

**Released To All Media
March 2017**

Detailed below are the Roy Morgan Readership results for the year ending December 2016.

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)		
	Dec 2015	Dec 2016	Gain/Loss	Dec 2015	Dec 2016	% Change
4X4 Australia	0.7	0.8	0.1	134	157	17.2
AFL Record (Apr-Sep)	1.0	1.1	0.1	194	224	15.5
APC	0.5	0.5	0.0	96	107	11.5
Australian 4WD Action	1.4	1.4	0.0	276	271	-1.8
Australian Geographic	2.3	3.0	0.7	451	591	31.0
Australian Golf Digest	0.3	0.3	0.0	52	69	32.7
Australian Gourmet Traveller	1.2	1.1	-0.1	229	216	-5.7
Australian Motorcycle News	0.5	0.5	0.0	97	105	8.2
Australian Property Investor	0.5	0.5	0.0	98	95	-3.1
Australian Traveller	0.3	0.5	0.2	64	90	40.6
Belle	0.5	0.5	0.0	102	97	-4.9
Better Homes and Gardens	9.4	9.3	-0.1	1,836	1,841	0.3
Big Issue	0.9	1.2	0.3	170	231	35.9
Big League (Apr-Sep)	0.4	0.3	-0.1	69	69	0.0
Bride To Be	0.3	0.1	-0.2	52	28	-46.2
Child Magazines (Total)	-	0.6	-	-	119	-
Coles Magazine	15.3	18.9	3.6	2,994	3,729	24.5
Cosmopolitan	1.4	1.5	0.1	280	295	5.4
Cosmopolitan Bride	0.3	0.2	-0.1	49	47	-4.1
Cosmos	0.4	0.4	0.0	83	86	3.6

