



**Released To All Media
August 2018**

Detailed below are the Roy Morgan Readership results for the year ending June 2018.

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 2017	Jun 2018	Gain/Loss	Jun 2017	Jun 2018	% Change
4X4 Australia	0.7	0.8	0.1	142	165	16.2
AFL Record (Apr-Sep)	1.1	1.2	0.1	225	248	10.2
APC	0.5	0.4	-0.1	94	77	-18.1
Australian 4WD Action	1.2	1.2	0.0	234	243	3.8
Australian Geographic	2.8	2.8	0.0	560	568	1.4
Australian Golf Digest	0.4	0.3	-0.1	70	59	-15.7
Australian Gourmet Traveller	0.9	0.8	-0.1	181	172	-5.0
Australian Motorcycle News	0.4	0.5	0.1	88	100	13.6
Australian Traveller	0.4	0.4	0.0	78	85	9.0
Belle	0.5	0.5	0.0	97	100	3.1
Better Homes and Gardens	8.7	8.2	-0.5	1,733	1,671	-3.6
Big Issue	1.2	1.3	0.1	239	262	9.6
Big League (Apr-Sep)	0.4	0.5	0.1	78	97	24.4
Coles Magazine	18.8	22.5	3.7	3,755	4,563	21.5
Cosmopolitan	1.3	1.3	0.0	260	269	3.5
Cosmopolitan Bride	0.2	0.2	0.0	37	42	13.5
Cosmos	0.4	0.4	0.0	77	83	7.8
Country Style	1.4	1.3	-0.1	270	255	-5.6
Delicious	1.8	1.6	-0.2	366	315	-13.9
Diabetic Living	1.2	1.2	0.0	245	246	0.4

