



**Released To All Media
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Detailed below are the Roy Morgan Print Readership results for the year ending September 2021.

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 2020	Sep 2021	Gain/Loss	Sep 2020	Sep 2021	% Change
4X4 Australia	0.9	1.2	0.3	188	256	36.2
AFL Record	-	0.9	-	-	187	-
APC	0.4	0.3	-0.1	84	74	-11.9
Australian Country	-	0.3	-	-	73	-
Australian Geographic	2.3	2.4	0.1	478	504	5.4
Australian Golf Digest	0.3	0.7	0.4	62	147	137.1
Australian Gourmet Traveller	0.9	1.0	0.1	190	207	8.9
Australian Motorcycle News	0.4	0.5	0.1	79	100	26.6
Australian Traveller	0.4	0.6	0.2	78	129	65.4
Backyard & Outdoor Living	-	0.3	-	-	69	-
Belle	0.5	0.6	0.1	115	118	2.6
Better Homes and Gardens	7.3	7.9	0.6	1,535	1,661	8.2
Big Issue	1.0	1.2	0.2	209	249	19.1
Bunnings Magazine	6.5	7.1	0.6	1,359	1,501	10.4
Coles Magazine	21.4	24.3	2.9	4,508	5,132	13.8
Cosmos	0.2	0.4	0.2	44	92	109.1
Country Style	1.1	1.0	-0.1	239	210	-12.1
Delicious	1.3	1.6	0.3	265	341	28.7
Diabetic Living	0.7	0.8	0.1	145	166	14.5
Dirt Action	-	0.2	-	-	45	-

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2020	Sep 2021	Gain/Loss	Sep 2020	Sep 2021	% Change
Eat Well	-	0.5	-	-	111	-
English Woman's Weekly	0.5	0.4	-0.1	108	91	-15.7
Family Circle	0.4	0.5	0.1	92	105	14.1
Fishing World	0.7	0.8	0.1	153	166	8.5
Fitness First	0.5	0.7	0.2	97	141	45.4
Foxtel Magazine	0.8	1.6	0.8	178	332	86.5
Frankie	1.3	1.2	-0.1	281	248	-11.7
Fresh Ideas	19.1	22.1	3.0	4,008	4,661	16.3
Fresh Water Fishing Aust.	0.4	0.4	0.0	82	82	0.0
Gardening Australia	2.0	2.4	0.4	415	503	21.2
Golf Australia	0.3	0.7	0.4	63	157	149.2
Gourmet Traveller Wine	0.3	0.4	0.1	57	80	40.4
Grand Designs Australia	-	0.7	-	-	154	-
Halliday (was Wine Companion)	0.1	0.1	0.0	25	32	28.0
Healthy Food Guide	1.1	0.8	-0.3	230	173	-24.8
Home Beautiful	1.3	1.5	0.2	279	323	15.8
Home Design	0.4	0.5	0.1	82	108	31.7
Homespun	-	0.3	-	-	54	-
Horizons (WA)	1.2	1.3	0.1	249	275	10.4
House & Garden	2.0	3.0	1.0	429	644	50.1
Inside Out	0.4	0.5	0.1	94	104	10.6
Journeys (Tas)	0.1	0.2	0.1	29	33	13.8
Just Cars	0.7	1.0	0.3	141	211	49.6
Kitchens & Bathrooms	-	0.4	-	-	84	-
Marie Claire	1.3	1.2	-0.1	269	256	-4.8
Men's Health	0.9	1.1	0.2	181	242	33.7
MindFood	-	0.5	-	-	99	-
Money Magazine	0.6	1.1	0.5	136	225	65.4
The Monthly	0.6	0.6	0.0	123	132	7.3
Motor	0.5	0.6	0.1	96	130	35.4
National Geographic	4.2	4.6	0.4	886	965	8.9
New Idea	3.0	3.0	0.0	625	627	0.3
New Idea Food	0.5	0.3	-0.2	111	70	-36.9
New Idea Retro	-	0.6	-	-	118	-
New Idea Royals Monthly	2.2	1.4	-0.8	457	297	-35.0
New Scientist	1.1	0.9	-0.2	222	187	-15.8
Open Road (NSW)	4.2	5.2	1.0	873	1,090	24.9

Magazines (continued)

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Organic Gardener	-	0.8	-	-	161	-
PC PowerPlay	0.3	0.4	0.1	55	84	52.7
Play Australia Magazine	0.4	0.9	0.5	86	192	123.3
Prevention	0.3	0.4	0.1	56	75	33.9
Qantas Magazine	1.3	1.5	0.2	266	323	21.4
Quilters Companion	-	0.3	-	-	64	-
Reader's Digest Australia	1.8	2.1	0.3	388	446	14.9
Real Living	0.4	0.4	0.0	80	75	-6.3
RM Williams Outback	0.8	1.3	0.5	162	275	69.8
Road Ahead (Qld)	2.4	3.1	0.7	498	650	30.5
Road Rider	-	0.2	-	-	47	-
Rolling Stone	-	0.8	-	-	169	-
SA Motor (SA)	1.0	1.0	0.0	207	211	1.9
Selector	0.2	0.2	0.0	43	38	-11.6
Street Machine	0.8	1.2	0.4	174	245	40.8
Take 5 (Weekly)	2.1	2.4	0.3	451	503	11.5
Take 5 Bumper Monthly	2.3	2.8	0.5	485	601	23.9
Taste.com.au Magazine	2.8	3.3	0.5	578	708	22.5
That's Life!	2.1	2.4	0.3	442	509	15.2
That's Life! Mega Monthly	2.0	2.6	0.6	424	559	31.8
Time	0.9	0.9	0.0	180	183	1.7
TOTAL Motoring Club Magazines	11.3	11.7	0.4	2,386	2,477	3.8
TV Week	1.2	1.8	0.6	260	371	42.7
Unique Cars	0.6	0.8	0.2	119	175	47.1
Vacations & Travel	-	0.5	-	-	103	-
Vogue Australia	1.6	1.6	0.0	340	345	1.5
Vogue Living	0.8	1.2	0.4	169	246	45.6
WellBeing	0.6	0.5	-0.1	129	108	-16.3