



Roy Morgan Readership 12 months to June 2021 Additional Analysis

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MAGAZINE CATEGORIES						
	Jun-20	Jun-21	%	Jun-20	Jun-21	
(popn. 14+ '000)	000's	000's	change	% of popn. 14+	% of popn. 14+	Gain/Loss
	20,972	21,118				
Mass Women's Magazines	2,955	3,066	3.8%	14.1	14.5	0.4
Women's Lifestyle Magazines	415	259	-37.6%	2.0	1.2	-0.8
Women's Fashion Magazines	1,019	802	-21.3%	4.9	3.8	-1.1
Home & Garden Magazines	3,292	3,877	17.8%	15.7	18.4	2.7
Crafts Magazines	-	100	-	-	0.5	-
Food & Entertainment Magazines	6,437	7,133	10.8%	30.7	33.8	3.1
Business, Financial & Airline Magazines	1,160	1,105	-4.7%	5.5	5.2	-0.3
Men's Lifestyle Magazines	370	359	-3.0%	1.8	1.7	-0.1
Sports Magazines	188	441	134.6%	0.9	2.1	1.2
Fishing Magazines	250	214	-14.4%	1.2	1.0	-0.2
Motoring Magazines	703	820	16.6%	3.4	3.9	0.5
Motorcycle Magazines	98	141	43.9%	0.5	0.7	0.2
Computing, Gaming & Info Tech Magazines	-	306	-	0.0	1.4	1.4
Music & Movies Magazines	79	224	183.5%	0.4	1.1	0.7
General Interest Magazines	3,887	4,123	6.1%	18.5	19.5	1.0
Health & Family Magazines	1,029	955	-7.2%	4.9	4.5	-0.4
TV Magazines	576	740	28.5%	2.7	3.5	0.8
Read Any Magazine (excl NIMs)	11,298	11,197	-0.9%	53.9	53.0	-0.9

Source: Roy Morgan Single Source 12m to June 2020 and 12m to June 2021

MAGAZINES BY CATEGORY			
	Jun-20 000's	Jun-21 000's	% change
(popn. 14+ '000)	20,972	21,118	
Women's Weekly	1,243	1,475	18.7%
Woman's Day	773	752	-2.7%
New Idea	689	614	-10.9%
Take 5 Bumper Monthly	530	569	7.4%
Take 5 (Weekly)	460	490	6.5%
That's Life!	448	492	9.8%
That's Life! Mega Monthly	414	563	36.0%
New Idea Royals Monthly	494	331	-33.0%
New Idea Retro	-	127	-
Mass Women's Magazines	2,955	3,066	3.8%
Who	191	150	-21.5%
English Woman's Weekly	111	101	-9.0%
Women's Lifestyle Magazines	415	259	-37.6%
Marie Claire	287	265	-7.7%
Vogue Australia	344	351	2.0%
Frankie	294	257	-12.6%
Women's Fashion Magazines	1,019	802	-21.3%
House & Garden	402	640	59.2%
Better Homes and Gardens	1,622	1,679	3.5%
Home Beautiful	262	330	26.0%
Belle	104	127	22.1%
Vogue Living	143	260	81.8%
Country Style	208	243	16.8%
Real Living	84	89	6.0%
Inside Out	100	110	10.0%
Home Design	81	121	49.4%
Gardening Australia	364	539	48.1%
Bunnings Magazine	1,161	1,629	40.3%
Organic Gardener	-	166	-
Backyard & Outdoor Living	-	73	-
Home & Garden Magazines	3,292	3,877	17.8%
Homespun	-	52	-
Quilters Companion	-	62	-
Crafts Magazines	-	100	-
Australian Gourmet Traveller	181	248	37.0%
Gourmet Traveller Wine	57	82	43.9%
Selector	58	47	-19.0%
Halliday (was Wine Companion)	23	32	39.1%
Delicious	231	362	56.7%
Coles Magazine	4,535	5,061	11.6%
Fresh Ideas	3,994	4,597	15.1%
Taste.com.au Magazine	577	657	13.9%
Women's Weekly Food	279	148	-47.0%
New Idea Food	86	82	-4.7%
Family Circle	134	111	-17.2%
Food & Entertainment Magazines	6,437	7,133	10.8%

