



**Released To All Media
August 2019**

Detailed below are the Roy Morgan Readership results for the year ending June 2019.

Roy Morgan 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 2018	Jun 2019	Gain/Loss	Jun 2018	Jun 2019	% Change
4X4 Australia	0.8	0.6	-0.2	165	124	-24.8
AFL Record (Apr-Sep)	1.2	0.9	-0.3	248	192	-22.6
APC (including PC & Tech Authority from Jan19)	-	0.4	-	-	77	-
Australian 4WD Action	1.2	1.3	0.1	243	262	7.8
Australian Geographic	2.8	3.3	0.5	568	677	19.2
Australian Golf Digest	0.3	0.3	0.0	59	62	5.1
Australian Gourmet Traveller	0.8	1.1	0.3	172	217	26.2
Australian Motorcycle News	0.5	0.5	0.0	100	108	8.0
Australian Traveller	0.4	0.5	0.1	85	105	23.5
Belle	0.5	0.6	0.1	100	114	14.0
Better Homes and Gardens	8.2	7.6	-0.6	1,671	1,572	-5.9
Big Issue	1.3	1.5	0.2	262	303	15.6
Big League (Apr-Sep)	0.5	0.5	0.0	97	98	1.0
Coles Magazine	22.5	23.1	0.6	4,563	4,763	4.4
Cosmos	0.4	0.3	-0.1	83	72	-13.3
Country Style	1.3	1.2	-0.1	255	245	-3.9
Delicious	1.6	1.6	0.0	315	340	7.9
Diabetic Living	1.2	1.2	0.0	246	249	1.2
Elle	0.7	0.8	0.1	149	172	15.4
Empire	0.9	0.7	-0.2	186	154	-17.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership (‘000s)		
	Jun 2018	Jun 2019	Gain/Loss	Jun 2018	Jun 2019	% Change
English Woman's Weekly	0.7	0.5	-0.2	134	109	-18.7
Fishing World	0.7	1.1	0.4	148	227	53.4
Fitness First	0.3	0.5	0.2	70	95	35.7
Foxtel Magazine	1.3	1.2	-0.1	269	255	-5.2
Frankie	1.7	1.6	-0.1	349	329	-5.7
Fresh	20.5	20.2	-0.3	4,165	4,180	0.4
Fresh Water Fishing Aust.	0.3	0.4	0.1	60	93	55.0
Game Informer	0.6	0.6	0.0	119	122	2.5
Gardening Australia	2.4	2.4	0.0	490	501	2.2
Girlfriend	0.8	0.7	-0.1	157	148	-5.7
Golf Australia	0.4	0.3	-0.1	73	70	-4.1
Good Health	1.2	1.4	0.2	249	295	18.5
Gourmet Traveller Wine	0.3	0.4	0.1	59	74	25.4
GQ	0.4	0.3	-0.1	89	69	-22.5
Halliday (was Wine Companion)	0.1	0.2	0.1	23	34	47.8
Harper's Bazaar	0.7	0.7	0.0	134	152	13.4
Healthy Food Guide	1.0	1.3	0.3	195	262	34.4
Home Beautiful	1.6	1.6	0.0	326	332	1.8
Home Design	0.6	0.5	-0.1	116	111	-4.3
Horizons (WA)	1.2	1.3	0.1	241	265	10.0
House & Garden	2.6	2.6	0.0	519	546	5.2
Inside Out	0.7	0.5	-0.2	133	103	-22.6
Inside Sport	0.6	0.6	0.0	118	118	0.0
