 127 | 146 | - | - | - | - |
| Geelong Advertiser | 60 | 55 | 85 | 76 | - | - |
| The Saturday Paper (VIC) (from Jul14) | - | - | - | 44 | - | - |
| QLD | | | | | | |
| Courier-Mail | 486 | 468 | 611 | 555 | - | - |
| The Sunday Mail | - | - | - | - | 896 | 835 |
| MX | 61 | 43 | - | - | - | - |
| Cairns Post | 57 | 55 | 83 | 81 | - | - |
| Gold Coast Bulletin | 88 | 75 | 110 | 80 | - | - |
| Townsville Bulletin | 47 | 54 | 78 | 66 | - | - |

Newspapers (Continued)

| Newspapers | M-F December 2013 R'ship ('000s) | M-F December 2014 R'ship ('000s) | Sat December 2013 R'ship ('000s) | Sat December 2014 R'ship ('000s) | Sun December 2013 R'ship ('000s) | Sun December 2014 R'ship ('000s) |
|---------------------------|---|---|---|---|---|---|
| SA | | | | | | |
| Adelaide Advertiser | 389 | 351 | 500 | 411 | - | - |
| Sunday Mail | - | - | - | - | 532 | 467 |
| WA | | | | | | |
| West Australian | 508 | 431 | - | - | - | - |
| Weekend West | - | - | 664 | 593 | - | - |
| Sunday Times | - | - | - | - | 547 | 478 |
| Tasmania | | | | | | |
| The Mercury | 87 | 79 | 112 | 103 | - | - |
| The Examiner | 58 | 56 | 76 | 68 | - | - |
| The Advocate | 37 | 37 | 45 | 42 | - | - |
| Sunday Tasmanian (Tas) | - | - | - | - | 95 | 90 |
| Sunday Examiner | - | - | - | - | 68 | 66 |
| Northern Territory | | | | | | |
| Northern Territory News | 37 | 39 | 50 | 52 | - | - |
| Sunday Territorian | - | - | - | - | 35 | 30 |

Newspaper Insert Magazines

| Newspaper Insert Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|----------------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Dec 2013 | Dec 2014 | Gain/Loss | Dec 2013 | Dec 2014 | % Change |
| Wish | 0.4 | 0.4 | 0.0 | 78 | 76 | -2.6 |
| Weekend Australian Magazine | 3.9 | 3.6 | -0.3 | 747 | 693 | -7.2 |
| Financial Review Magazine | 2.0 | 2.3 | 0.3 | 385 | 446 | 15.8 |
| Boss | 0.6 | 0.5 | -0.1 | 109 | 105 | -3.7 |
| Good Weekend (NSW & Vic) | 7.5 | 6.9 | -0.6 | 1,430 | 1,341 | -6.2 |
| Sunday Style (NSW & Vic) | 6.1 | 5.1 | -1.0 | 1,174 | 977 | -16.8 |
| Sunday Life (NSW & Vic) | 5.0 | 4.7 | -0.3 | 958 | 906 | -5.4 |
| Sunday Telegraph TV Guide (NSW) | 4.0 | 3.3 | -0.7 | 765 | 640 | -16.3 |
| Sunday Herald Sun TV Guide (Vic) | 3.4 | 2.7 | -0.7 | 644 | 517 | -19.7 |
| Qweekend (Qld) | 2.3 | 2.0 | -0.3 | 449 | 383 | -14.7 |
| Sunday Mail TV Guide (Qld) | 3.0 | 2.6 | -0.4 | 573 | 506 | -11.7 |
| Gold Coast Eye (Qld) | 0.3 | 0.2 | -0.1 | 53 | 45 | -15.1 |
| Sunday Mail TV Guide (SA) | 2.0 | 1.7 | -0.3 | 386 | 332 | -14.0 |
| SA Weekend | 1.8 | 1.6 | -0.2 | 346 | 310 | -10.4 |
| Sunday Times TV Guide (WA) | 1.9 | 1.6 | -0.3 | 365 | 304 | -16.7 |
| STM - Sunday Times Magazine (WA) | 1.9 | 1.5 | -0.4 | 358 | 300 | -16.2 |
| Seven Days (WA) | 2.2 | 1.8 | -0.4 | 428 | 347 | -18.9 |
| West Weekend (WA) | 2.2 | 1.9 | -0.3 | 420 | 374 | -11.0 |