



**Released To All Media
November 2019**

Detailed below are the Roy Morgan Readership results for the year ending September 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)		
	Sep 2018	Sep 2019	Gain/Loss	Sep 2018	Sep 2019	% Change
4X4 Australia	0.8	0.6	-0.2	155	120	-22.6
AFL Record (Apr-Sep)	1.1	0.9	-0.2	218	180	-17.4
APC (including PC & Tech Authority from Jan19)	0.3	0.3	0.0	66	72	9.1
Australian 4WD Action	1.3	1.2	-0.1	255	239	-6.3
Australian Geographic	2.8	3.3	0.5	576	675	17.2
Australian Golf Digest	0.3	0.2	-0.1	66	47	-28.8
Australian Gourmet Traveller	0.9	1.1	0.2	174	236	35.6
Australian Motorcycle News	0.5	0.5	0.0	103	107	3.9
Australian Traveller	0.4	0.4	0.0	87	92	5.7
Belle	0.5	0.5	0.0	102	114	11.8
Better Homes and Gardens	8.0	8.1	0.1	1,623	1,673	3.1
Big Issue	1.3	1.4	0.1	269	291	8.2
Big League (Apr-Sep)	0.5	0.4	-0.1	99	79	-20.2
Bunnings Magazine	-	5.3	-	-	1,096	-
Coles Magazine	22.6	23.0	0.4	4,618	4,762	3.1
Cosmos	0.4	0.3	-0.1	84	71	-15.5
Country Style	1.2	1.0	-0.2	253	215	-15.0
Delicious	1.5	1.5	0.0	306	319	4.2
Diabetic Living	1.2	1.2	0.0	241	242	0.4
Elle	0.6	0.9	0.3	130	192	47.7

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2018	Sep 2019	Gain/Loss	Sep 2018	Sep 2019	% Change
Empire	1.0	0.6	-0.4	196	125	-36.2
English Woman's Weekly	0.7	0.5	-0.2	137	109	-20.4
Fishing World	0.8	1.1	0.3	172	235	36.6
Fitness First	0.4	0.4	0.0	76	92	21.1
Foxtel Magazine	1.2	1.1	-0.1	254	235	-7.5
Frankie	1.6	1.6	0.0	325	325	0.0
Fresh	20.2	20.2	0.0	4,124	4,194	1.7
Fresh Water Fishing Aust.	0.3	0.5	0.2	68	105	54.4
Gardening Australia	2.6	2.0	-0.6	534	424	-20.6
Girlfriend	0.8	0.7	-0.1	153	141	-7.8
Golf Australia	0.4	0.3	-0.1	79	55	-30.4
Good Health	1.3	1.3	0.0	256	278	8.6
Gourmet Traveller Wine	0.3	0.3	0.0	67	70	4.5
GQ	0.4	0.3	-0.1	79	72	-8.9
Halliday (was Wine Companion)	0.1	0.2	0.1	25	32	28.0
Harper's Bazaar	0.7	0.8	0.1	152	157	3.3
Healthy Food Guide	1.1	1.3	0.2	224	268	19.6
Home Beautiful	1.6	1.5	-0.1	322	317	-1.6
Home Design	0.6	0.6	0.0	117	120	2.6
Horizons (WA)	1.2	1.4	0.2	249	285	14.5
House & Garden	2.6	2.5	-0.1	540	518	-4.1
Inside Out	0.6	0.5	-0.1	117	107	-8.5
Inside Sport	0.6	0.5	-0.1	132	112	-15.2
InStyle	0.6	0.6	0.0	132	117	-11.4
Jetstar	1.2	1.3	0.1	243	267	9.9
Journeys (Tas)	0.4	0.3	-0.1	76	57	-25.0
Just Cars	1.0	1.0	0.0	212	212	0.0
Limelight	0.1	0.1	0.0	30	20	-33.3
Live To Ride	0.2	0.2	0.0	40	36	-10.0
Marie Claire	1.3	1.5	0.2	267	313	17.2
Men's Fitness	0.5	0.8	0.3	112	156	39.3
Men's Health	1.7	1.5	-0.2	338	308	-8.9
Money Magazine	0.7	0.6	-0.1	151	129	-14.6
The Monthly	0.7	0.7	0.0	141	150	6.4
Motor	0.7	0.6	-0.1	149	125	-16.1
National Geographic	6.3	6.2	-0.1	1,275	1,286	0.9
New Idea	5.1	3.9	-1.2	1,038	815	-21.5