MAGAZINES BY CATEGORY			
	Jun-20 000's	Jun-21 000's	% change
(popn. 14+ '000)	20,972	21,118	
Time	205	185	-9.8%
The Monthly	135	129	-4.4%
Money Magazine	104	244	134.6%
New Scientist	276	183	-33.7%
Qantas Magazine	260	367	41.2%
Business, Financial & Airline Magazines	1,160	1,105	-4.7%
Men's Health	196	241	23.0%
Men's Lifestyle Magazines	370	359	-3.0%
Australian Golf Digest	50	139	178.0%
Golf Australia	47	147	212.8%
AFL Record	186	200	7.5%
Sports Magazines	188	441	134.6%
Fishing World	185	161	-13.0%
Fresh Water Fishing Aust.	100	75	-25.0%
Fishing Magazines	250	214	-14.4%
Wheels	160	237	48.1%
Motor	108	131	21.3%
Street Machine	191	220	15.2%
Unique Cars	130	164	26.2%
Just Cars	154	182	18.2%
4X4 Australia	149	262	75.8%
Motoring Magazines	703	820	16.6%
Australian Motorcycle News	80	104	30.0%
Motorcycle Magazines	98	141	43.9%
PlayStation	87	200	129.9%
APC	73	68	-6.8%
PC PowerPlay	48	86	79.2%
Computing, Gaming & Info Tech Magazines	-	306	-
Rolling Stone	-	180	-
Music & Movies Magazines	79	224	183.5%
Reader's Digest Australia	393	446	13.5%
Big Issue	200	270	35.0%
National Geographic	982	969	-1.3%
Australian Geographic	548	478	-12.8%
Cosmos	56	73	30.4%
RM Williams Outback	157	265	68.8%
Australian Traveller	68	122	79.4%
Open Road (NSW)	850	1,066	25.4%
Road Ahead (Qld)	495	626	26.5%
SA Motor (SA)	213	197	-7.5%
Horizons (WA)	285	256	-10.2%
Journeys (Tas)	35	28	-20.0%
Vacations & Travel	-	127	-
Grand Designs Australia	-	151	-
Kitchens & Bathrooms	-	100	-
Australian Country	-	78	-
General Interest Magazines	3,887	4,123	6.1%
WellBeing	138	102	-26.1%
Women's Health	216	205	-5.1%
Diabetic Living	152	178	17.1%
Healthy Food Guide	265	188	-29.1%
Prevention	63	76	20.6%
Eat Well	-	106	-
MindFood	-	102	-

MAGAZINES BY CATEGORY			
	Jun-20 000's	Jun-21 000's	% change
(popn. 14+ '000)	20,972	21,118	
Health & Family Magazines	1,029	955	-7.2%
TV Week	232	377	62.5%
Foxtel Magazine	169	333	97.0%
TV Magazines	576	740	28.5%

Source: Roy Morgan Single Source 12m to June 2020 and 12m to June 2021

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Jun-20 000's		Jun-21 000's
	Rank			Rank
Women's Weekly	1	1,243	Women's Weekly	1 1,475
Woman's Day	2	773	Woman's Day	2 752
New Idea	3	689	New Idea	3 614
Take 5 Bumper Monthly	4	530	Take 5 Bumper Monthly	4 569
New Idea Royals Monthly	5	494	That's Life! Mega Monthly	5 563
Take 5 (Weekly)		460	That's Life!	492
That's Life!		448	Take 5 (Weekly)	490
That's Life! Mega Monthly		414	New Idea Royals Monthly	331
New Idea Retro		-	New Idea Retro	127

Women's Lifestyle Magazines		Jun-20 000's		Jun-21 000's
	Rank			Rank
Who	1	191	Who	1 150
English Woman's Weekly	2	111	English Woman's Weekly	2 101

Women's Youth Magazines		Jun-20 000's		Jun-21 000's
	Rank			Rank
Girlfriend (now closed)	1	-	Girlfriend (now closed)	1 -

Women's Fashion Magazines		Jun-20 000's		Jun-21 000's
	Rank			Rank
Vogue Australia	1	344	Vogue Australia	1 351
Frankie	2	294	Marie Claire	2 265
Marie Claire	3	287	Frankie	3 257

Home & Garden Magazines		Jun-20 000's		Jun-21 000's
	Rank			Rank
Better Homes and Gardens	1	1,622	Better Homes and Gardens	1 1,679
Bunnings Magazine	2	1,161	Bunnings Magazine	2 1,629
House & Garden	3	402	House & Garden	3 640
Gardening Australia	4	364	Gardening Australia	4 539
Home Beautiful	5	262	Home Beautiful	5 330
Country Style		208	Vogue Living	260
Vogue Living		143	Country Style	243
Belle		104	Organic Gardener	166
Inside Out		100	Belle	127
Real Living		84	Home Design	121
Home Design		81	Inside Out	110
Organic Gardener		-	Real Living	89
Backyard & Outdoor Living		-	Backyard & Outdoor Living	73

