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Detailed below are the Roy Morgan Readership results for the year ending September 2011.

Roy Morgan Research 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 2010	Sep 2011	Gain/Loss	Sep 2010	Sep 2011	% Change
2 Wheels	0.6	0.5	-0.1	109	96	-11.9
4X4 Australia	0.7	0.7	0	120	130	8.3
AFL Record (Apr-Sep)	1.1	1.1	0	197	207	5.1
APC	0.9	0.9	0	158	164	3.8
Austar	1.9	1.5	-0.4	342	276	-19.3
Australian 4WD Action	1.0	1.3	0.3	179	239	33.5
Australian Auto Action	0.5	0.4	-0.1	89	78	-12.4
Australian Geographic	2.2	2.5	0.3	405	460	13.6
Australian Golf Digest	0.5	0.5	0	98	95	-3.1
Australian Good Food	1.8	1.5	-0.3	324	281	-13.3
Australian Good Taste	3.8	3.4	-0.4	685	623	-9.1
Australian Gourmet Traveller	1.6	1.6	0	294	304	3.4
Australian Motorcycle News	0.7	0.6	-0.1	118	109	-7.6
Australian PC User	1.3	1.3	0	240	243	1.3
Australian Property Investor (from Mar11)	-	0.6	-	-	120	-
Australian Traveller	0.3	0.4	0.1	60	77	28.3
Belle	0.6	0.6	0	108	112	3.7
Better Homes and Gardens	10.7	9.8	-0.9	1,938	1,827	-5.7
Big Issue	1.1	1.1	0	202	199	-1.5

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## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2010	Sep 2011	Gain/Loss	Sep 2010	Sep 2011	% Change
Big League (Apr-Sep)	0.6	0.5	-0.1	107	89	-16.8
Bride To Be	0.5	0.5	0	88	94	6.8
BRW	1.1	1.1	0	202	207	2.5
Burke's Backyard	2.1	1.7	-0.4	380	307	-19.2
Cleo	2.3	2.1	-0.2	411	393	-4.4
Cosmopolitan	3.0	2.8	-0.2	544	527	-3.1
Cosmos	0.4	0.5	0.1	69	88	27.5
Country Style	1.2	1.4	0.2	215	253	17.7
Delicious	3.0	2.9	-0.1	536	544	1.5
Diabetic Living	1.4	1.3	-0.1	246	244	-0.8
Dolly	2.2	1.7	-0.5	407	316	-22.4
Donna Hay	2.1	1.9	-0.2	383	355	-7.3
Empire	1.0	1.1	0.1	186	199	7.0
English Woman's Weekly	1.0	1.0	0	181	181	0.0
Famous	1.8	1.7	-0.1	327	313	-4.3
Fast Fours & Rotaries	0.5	0.4	-0.1	86	81	-5.8
FHM	0.9	0.8	-0.1	165	144	-12.7
Fishing World	1.1	1.2	0.1	203	216	6.4
Fitness First	0.7	0.6	-0.1	131	111	-15.3
Foxtel Magazine	5.1	4.3	-0.8	918	794	-13.5
Frankie	1.1	1.2	0.1	199	218	9.5
Fresh Water Fishing Aust.	0.5	0.5	0	94	100	6.4
Game Informer	0.4	0.6	0.2	76	120	57.9
Gardening Australia	2.6	2.1	-0.5	464	387	-16.6
Girlfriend	1.8	1.8	0	334	333	-0.3
Golf Australia	0.5	0.4	-0.1	82	77	-6.1
Golf Magazine	0.3	0.2	-0.1	51	42	-17.6
Good Health	1.8	1.5	-0.3	317	287	-9.5
Gourmet Traveller Wine	0.6	0.5	-0.1	102	101	-1.0
GQ	0.6	0.5	-0.1	100	96	-4.0
Grazia	0.9	0.9	0	170	170	0.0
Handyman	1.1	1.0	-0.1	206	183	-11.2
Harper's Bazaar	1.2	1.0	-0.2	209	190	-9.1
Health Smart	0.6	0.6	0	104	119	14.4

