



**Released To All Media  
February 2021**

Detailed below are the Roy Morgan Print Readership results for the year ending December 2020.

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. All readership estimates in these tables are 'average issue readership' (AIR) and represent the number, or %, of Australians who read or look into an average issue of the particular publication.

This provides an estimate of the 'reach' an advertiser can expect to achieve with advertising placed in the publication.

These print readership estimates do **not** include the additional Australians who read the publications in their digital form online, via web, mobile or app.

The total reach - 'cross platform' reach is greater than the 'average issue reach' of a publication as it includes additional readers.

## Magazines

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2019	Dec 2020	Gain/Loss	Dec 2019	Dec 2020	% Change
4X4 Australia	0.6	0.7	0.1	130	146	12.3
Australian Geographic	3.1	1.9	-1.2	644	399	-38.0
Australian Golf Digest	0.2	0.3	0.1	47	66	40.4
Australian Gourmet Traveller	1.2	0.7	-0.5	249	148	-40.6
Australian Motorcycle News	0.5	0.3	-0.2	94	67	-28.7
Australian Traveller	0.4	0.4	0.0	90	83	-7.8
Belle	0.6	0.5	-0.1	115	104	-9.6
Better Homes and Gardens	8.2	6.3	-1.9	1,698	1,326	-21.9
Big Issue	1.4	0.7	-0.7	288	141	-51.0
Bunnings Magazine	5.7	6.0	0.3	1,186	1,268	6.9
Coles Magazine	22.0	20.9	-1.1	4,573	4,404	-3.7
Cosmos	0.3	0.2	-0.1	56	40	-28.6
Country Style	1.0	0.8	-0.2	209	179	-14.4
Delicious	1.4	1.4	0.0	294	287	-2.4
Diabetic Living	1.1	0.5	-0.6	234	113	-51.7
Empire	0.6	0.4	-0.2	133	74	-44.4
English Woman's Weekly	0.5	0.5	0.0	104	112	7.7
Family Circle (from Jun20)	-	0.6	-	-	119	-
Fishing World	1.2	0.6	-0.6	243	122	-49.8
Fitness First	0.5	0.4	-0.1	101	74	-26.7

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2019	Dec 2020	Gain/Loss	Dec 2019	Dec 2020	% Change
Foxtel Magazine	1.0	0.9	-0.1	217	194	-10.6
Frankie	1.6	1.0	-0.6	337	212	-37.1
Fresh	19.6	18.5	-1.1	4,086	3,903	-4.5
Fresh Water Fishing Aust.	0.5	0.3	-0.2	113	64	-43.4
Gardening Australia	1.9	1.7	-0.2	397	352	-11.3
Golf Australia	0.2	0.3	0.1	43	58	34.9
Gourmet Traveller Wine	0.3	0.2	-0.1	59	47	-20.3
Halliday (was Wine Companion)	0.1	0.1	0.0	30	19	-36.7
Healthy Food Guide	1.4	0.7	-0.7	283	154	-45.6
Home Beautiful	1.5	1.0	-0.5	310	213	-31.3
Home Design	0.6	0.2	-0.4	119	51	-57.1
Horizons (WA)	1.3	1.1	-0.2	279	233	-16.5
House & Garden	2.3	1.7	-0.6	474	355	-25.1
Inside Out	0.5	0.3	-0.2	105	66	-37.1
Inside Sport	0.5	0.7	0.2	105	149	41.9
Journeys (Tas)	0.2	0.1	-0.1	48	29	-39.6
Just Cars	1.0	0.5	-0.5	198	112	-43.4
Marie Claire	1.6	1.0	-0.6	331	215	-35.0
Men's Fitness	0.7	0.5	-0.2	148	96	-35.1
Money Magazine	0.6	0.7	0.1	118	137	16.1
The Monthly	0.8	0.5	-0.3	162	100	-38.3
Motor	0.6	0.4	-0.2	126	77	-38.9
National Geographic	6.0	3.2	-2.8	1,250	684	-45.3
New Idea	3.8	3.0	-0.8	785	630	-19.7
New Idea Food (from Jun20)	-	0.3	-	-	54	-
New Idea Royals	2.9	1.6	-1.3	603	329	-45.4
New Scientist	1.5	0.9	-0.6	316	199	-37.0
Open Road (NSW)	4.4	4.0	-0.4	921	834	-9.4
Overlander 4WD	0.4	0.3	-0.1	75	72	-4.0
Prevention	0.4	0.3	-0.1	76	58	-23.7
Qantas Magazine*	1.8	1.1	-0.7	366	236	-35.5
Reader's Digest Australia	2.0	1.8	-0.2	418	373	-10.8
Real Living	0.5	0.3	-0.2	108	62	-42.6
RM Williams Outback	0.9	0.8	-0.1	181	158	-12.7
Road Ahead (Qld)	2.7	2.3	-0.4	572	479	-16.3
Royal Auto (Vic)	2.8	2.4	-0.4	583	500	-14.2
SA Motor (SA)	1.1	0.9	-0.2	234	185	-20.9

