

**Released To All Media
August 2015**

Detailed below are the Roy Morgan Readership results for the year ending June 2015.

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 2014	Jun 2015	Gain/Loss	Jun 2014	Jun 2015	% Change
2 Wheels	0.4	0.4	0.0	69	75	8.7
4X4 Australia	0.7	0.6	-0.1	137	123	-10.2
AFL Record (Apr-Sep)	1.1	1.1	0.0	211	211	0.0
APC	0.7	0.5	-0.2	135	104	-23.0
Australian 4WD Action	1.4	1.6	0.2	270	310	14.8
Australian Auto Action	0.5	0.4	-0.1	90	86	-4.4
Australian Geographic	2.4	2.3	-0.1	466	456	-2.1
Australian Golf Digest	0.3	0.3	0.0	67	61	-9.0
Australian Gourmet Traveller	1.3	1.3	0.0	254	247	-2.8
Australian Motorcycle News	0.5	0.6	0.1	104	110	5.8
Australian Property Investor	0.6	0.5	-0.1	120	96	-20.0
Australian Traveller	0.4	0.3	-0.1	75	65	-13.3
Belle	0.6	0.6	0.0	116	115	-0.9
Better Homes and Gardens	9.4	9.4	0.0	1,819	1,820	0.1
Big Issue	1.1	1.0	-0.1	213	202	-5.2
Big League (Apr-Sep)	0.3	0.4	0.1	48	70	45.8
Bride To Be	0.3	0.3	0.0	54	54	0.0
Cleo	0.9	0.7	-0.2	182	144	-20.9
Coles Magazine	15.1	14.0	-1.1	2,917	2,721	-6.7
Cosmopolitan	1.8	1.5	-0.3	355	297	-16.3

Magazines (continued)

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	Jun 2014	Jun 2015	Gain/Loss	Jun 2014	Jun 2015	% Change
Cosmopolitan Bride	0.2	0.3	0.1	48	53	10.4
Cosmos	0.4	0.5	0.1	79	105	32.9
Country Style	1.4	1.4	0.0	276	276	0.0
Delicious	2.2	1.7	-0.5	417	339	-18.7
Diabetic Living	1.5	1.3	-0.2	281	259	-7.8
Dolly	1.2	1.0	-0.2	224	197	-12.1
Donna Hay	1.8	1.7	-0.1	338	329	-2.7
Elle	0.8	0.7	-0.1	151	139	-7.9
Empire	1.2	1.0	-0.2	231	193	-16.5
English Woman's Weekly	0.7	0.7	0.0	139	139	0.0
Famous	1.4	1.0	-0.4	274	193	-29.6
Fast Fours & Rotaries	0.3	0.3	0.0	63	50	-20.6
Fishing World	1.0	0.9	-0.1	189	167	-11.6
Fitness First	0.6	0.4	-0.2	115	79	-31.3
Foxtel Magazine	2.6	1.9	-0.7	506	375	-25.9
Frankie	1.9	1.6	-0.3	363	312	-14.0
Fresh	11.3	13.0	1.7	2,182	2,522	15.6
Fresh Water Fishing Aust.	0.5	0.5	0.0	95	90	-5.3
Game Informer	1.1	0.9	-0.2	203	175	-13.8
Gardening Australia	2.0	2.1	0.1	388	399	2.8
Girlfriend	0.9	1.1	0.2	180	206	14.4
Golf Australia	0.4	0.4	0.0	78	69	-11.5
Golf Magazine	0.2	0.3	0.1	44	52	18.2
Good Health	1.5	1.5	0.0	291	284	-2.4
Gourmet Traveller Wine	0.6	0.5	-0.1	123	92	-25.2
GQ	0.6	0.4	-0.2	107	70	-34.6
Handyman	1.0	0.9	-0.1	185	179	-3.2
Harper's Bazaar	1.0	0.7	-0.3	190	128	-32.6
Healthy Food Guide	0.9	0.8	-0.1	170	162	-4.7
Home Beautiful	2.0	2.2	0.2	392	421	7.4
Home Design	0.4	0.4	0.0	84	81	-3.6
Homes+ (from Oct14)	-	0.4	-	-	85	-
Horizons (WA)	0.5	0.7	0.2	104	132	26.9
Hot 4s & Performance Cars	0.3	0.2	-0.1	58	41	-29.3
House & Garden	3.3	3.1	-0.2	631	612	-3.0
Hyper	0.3	0.3	0.0	53	54	1.9
Inside Football (Apr-Sep)	0.3	0.3	0.0	60	54	-10.0
Inside Out	0.8	0.7	-0.1	162	129	-20.4

Magazines (continued)

