

**Released To All Media
February 2014**

Detailed below are the Roy Morgan Readership results for the year ending December 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)		
	Dec 2012	Dec 2013	Gain/Loss	Dec 2012	Dec 2013	% Change
2 Wheels	0.4	0.4	0.0	76	76	0.0
4X4 Australia	0.7	0.8	0.1	138	147	6.5
AFL Record (Apr-Sep)	1.0	1.1	0.1	180	212	17.8
APC	0.9	0.9	0.0	161	167	3.7
Australian 4WD Action	1.6	1.5	-0.1	301	292	-3.0
Australian Auto Action	0.3	0.4	0.1	60	84	40.0
Australian Geographic	2.7	2.2	-0.5	517	421	-18.6
Australian Golf Digest	0.4	0.4	0.0	80	80	0.0
Australian Gourmet Traveller	1.6	1.4	-0.2	295	264	-10.5
Australian Motorcycle News	0.6	0.6	0.0	114	121	6.1
Australian Property Investor	0.6	0.6	0.0	119	109	-8.4
Australian Traveller	0.4	0.3	-0.1	66	65	-1.5
Belle	0.7	0.5	-0.2	134	100	-25.4
Better Homes and Gardens	9.6	9.2	-0.4	1,806	1,758	-2.7
Big Issue	1.1	1.1	0.0	211	211	0.0
Big League (Apr-Sep)	0.4	0.4	0.0	70	68	-2.9
Bride To Be	0.5	0.3	-0.2	85	57	-32.9
Cleo	1.7	1.2	-0.5	322	223	-30.7
Cosmopolitan	2.5	1.8	-0.7	463	349	-24.6
Cosmos	0.6	0.5	-0.1	106	95	-10.4

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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)		
	Dec 2012	Dec 2013	Gain/Loss	Dec 2012	Dec 2013	% Change
Country Style	1.5	1.4	-0.1	279	260	-6.8
Delicious	2.2	2.3	0.1	417	449	7.7
Diabetic Living	1.4	1.4	0.0	256	265	3.5
Dolly	1.6	1.4	-0.2	303	261	-13.9
Donna Hay	2.0	1.8	-0.2	368	342	-7.1
Empire	1.0	1.2	0.2	181	239	32.0
English Woman's Weekly	0.8	0.8	0.0	152	144	-5.3
Famous	1.5	1.3	-0.2	283	253	-10.6
Fast Fours & Rotaries	0.4	0.4	0.0	77	79	2.6
Feast	0.9	0.9	0.0	162	182	12.3
Fishing World	1.1	0.8	-0.3	216	160	-25.9
Fitness First	0.5	0.6	0.1	95	124	30.5
Foxtel Magazine	2.3	2.4	0.1	439	465	5.9
Frankie	1.6	1.7	0.1	302	320	6.0
Fresh (from Apr13)	-	9.9	-	-	1,890	-
Fresh Water Fishing Aust.	0.7	0.6	-0.1	138	107	-22.5
Game Informer	1.0	0.9	-0.1	189	178	-5.8
Gardening Australia	2.0	2.0	0.0	376	387	2.9
Girlfriend	1.4	1.1	-0.3	272	207	-23.9
Golf Australia	0.4	0.4	0.0	81	79	-2.5
Golf Magazine	0.2	0.2	0.0	42	44	4.8
Good Health	1.8	1.6	-0.2	330	306	-7.3
Gourmet Traveller Wine	0.7	0.6	-0.1	128	121	-5.5
GQ	0.5	0.8	0.3	97	145	49.5
Handyman	0.9	0.9	0.0	161	180	11.8
Harper's Bazaar	1.1	0.9	-0.2	212	164	-22.6
Healthy Food Guide	1.0	0.8	-0.2	194	163	-16.0
Home Beautiful	2.3	2.1	-0.2	439	406	-7.5
Home Design (was Luxury Home Design)	0.3	0.4	0.1	62	71	14.5
Horizons (WA) (was Road Patrol)	0.7	0.6	-0.1	127	121	-4.7
Hot 4s & Performance Cars	0.5	0.3	-0.2	101	64	-36.6
House & Garden	3.8	3.4	-0.4	708	647	-8.6
Hyper	0.4	0.3	-0.1	77	58	-24.7
Inside Football (Apr-Sep)	0.3	0.3	0.0	64	61	-4.7
Inside Out	0.7	0.7	0.0	132	138	4.5
Inside Sport	0.7	0.6	-0.1	132	114	-13.6

