

**Released To All Media
May 2018**

Detailed below are the Roy Morgan Readership results for the year ending March 2018.

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 2017	Mar 2018	Gain/Loss	Mar 2017	Mar 2018	% Change
4X4 Australia	0.8	0.7	-0.1	149	141	-5.4
AFL Record (Apr-Sep)	1.1	1.3	0.2	224	254	13.4
APC	0.5	0.4	-0.1	102	83	-18.6
Australian 4WD Action	1.3	1.1	-0.2	252	229	-9.1
Australian Geographic	2.9	2.6	-0.3	585	532	-9.1
Australian Golf Digest	0.4	0.3	-0.1	78	64	-17.9
Australian Gourmet Traveller	1.0	0.8	-0.2	200	169	-15.5
Australian Motorcycle News	0.5	0.4	-0.1	100	78	-22.0
Australian Traveller	0.5	0.4	-0.1	90	85	-5.6
Belle	0.5	0.5	0.0	97	96	-1.0
Better Homes and Gardens	9.0	8.4	-0.6	1,790	1,701	-5.0
Big Issue	1.2	1.3	0.1	241	261	8.3
Big League (Apr-Sep)	0.3	0.5	0.2	69	104	50.7
Child Magazines (Total)	0.5	0.7	0.2	100	132	32.0
Coles Magazine	19.1	21.6	2.5	3,783	4,367	15.4
Cosmopolitan	1.4	1.3	-0.1	278	267	-4.0
Cosmopolitan Bride	0.2	0.2	0.0	36	42	16.7
Cosmos	0.4	0.4	0.0	75	88	17.3
Country Style	1.3	1.4	0.1	267	275	3.0
Delicious	1.8	1.7	-0.1	356	341	-4.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2017	Mar 2018	Gain/Loss	Mar 2017	Mar 2018	% Change
Diabetic Living	1.3	1.1	-0.2	263	229	-12.9
Donna Hay	1.5	1.4	-0.1	295	284	-3.7
Elle	0.8	0.8	0.0	156	164	5.1
Empire	0.9	0.9	0.0	171	182	6.4
English Woman's Weekly	0.7	0.6	-0.1	133	131	-1.5
Fishing World	0.7	0.7	0.0	136	148	8.8
Fitness First	0.3	0.3	0.0	53	55	3.8
Foxtel Magazine	1.8	1.4	-0.4	361	289	-19.9
Frankie	1.8	1.8	0.0	365	364	-0.3
Fresh	17.1	20.1	3.0	3,400	4,054	19.2
Fresh Water Fishing Aust.	0.4	0.3	-0.1	86	65	-24.4
Game Informer	0.7	0.6	-0.1	130	124	-4.6
Gardening Australia	2.0	2.2	0.2	397	451	13.6
Girlfriend	0.9	0.7	-0.2	185	149	-19.5
Golf Australia	0.3	0.3	0.0	60	66	10.0
Good Health	1.1	1.2	0.1	222	241	8.6
Gourmet Traveller Wine	0.4	0.3	-0.1	84	61	-27.4
GQ	0.5	0.5	0.0	91	95	4.4
Halliday (was Wine Companion)	0.1	0.1	0.0	28	22	-21.4
Handyman	0.9	1.0	0.1	186	193	3.8
Harper's Bazaar	0.7	0.6	-0.1	134	116	-13.4
Healthy Food Guide	0.7	0.8	0.1	140	153	9.3
Home Beautiful	1.6	1.5	-0.1	314	305	-2.9
Home Design	0.4	0.5	0.1	75	102	36.0
Homes+	0.6	0.5	-0.1	112	91	-18.8
Horizons (WA)	0.7	1.0	0.3	142	205	44.4
House & Garden	2.9	2.6	-0.3	577	535	-7.3
Hyper	0.3	0.3	0.0	62	52	-16.1
Inside Out	0.6	0.6	0.0	125	130	4.0
Inside Sport	0.5	0.6	0.1	106	121	14.2
InStyle	0.7	0.7	0.0	143	135	-5.6
Jetstar	1.2	1.0	-0.2	228	211	-7.5
Journeys (Tas)	0.4	0.4	0.0	86	80	-7.0
Just Cars	1.0	1.0	0.0	198	201	1.5
Limelight	0.1	0.1	0.0	26	28	7.7
Live To Ride	0.2	0.2	0.0	43	33	-23.3
Marie Claire	1.5	1.3	-0.2	301	255	-15.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2017	Mar 2018	Gain/Loss	Mar 2017	Mar 2018	% Change
Men's Fitness	0.7	0.6	-0.1	147	122	-17.0
Men's Health	1.8	1.9	0.1	355	377	6.2
Men's Style	0.2	0.2	0.0	36	36	0.0
Modern Fishing	0.8	0.7	-0.1	163	144	-11.7
Modern Wedding	0.2	0.1	-0.1	32	25	-21.9
Money Magazine	0.7	0.6	-0.1	144	126	-12.5
The Monthly	0.8	0.8	0.0	156	158	1.3
Mother & Baby	0.4	0.3	-0.1	70	51	-27.1
Motor	0.7	0.8	0.1	145	153	5.5
National Geographic	5.5	5.4	-0.1	1,082	1,096	1.3
Nature & Health	0.3	0.2	-0.1	55	46	-16.4
New Idea	5.8	5.2	-0.6	1,148	1,052	-8.4
New Scientist	2.0	1.8	-0.2	406	356	-12.3
NW (New Weekly)	0.8	0.9	0.1	152	180	18.4
OK	0.9	0.8	-0.1	187	158	-15.5
Open Road (NSW)	5.4	5.1	-0.3	1,082	1,032	-4.6
Overlander 4WD	0.4	0.4	0.0	87	80	-8.0
PC & Tech Authority	0.5	0.4	-0.1	97	75	-22.7
PC PowerPlay	0.5	0.3	-0.2	95	64	-32.6
People	0.3	0.2	-0.1	64	49	-23.4
Picture	0.2	0.2	0.0	42	40	-4.8
PlayStation	0.7	0.6	-0.1	145	129	-11.0
Prevention	0.5	0.4	-0.1	104	84	-19.2
Qantas Magazine	2.2	2.0	-0.2	444	399	-10.1
Reader's Digest Australia	2.5	2.0	-0.5	504	398	-21.0
Real Living	0.5	0.4	-0.1	96	86	-10.4
Recipes+	2.1	2.4	0.3	424	481	13.4
RM Williams Outback	1.1	1.1	0.0	211	221	4.7
Road Ahead (Qld)	2.9	3.1	0.2	583	617	5.8
Rolling Stone	1.1	1.0	-0.1	213	205	-3.8
Royal Auto (Vic)	3.2	3.4	0.2	633	690	9.0
SA Motor (SA)	1.1	1.0	-0.1	216	209	-3.2
Selector	0.3	0.4	0.1	68	87	27.9
Soap World	0.2	0.2	0.0	46	41	-10.9
Street Machine	1.2	1.3	0.1	231	257	11.3
Super Food Ideas	2.3	2.3	0.0	460	467	1.5
Take 5	2.5	2.5	0.0	505	498	-1.4
Taste.com.au Magazine	3.0	3.2	0.2	597	655	9.7

