



**Released To All Media
November 2020**

Detailed below are the Roy Morgan Print Readership results for the year ending September 2020.

Roy Morgan 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. All readership estimates in these tables are 'average issue readership' (AIR) and represent the number, or %, of Australians who read or look into an average issue of the particular publication.

This provides an estimate of the 'reach' an advertiser can expect to achieve with advertising placed in the publication.

These print readership estimates do **not** include the additional Australians who read the publications in their digital form online, via web, mobile or app.

The total reach - 'cross platform' reach is greater than the 'average issue reach' of a publication as it includes additional readers.

Magazines

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2019	Sep 2020	Gain/Loss	Sep 2019	Sep 2020	% Change
4X4 Australia	0.6	0.7	0.1	120	152	26.7
AFL Record (Apr-Sep)	0.9	-	-	180	-	-
Australian Geographic	3.3	2.1	-1.2	675	445	-34.1
Australian Golf Digest	0.2	0.3	0.1	47	57	21.3
Australian Gourmet Traveller	1.1	0.7	-0.4	236	157	-33.5
Australian Motorcycle News	0.5	0.3	-0.2	107	69	-35.5
Australian Traveller	0.4	0.3	-0.1	92	72	-21.7
Belle	0.5	0.5	0.0	114	103	-9.6
Better Homes and Gardens	8.1	6.7	-1.4	1,673	1,402	-16.2
Big Issue	1.4	0.8	-0.6	291	171	-41.2
Big League (Apr-Sep)	0.4	-	-	79	-	-
Bunnings Magazine	5.3	6.2	0.9	1,096	1,293	18.0
Coles Magazine	23.0	20.8	-2.2	4,762	4,367	-8.3
Cosmos	0.3	0.2	-0.1	71	40	-43.7
Country Style	1.0	1.0	0.0	215	207	-3.7
Delicious	1.5	1.1	-0.4	319	233	-27.0
Diabetic Living	1.2	0.6	-0.6	242	126	-47.9
Empire	0.6	0.4	-0.2	125	83	-33.6
English Woman's Weekly	0.5	0.5	0.0	109	108	-0.9
Fishing World	1.1	0.7	-0.4	235	141	-40.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2019	Sep 2020	Gain/Loss	Sep 2019	Sep 2020	% Change
Fitness First	0.4	0.4	0.0	92	87	-5.4
Foxtel Magazine	1.1	0.8	-0.3	235	173	-26.4
Frankie	1.6	1.2	-0.4	325	260	-20.0
Fresh	20.2	18.4	-1.8	4,194	3,871	-7.7
Fresh Water Fishing Aust.	0.5	0.4	-0.1	105	75	-28.6
Gardening Australia	2.0	1.7	-0.3	424	359	-15.3
Golf Australia	0.3	0.3	0.0	55	57	3.6
Gourmet Traveller Wine	0.3	0.2	-0.1	70	47	-32.9
Halliday (was Wine Companion)	0.2	0.1	-0.1	32	23	-28.1
Healthy Food Guide	1.3	1.0	-0.3	268	213	-20.5
Home Beautiful	1.5	1.2	-0.3	317	248	-21.8
Home Design	0.6	0.3	-0.3	120	60	-50.0
Horizons (WA)	1.4	1.2	-0.2	285	246	-13.7
House & Garden	2.5	1.7	-0.8	518	358	-30.9
Inside Out	0.5	0.4	-0.1	107	83	-22.4
Inside Sport	0.5	0.5	0.0	112	113	0.9
Journeys (Tas)	0.3	0.1	-0.2	57	28	-50.9
Just Cars	1.0	0.6	-0.4	212	117	-44.8
Marie Claire	1.5	1.2	-0.3	313	250	-20.1
Men's Fitness	0.8	0.4	-0.4	156	86	-44.9
Money Magazine	0.6	0.6	0.0	129	117	-9.3
The Monthly	0.7	0.6	-0.1	150	116	-22.7
Motor	0.6	0.4	-0.2	125	84	-32.8
National Geographic	6.2	3.8	-2.4	1,286	805	-37.4
New Idea	3.9	3.0	-0.9	815	625	-23.3
New Idea Royals	-	2.1	-	-	437	-
New Scientist	1.5	1.1	-0.4	317	222	-30.0
Open Road (NSW)	4.5	4.0	-0.5	944	833	-11.8
Overlander 4WD	0.4	0.4	0.0	80	75	-6.3
Prevention	0.4	0.2	-0.2	81	52	-35.8
Qantas Magazine*	1.9	1.3	-0.6	393	263	-33.1
Reader's Digest Australia	2.1	1.7	-0.4	428	366	-14.5
Real Living	0.6	0.3	-0.3	117	66	-43.6
RM Williams Outback	0.9	0.7	-0.2	197	151	-23.4
Road Ahead (Qld)	2.9	2.3	-0.6	596	477	-20.0
Royal Auto (Vic)	3.1	2.5	-0.6	638	523	-18.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2019	Sep 2020	Gain/Loss	Sep 2019	Sep 2020	% Change
SA Motor (SA)	1.1	0.9	-0.2	226	198	-12.4
Selector	0.3	0.2	-0.1	73	42	-42.5
Street Machine	1.0	0.8	-0.2	213	160	-24.9
Super Food Ideas	2.8	2.1	-0.7	590	452	-23.4
Take 5 (Weekly)	2.4	2.1	-0.3	494	451	-8.7
Take 5 Bumper Monthly	2.9	2.2	-0.7	604	468	-22.5
Taste.com.au Magazine	2.8	2.5	-0.3	572	528	-7.7
That's Life	2.4	2.1	-0.3	506	442	-12.6
That's Life Mega Monthly	1.9	1.9	0.0	403	410	1.7
Time	1.3	0.9	-0.4	263	180	-31.6
TOTAL Motoring Club Magazines	13.1	10.8	-2.3	2,726	2,278	-16.4
TV Soap	0.7	0.7	0.0	142	137	-3.5
TV Week	1.4	1.2	-0.2	291	260	-10.7
Unique Cars	0.8	0.5	-0.3	173	107	-38.2
Virgin Australia Magazine*	1.1	0.9	-0.2	230	196	-14.8
Vogue Australia	2.0	1.4	-0.6	420	302	-28.1
Vogue Living	0.6	0.7	0.1	125	148	18.4
WellBeing	0.7	0.6	-0.1	144	117	-18.8
Wheels	0.9	0.7	-0.2	191	145	-24.1
Who	1.1	0.8	-0.3	220	177	-19.5
Woman's Day	4.4	3.4	-1.0	921	723	-21.5
Women's Weekly	6.9	5.5	-1.4	1,434	1,151	-19.7
Women's Weekly Food	1.6	1.0	-0.6	340	206	-39.4

