

**Released To All Media
November 2017**

Detailed below are the Roy Morgan Readership results for the year ending September 2017.

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 2016 | Sep 2017 | Gain/Loss | Sep 2016 | Sep 2017 | % Change |
| 4X4 Australia | 0.8 | 0.7 | -0.1 | 155 | 148 | -4.5 |
| AFL Record (Apr-Sep) | 1.1 | 1.3 | 0.2 | 224 | 254 | 13.4 |
| APC | 0.6 | 0.5 | -0.1 | 109 | 99 | -9.2 |
| Australian 4WD Action | 1.4 | 1.2 | -0.2 | 268 | 237 | -11.6 |
| Australian Geographic | 2.9 | 2.8 | -0.1 | 569 | 570 | 0.2 |
| Australian Golf Digest | 0.3 | 0.4 | 0.1 | 68 | 74 | 8.8 |
| Australian Gourmet Traveller | 1.1 | 0.9 | -0.2 | 226 | 177 | -21.7 |
| Australian Motorcycle News | 0.5 | 0.5 | 0.0 | 107 | 91 | -15.0 |
| Australian Traveller | 0.4 | 0.4 | 0.0 | 80 | 87 | 8.8 |
| Belle | 0.5 | 0.5 | 0.0 | 102 | 101 | -1.0 |
| Better Homes and Gardens | 9.4 | 8.6 | -0.8 | 1,854 | 1,728 | -6.8 |
| Big Issue | 1.1 | 1.3 | 0.2 | 209 | 253 | 21.1 |
| Big League (Apr-Sep) | 0.4 | 0.5 | 0.1 | 69 | 104 | 50.7 |
| Child Magazines (Total) | 0.6 | 0.5 | -0.1 | 118 | 105 | -11.0 |
| Coles Magazine | 18.6 | 19.9 | 1.3 | 3,672 | 3,975 | 8.3 |
| Cosmopolitan | 1.6 | 1.3 | -0.3 | 307 | 254 | -17.3 |
| Cosmopolitan Bride | 0.2 | 0.2 | 0.0 | 49 | 41 | -16.3 |
| Cosmos | 0.5 | 0.4 | -0.1 | 92 | 74 | -19.6 |
| Country Style | 1.4 | 1.4 | 0.0 | 274 | 281 | 2.6 |
| Delicious | 1.8 | 1.8 | 0.0 | 364 | 363 | -0.3 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|-------------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Sep 2016 | Sep 2017 | Gain/Loss | Sep 2016 | Sep 2017 | % Change |
| Diabetic Living | 1.4 | 1.2 | -0.2 | 274 | 240 | -12.4 |
| Donna Hay | 1.6 | 1.4 | -0.2 | 319 | 275 | -13.8 |
| Elle | 0.7 | 0.8 | 0.1 | 135 | 165 | 22.2 |
| Empire | 1.0 | 0.8 | -0.2 | 196 | 165 | -15.8 |
| English Woman's Weekly | 0.7 | 0.6 | -0.1 | 133 | 127 | -4.5 |
| Fast Fours & Rotaries | 0.3 | 0.3 | 0.0 | 51 | 70 | 37.3 |
| Fishing World | 0.9 | 0.7 | -0.2 | 168 | 141 | -16.1 |
| Fitness First | 0.3 | 0.3 | 0.0 | 53 | 61 | 15.1 |
| Foxtel Magazine | 2.0 | 1.6 | -0.4 | 395 | 326 | -17.5 |
| Frankie | 1.7 | 2.0 | 0.3 | 330 | 398 | 20.6 |
| Fresh | 16.6 | 19.1 | 2.5 | 3,272 | 3,828 | 17.0 |
| Fresh Water Fishing Aust. | 0.5 | 0.4 | -0.1 | 90 | 81 | -10.0 |
| Game Informer | 0.7 | 0.6 | -0.1 | 146 | 118 | -19.2 |
| Gardening Australia | 2.1 | 2.0 | -0.1 | 413 | 398 | -3.6 |
| Girlfriend | 1.0 | 0.8 | -0.2 | 190 | 166 | -12.6 |
| Golf Australia | 0.3 | 0.3 | 0.0 | 64 | 68 | 6.3 |
| Good Health | 1.3 | 1.1 | -0.2 | 258 | 223 | -13.6 |
| Gourmet Traveller Wine | 0.5 | 0.3 | -0.2 | 105 | 56 | -46.7 |
| GQ | 0.4 | 0.4 | 0.0 | 82 | 87 | 6.1 |
| Halliday (was Wine Companion) | 0.2 | 0.2 | 0.0 | 31 | 31 | 0.0 |
| Handyman | 1.0 | 1.0 | 0.0 | 189 | 190 | 0.5 |
| Harper's Bazaar | 0.7 | 0.6 | -0.1 | 136 | 111 | -18.4 |
| Healthy Food Guide | 0.9 | 0.6 | -0.3 | 181 | 129 | -28.7 |
| Home Beautiful | 1.7 | 1.6 | -0.1 | 337 | 316 | -6.2 |
| Home Design | 0.4 | 0.4 | 0.0 | 84 | 76 | -9.5 |
| Homes+ | 0.6 | 0.5 | -0.1 | 125 | 94 | -24.8 |
| Horizons (WA) | 0.7 | 0.7 | 0.0 | 129 | 149 | 15.5 |
| House & Garden | 3.1 | 2.6 | -0.5 | 612 | 521 | -14.9 |
| Hyper | 0.2 | 0.2 | 0.0 | 48 | 49 | 2.1 |
| Inside Football (Apr-Sep) | 0.4 | 0.4 | 0.0 | 88 | 80 | -9.1 |
| Inside Out | 0.7 | 0.6 | -0.1 | 140 | 130 | -7.1 |
| Inside Sport | 0.5 | 0.5 | 0.0 | 101 | 103 | 2.0 |
| InStyle | 0.8 | 0.7 | -0.1 | 156 | 136 | -12.8 |
| Jetstar | 1.1 | 1.0 | -0.1 | 214 | 205 | -4.2 |
| Journeys (Tas) | 0.4 | 0.4 | 0.0 | 88 | 74 | -15.9 |
| Just Cars | 1.1 | 1.0 | -0.1 | 210 | 198 | -5.7 |
| Limelight | 0.1 | 0.1 | 0.0 | 26 | 24 | -7.7 |