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2019	Dec 2020	Gain/Loss	Dec 2019	Dec 2020	% Change
Selector	0.4	0.1	-0.3	74	31	-58.1
Street Machine	1.0	0.7	-0.3	203	157	-22.7
Take 5 (Weekly)	2.4	2.3	-0.1	495	483	-2.4
Take 5 Bumper Monthly	2.8	2.2	-0.6	590	456	-22.7
Taste.com.au Magazine	2.8	2.1	-0.7	589	447	-24.1
That's Life	2.3	2.3	0.0	475	479	0.8
That's Life Mega Monthly	1.9	2.2	0.3	406	461	13.5
Time	1.2	0.9	-0.3	245	182	-25.7
TOTAL Motoring Club Magazines	12.6	10.6	-2.0	2,618	2,226	-15.0
TV Soap	0.7	0.7	0.0	139	149	7.2
TV Week	1.3	1.5	0.2	264	316	19.7
Unique Cars	0.8	0.5	-0.3	157	104	-33.8
Vogue Australia	1.9	1.3	-0.6	406	266	-34.5
Vogue Living	0.6	0.8	0.2	133	170	27.8
WellBeing	0.7	0.4	-0.3	148	88	-40.5
Wheels	0.9	0.7	-0.2	181	146	-19.3
Who	1.1	0.8	-0.3	219	168	-23.3
Woman's Day	4.1	3.4	-0.7	860	722	-16.0
Women's Weekly	6.7	5.2	-1.5	1,398	1,088	-22.2
Women's Weekly Food	1.4	0.9	-0.5	301	198	-34.2

A small number of magazines were temporarily suspended during the June, September and December 2020 quarters. These magazines are flagged with an asterisk (\*) and do not show readership for these three quarters, average readership is allocated instead. The list of magazines affected in this way includes AFL Record, Big League, Qantas Magazine, The Deal and Boss.

## Newspapers

<b>Newspapers</b>	<b>M-F December 2019 R'ship ('000s)</b>	<b>M-F December 2020 R'ship ('000s)</b>	<b>Sat December 2019 R'ship ('000s)</b>	<b>Sat December 2020 R'ship ('000s)</b>	<b>Sun December 2019 R'ship ('000s)</b>	<b>Sun December 2020 R'ship ('000s)</b>
<b>National</b>						
The Australian	297	400	539	646	-	-
Aust. Financial Review	190	159	110	150	-	-
The Saturday Paper	-	-	117	205	-	-
<b>NSW</b>						
Daily Telegraph	421	403	377	414	-	-
Sydney Morning Herald	351	355	448	479	-	-
Sunday Telegraph	-	-	-	-	618	689
The Sun-Herald	-	-	-	-	366	435
Newcastle Herald	43	52	53	61	-	-
Illawarra Mercury	26	25	27	22	-	-
Canberra Times	38	44	45	44	28	30
<b>VIC</b>						
Herald Sun	582	564	552	618	-	-
The Age	378	312	440	433	-	-
Sunday Herald Sun	-	-	-	-	568	690
The Sunday Age	-	-	-	-	377	394
Geelong Advertiser	29	37	34	38	-	-
<b>QLD</b>						
Courier-Mail	261	260	344	355	-	-
The Sunday Mail	-	-	-	-	503	533
Cairns Post	29	28	34	40	-	-
Gold Coast Bulletin	47	34	48	34	-	-
Townsville Bulletin	36	48	33	36	-	-

## Newspapers (continued)

<b>Newspapers</b>	<b>M-F December 2019 R'ship ('000s)</b>	<b>M-F December 2020 R'ship ('000s)</b>	<b>Sat December 2019 R'ship ('000s)</b>	<b>Sat December 2020 R'ship ('000s)</b>	<b>Sun December 2019 R'ship ('000s)</b>	<b>Sun December 2020 R'ship ('000s)</b>
<b>SA</b>						
Adelaide Advertiser	224	220	283	291	-	-
Sunday Mail	-	-	-	-	323	331
<b>WA</b>						
West Australian	311	328	-	-	-	-
West Austral	-	-	397	390	-	-
Sunday Times	-	-	-	-	295	371
<b>Tasmania</b>						
The Mercury	47	44	52	57	-	-
The Examiner	34	35	31	33	-	-
The Advocate	17	20	16	23	-	-
Sunday Tasmanian	-	-	-	-	48	42
Sunday Examiner	-	-	-	-	23	29
<b>Northern Territory</b>						
Northern Territory News	18	18	22	26	-	-
Sunday Territorian	-	-	-	-	16	17

## Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2019	Dec 2020	Gain/Loss	Dec 2019	Dec 2020	% Change
Wish	0.6	0.4	-0.2	126	76	-39.7
The Deal*	0.3	0.3	0.0	71	68	-4.2
Weekend Australian Magazine	2.6	3.0	0.4	539	622	15.4
Financial Review Magazine	1.6	1.0	-0.6	326	221	-32.2
Boss*	0.9	0.6	-0.3	179	125	-30.2
Good Weekend (NSW/Vic)	3.9	3.7	-0.2	819	770	-6.0
Domain (NSW/Vic)	3.1	2.2	-0.9	654	465	-28.9
Sunday Life (NSW/Vic)	2.1	2.2	0.1	436	464	6.4
Stellar (NSW/Vic)	2.3	2.8	0.5	476	594	24.8
Binge TV Guide (NSW)	1.8	2.1	0.3	375	438	16.8
Binge TV Guide (Vic)	1.4	1.8	0.4	299	384	28.4
Qweekend (Qld)	1.0	1.0	0.0	214	215	0.5
Binge TV Guide (Qld)	1.3	1.3	0.0	280	267	-4.6
Gold Coast Eye (Qld)	0.1	0.1	0.0	23	20	-13.0
Binge TV Guide (SA)	1.1	0.9	-0.2	223	196	-12.1
SA Weekend	1.1	1.0	-0.1	239	215	-10.0
Sunday Times Guide (WA)	0.8	0.9	0.1	170	185	8.8
STM - Sunday Times Magazine (WA)	0.9	1.0	0.1	180	207	15.0
Seven Days (WA)	1.1	-	-	234	-	-
West Weekend (WA)	1.2	-	-	249	-	-

Note: Two Newspaper Inserted Magazines – The Deal and Boss - were temporarily suspended during the June, September and December 2020 quarters. They are flagged with an asterisk (\*) and do not show readership for the latest quarter, average readership is allocated instead.