

**Released To All Media
November 2013**

Detailed below are the Roy Morgan Readership results for the year ending September 2013.

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 2012	Sep 2013	Gain/Loss	Sep 2012	Sep 2013	% Change
2 Wheels	0.4	0.4	0.0	83	76	-8.4
4X4 Australia	0.8	0.7	-0.1	145	143	-1.4
AFL Record (Apr-Sep)	1.0	1.1	0.1	180	212	17.8
APC	0.8	1.0	0.2	141	185	31.2
Australian 4WD Action	1.6	1.5	-0.1	296	281	-5.1
Australian Auto Action	0.3	0.4	0.1	62	71	14.5
Australian Geographic	2.8	2.2	-0.6	530	420	-20.8
Australian Golf Digest	0.4	0.4	0.0	80	81	1.3
Australian Good Taste	3.2	3.1	-0.1	596	597	0.2
Australian Gourmet Traveller	1.7	1.4	-0.3	313	273	-12.8
Australian Motorcycle News	0.5	0.7	0.2	101	132	30.7
Australian Property Investor	0.6	0.6	0.0	119	112	-5.9
Australian Traveller	0.3	0.4	0.1	59	73	23.7
Belle	0.7	0.5	-0.2	136	103	-24.3
Better Homes and Gardens	9.7	9.2	-0.5	1,816	1,761	-3.0
Big Issue	1.1	1.0	-0.1	201	187	-7.0
Big League (Apr-Sep)	0.4	0.4	0.0	70	68	-2.9
Bride To Be	0.5	0.3	-0.2	89	62	-30.3
BRW	1.0	1.4	0.4	192	261	35.9
Cleo	1.8	1.3	-0.5	344	241	-29.9

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Offices also in: Sydney, Brisbane, Adelaide, Perth, Canberra, Auckland, London, New York & Jakarta

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2012	Sep 2013	Gain/Loss	Sep 2012	Sep 2013	% Change
Cosmopolitan	2.7	1.9	-0.8	513	370	-27.9
Cosmos	0.6	0.5	-0.1	114	88	-22.8
Country Style	1.5	1.4	-0.1	277	259	-6.5
Delicious	2.4	2.3	-0.1	446	436	-2.2
Diabetic Living	1.4	1.3	-0.1	266	251	-5.6
Dolly	1.7	1.4	-0.3	320	272	-15.0
Donna Hay	1.8	2.0	0.2	344	377	9.6
Empire	0.9	1.2	0.3	176	236	34.1
English Woman's Weekly	0.9	0.7	-0.2	163	131	-19.6
Famous	1.5	1.4	-0.1	278	270	-2.9
Fast Fours & Rotaries	0.4	0.4	0.0	83	81	-2.4
Feast	0.8	0.8	0.0	153	159	3.9
Fishing World	1.1	0.9	-0.2	207	165	-20.3
Fitness First	0.6	0.6	0.0	104	114	9.6
Foxtel Magazine	2.5	2.4	-0.1	465	453	-2.6
Frankie	1.5	1.6	0.1	286	313	9.4
Fresh (from Apr13)	-	9.8	-	-	1,862	-
Fresh Water Fishing Aust.	0.7	0.6	-0.1	122	109	-10.7
Game Informer	0.9	1.0	0.1	171	187	9.4
Gardening Australia	2.0	2.0	0.0	375	391	4.3
Girlfriend	1.5	1.2	-0.3	289	230	-20.4
Golf Australia	0.4	0.4	0.0	78	78	0.0
Golf Magazine	0.2	0.2	0.0	42	46	9.5
Good Health	1.8	1.7	-0.1	331	318	-3.9
Gourmet Traveller Wine	0.6	0.6	0.0	118	122	3.4
GQ	0.5	0.7	0.2	90	142	57.8
Handyman	0.9	0.9	0.0	166	167	0.6
Harper's Bazaar	1.3	0.8	-0.5	242	158	-34.7
Healthy Food Guide	1.0	0.9	-0.1	182	174	-4.4
Home Beautiful	2.2	2.2	0.0	420	415	-1.2
Home Design (was Luxury Home Design)	0.4	0.4	0.0	74	71	-4.1
Horizons (WA) (was Road Patrol)	0.7	0.6	-0.1	134	112	-16.4
Hot 4s & Performance Cars	0.6	0.4	-0.2	111	69	-37.8
House & Garden	4.0	3.2	-0.8	742	620	-16.4