InStyle	0.6	0.6	0.0	130	125	-3.8
Jetstar	1.2	1.3	0.1	237	277	16.9
Journeys (Tas)	0.4	0.3	-0.1	81	60	-25.9
Just Cars	1.0	1.0	0.0	203	214	5.4
Limelight	0.1	0.1	0.0	29	23	-20.7
Live To Ride	0.2	0.2	0.0	37	42	13.5
Marie Claire	1.3	1.5	0.2	257	305	18.7
Men's Fitness	0.6	0.6	0.0	119	134	12.6
Men's Health	1.8	1.6	-0.2	366	326	-10.9
Money Magazine	0.7	0.7	0.0	141	140	-0.7
The Monthly	0.7	0.7	0.0	149	151	1.3
Motor	0.7	0.6	-0.1	151	119	-21.2
National Geographic	5.6	6.6	1.0	1,142	1,363	19.4
New Idea	5.3	4.1	-1.2	1,075	848	-21.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2018	Jun 2019	Gain/Loss	Jun 2018	Jun 2019	% Change
New Scientist	1.7	1.5	-0.2	349	309	-11.5
NW (New Weekly)	0.8	0.7	-0.1	172	142	-17.4
OK	0.8	0.6	-0.2	158	119	-24.7
Open Road (NSW)	5.0	4.9	-0.1	1,024	1,008	-1.6
Overlander 4WD	0.4	0.4	0.0	91	88	-3.3
PC PowerPlay	0.3	0.3	0.0	61	67	9.8
People	0.3	0.2	-0.1	54	41	-24.1
Picture	0.2	0.1	-0.1	46	31	-32.6
PlayStation	0.7	0.7	0.0	142	145	2.1
Prevention	0.4	0.4	0.0	85	77	-9.4
Qantas Magazine	2.1	1.9	-0.2	420	400	-4.8
Reader's Digest Australia	2.1	2.1	0.0	421	425	1.0
Real Living	0.6	0.5	-0.1	112	99	-11.6
RM Williams Outback	1.0	1.0	0.0	204	215	5.4
Road Ahead (Qld)	3.0	3.1	0.1	616	647	5.0
Royal Auto (Vic)	3.3	3.4	0.1	675	705	4.4
SA Motor (SA)	1.0	1.1	0.1	206	234	13.6
Selector	0.4	0.3	-0.1	85	66	-22.4
Soap World	0.2	0.2	0.0	49	39	-20.4
Street Machine	1.3	1.1	-0.2	254	228	-10.2
Super Food Ideas	2.2	2.5	0.3	454	518	14.1
Take 5 (Weekly)	2.4	2.4	0.0	489	496	1.4
Take 5 Bumper Monthly	-	3.1	-	-	642	-
Taste.com.au Magazine	3.2	2.9	-0.3	650	605	-6.9
TechLife	0.3	0.3	0.0	54	52	-3.7
That's Life	3.1	2.6	-0.5	626	545	-12.9
That's Life Mega Monthly (from Mar19)	-	1.8	-	-	382	-
Time	1.7	1.3	-0.4	339	264	-22.1
TOTAL Motoring Club Magazines	13.9	14.0	0.1	2,827	2,897	2.5
TV Soap	0.8	0.7	-0.1	163	142	-12.9
TV Week	2.0	1.6	-0.4	401	334	-16.7
TV Week Close Up (from Oct18)	-	0.5	-	-	111	-
Unique Cars	0.9	0.9	0.0	173	193	11.6
Virgin Australia Magazine	1.1	1.1	0.0	221	225	1.8
Vogue Australia	1.7	2.1	0.4	336	435	29.5
Vogue Living	0.6	0.6	0.0	120	118	-1.7
Weight Watchers Magazine	0.3	0.3	0.0	67	59	-11.9
WellBeing	0.7	0.7	0.0	133	147	10.5