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2010	Sep 2011	Gain/Loss	Sep 2010	Sep 2011	% Change
Healthy Food Guide	0.9	0.8	-0.1	170	141	-17.1
Home Beautiful	1.7	1.9	0.2	316	358	13.3
Horizons (WA) (was Road Patrol)	0.7	0.6	-0.1	129	113	-12.4
Hot 4s & Performance Cars	0.6	0.5	-0.1	104	100	-3.8
House & Garden	3.6	3.8	0.2	660	702	6.4
Hyper	0.3	0.3	0	61	47	-23.0
Inside Football (Apr-Sep)	0.4	0.3	-0.1	79	61	-22.8
Inside Out	0.7	0.7	0	133	135	1.5
Inside Sport	0.6	0.5	-0.1	110	101	-8.2
InStyle	1.1	1.3	0.2	204	233	14.2
Jetstar	0.9	0.9	0	161	171	6.2
Journeys (Tas)	0.5	0.4	-0.1	82	68	-17.1
Just Cars	1.4	1.3	-0.1	262	235	-10.3
Limelight	0.2	0.2	0	39	41	5.1
Live To Ride	0.4	0.4	0	74	66	-10.8
Luxury Home Design	0.3	0.3	0	60	48	-20.0
Madison	1.2	1.2	0	214	231	7.9
Marie Claire	2.8	2.2	-0.6	511	417	-18.4
MasterChef Magazine	4.8	2.7	-2.1	868	503	-42.1
Men's Fitness	0.7	1.1	0.4	129	197	52.7
Men's Health	2.2	2.2	0	400	404	1.0
Men's Style	0.4	0.3	-0.1	70	61	-12.9
Modern Fishing	0.9	0.8	-0.1	157	149	-5.1
Modern Wedding	0.5	0.4	-0.1	88	78	-11.4
Money Magazine	1.0	1.0	0	176	194	10.2
The Monthly	0.5	0.7	0.2	93	122	31.2
Mother & Baby	0.7	0.7	0	130	123	-5.4
Motor	0.9	0.9	0	165	170	3.0
National Geographic	4.1	4.5	0.4	734	832	13.4
Nature & Health	0.5	0.3	-0.2	97	61	-37.1
New Idea	8.2	7.0	-1.2	1,484	1,296	-12.7
New Scientist	1.7	1.5	-0.2	309	287	-7.1
NW	1.8	1.5	-0.3	327	274	-16.2
Official Xbox 360	0.7	0.9	0.2	125	163	30.4
OK (weekly)	2.2	2.1	-0.1	394	390	-1.0
Open Road (NSW)	6.9	5.7	-1.2	1,248	1,061	-15.0

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2010	Sep 2011	Gain/Loss	Sep 2010	Sep 2011	% Change
Overlander 4WD	0.5	0.4	-0.1	85	78	-8.2
PC & Tech Authority	0.8	0.7	-0.1	144	128	-11.1
PC PowerPlay	0.6	0.6	0	100	113	13.0
People	1.0	0.8	-0.2	183	142	-22.4
Picture	0.9	0.7	-0.2	158	133	-15.8
PlayStation	0.6	0.9	0.3	102	162	58.8
Practical Parenting	0.8	0.8	0	139	155	11.5
Prevention	0.9	0.8	-0.1	158	157	-0.6
Qantas The Australian Way	2.6	2.4	-0.2	463	448	-3.2
Reader's Digest Australia	4.3	4.0	-0.3	778	742	-4.6
Real Living	0.7	0.7	0	128	127	-0.8
Recipes+	2.4	2.0	-0.4	433	370	-14.5
RM Williams Outback	1.3	1.1	-0.2	233	212	-9.0
Road Ahead (Qld)	3.2	3.0	-0.2	580	554	-4.5
Rolling Stone	1.3	1.5	0.2	237	278	17.3
Royal Auto (Vic)	5.2	4.0	-1.2	951	740	-22.2
Rugby League Week (Apr-Sep)	1.1	0.9	-0.2	197	169	-14.2
SA Motor (SA)	1.4	1.1	-0.3	257	198	-23.0
Selector	0.4	0.3	-0.1	71	59	-16.9
Shop Til You Drop	0.9	1.0	0.1	161	183	13.7
Smart Investor	0.8	0.7	-0.1	146	135	-7.5
Soap World	0.5	0.3	-0.2	86	49	-43.0
Street Machine	1.7	1.7	0	315	319	1.3
Super Food Ideas	5.7	4.7	-1	1,024	880	-14.1
Take 5	4.7	4.3	-0.4	843	796	-5.6
That's Life	6.1	5.6	-0.5	1,102	1,030	-6.5
Time	1.7	1.8	0.1	310	332	7.1
Top Gear	2.7	2.6	-0.1	481	479	-0.4
TV Soap	1.3	1.4	0.1	239	259	8.4
TV Week	4.7	4.1	-0.6	854	759	-11.1
Unique Cars	1.4	1.3	-0.1	254	238	-6.3
Vogue Australia	2.0	2.0	0	367	373	1.6
Vogue Living	1.1	1.0	-0.1	191	182	-4.7
Voyeur	1.7	1.4	-0.3	309	262	-15.2
The Week	0.3	0.3	0	54	65	20.4
Weight Watchers Magazine	1.0	1.0	0	182	179	-1.6

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ( '000s)		
	Sep 2010	Sep 2011	Gain/Loss	Sep 2010	Sep 2011	% Change
WellBeing	0.7	0.6	-0.1	128	110	-14.1
Western Australian Business News (WA)	0.2	0.1	-0.1	32	24	-25.0
Wheels	1.7	1.7	0	305	315	3.3
Who	3.5	3.1	-0.4	639	577	-9.7
Woman's Day	11.1	10.3	-0.8	2,012	1,910	-5.1
Women's Health	2.5	2.3	-0.2	455	422	-7.3
Women's Health & Fitness	0.7	0.9	0.2	132	158	19.7
Women's Weekly	12.2	12.6	0.4	2,208	2,339	5.9
Your Garden	0.9	0.9	0	161	160	-0.6
Zoo Weekly	2.4	2.0	-0.4	436	375	-14.0