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2012	Sep 2013	Gain/Loss	Sep 2012	Sep 2013	% Change
Hyper	0.3	0.4	0.1	61	68	11.5
Inside Football (Apr-Sep)	0.3	0.3	0.0	64	61	-4.7
Inside Out	0.7	0.7	0.0	136	130	-4.4
Inside Sport	0.7	0.6	-0.1	129	123	-4.7
InStyle	1.1	0.9	-0.2	210	168	-20.0
Jetstar	0.9	1.0	0.1	166	200	20.5
Journeys (Tas)	0.3	0.4	0.1	58	77	32.8
Just Cars	1.4	1.3	-0.1	269	255	-5.2
Limelight	0.2	0.1	-0.1	37	26	-29.7
Live To Ride	0.4	0.3	-0.1	66	64	-3.0
Marie Claire	2.3	2.2	-0.1	434	429	-1.2
Men's Fitness	1.1	1.3	0.2	205	240	17.1
Men's Health	2.1	2.4	0.3	403	465	15.4
Men's Style	0.3	0.2	-0.1	62	40	-35.5
Modern Fishing	0.9	1.0	0.1	162	189	16.7
Modern Wedding	0.4	0.3	-0.1	68	52	-23.5
Money Magazine	0.9	0.9	0.0	176	180	2.3
The Monthly	0.7	0.8	0.1	135	155	14.8
Mother & Baby	0.6	0.6	0.0	120	119	-0.8
Motor	0.7	0.7	0.0	141	137	-2.8
National Geographic	5.0	4.4	-0.6	940	831	-11.6
Nature & Health	0.4	0.3	-0.1	82	65	-20.7
New Idea	6.5	7.0	0.5	1,223	1,344	9.9
New Scientist	1.3	1.5	0.2	246	289	17.5
NW	1.3	1.2	-0.1	244	222	-9.0
Official Xbox 360	0.8	1.0	0.2	156	184	17.9
OK (weekly)	1.9	1.7	-0.2	363	324	-10.7
Open Road (NSW)	4.9	5.3	0.4	921	1,004	9.0
Overlander 4WD	0.4	0.3	-0.1	80	65	-18.8
PC & Tech Authority	0.6	0.8	0.2	113	150	32.7
PC PowerPlay	0.4	0.5	0.1	80	101	26.3
People	0.7	0.6	-0.1	132	105	-20.5
Picture	0.5	0.4	-0.1	103	68	-34.0
PlayStation	0.8	0.8	0.0	152	158	3.9
Practical Parenting	0.9	0.7	-0.2	164	131	-20.1
Prevention	0.8	0.7	-0.1	142	129	-9.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2012	Sep 2013	Gain/Loss	Sep 2012	Sep 2013	% Change
Qantas The Australian Way	2.3	2.5	0.2	429	484	12.8
Reader's Digest Australia	3.2	3.0	-0.2	598	566	-5.4
Real Living	0.7	0.7	0.0	136	138	1.5
Recipes+	2.6	2.7	0.1	490	525	7.1
RM Williams Outback	1.2	1.0	-0.2	227	191	-15.9
Road Ahead (Qld)	3.3	3.5	0.2	611	677	10.8
Rolling Stone	1.5	1.3	-0.2	280	252	-10.0
Royal Auto (Vic)	3.1	2.4	-0.7	580	465	-19.8
Rugby League Week (Apr-Sep)	0.9	0.9	0.0	167	165	-1.2
SA Motor (SA)	1.2	1.3	0.1	224	254	13.4
Selector	0.5	0.5	0.0	95	90	-5.3
Shop Til You Drop	0.9	0.6	-0.3	177	116	-34.5
Smart Investor	0.6	0.5	-0.1	121	92	-24.0
Soap World	0.3	0.4	0.1	61	68	11.5
Street Machine	1.7	1.4	-0.3	321	276	-14.0
Super Food Ideas	4.5	3.5	-1.0	853	668	-21.7
Take 5	3.7	3.4	-0.3	687	657	-4.4
TechLife (was Aust PC User)	1.1	0.5	-0.6	207	93	-55.1
That's Life	4.6	4.5	-0.1	872	852	-2.3
Time	1.7	1.8	0.1	316	346	9.5
Top Gear	2.2	2.0	-0.2	415	385	-7.2
TV Soap	1.2	1.3	0.1	219	246	12.3
TV Week	3.4	3.2	-0.2	635	609	-4.1
Unique Cars	1.3	1.2	-0.1	251	235	-6.4
Virgin Australia Voyeur	1.1	1.5	0.4	199	282	41.7
Vogue Australia	2.0	1.8	-0.2	370	335	-9.5
Vogue Living	0.9	0.7	-0.2	163	129	-20.9
Weight Watchers Magazine	0.8	0.7	-0.1	152	132	-13.2
WellBeing	0.7	0.6	-0.1	134	121	-9.7
Western Australian Business News (WA)	0.2	0.2	0.0	29	31	6.9
Wheels	1.4	1.2	-0.2	256	234	-8.6
Who	2.5	2.4	-0.1	477	452	-5.2
Woman's Day	9.5	10.0	0.5	1,790	1,903	6.3
Women's Fitness (from Nov12)	-	0.6	-	-	114	-
Women's Health	2.4	2.2	-0.2	445	411	-7.6
Women's Health & Fitness	1.0	0.8	-0.2	183	152	-16.9

