

**Released To All Media
November 2016**

Detailed below are the Roy Morgan Readership results for the year ending September 2016.

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 2015	Sep 2016	Gain/Loss	Sep 2015	Sep 2016	% Change
4X4 Australia	0.7	0.8	0.1	129	155	20.2
AFL Record (Apr-Sep)	1.0	1.1	0.1	194	224	15.5
APC	0.5	0.6	0.1	94	109	16.0
Australian 4WD Action	1.4	1.4	0.0	280	268	-4.3
Australian Geographic	2.4	2.9	0.5	460	569	23.7
Australian Golf Digest	0.3	0.3	0.0	55	68	23.6
Australian Gourmet Traveller	1.2	1.1	-0.1	238	226	-5.0
Australian Motorcycle News	0.5	0.5	0.0	102	107	4.9
Australian Property Investor	0.5	0.5	0.0	98	105	7.1
Australian Traveller	0.3	0.4	0.1	64	80	25.0
Belle	0.6	0.5	-0.1	108	102	-5.6
Better Homes and Gardens	9.4	9.4	0.0	1,832	1,854	1.2
Big Issue	0.9	1.1	0.2	179	209	16.8
Big League (Apr-Sep)	0.4	0.4	0.0	69	69	0.0
Bride To Be	0.3	0.2	-0.1	49	40	-18.4
Child Magazines (Total)	-	0.6	-	-	118	-
Coles Magazine	14.4	18.6	4.2	2,804	3,672	31.0
Cosmopolitan	1.5	1.6	0.1	290	307	5.9
Cosmopolitan Bride	0.3	0.2	-0.1	53	49	-7.5
Cosmos	0.5	0.5	0.0	91	92	1.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2015	Sep 2016	Gain/Loss	Sep 2015	Sep 2016	% Change
Country Style	1.4	1.4	0.0	279	274	-1.8
Delicious	1.8	1.8	0.0	345	364	5.5
Diabetic Living	1.3	1.4	0.1	253	274	8.3
Dolly (bi-monthly from May16)	0.9	0.8	-0.1	177	155	-12.4
Donna Hay	1.7	1.6	-0.1	336	319	-5.1
Elle	0.8	0.7	-0.1	150	135	-10.0
Empire	1.0	1.0	0.0	190	196	3.2
English Woman's Weekly	0.7	0.7	0.0	128	133	3.9
Fast Fours & Rotaries	0.3	0.3	0.0	56	51	-8.9
Fishing World	0.8	0.9	0.1	152	168	10.5
Fitness First	0.4	0.3	-0.1	70	53	-24.3
Foxtel Magazine	1.9	2.0	0.1	361	395	9.4
Frankie	1.6	1.7	0.1	317	330	4.1
Fresh	13.4	16.6	3.2	2,610	3,272	25.4
Fresh Water Fishing Aust.	0.5	0.5	0.0	100	90	-10.0
Game Informer	0.9	0.7	-0.2	171	146	-14.6
Gardening Australia	2.0	2.1	0.1	399	413	3.5
Girlfriend	1.0	1.0	0.0	193	190	-1.6
Golf Australia	0.4	0.3	-0.1	69	64	-7.2
Golf Magazine	0.3	0.3	0.0	53	51	-3.8
Good Health	1.4	1.3	-0.1	269	258	-4.1
Gourmet Traveller Wine	0.4	0.5	0.1	87	105	20.7
GQ	0.3	0.4	0.1	62	82	32.3
Halliday (was Wine Companion)	0.3	0.2	-0.1	56	31	-44.6
Handyman	0.9	1.0	0.1	181	189	4.4
Harper's Bazaar	0.6	0.7	0.1	121	136	12.4
Healthy Food Guide	0.8	0.9	0.1	154	181	17.5
Home Beautiful	2.1	1.7	-0.4	416	337	-19.0
Home Design	0.4	0.4	0.0	74	84	13.5
Homes+	0.5	0.6	0.1	92	125	35.9
Horizons (WA)	0.6	0.7	0.1	122	129	5.7
Hot 4s & Performance Cars	0.2	0.2	0.0	35	31	-11.4
House & Garden	3.1	3.1	0.0	598	612	2.3
Hyper	0.3	0.2	-0.1	55	48	-12.7
Inside Football (Apr-Sep)	0.3	0.4	0.1	49	88	79.6
Inside Out	0.7	0.7	0.0	136	140	2.9
Inside Sport	0.5	0.5	0.0	101	101	0.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2015	Sep 2016	Gain/Loss	Sep 2015	Sep 2016	% Change
InStyle	0.8	0.8	0.0	147	156	6.1
