

Wednesday, 8 August 2018

Magazine readership up on a year ago powered by variety of titles

A total of 15,040,000 Australians aged 14+ (74.1 per cent) read magazines whether in print or online either via the web or an app. That is up 0.7 per cent, or 105,000, from a year ago according to the results released today from the Roy Morgan Australian Readership report for the 12 months to June 2018.

Readership of print magazines was over 13.6 million Australians aged 14+ (67.3 per cent), up 0.5 per cent, or 65,000, from a year ago. These are the latest findings from the Roy Morgan Single Source survey of 50,035 Australians aged 14+ in the 12 months to June 2018.

Two thirds of Top 15 Magazines grow their Print Readership

Ten of Australia's Top 15 magazines grew their print readership over the past year, with six of the leading titles growing their readership by at least 5 per cent on a year ago.

Gardening Australia had the strongest performance of Australia's leading magazines growing its print readership by 26.3 per cent to 490,000. Australia's two most widely read free magazines also performed well. Coles Magazine readership was up 21.5 per cent and Fresh readership increased by 16 per cent. Better Homes & Gardens remains Australia's most widely read paid magazine with more than 1.6 million readers.

Other leading magazines to perform strongly include Women's Weekly readership up by 5.2 per cent, Woman's Day (+1.6 per cent), National Geographic (+5.9 per cent), Royal Auto (+4.5 per cent), Taste.com.au Magazine (+5 per cent), Road Ahead (+3 per cent) and Australian Geographic (+1.4 per cent) and just outside the Top 15 Qantas magazine was up 4.5 per cent.

Publication	June 2017	June 2018	% Change
	'000s	'000s	%
Coles Magazine	3,755	4,563	21.5%
Fresh	3,590	4,165	16.0%
Better Homes & Gardens	1,733	1,671	-3.6%
Women's Weekly	1,471	1,548	5.2%
Woman's Day	1,281	1,302	1.6%
National Geographic	1,078	1,142	5.9%
New Idea	1,132	1,075	-5.0%
Open Road (NSW)	1,064	1,024	-3.8%
Royal Auto (Vic)	646	675	4.5%
Taste.com.au Magazine	619	650	5.0%
That's Life	698	626	-10.3%
Road Ahead (Qld)	598	616	3.0%
Australian Geographic	560	568	1.4%
House & Garden	531	519	-2.3%
Gardening Australia	388	490	26.3%

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

The five most read categories of magazines

- *Food & Entertainment (6,688,000 Australians, 33.0% of the population);*
- *General Interest (4,560,000 Australians, 22.5% of the population);*
- *Mass Women's (3,388,000 Australians, 16.7% of the population);*
- *Home & Garden (2,908,000 Australians, 14.3% of the population);*
- *Business, Financial & Airline (1,682,000 Australians, 8.3% of the population).*

Food & Entertainment magazines continue strong growth

Food & Entertainment is again Australia's best performing magazine category and is now read by 6,688,000 Australians, or 33% of the population - up 13.8 per cent in the year to June 2018. Over the last year more than half of the 10 magazines in this category increased their readership.

The category continues to be dominated by the free supermarket titles both of which saw exceptional year-on-year growth - Coles Magazine with readership of 4,563,000 (up 21.5 per cent) and Woolworth's Fresh now read by 4,165,000 Australians (up 16 per cent).

Other titles to perform well over the past year include Selector which increased 14.9 per cent to 85,000 readers and Taste.com.au up 5 per cent to 650,000 readers.

General Interest magazines increase readership

4,560,000 Australians, or 22.5% of the population, read at least one of the general interest magazine titles. Eight of the 13 magazines in the category increased their readership over the last year with category leading title National Geographic increasing its readership by a solid 5.9 per cent to 1,142,000.

Other strongly performing magazines in the category include motoring magazines Royal Auto (Vic) read by 675,000 (up 4.5 per cent) and Road Ahead (Qld) up 3 per cent to 616,000 readers. Readership of Australian Geographic was also up – by 1.4 per cent to 568,000.

Mass Women's magazines readership led higher by Women's Weekly & Women's Day

Readership of Mass Women's magazines managed a small increase of 0.1 per cent from a year ago. These titles are now read by 3,388,000 Australians, equal to 16.7% of the population.

Women's Weekly remains the category leader increasing readership by 5.2 per cent to 1,548,000 ahead of Woman's Day up 1.6 per cent to 1,290,000. Other magazines in the category maintain significant readerships including New Idea on 1,075,000, That's Life on 626,000 and Take 5 (Weekly) on 489,000.

Home Design, Real Living, Vogue Living and Gardening Australia all up strongly

Now 2,908,000 Australians read at least one magazine in the Home & Garden category with eight of the 11 magazines in the category increasing their readership over the last year.

This category's strong performance was led by Gardening Australia increasing its readership by 26.3 per cent to 490,000 and Home Design up a stunning 65.7 per cent to 116,000.

Other Home & Garden titles which grew their readership include Home Beautiful up 1.9 per cent to 326,000, Handyman up 7.6 per cent to 199,000, Real Living up 30.2 per cent to 112,000, Vogue Living up 14.3 per cent to 120,000 and Inside Out up 3.1 per cent to 133,000.

The leading magazine in the category remains Better Homes and Gardens, maintaining its leadership with a readership of 1,671,000 (down 3.6 per cent).

Qantas, Jetstar & Virgin Australia Voyeur all flying high

The Business, Financial and Airline magazines readership trend was virtually unchanged over the last year down marginally 0.7 per cent to 1,682,000 (8.3% of the population).