Crafts Magazines		Jun-20 000's		Jun-21 000's
	Rank			Rank
Homespun	1	-	Quilters Companion	1 62
Quilters Companion	2	-	Homespun	2 52

Food & Entertainment Magazines		Jun-20 000's		Jun-21 000's
	Rank			Rank
Coles Magazine	1	4,535	Coles Magazine	1 5,061
Fresh Ideas	2	3,994	Fresh Ideas	2 4,597
Taste.com.au Magazine	3	577	Taste.com.au Magazine	3 657
Women's Weekly Food	4	279	Delicious	4 362
Delicious	5	231	Australian Gourmet Traveller	5 248
Australian Gourmet Traveller		181	Women's Weekly Food	148
Family Circle		134	Family Circle	111
New Idea Food		86	Gourmet Traveller Wine	82
Selector		58	New Idea Food	82
Gourmet Traveller Wine		57	Selector	47

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
Halliday (was Wine Companion)		23	Halliday (was Wine Companion)	32		
Business, Financial & Airline Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
New Scientist	1	276	Qantas Magazine	1	367	
Qantas Magazine	2	260	Money Magazine	2	244	
Time	3	205	Time	3	185	
The Monthly	4	135	New Scientist	4	183	
Money Magazine	5	104	The Monthly	5	129	
Men's Lifestyle Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
Men's Health		1	196	Men's Health	1	241
Sports Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
AFL Record		1	186	AFL Record	1	200
Australian Golf Digest		2	50	Golf Australia	2	147
Golf Australia		3	47	Australian Golf Digest	3	139
Fishing Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
Fishing World		1	185	Fishing World	1	161
Fresh Water Fishing Aust.		2	100	Fresh Water Fishing Aust.	2	75
Motoring Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
Street Machine		1	191	4X4 Australia	1	262
Wheels		2	160	Wheels	2	237
Just Cars		3	154	Street Machine	3	220
4X4 Australia		4	149	Just Cars	4	182
Unique Cars		5	130	Unique Cars	5	164
Motor			108	Motor		131
Motorcycle Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
Australian Motorcycle News		1	80	Australian Motorcycle News	1	104
Computing, Gaming & Info Tech Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
PlayStation		1	87	PlayStation	1	200
APC		2	73	PC PowerPlay	2	86
PC PowerPlay		3	48	APC	3	68
Music & Movies Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
Rolling Stone		1	-	Rolling Stone	1	180
General Interest Magazines		Jun-20 000's		Jun-21 000's		
Rank				Rank		
National Geographic		1	982	Open Road (NSW)	1	1,066
Open Road (NSW)		2	850	National Geographic	2	969
Australian Geographic		3	548	Road Ahead (Qld)	3	626
Road Ahead (Qld)		4	495	Australian Geographic	4	478

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Jun-20 000's	Jun-21 000's
Rank			Rank
	Reader's Digest Australia	5 393	Reader's Digest Australia 5 446
	Horizons (WA)	285	Big Issue 270
	SA Motor (SA)	213	RM Williams Outback 265
	Big Issue	200	Horizons (WA) 256
	RM Williams Outback	157	SA Motor (SA) 197
	Australian Traveller	68	Grand Designs Australia 151
	Cosmos	56	Vacations & Travel 127
	Journeys (Tas)	35	Australian Traveller 122
	Royal Auto (Vic)	-	Kitchens & Bathrooms 100
	Vacations & Travel	-	Australian Country 78
	Grand Designs Australia	-	Cosmos 73
	Kitchens & Bathrooms	-	Journeys (Tas) 28
	Australian Country	-	Royal Auto (Vic) -

Health & Family Magazines		Jun-20 000's	Jun-21 000's
Rank			Rank
	Healthy Food Guide	1 265	Women's Health 1 205
	Women's Health	2 216	Healthy Food Guide 2 188
	Diabetic Living	3 152	Diabetic Living 3 178
	WellBeing	4 138	Eat Well 4 106
	Prevention	5 63	WellBeing 5 102
	Eat Well	-	MindFood 102
	MindFood	-	Prevention 76

TV Magazines		Jun-20 000's	Jun-21 000's
Rank			Rank
	TV Week	1 232	TV Week 1 377
	Foxtel Magazine	2 169	Foxtel Magazine 2 333