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2017	Mar 2018	Gain/Loss	Mar 2017	Mar 2018	% Change
TechLife	0.4	0.3	-0.1	77	59	-23.4
That's Life	3.5	3.1	-0.4	686	632	-7.9
Time	1.7	1.6	-0.1	340	331	-2.6
TOTAL Motoring Club Magazines	13.7	14.0	0.3	2,728	2,819	3.3
TV Soap	0.9	0.8	-0.1	179	152	-15.1
TV Week	2.3	2.0	-0.3	461	413	-10.4
Unique Cars	0.9	0.8	-0.1	183	165	-9.8
Virgin Australia Voyeur	1.1	1.1	0.0	217	222	2.3
Vogue Australia	1.7	1.7	0.0	338	346	2.4
Vogue Living	0.6	0.6	0.0	111	118	6.3
Weight Watchers Magazine	0.4	0.3	-0.1	79	66	-16.5
WellBeing	0.4	0.6	0.2	79	122	54.4
Western Australian Business News (WA)	0.2	0.1	-0.1	34	30	-11.8
Wheels	1.2	1.5	0.3	240	299	24.6
Who	1.6	1.5	-0.1	323	306	-5.3
Woman's Day	6.6	6.4	-0.2	1,304	1,290	-1.1
Women's Fitness	0.7	0.5	-0.2	140	97	-30.7
Women's Health	1.6	1.5	-0.1	320	294	-8.1
Women's Health & Fitness	0.7	0.7	0.0	138	143	3.6
Women's Weekly	7.8	7.3	-0.5	1,555	1,481	-4.8
Xbox	0.7	0.6	-0.1	133	117	-12.0