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2012	Sep 2013	Gain/Loss	Sep 2012	Sep 2013	% Change
Women's Weekly	11.4	9.6	-1.8	2,143	1,833	-14.5
Your Garden	0.9	0.8	-0.1	172	148	-14.0
Zoo Weekly	1.6	1.3	-0.3	305	254	-16.7

Newspapers

Newspapers	M-F September 2012 R'ship ('000s)	M-F September 2013 R'ship ('000s)	Sat September 2012 R'ship ('000s)	Sat September 2013 R'ship ('000s)	Sun September 2012 R'ship ('000s)	Sun September 2013 R'ship ('000s)
National						
The Australian	411	363	784	769	-	-
Aust. Financial Review	229	239	145	148	-	-
NSW						
Daily Telegraph	799	763	734	687	-	-
Sydney Morning Herald	629	545	899	784	-	-
Sunday Telegraph	-	-	-	-	1,292	1,198
The Sun-Herald	-	-	-	-	922	779
MX	125	159	-	-	-	-
Newcastle Herald	98	101	146	159	-	-
Illawarra Mercury	47	47	63	59	-	-
Canberra Times	79	74	117	107	78	68
VIC						
Herald Sun	1,118	1,059	1,079	1,040	-	-
The Age	587	522	724	698	-	-
Sunday Herald Sun	-	-	-	-	1,140	1,062
The Sunday Age	-	-	-	-	609	554
MX	170	135	-	-	-	-
Geelong Advertiser	57	58	82	85	-	-
QLD						
Courier-Mail	509	483	657	602	-	-
The Sunday Mail	-	-	-	-	1,008	905
MX	55	62	-	-	-	-
Cairns Post	69	61	109	89	-	-
Gold Coast Bulletin	88	87	124	98	-	-
Townsville Bulletin	64	51	86	74	-	-

Newspapers (Continued)

Newspapers	M-F September 2012 R'ship ('000s)	M-F September 2013 R'ship ('000s)	Sat September 2012 R'ship ('000s)	Sat September 2013 R'ship ('000s)	Sun September 2012 R'ship ('000s)	Sun September 2013 R'ship ('000s)
SA						
Adelaide Advertiser	457	413	543	511	-	-
Sunday Mail	-	-	-	-	597	555
WA						
West Australian	508	504	-	-	-	-
Weekend West	-	-	725	675	-	-
Sunday Times	-	-	-	-	610	563
Tasmania						
The Mercury	97	89	129	117	-	-
The Examiner	71	58	81	77	-	-
The Advocate	47	39	55	48	-	-
Sunday Tasmanian (Tas)	-	-	-	-	108	101
Sunday Examiner	-	-	-	-	75	67
Northern Territory						
Northern Territory News	35	41	57	52	-	-
Sunday Territorian	-	-	-	-	35	36

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2012	Sep 2013	Gain/Loss	Sep 2012	Sep 2013	% Change
Wish	0.6	0.4	-0.2	111	80	-27.9
Weekend Australian Magazine	4.2	4.0	-0.2	785	759	-3.3
Financial Review Magazine	1.6	1.9	0.3	303	368	21.5
Boss	0.8	0.6	-0.2	144	122	-15.3
Good Weekend (NSW & Vic)	7.8	7.6	-0.2	1,465	1,443	-1.5
Sunday Style (NSW & Vic)	8.3	6.8	-1.5	1,551	1,302	-16.1
Sunday Life (NSW & Vic)	5.6	5.1	-0.5	1,048	974	-7.1
Sydney Magazine	1.2	1.0	-0.2	233	197	-15.5
Melbourne Magazine	1.0	0.9	-0.1	182	162	-11.0
Adelaide Magazine	0.8	0.7	-0.1	155	138	-11.0
Sunday Telegraph TV Guide (NSW)	4.5	4.1	-0.4	843	791	-6.2
Sunday Herald Sun TV Guide (Vic)	3.8	3.5	-0.3	715	669	-6.4
Qweekend (Qld)	2.5	2.4	-0.1	475	457	-3.8
Sunday Mail TV Guide (Qld)	3.7	3.1	-0.6	701	590	-15.8
Gold Coast Eye (Qld) (from Apr13)	-	0.3	-	-	53	-
Sunday Mail TV Guide (SA)	2.5	2.1	-0.4	478	407	-14.9
SA Weekend	2.2	1.9	-0.3	405	363	-10.4
Sunday Times TV Guide (WA)	2.3	2.0	-0.3	425	381	-10.4
STM - Sunday Times Magazine (WA)	2.1	1.9	-0.2	391	369	-5.6
Seven Days (WA)	2.5	2.3	-0.2	475	444	-6.5
West Weekend (WA)	2.4	2.3	-0.1	458	437	-4.6