Five magazines in the category increased their readership over the last year led by the three airline magazines.

Qantas Magazine, the best read title in the category, increased its readership by 4.5 per cent to 420,000. Recent stablemate Jetstar was up an even more impressive 17.3 per cent to 237,000. Virgin Australia Voyeur readership increased by 5.7 per cent to 221,000.

Finance magazine titles to perform strongly included Money Magazine up 6 per cent to 141,000 and WA Business News up 9.7 per cent to 34,000.

Health & Family, Motoring and Men's magazines increase their audiences

Health & Family, Motoring and Men's magazines are three additional magazine categories outside the biggest five which grew their audience in the 12 months to June 2018.

Health & Family magazines experienced category growth of 10.4 per cent over the past year to be just outside the top five categories with overall readership of 1,513,000, or 7.5% of the population.

The fastest growing Health & Family title was Wellbeing which increased its readership by an exceptional 77.3 per cent to a readership of 133,000. Other strong performers included Healthy Food Guide which is now read by 195,000 (up 58.5 per cent), Nature & Health with a readership of 69,000 (up 40.8 per cent) and Fitness First which grew its readership by 29.6 per cent to 70,000.

Motoring magazines increased their readership by 5.2 per cent to a readership of 1,043,000. All but one of the eight magazines measured in the category increased their readership over the last year.

Leading Motoring magazine Wheels increased its readership by 7.3 per cent to 281,000 to remain as the best read Motoring magazine. Other solid performances in the category were by 4x4 Australia which increased its readership by 16.2 per cent to 165,000, Street Machine with readership up by 10.4 per cent to 254,000 and Unique Cars with readership of 173,000 (up 9.5 per cent).

Football-focused titles performing strongly over the last year included the AFL Record increasing its readership by 10.2 per cent to 248,000 and Big League up 24.4 per cent to a readership of 97,000. Music & Movies magazine Empire increased its readership 11.4 per cent to 186,000 and Australian Motorcycle News increased its readership 13.6 per cent to 100,000.

Magazine Cross-Platform Audience – Women's Weekly best performer

Of Australia's leading 10 magazines ranked by cross-platform audience Women's Weekly was the top performer over the last year growing its total cross-platform audience by 4.6 per cent to 2,412,000. However Taste.com.au remains the best read magazine title across print and digital formats with a total cross-platform audience of more than 3.1 million.

Also performing strongly was National Geographic which recorded a 3.8 per cent increase in its total cross-platform audience to 1,409,000 in the year to June 2018.

It's worth noting that the majority of Australia's leading magazines still retain a significantly larger readership via their print editions than their digital platforms. However, this is slowly changing as new platforms such as Now to Love allow magazine publishers to expand their online offerings.

Just under a year ago many of Bauer Media's magazine brands (including Women's Weekly, Woman's Day, Good Health, Mother & Baby, Take 5 and others) consolidated their online presence under the category banner of Now to Love which has a digital audience of 975,000. The results in the cross platform table below reflect this new positioning and therefore year on year comparisons are not available for all titles.



Top 10 Magazines – Total Cross-Platform Audience

Publication#	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	June 2017	June 2018	June 2017	June 2018	June 2017	June 2018	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
Taste.com.au	619	650	2,862	2,741	3,286	3,183	-3.1%
Women's Weekly/ Now to Love	1,471	1,548	933	975	2,305	2,412	4.6%
Better Homes & Gardens	1,733	1,671	343	362	1,942	1,909	-1.7%
Woman's Day*/ Now to Love	1,281	1,302	336	301	1,549	1,544	-0.3%
National Geographic	1,078	1,142	369	357	1,357	1,409	3.8%
Good Health/ Now to Love	214	249		975		1,213	
New Idea*	1,132	1,075	183	169	1,285	1,202	-6.5%
Open Road (NSW)	1,064	1,024	57	67	1,094	1,056	-3.5%
Mother & Baby/ Now to Love	62	55		975		1,026	
Take 5 (weekly)*/ Now to Love	522	489	328	298	802	749	-6.6%

[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 available for each magazine visit the Roy Morgan website.*

Michele Levine, CEO, Roy Morgan, says print magazine readership in Australia is growing with over 15 million Australians reading magazines whether in print or online:

“Total cross-platform audiences for Australian magazines increased by more than 100,000 to over 15 million in the last year. This encompasses an increase in readership of print magazines by 65,000 to 13.6 million.

“Despite the challenges we often hear about facing the magazine industry, leading categories including Food & Entertainment, General Interest, Health & Family and Motoring magazines have all grown their audiences significantly over the last year.

“The Mass Women’s magazine category led by iconic titles Women’s Weekly and Woman’s Day was also up compared to a year ago. The category no doubt benefited from an above average amount of Royal content highlighted by the birth of Prince William and Kate Middleton’s son Louis in April and the marriage of Prince Harry and Meghan Markle a month later in May.

“Magazines which grew their readership by at least 5% from a year ago came from a diverse range of categories. These included including Women’s Weekly (up 5.2 per cent), Gardening Australia (up 26.3 per cent), Vogue Living (up 14.3 per cent), Jetstar (up 17.3 per cent), Empire

(up 11.4 per cent), Good Health (up 16.4 per cent), Money Magazine (up 6 per cent), Street Machine (up 10.4 per cent) and National Geographic (up 5.9 per cent).

“From these strong performances across the board, and with nearly three-quarters of Australians aged 14+ reading them, it is clear that magazines offer advertisers a wide range of mass market and special interest options to reach their target audiences.”

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

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 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
50,000	±0.4	±0.4	±0.3	±0.2