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2018	Sep 2019	Gain/Loss	Sep 2018	Sep 2019	% Change
New Scientist	1.7	1.5	-0.2	337	317	-5.9
NW (New Weekly)	0.8	0.6	-0.2	169	123	-27.2
OK	0.8	0.5	-0.3	167	112	-32.9
Open Road (NSW)	5.1	4.5	-0.6	1,030	944	-8.3
Overlander 4WD	0.5	0.4	-0.1	96	80	-16.7
PC PowerPlay	0.3	0.3	0.0	69	56	-18.8
People	0.3	0.2	-0.1	57	32	-43.9
Picture	0.2	0.1	-0.1	47	29	-38.3
PlayStation	0.7	0.6	-0.1	150	134	-10.7
Prevention	0.4	0.4	0.0	84	81	-3.6
Qantas Magazine	2.0	1.9	-0.1	404	393	-2.7
Reader's Digest Australia	2.0	2.1	0.1	413	428	3.6
Real Living	0.5	0.6	0.1	97	117	20.6
RM Williams Outback	1.0	0.9	-0.1	213	197	-7.5
Road Ahead (Qld)	3.2	2.9	-0.3	658	596	-9.4
Royal Auto (Vic)	3.5	3.1	-0.4	709	638	-10.0
SA Motor (SA)	1.0	1.1	0.1	200	226	13.0
Selector	0.4	0.3	-0.1	78	73	-6.4
Soap World	0.2	0.2	0.0	46	39	-15.2
Street Machine	1.3	1.0	-0.3	263	213	-19.0
Super Food Ideas	2.1	2.8	0.7	423	590	39.5
Take 5 (Weekly)	2.5	2.4	-0.1	500	494	-1.2
Take 5 Bumper Monthly	3.6	2.9	-0.7	736	604	-17.9
Taste.com.au Magazine	3.3	2.8	-0.5	667	572	-14.2
TechLife	0.2	0.2	0.0	51	51	0.0
That's Life	3.0	2.4	-0.6	621	506	-18.5
That's Life Mega Monthly	-	1.9	-	-	403	-
Time	1.6	1.3	-0.3	329	263	-20.1
TOTAL Motoring Club Magazines	14.3	13.1	-1.2	2,906	2,726	-6.2
TV Soap	0.8	0.7	-0.1	160	142	-11.3
TV Week	2.0	1.4	-0.6	405	291	-28.1
TV Week Close Up	-	0.5	-	-	113	-
Unique Cars	1.0	0.8	-0.2	200	173	-13.5
Virgin Australia Magazine	1.1	1.1	0.0	226	230	1.8
Vogue Australia	1.8	2.0	0.2	370	420	13.5
Vogue Living	0.5	0.6	0.1	104	125	20.2
Weight Watchers Magazine	0.4	0.2	-0.2	78	39	-50.0
WellBeing	0.6	0.7	0.1	132	144	9.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2018	Sep 2019	Gain/Loss	Sep 2018	Sep 2019	% Change
Wheels	1.3	0.9	-0.4	266	191	-28.2
Who	1.5	1.1	-0.4	303	220	-27.4
Woman's Day	6.1	4.4	-1.7	1,246	921	-26.1
Women's Health	1.5	1.6	0.1	299	325	8.7
Women's Weekly	7.5	6.9	-0.6	1,539	1,434	-6.8
Women's Weekly Food	-	1.6	-	-	340	-
Xbox	0.7	0.6	-0.1	135	123	-8.9