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2017	Jun 2018	Gain/Loss	Jun 2017	Jun 2018	% Change
Donna Hay	1.4	1.4	0.0	281	284	1.1
Elle	0.8	0.7	-0.1	160	149	-6.9
Empire	0.8	0.9	0.1	167	186	11.4
English Woman's Weekly	0.7	0.7	0.0	136	134	-1.5
Fishing World	0.7	0.7	0.0	139	148	6.5
Fitness First	0.3	0.3	0.0	54	70	29.6
Foxtel Magazine	1.7	1.3	-0.4	344	269	-21.8
Frankie	1.9	1.7	-0.2	382	349	-8.6
Fresh	18.0	20.5	2.5	3,590	4,165	16.0
Fresh Water Fishing Aust.	0.4	0.3	-0.1	87	60	-31.0
Game Informer	0.6	0.6	0.0	123	119	-3.3
Gardening Australia	1.9	2.4	0.5	388	490	26.3
Girlfriend	0.8	0.8	0.0	160	157	-1.9
Golf Australia	0.3	0.4	0.1	62	73	17.7
Good Health	1.1	1.2	0.1	214	249	16.4
Gourmet Traveller Wine	0.3	0.3	0.0	68	59	-13.2
GQ	0.4	0.4	0.0	84	89	6.0
Halliday (was Wine Companion)	0.1	0.1	0.0	30	23	-23.3
Handyman	0.9	1.0	0.1	185	199	7.6
Harper's Bazaar	0.6	0.7	0.1	129	134	3.9
Healthy Food Guide	0.6	1.0	0.4	123	195	58.5
Home Beautiful	1.6	1.6	0.0	320	326	1.9
Home Design	0.4	0.6	0.2	70	116	65.7
Horizons (WA)	0.6	1.2	0.6	129	241	86.8
House & Garden	2.7	2.6	-0.1	531	519	-2.3
Hyper	0.3	0.2	-0.1	58	46	-20.7
Inside Out	0.6	0.7	0.1	129	133	3.1
Inside Sport	0.6	0.6	0.0	116	118	1.7
InStyle	0.7	0.6	-0.1	137	130	-5.1
Jetstar	1.0	1.2	0.2	202	237	17.3
Journeys (Tas)	0.4	0.4	0.0	81	81	0.0
Just Cars	1.0	1.0	0.0	209	203	-2.9
Limelight	0.1	0.1	0.0	22	29	31.8
Live To Ride	0.2	0.2	0.0	42	37	-11.9
Marie Claire	1.4	1.3	-0.1	288	257	-10.8
Men's Fitness	0.7	0.6	-0.1	140	119	-15.0
Men's Health	1.8	1.8	0.0	351	366	4.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2017	Jun 2018	Gain/Loss	Jun 2017	Jun 2018	% Change
Modern Fishing	0.8	0.7	-0.1	155	148	-4.5
Modern Wedding	0.1	0.1	0.0	28	29	3.6
Money Magazine	0.7	0.7	0.0	133	141	6.0
The Monthly	0.8	0.7	-0.1	155	149	-3.9
Mother & Baby	0.3	0.3	0.0	62	55	-11.3
Motor	0.7	0.7	0.0	148	151	2.0
National Geographic	5.4	5.6	0.2	1,078	1,142	5.9
Nature & Health	0.2	0.3	0.1	49	69	40.8
New Idea	5.7	5.3	-0.4	1,132	1,075	-5.0
New Scientist	1.9	1.7	-0.2	377	349	-7.4
NW (New Weekly)	0.9	0.8	-0.1	174	172	-1.1
OK	0.9	0.8	-0.1	178	158	-11.2
Open Road (NSW)	5.3	5.0	-0.3	1,064	1,024	-3.8
Overlander 4WD	0.4	0.4	0.0	88	91	3.4
PC & Tech Authority	0.5	0.4	-0.1	96	76	-20.8
PC PowerPlay	0.5	0.3	-0.2	97	61	-37.1
People	0.3	0.3	0.0	58	54	-6.9
Picture	0.2	0.2	0.0	38	46	21.1
PlayStation	0.7	0.7	0.0	138	142	2.9
Prevention	0.5	0.4	-0.1	105	85	-19.0
Qantas Magazine	2.0	2.1	0.1	402	420	4.5
Reader's Digest Australia	2.3	2.1	-0.2	468	421	-10.0
Real Living	0.4	0.6	0.2	86	112	30.2
RM Williams Outback	1.1	1.0	-0.1	220	204	-7.3
Road Ahead (Qld)	3.0	3.0	0.0	598	616	3.0
Royal Auto (Vic)	3.2	3.3	0.1	646	675	4.5
SA Motor (SA)	1.1	1.0	-0.1	218	206	-5.5
Selector	0.4	0.4	0.0	74	85	14.9
Soap World	0.2	0.2	0.0	43	49	14.0
Street Machine	1.2	1.3	0.1	230	254	10.4
Super Food Ideas	2.3	2.2	-0.1	453	454	0.2
Take 5 (Weekly)	2.6	2.4	-0.2	522	489	-6.3
Taste.com.au Magazine	3.1	3.2	0.1	619	650	5.0
TechLife	0.4	0.3	-0.1	70	54	-22.9
That's Life	3.5	3.1	-0.4	698	626	-10.3
Time	1.7	1.7	0.0	339	339	0.0
TOTAL Motoring Club Magazines	13.7	13.9	0.2	2,723	2,827	3.8
TV Soap	0.8	0.8	0.0	162	163	0.6

Magazines (continued)

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	Jun 2017	Jun 2018	Gain/Loss	Jun 2017	Jun 2018	% Change
TV Week	2.3	2.0	-0.3	453	401	-11.5
Unique Cars	0.8	0.9	0.1	158	173	9.5
Virgin Australia Voyeur	1.0	1.1	0.1	209	221	5.7
Vogue Australia	1.7	1.7	0.0	337	336	-0.3
Vogue Living	0.5	0.6	0.1	105	120	14.3
Weight Watchers Magazine	0.4	0.3	-0.1	79	67	-15.2
WellBeing	0.4	0.7	0.3	75	133	77.3
Western Australian Business News (WA)	0.2	0.2	0.0	31	34	9.7
Wheels	1.3	1.4	0.1	262	281	7.3
Who	1.6	1.5	-0.1	315	308	-2.2
Woman's Day	6.4	6.4	0.0	1,281	1,302	1.6
Women's Fitness	0.6	0.5	-0.1	124	101	-18.5
Women's Health	1.5	1.5	0.0	298	298	0.0
Women's Weekly	7.4	7.6	0.2	1,471	1,548	5.2
Xbox	0.7	0.6	-0.1	132	119	-9.8