## Newspapers

Newspapers	M-F September 2010 R'ship ('000s)	M-F September 2011 R'ship ('000s)	Sat September 2010 R'ship ('000s)	Sat September 2011 R'ship ('000s)	Sun September 2010 R'ship ('000s)	Sun September 2011 R'ship ('000s)
<b>National</b>						
The Australian	432	416	877	779	-	-
Aust. Financial Review	240	250	154	159	-	-
<b>NSW</b>						
Daily Telegraph	990	921	873	825	-	-
Sydney Morning Herald	739	731	1,003	991	-	-
Sunday Telegraph	-	-	-	-	1,517	1,443
The Sun-Herald	-	-	-	-	1,115	1,062
MX	132	143	-	-	-	-
Newcastle Herald	122	108	183	151	-	-
Illawarra Mercury	68	58	81	83	-	-
Canberra Times	86	80	138	120	91	75
<b>VIC</b>						
Herald Sun	1,338	1,300	1,284	1,213	-	-
The Age	650	668	861	835	-	-
Sunday Herald Sun	-	-	-	-	1,481	1,340
The Sunday Age	-	-	-	-	672	689
MX	153	169	-	-	-	-
Geelong Advertiser	75	63	118	90	-	-
<b>QLD</b>						
Courier Mail	586	587	802	769	-	-
The Sunday Mail	-	-	-	-	1,246	1,176
MX	48	64	-	-	-	-
Cairns Post	79	76	112	105	-	-
Gold Coast Bulletin	111	94	163	137	-	-
Townsville Bulletin	74	71	96	102	-	-

## Newspapers (Continued)

Newspapers	M-F September 2010 R'ship ('000s)	M-F September 2011 R'ship ('000s)	Sat September 2010 R'ship ('000s)	Sat September 2011 R'ship ('000s)	Sun September 2010 R'ship ('000s)	Sun September 2011 R'ship ('000s)
<b>SA</b>						
Adelaide Advertiser	439	432	584	545	-	-
Sunday Mail	-	-	-	-	645	599
<b>WA</b>						
West Australian	552	532	-	-	-	-
Weekend West	-	-	820	772	-	-
Sunday Times	-	-	-	-	701	683
<b>Tasmania</b>						
The Mercury	111	100	145	136	-	-
The Examiner	80	78	103	92	-	-
The Advocate	56	57	64	62	-	-
Sunday Tasmanian (Tas)	-	-	-	-	131	120
Sunday Examiner	-	-	-	-	102	91
<b>Northern Territory</b>						
Northern Territory News	48	39	59	53	-	-
Sunday Territorian	-	-	-	-	43	37

## Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2010	Sep 2011	Gain/Loss	Sep 2010	Sep 2011	% Change
Wish	0.6	0.6	0	113	103	-8.8
Weekend Australian Magazine	4.7	4.3	-0.4	860	799	-7.1
Financial Review Magazine	1.5	1.6	0.1	264	297	12.5
Boss	0.9	0.7	-0.2	154	133	-13.6
Good Weekend (NSW & Vic)	9.0	8.3	-0.7	1,623	1,536	-5.4
Sunday Magazine (NSW & Vic)	11.1	9.8	-1.3	2,012	1,813	-9.9
Sunday Life (NSW & Vic)	6.8	6.2	-0.6	1,235	1,149	-7.0
Sydney Magazine	2.0	1.7	-0.3	364	308	-15.4
Melbourne Magazine	1.6	1.2	-0.4	298	217	-27.2
Adelaide Magazine	0.8	0.7	-0.1	147	129	-12.2
Sunday Telegraph TV Guide (NSW)	5.9	5.1	-0.8	1,064	942	-11.5
Sunday Herald Sun TV Guide (Vic)	6.1	4.8	-1.3	1,097	890	-18.9
Qweekend (Qld)	3.1	3.0	-0.1	559	549	-1.8
Sunday Mail TV Guide (Qld)	5.0	4.6	-0.4	900	850	-5.6
Paradise (Qld)	0.5	0.4	-0.1	95	68	-28.4
Sunday Mail TV Guide (SA)	2.9	2.5	-0.4	526	468	-11.0
SA Weekend	1.6	1.9	0.3	286	351	22.7
Sunday Times TV Guide (WA)	2.9	2.7	-0.2	530	498	-6.0
STM - Sunday Times Magazine (WA)	2.6	2.6	0	476	491	3.2
Seven Days (WA)	3.0	2.9	-0.1	550	536	-2.5
West Weekend (WA)	2.6	2.7	0.1	470	508	8.1