Newspapers

Newspapers	M-F September 2018 R'ship ('000s)	M-F September 2019 R'ship ('000s)	Sat September 2018 R'ship ('000s)	Sat September 2019 R'ship ('000s)	Sun September 2018 R'ship ('000s)	Sun September 2019 R'ship ('000s)
National						
The Australian	303	291	585	547	-	-
Aust. Financial Review	178	178	123	108	-	-
The Saturday Paper	-	-	134	111	-	-
NSW						
Daily Telegraph	574	444	543	401	-	-
Sydney Morning Herald	430	331	606	449	-	-
Sunday Telegraph	-	-	-	-	837	656
The Sun-Herald	-	-	-	-	528	376
Newcastle Herald	62	51	76	66	-	-
Illawarra Mercury	36	27	40	26	-	-
Canberra Times	49	35	64	45	42	29
VIC						
Herald Sun	740	587	708	560	-	-
The Age	410	374	553	443	-	-
Sunday Herald Sun	-	-	-	-	764	586
The Sunday Age	-	-	-	-	443	361
Geelong Advertiser	44	30	55	31	-	-
QLD						
Courier-Mail	338	293	390	365	-	-
The Sunday Mail	-	-	-	-	603	532
Cairns Post	47	29	64	35	-	-
Gold Coast Bulletin	55	49	52	53	-	-
Townsville Bulletin	35	40	47	41	-	-

Newspapers (continued)

Newspapers	M-F September 2018 R'ship ('000s)	M-F September 2019 R'ship ('000s)	Sat September 2018 R'ship ('000s)	Sat September 2019 R'ship ('000s)	Sun September 2018 R'ship ('000s)	Sun September 2019 R'ship ('000s)
SA						
Adelaide Advertiser	258	234	326	296	-	-
Sunday Mail	-	-	-	-	374	334
WA						
West Australian	323	330	-	-	-	-
Weekend West	-	-	430	412	-	-
Sunday Times	-	-	-	-	328	309
Tasmania						
The Mercury	52	49	65	54	-	-
The Examiner	30	32	34	32	-	-
The Advocate	30	20	31	17	-	-
Sunday Tasmanian (Tas)	-	-	-	-	58	55
Sunday Examiner	-	-	-	-	28	25
Northern Territory						
Northern Territory News	25	21	22	22	-	-
Sunday Territorian	-	-	-	-	22	20

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2018	Sep 2019	Gain/Loss	Sep 2018	Sep 2019	% Change
Wish	0.6	0.6	0.0	132	130	-1.5
The Deal	0.3	0.4	0.1	66	75	13.6
Weekend Australian Magazine	3.0	2.6	-0.4	608	544	-10.5
Financial Review Magazine	2.0	1.8	-0.2	405	370	-8.6
Boss	0.7	0.8	0.1	150	175	16.7
Good Weekend (NSW/Vic)	5.4	4.0	-1.4	1,103	825	-25.2
Domain (NSW/Vic)	3.9	3.3	-0.6	792	687	-13.3
Sunday Life (NSW/Vic)	3.3	2.3	-1.0	679	475	-30.0
Stellar (NSW/Vic)	3.6	2.5	-1.1	741	510	-31.2
Sunday Telegraph TV Guide (NSW)	2.6	2.0	-0.6	535	413	-22.8
Sunday Herald Sun Screen (Vic)	2.3	1.5	-0.8	460	306	-33.5
Qweekend (Qld)	1.4	1.1	-0.3	284	228	-19.7
Sunday Mail TV Guide (Qld)	1.8	1.5	-0.3	365	306	-16.2
Gold Coast Eye (Qld)	0.2	0.1	-0.1	32	27	-15.6
Sunday Mail TV Guide (SA)	1.2	1.1	-0.1	252	232	-7.9
SA Weekend	1.1	1.1	0.0	229	238	3.9
Sunday Times Guide (WA)	1.1	0.9	-0.2	234	184	-21.4
STM - Sunday Times Magazine (WA)	1.2	1.0	-0.2	236	201	-14.8
Seven Days (WA)	1.3	1.2	-0.1	270	249	-7.8
West Weekend (WA)	1.5	1.3	-0.2	302	266	-11.9