

**Released To All Media
August 2016**

Detailed below are the Roy Morgan Readership results for the year ending June 2016.

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)		
	Jun 2015	Jun 2016	Gain/Loss	Jun 2015	Jun 2016	% Change
4X4 Australia	0.6	0.8	0.2	123	156	26.8
AFL Record (Apr-Sep)	1.1	1.1	0.0	211	207	-1.9
APC	0.5	0.6	0.1	104	108	3.8
Australian 4WD Action	1.6	1.3	-0.3	310	265	-14.5
Australian Geographic	2.3	2.7	0.4	456	537	17.8
Australian Golf Digest	0.3	0.3	0.0	61	67	9.8
Australian Gourmet Traveller	1.3	1.2	-0.1	247	230	-6.9
Australian Motorcycle News	0.6	0.6	0.0	110	109	-0.9
Australian Property Investor	0.5	0.5	0.0	96	100	4.2
Australian Traveller	0.3	0.4	0.1	65	77	18.5
Belle	0.6	0.5	-0.1	115	105	-8.7
Better Homes and Gardens	9.4	9.5	0.1	1,820	1,861	2.3
Big Issue	1.0	1.0	0.0	202	196	-3.0
Big League (Apr-Sep)	0.4	0.4	0.0	70	70	0.0
Bride To Be	0.3	0.2	-0.1	54	42	-22.2
Child Magazines (Total)	-	0.6	-	-	127	-
Coles Magazine	14.0	17.8	3.8	2,721	3,498	28.6
Cosmopolitan	1.5	1.5	0.0	297	298	0.3
Cosmopolitan Bride	0.3	0.2	-0.1	53	49	-7.5
Cosmos	0.5	0.4	-0.1	105	86	-18.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2015	Jun 2016	Gain/Loss	Jun 2015	Jun 2016	% Change
Country Style	1.4	1.4	0.0	276	282	2.2
Delicious	1.7	1.8	0.1	339	358	5.6
Diabetic Living	1.3	1.3	0.0	259	262	1.2
Dolly	1.0	0.8	-0.2	197	150	-23.9
Donna Hay	1.7	1.6	-0.1	329	320	-2.7
Elle	0.7	0.7	0.0	139	138	-0.7
Empire	1.0	1.0	0.0	193	196	1.6
English Woman's Weekly	0.7	0.6	-0.1	139	118	-15.1
Fast Fours & Rotaries	0.3	0.3	0.0	50	52	4.0
Fishing World	0.9	0.9	0.0	167	180	7.8
Fitness First	0.4	0.3	-0.1	79	58	-26.6
Foxtel Magazine	1.9	1.9	0.0	375	380	1.3
Frankie	1.6	1.6	0.0	312	320	2.6
Fresh	13.0	15.8	2.8	2,522	3,095	22.7
Fresh Water Fishing Aust.	0.5	0.5	0.0	90	90	0.0
Game Informer	0.9	0.8	-0.1	175	149	-14.9
Gardening Australia	2.1	2.1	0.0	399	409	2.5
Girlfriend	1.1	1.0	-0.1	206	195	-5.3
Golf Australia	0.4	0.3	-0.1	69	66	-4.3
Golf Magazine	0.3	0.3	0.0	52	57	9.6
Good Health	1.5	1.3	-0.2	284	250	-12.0
Gourmet Traveller Wine	0.5	0.5	0.0	92	99	7.6
GQ	0.4	0.4	0.0	70	79	12.9
Halliday (was Wine Companion)	0.3	0.2	-0.1	58	43	-25.9
Handyman	0.9	0.9	0.0	179	185	3.4
Harper's Bazaar	0.7	0.6	-0.1	128	122	-4.7
Healthy Food Guide	0.8	0.9	0.1	162	178	9.9
Home Beautiful	2.2	1.8	-0.4	421	352	-16.4
Home Design	0.4	0.4	0.0	81	85	4.9
Homes+	0.4	0.6	0.2	85	117	37.6
Horizons (WA)	0.7	0.7	0.0	132	137	3.8
Hot 4s & Performance Cars	0.2	0.1	-0.1	41	28	-31.7
House & Garden	3.1	3.1	0.0	612	607	-0.8
Hyper	0.3	0.3	0.0	54	50	-7.4
Inside Football (Apr-Sep)	0.3	0.4	0.1	54	70	29.6
Inside Out	0.7	0.7	0.0	129	135	4.7
Inside Sport	0.6	0.5	-0.1	113	89	-21.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership (’000s)		
	Jun 2015	Jun 2016	Gain/Loss	Jun 2015	Jun 2016	% Change
InStyle	0.8	0.7	-0.1	163	143	-12.3
Jetstar	0.9	1.0	0.1	183	206	12.6