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Inside Sport	0.6	0.6	0.0	114	113	-0.9
InStyle	0.9	0.8	-0.1	167	163	-2.4
Jetstar	1.2	0.9	-0.3	230	183	-20.4
Journeys (Tas)	0.4	0.4	0.0	79	81	2.5
Just Cars	1.2	1.2	0.0	229	232	1.3
Limelight	0.2	0.2	0.0	30	30	0.0
Live To Ride	0.3	0.4	0.1	55	73	32.7
Marie Claire	2.2	1.6	-0.6	428	312	-27.1
Men's Fitness	1.2	0.7	-0.5	233	140	-39.9
Men's Health	2.3	2.0	-0.3	453	397	-12.4
Men's Style	0.3	0.2	-0.1	49	41	-16.3
Modern Fishing	0.8	0.8	0.0	154	164	6.5
Modern Wedding	0.2	0.2	0.0	43	45	4.7
Money Magazine	0.9	0.8	-0.1	179	147	-17.9
The Monthly	0.8	0.7	-0.1	149	143	-4.0
Mother & Baby	0.5	0.4	-0.1	100	71	-29.0
Motor	0.7	0.6	-0.1	143	125	-12.6
National Geographic	5.5	5.1	-0.4	1,062	1,000	-5.8
Nature & Health	0.3	0.3	0.0	53	56	5.7
New Idea	6.5	6.2	-0.3	1,256	1,214	-3.3
New Scientist	1.6	1.8	0.2	302	348	15.2
NW	1.0	1.0	0.0	192	185	-3.6
OK (weekly)	1.5	1.2	-0.3	284	238	-16.2
Open Road (NSW)	5.1	5.0	-0.1	975	973	-0.2
Overlander 4WD	0.4	0.5	0.1	85	89	4.7
PC & Tech Authority	0.6	0.6	0.0	116	118	1.7
PC PowerPlay	0.5	0.5	0.0	89	90	1.1
People	0.5	0.4	-0.1	95	82	-13.7
Picture	0.3	0.3	0.0	64	50	-21.9
PlayStation	0.9	0.8	-0.1	171	160	-6.4
Practical Parenting	0.5	0.4	-0.1	89	68	-23.6
Prevention (bi-monthly from Nov14)	0.8	0.5	-0.3	152	102	-32.9
Qantas Magazine	2.5	2.3	-0.2	489	447	-8.6
Reader's Digest Australia	2.9	2.8	-0.1	569	551	-3.2
Real Living	0.8	0.7	-0.1	149	133	-10.7
Recipes+	2.2	1.9	-0.3	425	372	-12.5
RM Williams Outback	1.2	1.2	0.0	233	225	-3.4
Road Ahead (Qld)	3.2	3.0	-0.2	610	580	-4.9

Magazines (continued)

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Rolling Stone	1.3	1.1	-0.2	254	219	-13.8
Royal Auto (Vic)	2.8	3.1	0.3	533	608	14.1
Rugby League Week (Apr-Sep)	0.8	0.9	0.1	154	182	18.2
SA Motor (SA)	1.5	1.5	0.0	283	287	1.4
Selector	0.5	0.3	-0.2	95	66	-30.5
Shop Til You Drop (quarterly from Nov14)	0.6	0.5	-0.1	119	89	-25.2
Soap World	0.3	0.3	0.0	57	57	0.0
Street Machine	1.4	1.2	-0.2	263	241	-8.4
Super Food Ideas	3.1	2.9	-0.2	599	570	-4.8
Take 5	3.2	3.1	-0.1	610	601	-1.5
Taste.com.au Magazine	2.0	2.1	0.1	395	416	5.3
TechLife	0.4	0.3	-0.1	73	57	-21.9
That's Life	4.2	4.0	-0.2	807	768	-4.8
Time	1.5	1.5	0.0	296	290	-2.0
Top Gear	2.0	1.7	-0.3	389	322	-17.2
TV Soap	1.2	0.8	-0.4	239	165	-31.0
TV Week	2.8	2.5	-0.3	532	493	-7.3
TV Week Soap Extra (from Sep14)	-	0.6	-	-	119	-
Unique Cars	1.1	0.9	-0.2	221	183	-17.2
Virgin Australia Voyeur	1.3	1.2	-0.1	260	234	-10.0
Vogue Australia	1.6	1.7	0.1	316	324	2.5
Vogue Living	0.6	0.7	0.1	119	141	18.5
Weight Watchers Magazine	0.6	0.5	-0.1	117	101	-13.7
WellBeing	0.7	0.4	-0.3	136	87	-36.0
Western Australian Business News (WA)	0.1	0.2	0.1	27	40	48.1
Wheels	1.2	1.3	0.1	237	247	4.2
Who	2.2	2.1	-0.1	431	409	-5.1
Wine Companion	0.3	0.3	0.0	60	58	-3.3
Woman's Day	9.0	7.8	-1.2	1,729	1,514	-12.4
Women's Fitness	0.7	0.8	0.1	129	150	16.3
Women's Health	1.8	1.6	-0.2	353	320	-9.3
Women's Health & Fitness	0.8	1.0	0.2	150	199	32.7
Women's Weekly	9.3	9.0	-0.3	1,800	1,757	-2.4
Xbox	0.9	0.8	-0.1	171	151	-11.7
Your Garden	0.7	0.7	0.0	126	136	7.9
Yours	-	0.6	-	-	117	-
Zoo Weekly	1.1	0.7	-0.4	210	138	-34.3