Jetstar	0.9	1.1	0.2	172	214	24.4
Journeys (Tas)	0.4	0.4	0.0	82	88	7.3
Just Cars	1.1	1.1	0.0	210	210	0.0
Limelight	0.2	0.1	-0.1	30	26	-13.3
Live To Ride	0.3	0.2	-0.1	68	38	-44.1
Marie Claire	1.5	1.5	0.0	300	288	-4.0
Men's Fitness	0.6	0.8	0.2	126	153	21.4
Men's Health	1.9	1.8	-0.1	376	349	-7.2
Men's Style	0.2	0.2	0.0	35	40	14.3
Modern Fishing	0.9	0.7	-0.2	173	144	-16.8
Modern Wedding	0.2	0.2	0.0	42	40	-4.8
Money Magazine	0.8	0.7	-0.1	148	142	-4.1
The Monthly	0.7	0.9	0.2	145	170	17.2
Mother & Baby	0.4	0.4	0.0	69	70	1.4
Motor	0.6	0.7	0.1	121	137	13.2
National Geographic	5.1	5.5	0.4	992	1,087	9.6
Nature & Health	0.2	0.3	0.1	46	55	19.6
New Idea	6.1	5.8	-0.3	1,196	1,139	-4.8
New Scientist	1.7	1.9	0.2	339	375	10.6
NW	0.8	0.8	0.0	157	152	-3.2
OK	1.2	1.1	-0.1	230	213	-7.4
Open Road (NSW)	5.1	5.8	0.7	991	1,145	15.5
Overlander 4WD	0.5	0.4	-0.1	88	83	-5.7
PC & Tech Authority	0.6	0.5	-0.1	113	100	-11.5
PC PowerPlay	0.4	0.5	0.1	88	96	9.1
People	0.3	0.3	0.0	64	61	-4.7
Picture	0.2	0.3	0.1	45	52	15.6
PlayStation	0.8	0.7	-0.1	157	137	-12.7
Practical Parenting	0.3	0.3	0.0	67	51	-23.9
Prevention	0.5	0.5	0.0	95	106	11.6
Qantas Magazine	2.3	2.2	-0.1	440	440	0.0
Reader's Digest Australia	2.8	2.5	-0.3	540	493	-8.7
Real Living	0.7	0.7	0.0	137	129	-5.8
Recipes+	1.9	2.1	0.2	372	421	13.2
RM Williams Outback	1.1	1.1	0.0	211	222	5.2
Road Ahead (Qld)	3.0	2.7	-0.3	579	537	-7.3
Rolling Stone	1.1	1.2	0.1	224	227	1.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2015	Sep 2016	Gain/Loss	Sep 2015	Sep 2016	% Change
Royal Auto (Vic)	3.1	3.2	0.1	599	622	3.8
Rugby League Week (Apr-Sep)	0.7	1.0	0.3	141	203	44.0
SA Motor (SA)	1.5	1.4	-0.1	291	271	-6.9
Selector	0.4	0.5	0.1	69	100	44.9
Shop Til You Drop	0.4	0.3	-0.1	73	62	-15.1
Soap World	0.3	0.2	-0.1	55	48	-12.7
Street Machine	1.2	1.1	-0.1	235	226	-3.8
Super Food Ideas	3.0	2.6	-0.4	580	521	-10.2
Take 5	2.9	2.7	-0.2	575	535	-7.0
Taste.com.au Magazine	2.3	3.1	0.8	444	607	36.7
TechLife	0.3	0.3	0.0	62	67	8.1
That's Life	3.9	3.5	-0.4	760	687	-9.6
Time	1.6	1.7	0.1	303	332	9.6
TV Soap	0.7	0.9	0.2	142	174	22.5
TV Week	2.4	2.4	0.0	473	473	0.0
Two Wheels and Scooter	0.3	0.3	0.0	65	53	-18.5
Unique Cars	0.9	1.1	0.2	171	219	28.1
Virgin Australia Voyeur	1.3	1.2	-0.1	247	236	-4.5
Vogue Australia	1.6	1.7	0.1	320	337	5.3
Vogue Living	0.7	0.6	-0.1	144	112	-22.2
Weight Watchers Magazine	0.5	0.4	-0.1	91	79	-13.2
WellBeing	0.4	0.5	0.1	82	95	15.9
Western Australian Business News (WA)	0.2	0.2	0.0	43	41	-4.7
Wheels	1.2	1.3	0.1	231	258	11.7
Who	1.9	1.7	-0.2	369	328	-11.1
Woman's Day	7.6	6.8	-0.8	1,486	1,333	-10.3
Women's Fitness	0.8	0.7	-0.1	149	134	-10.1
Women's Health	1.7	1.7	0.0	335	329	-1.8
Women's Health & Fitness	1.1	0.8	-0.3	205	148	-27.8
Women's Weekly	9.0	8.4	-0.6	1,751	1,648	-5.9
Xbox	0.8	0.7	-0.1	153	140	-8.5
Your Garden	0.7	0.8	0.1	141	149	5.7
Yours	0.7	0.7	0.0	130	139	6.9