Journeys (Tas)	0.4	0.4	0.0	81	85	4.9
Just Cars	1.2	1.0	-0.2	232	202	-12.9
Limelight	0.2	0.2	0.0	30	30	0.0
Live To Ride	0.4	0.2	-0.2	73	38	-47.9
Marie Claire	1.6	1.4	-0.2	312	272	-12.8
Men's Fitness	0.7	0.7	0.0	140	137	-2.1
Men's Health	2.0	1.8	-0.2	397	345	-13.1
Men's Style	0.2	0.2	0.0	41	36	-12.2
Modern Fishing	0.8	0.8	0.0	164	157	-4.3
Modern Wedding	0.2	0.2	0.0	45	37	-17.8
Money Magazine	0.8	0.7	-0.1	147	141	-4.1
The Monthly	0.7	0.8	0.1	143	165	15.4
Mother & Baby	0.4	0.4	0.0	71	73	2.8
Motor	0.6	0.6	0.0	125	115	-8.0
National Geographic	5.1	5.4	0.3	1,000	1,064	6.4
Nature & Health	0.3	0.2	-0.1	56	45	-19.6
New Idea	6.2	5.7	-0.5	1,214	1,121	-7.7
New Scientist	1.8	1.9	0.1	348	370	6.3
NW	1.0	0.7	-0.3	185	132	-28.6
OK	1.2	1.1	-0.1	238	213	-10.5
Open Road (NSW)	5.0	5.6	0.6	973	1,107	13.8
Overlander 4WD	0.5	0.4	-0.1	89	78	-12.4
PC & Tech Authority	0.6	0.5	-0.1	118	98	-16.9
PC PowerPlay	0.5	0.4	-0.1	90	84	-6.7
People	0.4	0.3	-0.1	82	59	-28.0
Picture	0.3	0.3	0.0	50	52	4.0
PlayStation	0.8	0.7	-0.1	160	135	-15.6
Practical Parenting	0.4	0.3	-0.1	68	59	-13.2
Prevention	0.5	0.5	0.0	102	104	2.0
Qantas Magazine	2.3	2.3	0.0	447	445	-0.4
Reader's Digest Australia	2.8	2.4	-0.4	551	480	-12.9
Real Living	0.7	0.7	0.0	133	142	6.8
Recipes+	1.9	2.1	0.2	372	414	11.3
RM Williams Outback	1.2	1.2	0.0	225	230	2.2
Road Ahead (Qld)	3.0	2.8	-0.2	580	543	-6.4
Rolling Stone	1.1	1.2	0.1	219	230	5.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2015	Jun 2016	Gain/Loss	Jun 2015	Jun 2016	% Change
Royal Auto (Vic)	3.1	3.0	-0.1	608	593	-2.5
Rugby League Week (Apr-Sep)	0.9	0.9	0.0	182	181	-0.5
SA Motor (SA)	1.5	1.5	0.0	287	294	2.4
Selector	0.3	0.5	0.2	66	98	48.5
Shop Til You Drop	0.5	0.3	-0.2	89	52	-41.6
Soap World	0.3	0.2	-0.1	57	49	-14.0
Street Machine	1.2	1.2	0.0	241	242	0.4
Super Food Ideas	2.9	2.7	-0.2	570	540	-5.3
Take 5	3.1	2.6	-0.5	601	521	-13.3
Taste.com.au Magazine	2.1	2.9	0.8	416	573	37.7
TechLife	0.3	0.3	0.0	57	67	17.5
That's Life	4.0	3.5	-0.5	768	678	-11.7
Time	1.5	1.7	0.2	290	339	16.9
TOTAL Motoring Club Magazines	13.6	14.0	0.4	2,640	2,742	3.9
TV Soap	0.8	0.8	0.0	165	163	-1.2
TV Week	2.5	2.3	-0.2	493	451	-8.5
Two Wheels and Scooter	0.4	0.3	-0.1	75	55	-26.7
Unique Cars	0.9	1.1	0.2	183	221	20.8
Virgin Australia Voyeur	1.2	1.3	0.1	234	261	11.5
Vogue Australia	1.7	1.7	0.0	324	334	3.1
Vogue Living	0.7	0.6	-0.1	141	108	-23.4
Weight Watchers Magazine	0.5	0.4	-0.1	101	71	-29.7
WellBeing	0.4	0.5	0.1	87	93	6.9
Western Australian Business News (WA)	0.2	0.2	0.0	40	40	0.0
Wheels	1.3	1.2	-0.1	247	242	-2.0
Who	2.1	1.7	-0.4	409	328	-19.8
Woman's Day	7.8	6.9	-0.9	1,514	1,352	-10.7
Women's Fitness	0.8	0.7	-0.1	150	134	-10.7
Women's Health	1.6	1.8	0.2	320	346	8.1
Women's Health & Fitness	1.0	0.9	-0.1	199	169	-15.1
Women's Weekly	9.0	9.0	0.0	1,757	1,772	0.9
Xbox	0.8	0.7	-0.1	151	142	-6.0
Your Garden	0.7	0.8	0.1	136	149	9.6
Yours	0.6	0.7	0.1	117	138	17.9