A small number of magazines were temporarily suspended during the June and September 2020 quarters. These magazines are flagged with an asterisk (*) and do not show readership for these two quarters, average readership is allocated instead. The list of magazines affected in this way includes AFL Record, Big League, Qantas Magazine, Virgin Magazine, The Deal and Boss.

Newspapers

Newspapers	M-F September 2019 R'ship ('000s)	M-F September 2020 R'ship ('000s)	Sat September 2019 R'ship ('000s)	Sat September 2020 R'ship ('000s)	Sun September 2019 R'ship ('000s)	Sun September 2020 R'ship ('000s)
National						
The Australian	291	347	547	606	-	-
Aust. Financial Review	178	178	108	130	-	-
The Saturday Paper	-	-	111	179	-	-
NSW						
Daily Telegraph	444	394	401	378	-	-
Sydney Morning Herald	331	368	449	478	-	-
Sunday Telegraph	-	-	-	-	656	630
The Sun-Herald	-	-	-	-	376	403
Newcastle Herald	51	41	66	43	-	-
Illawarra Mercury	27	27	26	29	-	-
Canberra Times	35	55	45	57	29	43
VIC						
Herald Sun	587	546	560	576	-	-
The Age	374	342	443	428	-	-
Sunday Herald Sun	-	-	-	-	586	610
The Sunday Age	-	-	-	-	361	386
Geelong Advertiser	30	34	31	36	-	-
QLD						
Courier-Mail	293	239	365	312	-	-
The Sunday Mail	-	-	-	-	532	473
Cairns Post	29	35	35	39	-	-
Gold Coast Bulletin	49	41	53	33	-	-
Townsville Bulletin	40	44	41	31	-	-

Newspapers (continued)

Newspapers	M-F September 2019 R'ship ('000s)	M-F September 2020 R'ship ('000s)	Sat September 2019 R'ship ('000s)	Sat September 2020 R'ship ('000s)	Sun September 2019 R'ship ('000s)	Sun September 2020 R'ship ('000s)
SA						
Adelaide Advertiser	234	221	296	287	-	-
Sunday Mail	-	-	-	-	334	326
WA						
West Australian	330	314	-	-	-	-
Weekend West	-	-	412	388	-	-
Sunday Times	-	-	-	-	309	344
Tasmania						
The Mercury	49	45	54	61	-	-
The Examiner	32	31	32	30	-	-
The Advocate	20	18	17	20	-	-
Sunday Tasmanian (Tas)	-	-	-	-	55	45
Sunday Examiner	-	-	-	-	25	25
Northern Territory						
Northern Territory News	21	14	22	17	-	-
Sunday Territorian	-	-	-	-	20	13

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2019	Sep 2020	Gain/Loss	Sep 2019	Sep 2020	% Change
Wish	0.6	0.4	-0.2	130	82	-36.9
The Deal*	0.4	0.3	-0.1	75	61	-18.7
Weekend Australian Magazine	2.6	2.8	0.2	544	581	6.8
Financial Review Magazine	1.8	1.0	-0.8	370	217	-41.4
Boss*	0.8	0.7	-0.1	175	151	-13.7
Good Weekend (NSW/Vic)	4.0	3.7	-0.3	825	785	-4.8
Domain (NSW/Vic)	3.3	2.4	-0.9	687	504	-26.6
Sunday Life (NSW/Vic)	2.3	2.2	-0.1	475	452	-4.8
Stellar (NSW/Vic)	2.5	2.4	-0.1	510	503	-1.4
Sunday Telegraph TV Guide (NSW)	2.0	2.0	0.0	413	422	2.2
Sunday Herald Sun Screen (Vic)	1.5	1.7	0.2	306	363	18.6
Qweekend (Qld)	1.1	0.9	-0.2	228	195	-14.5
Sunday Mail TV Guide (Qld)	1.5	1.3	-0.2	306	265	-13.4
Gold Coast Eye (Qld)	0.1	0.1	0.0	27	28	3.7
Sunday Mail TV Guide (SA)	1.1	1.0	-0.1	232	208	-10.3
SA Weekend	1.1	1.1	0.0	238	222	-6.7
Sunday Times Guide (WA)	0.9	0.8	-0.1	184	177	-3.8
STM - Sunday Times Magazine (WA)	1.0	0.9	-0.1	201	189	-6.0
Seven Days (WA)	1.2	0.9	-0.3	249	197	-20.9
West Weekend (WA)	1.3	1.2	-0.1	266	249	-6.4

Note: Two Newspaper Inserted Magazines – The Deal and Boss - were temporarily suspended during the June and September 2020 quarters. They are flagged with an asterisk (*) and do not show readership for the latest quarter, average readership is allocated instead.