Newspapers

Newspapers	M-F September 2015 R'ship ('000s)	M-F September 2016 R'ship ('000s)	Sat September 2015 R'ship ('000s)	Sat September 2016 R'ship ('000s)	Sun September 2015 R'ship ('000s)	Sun September 2016 R'ship ('000s)
National						
The Australian	330	319	686	638	-	-
Aust. Financial Review	205	193	149	126	-	-
The Saturday Paper	-	-	99	115	-	-
NSW						
Daily Telegraph	619	640	595	628	-	-
Sydney Morning Herald	525	482	732	704	-	-
Sunday Telegraph	-	-	-	-	995	1,008
The Sun-Herald	-	-	-	-	666	629
Newcastle Herald	75	89	90	108	-	-
Illawarra Mercury	40	37	44	38	-	-
Canberra Times	68	50	86	70	58	43
VIC						
Herald Sun	856	858	815	825	-	-
The Age	511	477	614	645	-	-
Sunday Herald Sun	-	-	-	-	870	873
The Sunday Age	-	-	-	-	498	508
Geelong Advertiser	53	58	76	77	-	-
QLD						
Courier-Mail	406	392	514	505	-	-
The Sunday Mail	-	-	-	-	823	772
Cairns Post	54	47	78	66	-	-
Gold Coast Bulletin	60	69	69	75	-	-
Townsville Bulletin	49	43	57	56	-	-

Newspapers (continued)

Newspapers	M-F September 2015 R'ship ('000s)	M-F September 2016 R'ship ('000s)	Sat September 2015 R'ship ('000s)	Sat September 2016 R'ship ('000s)	Sun September 2015 R'ship ('000s)	Sun September 2016 R'ship ('000s)
SA						
Adelaide Advertiser	321	328	382	377	-	-
Sunday Mail	-	-	-	-	438	437
WA						
West Australian	447	379	-	-	-	-
Weekend West	-	-	575	521	-	-
Sunday Times	-	-	-	-	426	392
Tasmania						
The Mercury	82	55	106	85	-	-
The Examiner	51	39	59	47	-	-
The Advocate	29	40	34	46	-	-
Sunday Tasmanian (Tas)	-	-	-	-	90	68
Sunday Examiner	-	-	-	-	58	52
Northern Territory						
Northern Territory News	33	34	41	42	-	-
Sunday Territorian	-	-	-	-	30	34

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2015	Sep 2016	Gain/Loss	Sep 2015	Sep 2016	% Change
Wish	0.4	0.5	0.1	81	92	13.6
Weekend Australian Magazine	3.6	3.5	-0.1	693	700	1.0
Financial Review Magazine	2.3	1.9	-0.4	442	367	-17.0
Boss	0.6	0.5	-0.1	108	106	-1.9
Smart Investor	0.5	0.7	0.2	96	135	40.6
Good Weekend (NSW & Vic)	6.4	6.5	0.1	1,247	1,275	2.2
Sunday Life (NSW & Vic)	4.2	3.8	-0.4	814	754	-7.4
Sunday Telegraph TV Guide (NSW)	3.2	3.2	0.0	624	625	0.2
Sunday Herald Sun TV Guide (Vic)	2.4	2.4	0.0	459	468	2.0
Qweekend (Qld)	1.9	1.8	-0.1	368	361	-1.9
Sunday Mail TV Guide (Qld)	2.5	2.3	-0.2	485	444	-8.5
Gold Coast Eye (Qld)	0.2	0.2	0.0	41	34	-17.1
Sunday Mail TV Guide (SA)	1.6	1.4	-0.2	321	285	-11.2
SA Weekend	1.5	1.4	-0.1	288	270	-6.3
Sunday Times TV Guide (WA)	1.4	1.3	-0.1	264	251	-4.9
STM - Sunday Times Magazine (WA)	1.5	1.3	-0.2	287	259	-9.8
Seven Days (WA)	1.8	1.6	-0.2	345	324	-6.1
West Weekend (WA)	1.9	1.7	-0.2	373	336	-9.9