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2015	Dec 2016	Gain/Loss	Dec 2015	Dec 2016	% Change
Country Style	1.4	1.3	-0.1	268	257	-4.1
Delicious	1.8	1.8	0.0	355	364	2.5
Diabetic Living	1.3	1.3	0.0	251	260	3.6
Dolly (bi-monthly from May16)	0.9	0.8	-0.1	169	157	-7.1
Donna Hay	1.7	1.5	-0.2	330	304	-7.9
Elle	0.7	0.7	0.0	143	146	2.1
Empire	1.1	0.9	-0.2	205	183	-10.7
English Woman's Weekly	0.6	0.7	0.1	120	134	11.7
Fast Fours & Rotaries	0.3	0.3	0.0	54	62	14.8
Fishing World	0.8	0.8	0.0	155	158	1.9
Fitness First	0.3	0.2	-0.1	66	48	-27.3
Foxtel Magazine	1.8	1.9	0.1	359	379	5.6
Frankie	1.6	1.7	0.1	319	340	6.6
Fresh	14.1	17.3	3.2	2,747	3,426	24.7
Fresh Water Fishing Aust.	0.5	0.5	0.0	88	89	1.1
Game Informer	0.9	0.7	-0.2	166	141	-15.1
Gardening Australia	2.1	2.0	-0.1	402	391	-2.7
Girlfriend	1.0	0.9	-0.1	189	183	-3.2
Golf Australia	0.3	0.3	0.0	65	62	-4.6
Good Health	1.3	1.2	-0.1	257	237	-7.8
Gourmet Traveller Wine	0.5	0.5	0.0	90	95	5.6
GQ	0.3	0.4	0.1	65	83	27.7
Halliday (was Wine Companion)	0.3	0.2	-0.1	53	30	-43.4
Handyman	0.9	1.0	0.1	179	193	7.8
Harper's Bazaar	0.5	0.7	0.2	103	144	39.8
Healthy Food Guide	0.9	0.8	-0.1	180	154	-14.4
Home Beautiful	2.0	1.6	-0.4	388	317	-18.3
Home Design	0.4	0.4	0.0	80	78	-2.5
Homes+	0.5	0.6	0.1	91	122	34.1
Horizons (WA)	0.6	0.6	0.0	116	127	9.5
House & Garden	2.9	3.2	0.3	574	633	10.3
Hyper	0.3	0.3	0.0	58	62	6.9
Inside Football (Apr-Sep)	0.3	0.4	0.1	49	88	79.6
Inside Out	0.7	0.7	0.0	134	131	-2.2
Inside Sport	0.5	0.5	0.0	94	104	10.6
InStyle	0.7	0.8	0.1	131	157	19.8
Jetstar	1.0	1.0	0.0	187	202	8.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2015	Dec 2016	Gain/Loss	Dec 2015	Dec 2016	% Change
Journeys (Tas)	0.4	0.5	0.1	82	90	9.8
Just Cars	1.0	1.0	0.0	196	207	5.6
Limelight	0.1	0.1	0.0	29	26	-10.3
Live To Ride	0.3	0.2	-0.1	53	44	-17.0
Marie Claire	1.4	1.5	0.1	278	302	8.6
Men's Fitness	0.7	0.7	0.0	130	144	10.8
Men's Health	1.9	1.8	-0.1	370	354	-4.3
Men's Style	0.2	0.2	0.0	33	40	21.2
Modern Fishing	0.8	0.8	0.0	157	157	0.0
Modern Wedding	0.2	0.2	0.0	40	33	-17.5
Money Magazine	0.7	0.7	0.0	146	146	0.0
The Monthly	0.7	0.9	0.2	143	176	23.1
Mother & Baby	0.4	0.3	-0.1	75	62	-17.3
Motor	0.5	0.8	0.3	106	149	40.6
National Geographic	5.3	5.6	0.3	1,036	1,098	6.0
Nature & Health	0.2	0.3	0.1	45	53	17.8
New Idea	6.0	5.8	-0.2	1,180	1,145	-3.0
New Scientist	1.6	2.1	0.5	321	407	26.8
NW (New Weekly)	0.8	0.8	0.0	153	154	0.7
OK	1.2	1.0	-0.2	232	203	-12.5
Open Road (NSW)	5.1	5.7	0.6	1,006	1,129	12.2
Overlander 4WD	0.4	0.4	0.0	83	85	2.4
PC & Tech Authority	0.5	0.5	0.0	107	105	-1.9
PC PowerPlay	0.4	0.5	0.1	83	105	26.5
People	0.3	0.3	0.0	62	61	-1.6
Picture	0.2	0.2	0.0	45	47	4.4
PlayStation	0.8	0.7	-0.1	149	141	-5.4
Practical Parenting	0.4	0.2	-0.2	71	43	-39.4
Prevention	0.5	0.5	0.0	105	95	-9.5
Qantas Magazine	2.3	2.4	0.1	442	467	5.7
Reader's Digest Australia	2.6	2.6	0.0	514	506	-1.6
Real Living	0.8	0.6	-0.2	148	109	-26.4
Recipes+	1.9	2.1	0.2	379	407	7.4
RM Williams Outback	1.1	1.1	0.0	208	218	4.8
Road Ahead (Qld)	3.0	2.8	-0.2	579	555	-4.1
Rolling Stone	1.1	1.2	0.1	208	232	11.5
Royal Auto (Vic)	2.8	3.2	0.4	555	642	15.7
Rugby League Week (Apr-Sep)	0.7	1.0	0.3	141	203	44.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2015	Dec 2016	Gain/Loss	Dec 2015	Dec 2016	% Change
SA Motor (SA)	1.5	1.3	-0.2	288	253	-12.2
Selector	0.4	0.4	0.0	80	88	10.0
Shop Til You Drop	0.3	0.3	0.0	66	57	-13.6
Soap World	0.3	0.2	-0.1	55	49	-10.9
Street Machine	1.1	1.2	0.1	225	243	8.0
Super Food Ideas	2.8	2.6	-0.2	550	509	-7.5
Take 5	2.8	2.7	-0.1	541	528	-2.4
Taste.com.au Magazine	2.5	3.1	0.6	480	605	26.0
TechLife	0.3	0.4	0.1	56	71	26.8
That's Life	3.7	3.5	-0.2	717	693	-3.3
Time	1.5	1.8	0.3	296	350	18.2
TOTAL Motoring Club Magazines	13.3	14.1	0.8	2,609	2,780	6.6
TV Soap	0.7	0.9	0.2	138	186	34.8
TV Week	2.3	2.3	0.0	452	463	2.4
Two Wheels and Scooter	0.3	0.3	0.0	57	53	-7.0
Unique Cars	0.9	1.1	0.2	178	212	19.1
Virgin Australia Voyeur	1.3	1.1	-0.2	264	223	-15.5
Vogue Australia	1.6	1.6	0.0	304	326	7.2
Vogue Living	0.6	0.6	0.0	119	112	-5.9
Weight Watchers Magazine	0.4	0.4	0.0	81	89	9.9
WellBeing	0.4	0.4	0.0	87	87	0.0
Western Australian Business News (WA)	0.2	0.2	0.0	43	36	-16.3
Wheels	1.2	1.2	0.0	239	246	2.9
Who	1.8	1.7	-0.1	348	330	-5.2
Woman's Day	7.3	6.6	-0.7	1,432	1,313	-8.3
Women's Fitness	0.7	0.6	-0.1	139	115	-17.3
Women's Health	1.7	1.6	-0.1	328	323	-1.5
Women's Health & Fitness	1.1	0.7	-0.4	207	138	-33.3
Women's Weekly	8.7	8.2	-0.5	1,703	1,618	-5.0
Xbox	0.7	0.7	0.0	141	132	-6.4
Your Garden	0.7	0.7	0.0	143	142	-0.7
Yours	0.7	0.7	0.0	129	136	5.4

