

**Released To All Media
August 2013**

Detailed below are the Roy Morgan Readership results for the year ending June 2013.

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)		
	Jun 2012	Jun 2013	Gain/Loss	Jun 2012	Jun 2013	% Change
2 Wheels	0.4	0.4	0.0	81	79	-2.5
4X4 Australia	0.8	0.8	0.0	141	143	1.4
AFL Record (Apr-Sep)	1.0	1.0	0.0	196	182	-7.1
APC	0.8	0.9	0.1	150	172	14.7
Australian 4WD Action	1.5	1.6	0.1	278	301	8.3
Australian Auto Action	0.4	0.3	-0.1	70	61	-12.9
Australian Geographic	2.7	2.4	-0.3	513	451	-12.1
Australian Golf Digest	0.4	0.4	0.0	81	85	4.9
Australian Good Taste	3.2	3.1	-0.1	604	585	-3.1
Australian Gourmet Traveller	1.6	1.5	-0.1	300	277	-7.7
Australian Motorcycle News	0.6	0.7	0.1	103	124	20.4
Australian Property Investor	0.7	0.6	-0.1	128	110	-14.1
Australian Traveller	0.3	0.4	0.1	64	70	9.4
Belle	0.7	0.6	-0.1	132	114	-13.6
Better Homes and Gardens	10.0	9.3	-0.7	1,863	1,763	-5.4
Big Issue	1.0	1.1	0.1	179	203	13.4
Big League (Apr-Sep)	0.4	0.3	-0.1	83	62	-25.3
Bride To Be	0.5	0.4	-0.1	92	68	-26.1
BRW	1.0	1.2	0.2	195	237	21.5
Cleo	1.9	1.4	-0.5	363	275	-24.2

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Offices also in: Sydney, Brisbane, Adelaide, Perth, Canberra, Auckland, London, New York & Jakarta