Newspapers

Newspapers	M-F June 2015 R'ship ('000s)	M-F June 2016 R'ship ('000s)	Sat June 2015 R'ship ('000s)	Sat June 2016 R'ship ('000s)	Sun June 2015 R'ship ('000s)	Sun June 2016 R'ship ('000s)
National						
The Australian	333	308	664	647	-	-
Aust. Financial Review	201	193	141	148	-	-
The Saturday Paper	-	-	104	118	-	-
NSW						
Daily Telegraph	625	650	605	608	-	-
Sydney Morning Herald	515	501	727	712	-	-
Sunday Telegraph	-	-	-	-	1,010	1,001
The Sun-Herald	-	-	-	-	685	629
Newcastle Herald	77	90	96	109	-	-
Illawarra Mercury	44	40	50	39	-	-
Canberra Times	67	56	90	70	64	45
VIC						
Herald Sun	870	852	837	786	-	-
The Age	531	485	639	636	-	-
Sunday Herald Sun	-	-	-	-	890	853
The Sunday Age	-	-	-	-	534	494
Geelong Advertiser	50	57	71	79	-	-
QLD						
Courier-Mail	420	397	533	510	-	-
The Sunday Mail	-	-	-	-	847	763
Cairns Post	52	50	75	74	-	-
Gold Coast Bulletin	64	72	71	76	-	-
Townsville Bulletin	47	44	62	53	-	-

Newspapers (continued)

Newspapers	M-F June 2015 R'ship ('000s)	M-F June 2016 R'ship ('000s)	Sat June 2015 R'ship ('000s)	Sat June 2016 R'ship ('000s)	Sun June 2015 R'ship ('000s)	Sun June 2016 R'ship ('000s)
SA						
Adelaide Advertiser	321	332	382	375	-	-
Sunday Mail	-	-	-	-	445	427
WA						
West Australian	443	386	-	-	-	-
Weekend West	-	-	578	528	-	-
Sunday Times	-	-	-	-	440	399
Tasmania						
The Mercury	82	63	110	91	-	-
The Examiner	47	48	55	54	-	-
The Advocate	31	36	38	40	-	-
Sunday Tasmanian (Tas)	-	-	-	-	91	75
Sunday Examiner	-	-	-	-	59	52
Northern Territory						
Northern Territory News	35	33	46	42	-	-
Sunday Territorian	-	-	-	-	31	31

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2015	Jun 2016	Gain/Loss	Jun 2015	Jun 2016	% Change
Wish	0.4	0.4	0.0	77	80	3.9
Weekend Australian Magazine	3.6	3.5	-0.1	697	687	-1.4
Financial Review Magazine	2.4	2.0	-0.4	462	398	-13.9
Boss	0.5	0.5	0.0	104	102	-1.9
Smart Investor	0.4	0.6	0.2	85	121	42.4
Good Weekend (NSW & Vic)	6.7	6.4	-0.3	1,296	1,250	-3.5
Sunday Style (NSW & Vic)	4.9	4.6	-0.3	960	900	-6.3
Sunday Life (NSW & Vic)	4.5	3.7	-0.8	876	732	-16.4
Sunday Telegraph TV Guide (NSW)	3.4	3.1	-0.3	657	600	-8.7
Sunday Herald Sun TV Guide (Vic)	2.5	2.3	-0.2	479	446	-6.9
Qweekend (Qld)	1.9	1.8	-0.1	376	354	-5.9
Sunday Mail TV Guide (Qld)	2.5	2.3	-0.2	493	443	-10.1
Gold Coast Eye (Qld)	0.2	0.2	0.0	42	36	-14.3
Sunday Mail TV Guide (SA)	1.7	1.5	-0.2	325	290	-10.8
SA Weekend	1.5	1.4	-0.1	296	273	-7.8
Sunday Times TV Guide (WA)	1.4	1.3	-0.1	278	248	-10.8
STM - Sunday Times Magazine (WA)	1.5	1.3	-0.2	296	258	-12.8
Seven Days (WA)	1.8	1.7	-0.1	347	330	-4.9
West Weekend (WA)	1.9	1.7	-0.2	376	338	-10.1