Magazines (continued)

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|---------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Sep 2016 | Sep 2017 | Gain/Loss | Sep 2016 | Sep 2017 | % Change |
| Live To Ride | 0.2 | 0.2 | 0.0 | 38 | 42 | 10.5 |
| Marie Claire | 1.5 | 1.3 | -0.2 | 288 | 269 | -6.6 |
| Men's Fitness | 0.8 | 0.7 | -0.1 | 153 | 134 | -12.4 |
| Men's Health | 1.8 | 1.8 | 0.0 | 349 | 370 | 6.0 |
| Men's Style | 0.2 | 0.2 | 0.0 | 40 | 30 | -25.0 |
| Modern Fishing | 0.7 | 0.8 | 0.1 | 144 | 152 | 5.6 |
| Modern Wedding | 0.2 | 0.2 | 0.0 | 40 | 30 | -25.0 |
| Money Magazine | 0.7 | 0.6 | -0.1 | 142 | 127 | -10.6 |
| The Monthly | 0.9 | 0.8 | -0.1 | 170 | 163 | -4.1 |
| Mother & Baby | 0.4 | 0.3 | -0.1 | 70 | 59 | -15.7 |
| Motor | 0.7 | 0.7 | 0.0 | 137 | 138 | 0.7 |
| National Geographic | 5.5 | 5.2 | -0.3 | 1,087 | 1,048 | -3.6 |
| Nature & Health | 0.3 | 0.2 | -0.1 | 55 | 42 | -23.6 |
| New Idea | 5.8 | 5.5 | -0.3 | 1,139 | 1,094 | -4.0 |
| New Scientist | 1.9 | 1.9 | 0.0 | 375 | 376 | 0.3 |
| NW (New Weekly) | 0.8 | 0.9 | 0.1 | 152 | 176 | 15.8 |
| OK | 1.1 | 0.7 | -0.4 | 213 | 146 | -31.5 |
| Open Road (NSW) | 5.8 | 5.3 | -0.5 | 1,145 | 1,052 | -8.1 |
| Overlander 4WD | 0.4 | 0.4 | 0.0 | 83 | 81 | -2.4 |
| PC & Tech Authority | 0.5 | 0.4 | -0.1 | 100 | 85 | -15.0 |
| PC PowerPlay | 0.5 | 0.4 | -0.1 | 96 | 77 | -19.8 |
| People | 0.3 | 0.3 | 0.0 | 61 | 58 | -4.9 |
| Picture | 0.3 | 0.2 | -0.1 | 52 | 37 | -28.8 |
| PlayStation | 0.7 | 0.6 | -0.1 | 137 | 127 | -7.3 |
| Prevention | 0.5 | 0.5 | 0.0 | 106 | 101 | -4.7 |
| Qantas Magazine | 2.2 | 2.0 | -0.2 | 440 | 406 | -7.7 |
| Reader's Digest Australia | 2.5 | 2.3 | -0.2 | 493 | 456 | -7.5 |
| Real Living | 0.7 | 0.4 | -0.3 | 129 | 87 | -32.6 |
| Recipes+ | 2.1 | 2.2 | 0.1 | 421 | 450 | 6.9 |
| RM Williams Outback | 1.1 | 1.1 | 0.0 | 222 | 224 | 0.9 |
| Road Ahead (Qld) | 2.7 | 3.0 | 0.3 | 537 | 604 | 12.5 |
| Rolling Stone | 1.2 | 0.9 | -0.3 | 227 | 190 | -16.3 |