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2012	Dec 2013	Gain/Loss	Dec 2012	Dec 2013	% Change
InStyle	1.1	0.8	-0.3	209	159	-23.9
Jetstar	1.0	1.1	0.1	182	214	17.6
Journeys (Tas)	0.3	0.4	0.1	63	80	27.0
Just Cars	1.5	1.3	-0.2	274	256	-6.6
Limelight	0.2	0.1	-0.1	34	26	-23.5
Live To Ride	0.3	0.4	0.1	62	67	8.1
Marie Claire	2.4	2.1	-0.3	456	410	-10.1
Men's Fitness	1.2	1.3	0.1	232	243	4.7
Men's Health	2.2	2.5	0.3	421	476	13.1
Men's Style	0.3	0.2	-0.1	54	46	-14.8
Modern Fishing	0.8	1.0	0.2	156	192	23.1
Modern Wedding	0.3	0.2	-0.1	66	48	-27.3
Money Magazine	0.9	1.0	0.1	167	187	12.0
The Monthly	0.8	0.8	0.0	151	151	0.0
Mother & Baby	0.6	0.6	0.0	116	109	-6.0
Motor	0.7	0.7	0.0	125	141	12.8
National Geographic	4.8	5.1	0.3	912	982	7.7
Nature & Health	0.4	0.3	-0.1	76	61	-19.7
New Idea	6.8	6.9	0.1	1,281	1,314	2.6
New Scientist	1.3	1.6	0.3	251	297	18.3
NW	1.3	1.1	-0.2	246	206	-16.3
Official Xbox 360	0.9	1.0	0.1	171	192	12.3
OK (weekly)	1.8	1.6	-0.2	346	310	-10.4
Open Road (NSW)	5.0	5.1	0.1	934	978	4.7
Overlander 4WD	0.4	0.4	0.0	69	71	2.9
PC & Tech Authority	0.7	0.7	0.0	125	141	12.8
PC PowerPlay	0.5	0.5	0.0	90	94	4.4
People (fortnightly from Oct13)	0.6	0.6	0.0	121	107	-11.6
Picture	0.5	0.4	-0.1	93	73	-21.5
PlayStation	0.8	0.9	0.1	156	164	5.1
Practical Parenting	0.9	0.6	-0.3	166	108	-34.9
Prevention	0.7	0.7	0.0	138	126	-8.7
Qantas The Australian Way	2.3	2.6	0.3	430	496	15.3
Reader's Digest Australia	3.1	2.9	-0.2	584	565	-3.3
Real Living	0.8	0.7	-0.1	142	142	0.0
Recipes+	2.8	2.5	-0.3	522	483	-7.5

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2012	Dec 2013	Gain/Loss	Dec 2012	Dec 2013	% Change
RM Williams Outback	1.2	1.0	-0.2	219	191	-12.8
Road Ahead (Qld)	3.4	3.5	0.1	641	674	5.1
Rolling Stone	1.4	1.3	-0.1	266	243	-8.6
Royal Auto (Vic)	2.6	2.7	0.1	481	514	6.9
Rugby League Week (Apr-Sep)	0.9	0.9	0.0	167	165	-1.2
SA Motor (SA)	1.2	1.4	0.2	231	263	13.9
Selector	0.5	0.5	0.0	92	97	5.4
Shop Til You Drop (fortnightly from Dec13)	0.8	0.6	-0.2	160	113	-29.4
Smart Investor	0.7	0.5	-0.2	123	98	-20.3
Soap World	0.4	0.3	-0.1	69	57	-17.4
Street Machine	1.7	1.4	-0.3	319	263	-17.6
Super Food Ideas	4.4	3.4	-1.0	830	643	-22.5
Take 5	3.8	3.3	-0.5	708	635	-10.3
TechLife (was Aust PC User)	1.0	0.4	-0.6	181	84	-53.6
That's Life	4.6	4.4	-0.2	876	845	-3.5
Time	1.7	1.8	0.1	313	343	9.6
Top Gear	2.2	2.1	-0.1	409	396	-3.2
TV Soap	1.3	1.3	0.0	236	242	2.5
TV Week	3.3	3.1	-0.2	613	598	-2.4
Unique Cars	1.3	1.2	-0.1	249	224	-10.0
Virgin Australia Voyeur	1.3	1.3	0.0	247	257	4.0
Vogue Australia	1.9	1.7	-0.2	367	329	-10.4
Vogue Living	0.8	0.7	-0.1	152	128	-15.8
Weight Watchers Magazine	0.8	0.7	-0.1	150	129	-14.0
WellBeing	0.7	0.6	-0.1	139	111	-20.1
Western Australian Business News (WA)	0.2	0.2	0.0	29	30	3.4
Wheels	1.2	1.2	0.0	231	229	-0.9
Who	2.6	2.3	-0.3	481	433	-10.0
Woman's Day	9.8	9.8	0.0	1,846	1,875	1.6
Women's Fitness	-	0.6	-	-	114	-
Women's Health	2.4	2.1	-0.3	447	409	-8.5
Women's Health & Fitness	1.0	0.8	-0.2	187	153	-18.2
Women's Weekly	10.9	10.3	-0.6	2,061	1,967	-4.6
Your Garden	0.9	0.7	-0.2	178	127	-28.7
Zoo Weekly	1.5	1.2	-0.3	290	239	-17.6