Newspapers

Newspapers	M-F March 2017 R'ship ('000s)	M-F March 2018 R'ship ('000s)	Sat March 2017 R'ship ('000s)	Sat March 2018 R'ship ('000s)	Sun March 2017 R'ship ('000s)	Sun March 2018 R'ship ('000s)
National						
The Australian	341	300	636	608	-	-
Aust. Financial Review	204	184	125	137	-	-
The Saturday Paper	-	-	112	110	-	-
NSW						
Daily Telegraph	600	557	569	530	-	-
Sydney Morning Herald	453	433	660	633	-	-
Sunday Telegraph	-	-	-	-	912	878
The Sun-Herald	-	-	-	-	596	530
Newcastle Herald	75	79	92	97	-	-
Illawarra Mercury	36	39	38	45	-	-
Canberra Times	50	47	69	55	47	42
VIC						
Herald Sun	844	809	810	764	-	-
The Age	466	449	648	616	-	-
Sunday Herald Sun	-	-	-	-	854	825
The Sunday Age	-	-	-	-	530	495
Geelong Advertiser	61	41	72	51	-	-
QLD						
Courier-Mail	359	345	446	406	-	-
The Sunday Mail	-	-	-	-	717	619
Cairns Post	53	45	73	63	-	-
Gold Coast Bulletin	63	53	63	52	-	-
Townsville Bulletin	41	34	55	44	-	-

Newspapers (continued)

Newspapers	M-F March 2017 R'ship ('000s)	M-F March 2018 R'ship ('000s)	Sat March 2017 R'ship ('000s)	Sat March 2018 R'ship ('000s)	Sun March 2017 R'ship ('000s)	Sun March 2018 R'ship ('000s)
SA						
Adelaide Advertiser	313	258	364	320	-	-
Sunday Mail	-	-	-	-	436	374
WA						
West Australian	375	330	-	-	-	-
Weekend West	-	-	510	452	-	-
Sunday Times	-	-	-	-	366	334
Tasmania						
The Mercury	50	49	71	69	-	-
The Examiner	33	38	42	41	-	-
The Advocate	31	30	38	33	-	-
Sunday Tasmanian (Tas)	-	-	-	-	60	61
Sunday Examiner	-	-	-	-	47	37
Northern Territory						
Northern Territory News	29	23	38	23	-	-
Sunday Territorian	-	-	-	-	30	19

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2017	Mar 2018	Gain/Loss	Mar 2017	Mar 2018	% Change
Wish	0.6	0.6	0.0	126	123	-2.4
Weekend Australian Magazine	3.7	3.2	-0.5	729	650	-10.8
Financial Review Magazine	1.7	2.0	0.3	342	401	17.3
Boss	0.5	0.7	0.2	99	150	51.5
Good Weekend (NSW/Vic)	6.5	5.8	-0.7	1,300	1,167	-10.2
Stellar (NSW/Vic/Qld)	4.5	5.2	0.7	901	1,051	16.6
Sunday Life (NSW/Vic)	4.0	3.4	-0.6	786	695	-11.6
Sunday Telegraph TV Guide (NSW)	3.0	2.8	-0.2	602	565	-6.1
Sunday Herald Sun TV Guide (Vic)	2.4	2.5	0.1	475	498	4.8
Qweekend (Qld)	1.7	1.5	-0.2	332	300	-9.6
Sunday Mail TV Guide (Qld)	2.2	1.9	-0.3	436	377	-13.5
Gold Coast Eye (Qld)	0.2	0.1	-0.1	31	27	-12.9
Sunday Mail TV Guide (SA)	1.4	1.2	-0.2	283	247	-12.7
SA Weekend	1.4	1.2	-0.2	277	250	-9.7
Sunday Times TV Guide (WA)	1.3	1.1	-0.2	251	231	-8.0
STM - Sunday Times Magazine (WA)	1.3	1.2	-0.1	253	237	-6.3
Seven Days (WA)	1.5	1.4	-0.1	300	274	-8.7
West Weekend (WA)	1.7	1.5	-0.2	329	306	-7.0