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2012	Jun 2013	Gain/Loss	Jun 2012	Jun 2013	% Change
Cosmopolitan	2.8	2.1	-0.7	530	407	-23.2
Cosmos	0.5	0.5	0.0	98	104	6.1
Country Style	1.5	1.3	-0.2	277	256	-7.6
Delicious	2.5	2.4	-0.1	459	452	-1.5
Diabetic Living	1.4	1.3	-0.1	263	254	-3.4
Dolly	1.7	1.5	-0.2	324	294	-9.3
Donna Hay	1.9	1.9	0.0	362	363	0.3
Empire	1.0	1.2	0.2	191	227	18.8
English Woman's Weekly	0.9	0.7	-0.2	162	141	-13.0
Famous	1.6	1.5	-0.1	290	276	-4.8
Fast Fours & Rotaries	0.4	0.5	0.1	78	89	14.1
Feast	0.7	0.9	0.2	133	173	30.1
Fishing World	1.0	1.0	0.0	194	185	-4.6
Fitness First	0.6	0.6	0.0	113	105	-7.1
Foxtel Magazine	2.8	2.3	-0.5	527	444	-15.7
Frankie	1.5	1.6	0.1	275	299	8.7
Fresh (from Apr13)	-	8.8	-	-	1,678	-
Fresh Water Fishing Aust.	0.6	0.6	0.0	111	118	6.3
Game Informer	0.9	0.9	0.0	169	177	4.7
Gardening Australia	2.0	2.0	0.0	381	386	1.3
Girlfriend	1.6	1.3	-0.3	302	251	-16.9
Golf Australia	0.4	0.4	0.0	72	83	15.3
Golf Magazine	0.2	0.2	0.0	42	44	4.8
Good Health	1.6	1.7	0.1	301	331	10.0
Gourmet Traveller Wine	0.6	0.6	0.0	113	117	3.5
GQ	0.4	0.7	0.3	84	124	47.6
Handyman	0.9	0.9	0.0	164	173	5.5
Harper's Bazaar	1.2	1.0	-0.2	219	181	-17.4
Healthy Food Guide	0.9	0.9	0.0	166	176	6.0
Home Beautiful	2.2	2.3	0.1	403	433	7.4
Home Design (was Luxury Home Design)	0.4	0.4	0.0	67	71	6.0
Hot 4s & Performance Cars	0.5	0.4	-0.1	97	81	-16.5
House & Garden	4.0	3.4	-0.6	755	640	-15.2
Hyper	0.3	0.4	0.1	50	74	48.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2012	Jun 2013	Gain/Loss	Jun 2012	Jun 2013	% Change
Inside Football (Apr-Sep)	0.3	0.3	0.0	62	64	3.2
Inside Out	0.7	0.7	0.0	128	124	-3.1
Inside Sport	0.7	0.7	0.0	125	124	-0.8
InStyle	1.1	1.0	-0.1	203	188	-7.4
Jetstar	0.9	1.0	0.1	170	195	14.7
Journeys (Tas)	0.3	0.4	0.1	57	69	21.1
Just Cars	1.4	1.4	0.0	255	272	6.7
Limelight	0.2	0.2	0.0	34	33	-2.9
Live To Ride	0.3	0.3	0.0	63	61	-3.2
Madison	1.3	0.8	-0.5	252	160	-36.5
Marie Claire	2.4	2.3	-0.1	445	430	-3.4
Men's Fitness	1.0	1.2	0.2	184	233	26.6
Men's Health	2.2	2.4	0.2	404	449	11.1
Men's Style	0.4	0.2	-0.2	67	42	-37.3
Modern Fishing	0.8	1.0	0.2	152	185	21.7
Modern Wedding	0.3	0.3	0.0	65	56	-13.8
Money Magazine	0.9	1.0	0.1	168	184	9.5
The Monthly	0.7	0.8	0.1	132	149	12.9
Mother & Baby	0.7	0.6	-0.1	126	118	-6.3
Motor	0.8	0.7	-0.1	150	139	-7.3
National Geographic	4.9	4.6	-0.3	915	872	-4.7
Nature & Health	0.4	0.4	0.0	75	72	-4.0
New Idea	6.4	7.3	0.9	1,193	1,384	16.0
New Scientist	1.4	1.4	0.0	255	269	5.5
NW	1.4	1.2	-0.2	254	232	-8.7
Official Xbox 360	0.8	1.0	0.2	145	188	29.7
OK (weekly)	2.1	1.8	-0.3	391	335	-14.3
Open Road (NSW)	4.9	5.2	0.3	912	981	7.6
Overlander 4WD	0.4	0.3	-0.1	80	62	-22.5
PC & Tech Authority	0.6	0.8	0.2	113	151	33.6
PC PowerPlay	0.4	0.5	0.1	81	99	22.2
People	0.7	0.6	-0.1	129	118	-8.5
Picture	0.5	0.4	-0.1	97	81	-16.5
PlayStation	0.8	0.8	0.0	152	145	-4.6
Practical Parenting	0.9	0.8	-0.1	161	155	-3.7
Prevention	0.8	0.7	-0.1	146	131	-10.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2012	Jun 2013	Gain/Loss	Jun 2012	Jun 2013	% Change
Qantas The Australian Way	2.1	2.5	0.4	391	471	20.5
Reader's Digest Australia	3.5	2.9	-0.6	648	551	-15.0
Real Living	0.7	0.7	0.0	135	130	-3.7
Recipes+	2.6	2.8	0.2	478	538	12.6
RM Williams Outback	1.2	1.0	-0.2	222	186	-16.2
Road Ahead (Qld)	3.1	3.6	0.5	577	684	18.5
Rolling Stone	1.5	1.4	-0.1	281	260	-7.5
Royal Auto (Vic)	3.6	2.4	-1.2	669	450	-32.7
Rugby League Week (Apr-Sep)	0.9	0.9	0.0	159	177	11.3
SA Motor (SA)	1.2	1.3	0.1	217	243	12.0
Selector	0.5	0.5	0.0	84	96	14.3
Shop Til You Drop	1.0	0.6	-0.4	181	122	-32.6
Smart Investor	0.7	0.5	-0.2	125	100	-20.0
Soap World	0.3	0.4	0.1	53	74	39.6
Street Machine	1.6	1.6	0.0	301	296	-1.7
Super Food Ideas	4.7	3.6	-1.1	886	690	-22.1
Take 5	3.8	3.6	-0.2	711	686	-3.5
TechLife (was Aust PC User)	1.3	0.5	-0.8	239	102	-57.3
That's Life	4.9	4.6	-0.3	910	878	-3.5
Time	1.7	1.8	0.1	320	340	6.3
Top Gear	2.3	2.0	-0.3	435	383	-12.0
TV Soap	1.2	1.3	0.1	229	241	5.2
TV Week	3.5	3.2	-0.3	659	606	-8.0
UFC Magazine	0.7	0.7	0.0	126	129	2.4
Unique Cars	1.3	1.3	0.0	239	240	0.4
Virgin Australia Voyeur	0.9	1.5	0.6	169	282	66.9
Vogue Australia	2.0	1.7	-0.3	383	332	-13.3
Vogue Living	0.9	0.7	-0.2	163	138	-15.3
Weight Watchers Magazine	0.9	0.7	-0.2	161	131	-18.6
WellBeing	0.7	0.6	-0.1	135	116	-14.1
Western Australian Business News (WA)	0.2	0.1	-0.1	32	27	-15.6
Wheels	1.5	1.3	-0.2	280	251	-10.4
Who	2.7	2.5	-0.2	503	469	-6.8
Woman's Day	9.4	10.1	0.7	1,762	1,929	9.5
Women's Fitness (from Nov12)	-	0.7	-	-	124	-
Women's Health	2.4	2.2	-0.2	444	422	-5.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2012	Jun 2013	Gain/Loss	Jun 2012	Jun 2013	% Change
Women's Health & Fitness	0.9	0.9	0.0	173	162	-6.4
Women's Weekly	12.9	9.3	-3.6	2,411	1,776	-26.3
Your Garden	0.9	0.8	-0.1	168	152	-9.5
Zoo Weekly	1.7	1.4	-0.3	322	262	-18.6