| Royal Auto (Vic) | 3.2 | 3.1 | -0.1 | 622 | 628 | 1.0 |
| SA Motor (SA) | 1.4 | 1.1 | -0.3 | 271 | 220 | -18.8 |
| Selector | 0.5 | 0.4 | -0.1 | 100 | 77 | -23.0 |
| Soap World | 0.2 | 0.2 | 0.0 | 48 | 45 | -6.3 |
| Street Machine | 1.1 | 1.2 | 0.1 | 226 | 249 | 10.2 |
| Super Food Ideas | 2.6 | 2.2 | -0.4 | 521 | 449 | -13.8 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|---------------------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Sep 2016 | Sep 2017 | Gain/Loss | Sep 2016 | Sep 2017 | % Change |
| Take 5 | 2.7 | 2.5 | -0.2 | 535 | 498 | -6.9 |
| Taste.com.au Magazine | 3.1 | 3.1 | 0.0 | 607 | 612 | 0.8 |
| TechLife | 0.3 | 0.4 | 0.1 | 67 | 74 | 10.4 |
| That's Life | 3.5 | 3.4 | -0.1 | 687 | 670 | -2.5 |
| Time | 1.7 | 1.7 | 0.0 | 332 | 340 | 2.4 |
| TOTAL Motoring Club Magazines | 14.1 | 13.5 | -0.6 | 2,778 | 2,711 | -2.4 |
| TV Soap | 0.9 | 0.8 | -0.1 | 174 | 163 | -6.3 |
| TV Week | 2.4 | 2.1 | -0.3 | 473 | 429 | -9.3 |
| Two Wheels and Scooter | 0.3 | 0.3 | 0.0 | 53 | 57 | 7.5 |
| Unique Cars | 1.1 | 0.7 | -0.4 | 219 | 148 | -32.4 |
| Virgin Australia Voyeur | 1.2 | 1.0 | -0.2 | 236 | 209 | -11.4 |
| Vogue Australia | 1.7 | 1.7 | 0.0 | 337 | 342 | 1.5 |
| Vogue Living | 0.6 | 0.6 | 0.0 | 112 | 119 | 6.3 |
| Weight Watchers Magazine | 0.4 | 0.3 | -0.1 | 79 | 70 | -11.4 |
| WellBeing | 0.5 | 0.4 | -0.1 | 95 | 88 | -7.4 |
| Western Australian Business News (WA) | 0.2 | 0.1 | -0.1 | 41 | 24 | -41.5 |
| Wheels | 1.3 | 1.4 | 0.1 | 258 | 273 | 5.8 |
| Who | 1.7 | 1.6 | -0.1 | 328 | 311 | -5.2 |
| Woman's Day | 6.8 | 6.4 | -0.4 | 1,333 | 1,282 | -3.8 |
| Women's Fitness | 0.7 | 0.6 | -0.1 | 134 | 120 | -10.4 |
| Women's Health | 1.7 | 1.5 | -0.2 | 329 | 296 | -10.0 |
| Women's Health & Fitness | 0.8 | 0.7 | -0.1 | 148 | 139 | -6.1 |
| Women's Weekly | 8.4 | 7.4 | -1.0 | 1,648 | 1,479 | -10.3 |
| Xbox | 0.7 | 0.6 | -0.1 | 140 | 127 | -9.3 |
| Yours | 0.7 | 0.7 | 0.0 | 139 | 139 | 0.0 |