Newspapers

Newspapers	M-F June 2017 R'ship ('000s)	M-F June 2018 R'ship ('000s)	Sat June 2017 R'ship ('000s)	Sat June 2018 R'ship ('000s)	Sun June 2017 R'ship ('000s)	Sun June 2018 R'ship ('000s)
National						
The Australian	339	292	639	576	-	-
Aust. Financial Review	192	181	125	123	-	-
The Saturday Paper	-	-	110	111	-	-
NSW						
Daily Telegraph	586	565	538	550	-	-
Sydney Morning Herald	444	427	644	633	-	-
Sunday Telegraph	-	-	-	-	900	864
The Sun-Herald	-	-	-	-	579	529
Newcastle Herald	76	64	93	81	-	-
Illawarra Mercury	34	38	36	43	-	-
Canberra Times	48	47	63	60	44	42
VIC						
Herald Sun	848	796	825	734	-	-
The Age	458	433	651	576	-	-
Sunday Herald Sun	-	-	-	-	873	814
The Sunday Age	-	-	-	-	536	459
Geelong Advertiser	55	40	65	51	-	-
QLD						
Courier-Mail	370	333	440	393	-	-
The Sunday Mail	-	-	-	-	685	618
Cairns Post	50	48	68	68	-	-
Gold Coast Bulletin	61	51	59	51	-	-
Townsville Bulletin	40	36	46	51	-	-

Newspapers (continued)

Newspapers	M-F June 2017 R'ship ('000s)	M-F June 2018 R'ship ('000s)	Sat June 2017 R'ship ('000s)	Sat June 2018 R'ship ('000s)	Sun June 2017 R'ship ('000s)	Sun June 2018 R'ship ('000s)
SA						
Adelaide Advertiser	297	259	360	316	-	-
Sunday Mail	-	-	-	-	423	375
WA						
West Australian	380	319	-	-	-	-
Weekend West	-	-	508	443	-	-
Sunday Times	-	-	-	-	352	344
Tasmania						
The Mercury	52	47	70	63	-	-
The Examiner	33	33	40	37	-	-
The Advocate	32	31	37	34	-	-
Sunday Tasmanian (Tas)	-	-	-	-	64	56
Sunday Examiner	-	-	-	-	45	32
Northern Territory						
Northern Territory News	29	22	38	20	-	-
Sunday Territorian	-	-	-	-	33	17

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2017	Jun 2018	Gain/Loss	Jun 2017	Jun 2018	% Change
Wish	0.7	0.6	-0.1	132	132	0.0
Weekend Australian Magazine	3.6	3.1	-0.5	722	622	-13.9
Financial Review Magazine	1.9	2.0	0.1	371	406	9.4
Boss	0.5	0.8	0.3	107	153	43.0
Good Weekend (NSW/Vic)	6.4	5.6	-0.8	1,270	1,139	-10.3
Stellar (NSW/Vic/Qld)	4.9	5.2	0.3	971	1,045	7.6
Sunday Life (NSW/Vic)	3.8	3.5	-0.3	765	701	-8.4
Sunday Telegraph TV Guide (NSW)	3.0	2.7	-0.3	606	554	-8.6
Sunday Herald Sun TV Guide (Vic)	2.5	2.4	-0.1	503	478	-5.0
Qweekend (Qld)	1.6	1.5	-0.1	320	294	-8.1
Sunday Mail TV Guide (Qld)	2.1	1.8	-0.3	422	370	-12.3
Gold Coast Eye (Qld)	0.2	0.1	-0.1	30	30	0.0
Sunday Mail TV Guide (SA)	1.3	1.2	-0.1	268	253	-5.6
SA Weekend	1.4	1.2	-0.2	270	238	-11.9
Sunday Times TV Guide (WA)	1.2	1.2	0.0	239	240	0.4
STM - Sunday Times Magazine (WA)	1.2	1.2	0.0	248	246	-0.8
Seven Days (WA)	1.5	1.3	-0.2	295	271	-8.1
West Weekend (WA)	1.7	1.5	-0.2	332	302	-9.0