Newspapers

Newspapers	M-F December 2015 R'ship ('000s)	M-F December 2016 R'ship ('000s)	Sat December 2015 R'ship ('000s)	Sat December 2016 R'ship ('000s)	Sun December 2015 R'ship ('000s)	Sun December 2016 R'ship ('000s)
National						
The Australian	311	336	663	636	-	-
Aust. Financial Review	195	201	159	117	-	-
The Saturday Paper	-	-	112	114	-	-
NSW						
Daily Telegraph	630	639	599	599	-	-
Sydney Morning Herald	514	468	724	695	-	-
Sunday Telegraph	-	-	-	-	995	965
The Sun-Herald	-	-	-	-	656	634
Newcastle Herald	82	79	98	102	-	-
Illawarra Mercury	33	41	36	41	-	-
Canberra Times	65	52	79	69	51	47
VIC						
Herald Sun	842	850	784	823	-	-
The Age	475	473	588	660	-	-
Sunday Herald Sun	-	-	-	-	866	862
The Sunday Age	-	-	-	-	470	528
Geelong Advertiser	52	60	71	79	-	-
QLD						
Courier-Mail	410	369	517	479	-	-
The Sunday Mail	-	-	-	-	807	739
Cairns Post	49	51	73	75	-	-
Gold Coast Bulletin	78	61	88	68	-	-
Townsville Bulletin	48	43	53	55	-	-

Newspapers (continued)

Newspapers	M-F December 2015 R'ship ('000s)	M-F December 2016 R'ship ('000s)	Sat December 2015 R'ship ('000s)	Sat December 2016 R'ship ('000s)	Sun December 2015 R'ship ('000s)	Sun December 2016 R'ship ('000s)
SA						
Adelaide Advertiser	321	312	378	368	-	-
Sunday Mail	-	-	-	-	432	431
WA						
West Australian	435	373	-	-	-	-
Weekend West	-	-	570	514	-	-
Sunday Times	-	-	-	-	424	370
Tasmania						
The Mercury	78	53	108	76	-	-
The Examiner	48	34	55	43	-	-
The Advocate	34	36	39	44	-	-
Sunday Tasmanian (Tas)	-	-	-	-	92	68
Sunday Examiner	-	-	-	-	54	48
Northern Territory						
Northern Territory News	33	34	42	42	-	-
Sunday Territorian	-	-	-	-	33	33

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2015	Dec 2016	Gain/Loss	Dec 2015	Dec 2016	% Change
Wish	0.4	0.5	0.1	81	109	34.6
Weekend Australian Magazine	3.6	3.6	0.0	704	703	-0.1
Financial Review Magazine	2.3	1.7	-0.6	453	332	-26.7
Boss	0.5	0.5	0.0	92	108	17.4
Smart Investor	0.5	0.8	0.3	97	157	61.9
Good Weekend (NSW & Vic)	6.1	6.7	0.6	1,201	1,332	10.9
Stellar (NSW/Vic/Qld) (from Sep16)	-	4.4	-	-	878	-
Sunday Life (NSW & Vic)	3.9	4.0	0.1	761	790	3.8
Sunday Telegraph TV Guide (NSW)	3.2	3.1	-0.1	624	617	-1.1
Sunday Herald Sun TV Guide (Vic)	2.3	2.4	0.1	453	473	4.4
Qweekend (Qld)	1.9	1.8	-0.1	369	348	-5.7
Sunday Mail TV Guide (Qld)	2.4	2.2	-0.2	470	440	-6.4
Gold Coast Eye (Qld)	0.3	0.1	-0.2	49	27	-44.9
Sunday Mail TV Guide (SA)	1.5	1.5	0.0	298	291	-2.3
SA Weekend	1.4	1.4	0.0	280	270	-3.6
Sunday Times TV Guide (WA)	1.4	1.3	-0.1	267	250	-6.4
STM - Sunday Times Magazine (WA)	1.5	1.3	-0.2	287	255	-11.1
Seven Days (WA)	1.8	1.6	-0.2	349	318	-8.9
West Weekend (WA)	1.9	1.7	-0.2	363	333	-8.3