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2018	Jun 2019	Gain/Loss	Jun 2018	Jun 2019	% Change
Wheels	1.4	1.0	-0.4	281	205	-27.0
Who	1.5	1.1	-0.4	308	236	-23.4
Woman's Day	6.4	4.8	-1.6	1,302	982	-24.6
Women's Health	1.5	1.7	0.2	298	344	15.4
Women's Weekly	7.6	7.1	-0.5	1,548	1,464	-5.4
Women's Weekly Food (from Apr19)	-	1.4	-	-	281	-
Xbox	0.6	0.7	0.1	119	146	22.7

Newspapers

Newspapers	M-F June 2018 R'ship ('000s)	M-F June 2019 R'ship ('000s)	Sat June 2018 R'ship ('000s)	Sat June 2019 R'ship ('000s)	Sun June 2018 R'ship ('000s)	Sun June 2019 R'ship ('000s)
National						
The Australian	292	296	576	593	-	-
Aust. Financial Review	181	189	123	115	-	-
The Saturday Paper	-	-	121	128	-	-
NSW						
Daily Telegraph	565	503	550	444	-	-
Sydney Morning Herald	427	373	633	503	-	-
Sunday Telegraph	-	-	-	-	864	714
The Sun-Herald	-	-	-	-	529	430
Newcastle Herald	64	56	81	77	-	-
Illawarra Mercury	38	28	43	32	-	-
Canberra Times	47	39	60	50	42	31
VIC						
Herald Sun	796	593	734	587	-	-
The Age	433	385	576	468	-	-
Sunday Herald Sun	-	-	-	-	814	611
The Sunday Age	-	-	-	-	459	370
Geelong Advertiser	40	36	51	39	-	-
QLD						
Courier-Mail	333	319	393	388	-	-
The Sunday Mail	-	-	-	-	618	559
Cairns Post	48	31	68	41	-	-
Gold Coast Bulletin	51	55	51	55	-	-
Townsville Bulletin	36	41	51	41	-	-

Newspapers (continued)

Newspapers	M-F June 2018 R'ship ('000s)	M-F June 2019 R'ship ('000s)	Sat June 2018 R'ship ('000s)	Sat June 2019 R'ship ('000s)	Sun June 2018 R'ship ('000s)	Sun June 2019 R'ship ('000s)
SA						
Adelaide Advertiser	259	244	316	317	-	-
Sunday Mail	-	-	-	-	375	347
WA						
West Australian	319	338	-	-	-	-
Weekend West	-	-	443	429	-	-
Sunday Times	-	-	-	-	344	326
Tasmania						
The Mercury	47	50	63	59	-	-
The Examiner	33	28	37	32	-	-
The Advocate	31	20	34	18	-	-
Sunday Tasmanian (Tas)	-	-	-	-	56	56
Sunday Examiner	-	-	-	-	32	26
Northern Territory						
Northern Territory News	22	26	20	27	-	-
Sunday Territorian	-	-	-	-	17	26

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2018	Jun 2019	Gain/Loss	Jun 2018	Jun 2019	% Change
Wish	0.6	0.7	0.1	132	135	2.3
The Deal	0.4	0.4	0.0	72	79	9.7
Weekend Australian Magazine	3.1	2.7	-0.4	622	567	-8.8
Financial Review Magazine	2.0	1.9	-0.1	406	386	-4.9
Boss	0.8	0.8	0.0	153	160	4.6
Good Weekend (NSW/Vic)	5.6	4.4	-1.2	1,139	916	-19.6
Domain (NSW/Vic) (from Aug18)	-	3.4	-	-	708	-
Sunday Life (NSW/Vic)	3.5	2.6	-0.9	701	536	-23.5
Stellar (NSW/Vic)	3.8	2.7	-1.1	774	567	-26.7
Sunday Telegraph TV Guide (NSW)	2.7	2.2	-0.5	554	462	-16.6
Sunday Herald Sun Screen (Vic)	2.4	1.7	-0.7	478	347	-27.4
Qweekend (Qld)	1.5	1.2	-0.3	294	248	-15.6
Sunday Mail TV Guide (Qld)	1.8	1.6	-0.2	370	327	-11.6
Gold Coast Eye (Qld)	0.1	0.1	0.0	30	29	-3.3
Sunday Mail TV Guide (SA)	1.2	1.1	-0.1	253	236	-6.7
SA Weekend	1.2	1.1	-0.1	238	234	-1.7
Sunday Times Guide (WA)	1.2	1.0	-0.2	240	211	-12.1
STM - Sunday Times Magazine (WA)	1.2	1.1	-0.1	246	220	-10.6
Seven Days (WA)	1.3	1.3	0.0	271	268	-1.1
West Weekend (WA)	1.5	1.4	-0.1	302	284	-6.0