Newspapers

	M-F December 2012 R'ship ('000s)	M-F December 2013 R'ship ('000s)	Sat December 2012 R'ship ('000s)	Sat December 2013 R'ship ('000s)	Sun December 2012 R'ship ('000s)	Sun December 2013 R'ship ('000s)
Newspapers						
National						
The Australian	405	354	781	741	-	-
Aust. Financial Review	234	234	145	158	-	-
NSW						
Daily Telegraph	781	752	729	667	-	-
Sydney Morning Herald	612	529	880	772	-	-
Sunday Telegraph	-	-	-	-	1,258	1,175
The Sun-Herald	-	-	-	-	868	752
MX	126	162	-	-	-	-
Newcastle Herald	104	104	150	158	-	-
Illawarra Mercury	50	45	71	49	-	-
Canberra Times	77	79	112	102	73	66
VIC						
Herald Sun	1,116	1,040	1,090	1,028	-	-
The Age	566	524	720	698	-	-
Sunday Herald Sun	-	-	-	-	1,132	1,033
The Sunday Age	-	-	-	-	600	559
MX	162	127	-	-	-	-
Geelong Advertiser	60	60	88	85	-	-
QLD						
Courier-Mail	503	486	650	611	-	-
The Sunday Mail	-	-	-	-	1,010	896
MX	59	61	-	-	-	-
Cairns Post	68	57	108	83	-	-
Gold Coast Bulletin	98	88	120	110	-	-
Townsville Bulletin	65	47	81	78	-	-

Newspapers (Continued)

Newspapers	M-F December 2012 R'ship ('000s)	M-F December 2013 R'ship ('000s)	Sat December 2012 R'ship ('000s)	Sat December 2013 R'ship ('000s)	Sun December 2012 R'ship ('000s)	Sun December 2013 R'ship ('000s)
SA						
Adelaide Advertiser	449	389	544	500	-	-
Sunday Mail	-	-	-	-	603	532
WA						
West Australian	493	508	-	-	-	-
Weekend West	-	-	696	664	-	-
Sunday Times	-	-	-	-	593	547
Tasmania						
The Mercury	92	87	130	112	-	-
The Examiner	66	58	79	76	-	-
The Advocate	47	37	55	45	-	-
Sunday Tasmanian (Tas)	-	-	-	-	106	95
Sunday Examiner	-	-	-	-	71	68
Northern Territory						
Northern Territory News	36	37	56	50	-	-
Sunday Territorian	-	-	-	-	33	35

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2012	Dec 2013	Gain/Loss	Dec 2012	Dec 2013	% Change
Wish	0.5	0.4	-0.1	102	78	-23.5
Weekend Australian Magazine	4.1	3.9	-0.2	773	747	-3.4
Financial Review Magazine	1.7	2.0	0.3	314	385	22.6
Boss	0.8	0.6	-0.2	147	109	-25.9
Good Weekend (NSW & Vic)	7.9	7.5	-0.4	1,480	1,430	-3.4
Sunday Style (NSW & Vic)	8.3	6.1	-2.2	1,563	1,174	-24.9
Sunday Life (NSW & Vic)	5.4	5.0	-0.4	1,023	958	-6.4
Sydney Magazine	1.2	0.9	-0.3	229	174	-24.0
Melbourne Magazine	1.0	0.8	-0.2	183	153	-16.4
Adelaide Magazine	0.9	0.6	-0.3	167	119	-28.7
Sunday Telegraph TV Guide (NSW)	4.4	4.0	-0.4	832	765	-8.1
Sunday Herald Sun TV Guide (Vic)	3.7	3.4	-0.3	693	644	-7.1
Qweekend (Qld)	2.5	2.3	-0.2	474	449	-5.3
Sunday Mail TV Guide (Qld)	3.6	3.0	-0.6	678	573	-15.5
Gold Coast Eye (Qld) (from Apr13)	-	0.3	-	-	53	-
Sunday Mail TV Guide (SA)	2.5	2.0	-0.5	462	386	-16.5
SA Weekend	2.1	1.8	-0.3	400	346	-13.5
Sunday Times TV Guide (WA)	2.3	1.9	-0.4	432	365	-15.5
STM - Sunday Times Magazine (WA)	2.1	1.9	-0.2	391	358	-8.4
Seven Days (WA)	2.4	2.2	-0.2	445	428	-3.8
West Weekend (WA)	2.4	2.2	-0.2	446	420	-5.8