

*Discover your edge*

Friday, 11 August 2017

## It's Official: Australia's leading magazines buck conventional wisdom and grow their print readership

Results released today from the Roy Morgan Australian Magazine Readership report for the 12 months to June 2017 show that 10 of Australia's leading 15 titles increased their print readership over the past year.

The good news for magazine publishers is that a total of 12,470,000 Australians aged 14+ (62.6 per cent) read print magazines according to the latest data for the 12 months to June 2017 virtually unchanged from a year ago (down only 0.1%).

The withdrawal of major publishers from audited circulation results for magazines last year now means Roy Morgan's readership results are the only truly independent measure of magazine performance now available.

### Top 15 Magazines: All Categories – Print Readership

Publication	June 2016	June 2017	% Change
	'000s	'000s	%
Coles Magazine	3,498	3,755	7.3%
Fresh	3,095	3,590	16.0%
Better Homes & Gardens	1,861	1,733	-6.9%
Women's Weekly	1,772	1,471	-17.0%
Woman's Day	1,352	1,281	-5.3%
New Idea	1,121	1,132	1.0%
National Geographic	1,064	1,078	1.3%
Open Road (NSW)	1,107	1,064	-3.9%
That's Life	678	698	2.9%
Royal Auto (Vic)	593	646	8.9%
Taste.com.au Magazine	573	619	8.0%
Road Ahead (Qld)	543	598	10.1%
Australian Geographic	537	560	4.3%
House & Garden	607	531	-12.5%
Take 5	521	522	0.2%

[Full Magazine Readership Results available to view here.](#)

FOR IMMEDIATE RELEASE

## *The five most read categories of magazines*

### **Food and entertainment magazines**

Read by 5,877,000 Australians, or 29.5% of population, this category is dominated by free supermarket titles Coles Magazine with readership of 3,755,000 (up 7.3 per cent) and Woolworth's Fresh now read by 3,590,000 (up 16.0 per cent).

This category has undergone long-term growth, including a year on year category increase of 5.6 per cent largely on the back of these two free supermarket titles.

### **General interest magazines**

Now 4,419,000 Australians, or 22.2% of the population, read at least one general interest magazine, the leading title being National Geographic with readership of 1,078,000 (up 1.3 per cent) and local competitor Australian Geographic with readership of 560,000 (up 4.3 per cent).

In addition, leading motoring club titles Open Road (NSW) with readership of 1,064,000 (down 3.9 per cent), Royal Auto (Vic) read by 646,000 (up 8.9 per cent) and Road Ahead (Qld) read by 598,000 (up 10.1 per cent) also continue to service significant audiences within their respective States.

Readership of general interest magazines has been remarkably stable over the past year (up 0.5%).

### **Mass Women's magazines**

In contrast to the fortunes of the two top categories, the readership of Mass Women's magazines has been under long-term pressure although 3,385,000 Australians continue to read with the category (down 6.5 per cent from a year ago) and equal to 17.0% of the population.

While Women's Weekly remains the category leader with readership of 1,471,000 (down 17.0 per cent) ahead of Woman's Day on 1,281,000 (down 5.3 per cent). Other titles managed to gain readership over the past year including New Idea on 1,132,000 (up 1.0 per cent) closing the gap on Woman's Day to 149,000 readers, That's Life on 698,000 (up 2.9 per cent) and Take 5 up 0.2% to 522,000.

### **Home and Garden magazines**

The fourth most popular category of magazines remains Home and Gardens, despite a drop of 7.5 per cent in the last 12 months after a period of relative stability. 2,933,000 Australians now read at least one magazine in this category equal to 14.7% of the population.

Despite a decline Better Homes and Gardens maintains a dominant position in the category with a readership of 1,733,000 (down 6.9 per cent) ahead of House and Garden on 531,000 (down 12.5 per cent). Bucking the category trend was Handyman which has remained stable year on year at a readership of 185,000.

### **Business, Financial & Airline Magazines**

Readership in this category declined over the past year, down 2.9 per cent to 1,694,000 Australians.

Qantas magazine remains the lead title in the category despite a year on year decline of 9.7 per cent. New Scientist grew its readership to 377,000 (up 1.9 per cent) and Time magazine held steady with a readership of 339,000.

## Magazine Cross-Platform Audience

Of Australia's leading 10 magazine ranked by cross-platform audiences nine of the ten retain a significantly larger readership via their print editions than their digital offerings.

Earlier this year many of Bauer's magazine brands consolidated their online presence under category banners such as Now to Love. The results in the cross platform table below reflect this new positioning and therefore year on year comparisons are not made.

### Top 10 Magazines – Total Cross-Platform Audience

Publication#	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	June 2016	June 2017	June 2016	June 2017	June 2016	June 2017	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
Taste.com.au	573	619		2,862		3,286	
Women's Weekly	1,772	1,471		933		2,305	
Better Homes & Gardens	1,861	1,733	381	343	2,140	1,942	-9.3%
Woman's Day*	1,352	1,281		336		1,549	
National Geographic	1,064	1,078	338	369	1,345	1,357	0.9%
New Idea*	1,121	1,132	285	183	1,361	1,285	-5.6%
Open Road (NSW)	1,107	1,064	70	57	1,136	1,094	-3.7%
Take 5*	521	522		328		802	
Reader's Digest	480	468	401	341	855	790	-7.6%
Australian Geographic	537	560	287	254	778	767	-1.4%

### Full Magazine Total Cross-Platform Audience results available to view here.

Total cross-platform audience includes print – average issue readership and digital – website visitation and app usage in an average 4 weeks, except for weekly titles which are in an average 7 days (denoted by \*). #For additional detail on the platforms covered for each magazine visit the website.

### Michele Levine, CEO, Roy Morgan Research, says:

*“Over the past year Roy Morgan has emphasised an increasing trend impacting many industries in Australia – the move to an ‘experience economy’ as consumers move away from traditional notions of ‘ownership’.*

*“This trend has been explored in the recent Roy Morgan State of the Nations on the Automotive and Retail industries and the upcoming State of the Nation on Media will closely analyse its impacts across the breadth of the industry.*

*“Our analysis of the latest trends shaping the magazine industry today reveals an industry in flux as these competitive pressures and changing consumer habits provide different challenges for different types of publications.*

*“As noted in today’s newspaper readership release newspaper inserted magazines (NIMs) have seen an increase in print readership over the past year and this increase is matched by 10 of 15 of Australia’s most widely read magazines – the pleasant experience of reading your favourite glossy still retains widespread appeal.”*

To learn more about Roy Morgan’s Readership research, call (+61) (3) 9224 5309 or email [askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com).

### About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

### Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2