Newspapers

Newspapers	M-F June 2012 R'ship ('000s)	M-F June 2013 R'ship ('000s)	Sat June 2012 R'ship ('000s)	Sat June 2013 R'ship ('000s)	Sun June 2012 R'ship ('000s)	Sun June 2013 R'ship ('000s)
National						
The Australian	417	367	770	765	-	-
Aust. Financial Review	228	236	150	146	-	-
NSW						
Daily Telegraph	842	759	761	701	-	-
Sydney Morning Herald	649	562	925	819	-	-
Sunday Telegraph	-	-	-	-	1,334	1,220
The Sun-Herald	-	-	-	-	972	805
MX	131	153	-	-	-	-
Newcastle Herald	95	109	140	159	-	-
Illawarra Mercury	48	49	62	65	-	-
Canberra Times	83	73	116	113	75	74
VIC						
Herald Sun	1,168	1,073	1,093	1,057	-	-
The Age	592	539	728	701	-	-
Sunday Herald Sun	-	-	-	-	1,184	1,086
The Sunday Age	-	-	-	-	611	577
MX	163	153	-	-	-	-
Geelong Advertiser	56	63	83	89	-	-
QLD						
Courier-Mail	533	485	697	601	-	-
The Sunday Mail	-	-	-	-	1,062	915
MX	54	61	-	-	-	-
Cairns Post	71	64	104	99	-	-
Gold Coast Bulletin	92	88	130	102	-	-
Townsville Bulletin	64	57	92	77	-	-

Newspapers (Continued)

Newspapers	M-F June 2012 R'ship ('000s)	M-F June 2013 R'ship ('000s)	Sat June 2012 R'ship ('000s)	Sat June 2013 R'ship ('000s)	Sun June 2012 R'ship ('000s)	Sun June 2013 R'ship ('000s)
SA						
Adelaide Advertiser	452	429	542	528	-	-
Sunday Mail	-	-	-	-	605	569
WA						
West Australian	527	504	-	-	-	-
Weekend West	-	-	732	686	-	-
Sunday Times	-	-	-	-	634	560
Tasmania						
The Mercury	100	82	126	120	-	-
The Examiner	75	60	86	79	-	-
The Advocate	45	44	53	55	-	-
Sunday Tasmanian (Tas)	-	-	-	-	106	104
Sunday Examiner	-	-	-	-	77	70
Northern Territory						
Northern Territory News	36	39	54	53	-	-
Sunday Territorian	-	-	-	-	34	35

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2012	Jun 2013	Gain/Loss	Jun 2012	Jun 2013	% Change
Wish	0.6	0.4	-0.2	106	83	-21.7
Weekend Australian Magazine	4.3	4.0	-0.3	796	753	-5.4
Financial Review Magazine	1.6	1.8	0.2	299	345	15.4
Boss	0.7	0.7	0.0	140	134	-4.3
Good Weekend (NSW & Vic)	7.9	7.6	-0.3	1,474	1,443	-2.1
Sunday Style (NSW & Vic)	8.5	7.5	-1.0	1,594	1,424	-10.7
Sunday Life (NSW & Vic)	5.7	5.2	-0.5	1,075	988	-8.1
Sydney Magazine	1.2	1.1	-0.1	232	206	-11.2
Melbourne Magazine	0.9	0.9	0.0	175	163	-6.9
Adelaide Magazine	0.8	0.8	0.0	145	149	2.8
Sunday Telegraph TV Guide (NSW)	4.6	4.3	-0.3	852	814	-4.5
Sunday Herald Sun TV Guide (Vic)	4.1	3.5	-0.6	766	662	-13.6
Qweekend (Qld)	2.7	2.4	-0.3	498	463	-7.0
Sunday Mail TV Guide (Qld)	4.0	3.2	-0.8	744	601	-19.2
Sunday Mail TV Guide (SA)	2.6	2.3	-0.3	480	437	-9.0
SA Weekend	2.1	2.0	-0.1	392	382	-2.6
Sunday Times TV Guide (WA)	2.4	2.1	-0.3	442	392	-11.3
STM - Sunday Times Magazine (WA)	2.3	2.0	-0.3	428	374	-12.6
Seven Days (WA)	2.7	2.3	-0.4	498	444	-10.8
West Weekend (WA)	2.6	2.3	-0.3	484	432	-10.7