Source: Roy Morgan Single Source 12m to June 2020 and 12m to June 2021

MAGAZINES TOP 20 INCREASES			
	Jun-20 000's	Jun-21 000's	% change
(popn. 14+ '000)	20,972	21,118	
Golf Australia	47	147	212.8%
Australian Golf Digest	50	139	178.0%
Money Magazine	104	244	134.6%
PlayStation	87	200	129.9%
Foxtel Magazine	169	333	97.0%
Vogue Living	143	260	81.8%
Australian Traveller	68	122	79.4%
PC PowerPlay	48	86	79.2%
4X4 Australia	149	262	75.8%
RM Williams Outback	157	265	68.8%
TV Week	232	377	62.5%
House & Garden	402	640	59.2%
Delicious	231	362	56.7%
Home Design	81	121	49.4%
Wheels	160	237	48.1%
Gardening Australia	364	539	48.1%
Gourmet Traveller Wine	57	82	43.9%
Qantas Magazine	260	367	41.2%
Bunnings Magazine	1161	1629	40.3%
Halliday (was Wine Companion)	23	32	39.1%

MAGAZINES TOP 20 DECREASES			
	Jun-20 000's	Jun-21 000's	% change
(popn. 14+ '000)	20,972	21,118	
Women's Weekly Food	279	148	-47.0%
New Scientist	276	183	-33.7%
New Idea Royals Monthly	494	331	-33.0%
Healthy Food Guide	265	188	-29.1%
WellBeing	138	102	-26.1%
Fresh Water Fishing Aust.	100	75	-25.0%
Who	191	150	-21.5%
Journeys (Tas)	35	28	-20.0%
Selector	58	47	-19.0%
Family Circle	134	111	-17.2%
Fishing World	185	161	-13.0%
Australian Geographic	548	478	-12.8%
Frankie	294	257	-12.6%
New Idea	689	614	-10.9%
Horizons (WA)	285	256	-10.2%
Time	205	185	-9.8%
English Woman's Weekly	111	101	-9.0%
Marie Claire	287	265	-7.7%
SA Motor (SA)	213	197	-7.5%
APC	73	68	-6.8%

Source: Roy Morgan Single Source 12m to June 2020 and 12m to June 2021

TOP 100 MAGAZINES RANKED BY READERSHIP

	Jun-21 000's
(popn. 14+ '000)	21,118
Coles Magazine	5,061
Fresh Ideas	4,597
Better Homes and Gardens	1,679
Bunnings Magazine	1,629
Women's Weekly	1,475
Open Road (NSW)	1,066
National Geographic	969
Woman's Day	752
Taste.com.au Magazine	657
House & Garden	640
Road Ahead (Qld)	626
New Idea	614
Take 5 Bumper Monthly	569
That's Life! Mega Monthly	563
Gardening Australia	539
That's Life!	492
Take 5 (Weekly)	490
Australian Geographic	478
Reader's Digest Australia	446
TV Week	377
Qantas Magazine	367
Delicious	362
Vogue Australia	351
Foxtel Magazine	333
New Idea Royals Monthly	331
Home Beautiful	330
Big Issue	270
Marie Claire	265
RM Williams Outback	265
4X4 Australia	262
Vogue Living	260
Frankie	257
Horizons (WA)	256
Australian Gourmet Traveller	248
Money Magazine	244
Country Style	243
Men's Health	241
Wheels	237
Street Machine	220
Women's Health	205
AFL Record	200
PlayStation	200
SA Motor (SA)	197
Healthy Food Guide	188
Time	185
New Scientist	183
Just Cars	182
Rolling Stone	180
Diabetic Living	178
Organic Gardener	166
Unique Cars	164
Fishing World	161
Grand Designs Australia	151
Who	150
Women's Weekly Food	148
Golf Australia	147
Australian Golf Digest	139
Motor	131
The Monthly	129
Vacations & Travel	127
New Idea Retro	127
Belle	127

TOP 100 MAGAZINES RANKED BY READERSHIP	
	Jun-21 000's
(popn. 14+ '000)	21,118
Australian Traveller	122
Home Design	121
Family Circle	111
Inside Out	110
Eat Well	106
Australian Motorcycle News	104
WellBeing	102
MindFood	102
English Woman's Weekly	101
Kitchens & Bathrooms	100
Real Living	89
PC PowerPlay	86
New Idea Food	82
Gourmet Traveller Wine	82
Australian Country	78
Prevention	76
Fresh Water Fishing Aust.	75
Backyard & Outdoor Living	73
Cosmos	73
APC	68
Quilters Companion	62
Homespun	52
Selector	47
Halliday (was Wine Companion)	32
Journeys (Tas)	28

Source: Roy Morgan Single Source 12m to June 2021