Newspapers

| Newspapers | M-F September 2016 R'ship ('000s) | M-F September 2017 R'ship ('000s) | Sat September 2016 R'ship ('000s) | Sat September 2017 R'ship ('000s) | Sun September 2016 R'ship ('000s) | Sun September 2017 R'ship ('000s) |
|------------------------|---|---|---|---|---|---|
| National | | | | | | |
| The Australian | 319 | 330 | 638 | 642 | - | - |
| Aust. Financial Review | 193 | 191 | 126 | 134 | - | - |
| The Saturday Paper | - | - | 115 | 121 | - | - |
| NSW | | | | | | |
| Daily Telegraph | 640 | 582 | 628 | 520 | - | - |
| Sydney Morning Herald | 482 | 446 | 704 | 648 | - | - |
| Sunday Telegraph | - | - | - | - | 1,008 | 893 |
| The Sun-Herald | - | - | - | - | 629 | 557 |
| Newcastle Herald | 89 | 78 | 108 | 96 | - | - |
| Illawarra Mercury | 37 | 39 | 38 | 44 | - | - |
| Canberra Times | 50 | 48 | 70 | 58 | 43 | 44 |
| VIC | | | | | | |
| Herald Sun | 858 | 857 | 825 | 789 | - | - |
| The Age | 477 | 472 | 645 | 646 | - | - |
| Sunday Herald Sun | - | - | - | - | 873 | 874 |
| The Sunday Age | - | - | - | - | 508 | 530 |
| Geelong Advertiser | 58 | 49 | 77 | 60 | - | - |
| QLD | | | | | | |
| Courier-Mail | 392 | 351 | 505 | 427 | - | - |
| The Sunday Mail | - | - | - | - | 772 | 654 |
| Cairns Post | 47 | 51 | 66 | 69 | - | - |
| Gold Coast Bulletin | 69 | 57 | 75 | 56 | - | - |
| Townsville Bulletin | 43 | 35 | 56 | 45 | - | - |

Newspapers (continued)

| Newspapers | M-F September 2016 R'ship ('000s) | M-F September 2017 R'ship ('000s) | Sat September 2016 R'ship ('000s) | Sat September 2017 R'ship ('000s) | Sun September 2016 R'ship ('000s) | Sun September 2017 R'ship ('000s) |
|---------------------------|---|---|---|---|---|---|
| SA | | | | | | |
| Adelaide Advertiser | 328 | 281 | 377 | 340 | - | - |
| Sunday Mail | - | - | - | - | 437 | 400 |
| WA | | | | | | |
| West Australian | 379 | 365 | - | - | - | - |
| Weekend West | - | - | 521 | 502 | - | - |
| Sunday Times | - | - | - | - | 392 | 354 |
| Tasmania | | | | | | |
| The Mercury | 55 | 51 | 85 | 70 | - | - |
| The Examiner | 39 | 36 | 47 | 42 | - | - |
| The Advocate | 40 | 29 | 46 | 34 | - | - |
| Sunday Tasmanian (Tas) | - | - | - | - | 68 | 63 |
| Sunday Examiner | - | - | - | - | 52 | 40 |
| Northern Territory | | | | | | |
| Northern Territory News | 34 | 27 | 42 | 34 | - | - |
| Sunday Territorian | - | - | - | - | 34 | 28 |

Newspaper Insert Magazines

| Newspaper Insert Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|----------------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Sep 2016 | Sep 2017 | Gain/Loss | Sep 2016 | Sep 2017 | % Change |
| Wish | 0.5 | 0.7 | 0.2 | 92 | 131 | 42.4 |
| Weekend Australian Magazine | 3.5 | 3.6 | 0.1 | 700 | 712 | 1.7 |
| Financial Review Magazine | 1.9 | 2.0 | 0.1 | 367 | 395 | 7.6 |
| Boss | 0.5 | 0.6 | 0.1 | 106 | 118 | 11.3 |
| Good Weekend (NSW/Vic) | 6.5 | 6.3 | -0.2 | 1,275 | 1,259 | -1.3 |
| Stellar (NSW/Vic/Qld) | - | 5.1 | - | - | 1,024 | - |
| Sunday Life (NSW/Vic) | 3.8 | 3.7 | -0.1 | 754 | 747 | -0.9 |
| Sunday Telegraph TV Guide (NSW) | 3.2 | 3.0 | -0.2 | 625 | 609 | -2.6 |
| Sunday Herald Sun TV Guide (Vic) | 2.4 | 2.6 | 0.2 | 468 | 514 | 9.8 |
| Qweekend (Qld) | 1.8 | 1.5 | -0.3 | 361 | 309 | -14.4 |
| Sunday Mail TV Guide (Qld) | 2.3 | 2.0 | -0.3 | 444 | 406 | -8.6 |
| Gold Coast Eye (Qld) | 0.2 | 0.1 | -0.1 | 34 | 29 | -14.7 |
| Sunday Mail TV Guide (SA) | 1.4 | 1.3 | -0.1 | 285 | 258 | -9.5 |
| SA Weekend | 1.4 | 1.3 | -0.1 | 270 | 269 | -0.4 |
| Sunday Times TV Guide (WA) | 1.3 | 1.2 | -0.1 | 251 | 244 | -2.8 |
| STM - Sunday Times Magazine (WA) | 1.3 | 1.2 | -0.1 | 259 | 250 | -3.5 |
| Seven Days (WA) | 1.6 | 1.5 | -0.1 | 324 | 295 | -9.0 |
| West Weekend (WA) | 1.7 | 1.7 | 0.0 | 336 | 333 | -0.9 |