Newspapers

Newspapers	M-F June 2014 R'ship ('000s)	M-F June 2015 R'ship ('000s)	Sat June 2014 R'ship ('000s)	Sat June 2015 R'ship ('000s)	Sun June 2014 R'ship ('000s)	Sun June 2015 R'ship ('000s)
National						
The Australian	354	333	714	664	-	-
Aust. Financial Review	220	201	146	141	-	-
NSW						
Daily Telegraph	690	625	622	605	-	-
Sydney Morning Herald	534	515	758	727	-	-
Sunday Telegraph	-	-	-	-	1,095	1,010
The Sun-Herald	-	-	-	-	714	685
Newcastle Herald	105	77	147	96	-	-
Illawarra Mercury	43	44	43	50	-	-
Canberra Times	79	67	102	90	69	64
The Saturday Paper (NSW) (from Jul14)	-	-	-	55	-	-
VIC						
Herald Sun	958	870	948	837	-	-
The Age	535	531	702	639	-	-
Sunday Herald Sun	-	-	-	-	961	890
The Sunday Age	-	-	-	-	566	534
Geelong Advertiser	54	50	81	71	-	-
The Saturday Paper (VIC) (from Jul14)	-	-	-	33	-	-
QLD						
Courier-Mail	483	420	593	533	-	-
The Sunday Mail	-	-	-	-	869	847
Cairns Post	56	52	83	75	-	-
Gold Coast Bulletin	87	64	108	71	-	-
Townsville Bulletin	57	47	72	62	-	-

Newspapers (continued)

Newspapers	M-F June 2014 R'ship ('000s)	M-F June 2015 R'ship ('000s)	Sat June 2014 R'ship ('000s)	Sat June 2015 R'ship ('000s)	Sun June 2014 R'ship ('000s)	Sun June 2015 R'ship ('000s)
SA						
Adelaide Advertiser	370	321	459	382	-	-
Sunday Mail	-	-	-	-	505	445
WA						
West Australian	466	443	-	-	-	-
Weekend West	-	-	633	578	-	-
Sunday Times	-	-	-	-	525	440
Tasmania						
The Mercury	85	82	103	110	-	-
The Examiner	58	47	73	55	-	-
The Advocate	38	31	45	38	-	-
Sunday Tasmanian (Tas)	-	-	-	-	93	91
Sunday Examiner	-	-	-	-	65	59
Northern Territory						
Northern Territory News	38	35	56	46	-	-
Sunday Territorian	-	-	-	-	35	31

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2014	Jun 2015	Gain/Loss	Jun 2014	Jun 2015	% Change
Wish	0.4	0.4	0.0	82	77	-6.1
Weekend Australian Magazine	3.8	3.6	-0.2	732	697	-4.8
Financial Review Magazine	2.1	2.4	0.3	399	462	15.8
Boss	0.5	0.5	0.0	103	104	1.0
Smart Investor	0.5	0.4	-0.1	104	85	-18.3
Good Weekend (NSW & Vic)	7.2	6.7	-0.5	1,380	1,296	-6.1
Sunday Style (NSW & Vic)	5.4	4.9	-0.5	1,035	960	-7.2
Sunday Life (NSW & Vic)	4.8	4.5	-0.3	928	876	-5.6
Sunday Telegraph TV Guide (NSW)	3.5	3.4	-0.1	672	657	-2.2
Sunday Herald Sun TV Guide (Vic)	3.1	2.5	-0.6	593	479	-19.2
Qweekend (Qld)	2.1	1.9	-0.2	413	376	-9.0
Sunday Mail TV Guide (Qld)	2.8	2.5	-0.3	537	493	-8.2
Gold Coast Eye (Qld)	0.3	0.2	-0.1	52	42	-19.2
Sunday Mail TV Guide (SA)	1.8	1.7	-0.1	345	325	-5.8
SA Weekend	1.7	1.5	-0.2	320	296	-7.5
Sunday Times TV Guide (WA)	1.8	1.4	-0.4	347	278	-19.9
STM - Sunday Times Magazine (WA)	1.7	1.5	-0.2	333	296	-11.1
Seven Days (WA)	2.0	1.8	-0.2	382	347	-9.2
West Weekend (WA)	2.0	1.9	-0.1	386	376	-2.6