



**Released To All Media
May 2019**

Detailed below are the Roy Morgan Readership results for the year ending March 2019.

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.

Magazines

Magazines	Readership % of Population 14+			Readership (‘000s)		
	Mar 2018	Mar 2019	Gain/Loss	Mar 2018	Mar 2019	% Change
4X4 Australia	0.7	0.7	0.0	141	147	4.3
AFL Record (Apr-Sep)	1.3	1.1	-0.2	254	218	-14.2
APC (including PC & Tech Authority from Jan19)	0.4	0.4	0.0	83	73	-12.0
Australian 4WD Action	1.1	1.3	0.2	229	270	17.9
Australian Geographic	2.6	3.2	0.6	532	666	25.2
Australian Golf Digest	0.3	0.3	0.0	64	54	-15.6
Australian Gourmet Traveller	0.8	0.9	0.1	169	179	5.9
Australian Motorcycle News	0.4	0.6	0.2	78	125	60.3
Australian Traveller	0.4	0.4	0.0	85	90	5.9
Belle	0.5	0.6	0.1	96	117	21.9
Better Homes and Gardens	8.4	7.4	-1.0	1,701	1,513	-11.1
Big Issue	1.3	1.5	0.2	261	303	16.1
Big League (Apr-Sep)	0.5	0.5	0.0	104	99	-4.8
Coles Magazine	21.6	23.5	1.9	4,367	4,840	10.8
Cosmos	0.4	0.4	0.0	88	85	-3.4
Country Style	1.4	1.3	-0.1	275	260	-5.5
Delicious	1.7	1.6	-0.1	341	323	-5.3
Diabetic Living	1.1	1.2	0.1	229	250	9.2
Elle	0.8	0.7	-0.1	164	141	-14.0
Empire	0.9	0.8	-0.1	182	161	-11.5

Magazines (continued)

Magazines	Readership % of Population 14+			Readership (‘000s)		
	Mar 2018	Mar 2019	Gain/Loss	Mar 2018	Mar 2019	% Change
English Woman's Weekly	0.6	0.6	0.0	131	124	-5.3
Fishing World	0.7	1.0	0.3	148	203	37.2
Fitness First	0.3	0.5	0.2	55	107	94.5
Foxtel Magazine	1.4	1.3	-0.1	289	268	-7.3
Frankie	1.8	1.6	-0.2	364	335	-8.0
Fresh	20.1	20.5	0.4	4,054	4,210	3.8
Fresh Water Fishing Aust.	0.3	0.4	0.1	65	74	13.8
Game Informer	0.6	0.6	0.0	124	133	7.3
Gardening Australia	2.2	2.7	0.5	451	545	20.8
Girlfriend	0.7	0.7	0.0	149	151	1.3
Golf Australia	0.3	0.4	0.1	66	82	24.2
Good Health	1.2	1.5	0.3	241	308	27.8
Gourmet Traveller Wine	0.3	0.4	0.1	61	72	18.0
GQ	0.5	0.3	-0.2	95	61	-35.8
Halliday (was Wine Companion)	0.1	0.2	0.1	22	33	50.0
Handyman	1.0	1.0	0.0	193	205	6.2
Harper's Bazaar	0.6	0.7	0.1	116	148	27.6
Healthy Food Guide	0.8	1.3	0.5	153	264	72.5
Home Beautiful	1.5	1.7	0.2	305	340	11.5
Home Design	0.5	0.5	0.0	102	111	8.8
Horizons (WA)	1.0	1.4	0.4	205	282	37.6
House & Garden	2.6	2.6	0.0	535	543	1.5
Inside Out	0.6	0.5	-0.1	130	112	-13.8
Inside Sport	0.6	0.6	0.0	121	122	0.8
InStyle	0.7	0.6	-0.1	135	125	-7.4
Jetstar	1.0	1.3	0.3	211	276	30.8
Journeys (Tas)	0.4	0.3	-0.1	80	63	-21.3
Just Cars	1.0	1.1	0.1	201	226	12.4
Limelight	0.1	0.1	0.0	28	24	-14.3
Live To Ride	0.2	0.2	0.0	33	46	39.4
Marie Claire	1.3	1.4	0.1	255	289	13.3
Men's Fitness	0.6	0.6	0.0	122	118	-3.3
Men's Health	1.9	1.6	-0.3	377	323	-14.3
Money Magazine	0.6	0.7	0.1	126	149	18.3
The Monthly	0.8	0.7	-0.1	158	150	-5.1
Motor	0.8	0.6	-0.2	153	119	-22.2
National Geographic	5.4	6.5	1.1	1,096	1,328	21.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2018	Mar 2019	Gain/Loss	Mar 2018	Mar 2019	% Change
Nature & Health	0.2	0.5	0.3	46	104	126.1
New Idea	5.2	4.6	-0.6	1,052	945	-10.2
New Scientist	1.8	1.5	-0.3	356	314	-11.8
NW (New Weekly)	0.9	0.7	-0.2	180	149	-17.2
OK	0.8	0.6	-0.2	158	124	-21.5
Open Road (NSW)	5.1	5.1	0.0	1,032	1,042	1.0
Overlander 4WD	0.4	0.5	0.1	80	103	28.8
PC PowerPlay	0.3	0.3	0.0	64	72	12.5
People	0.2	0.2	0.0	49	51	4.1
Picture	0.2	0.2	0.0	40	35	-12.5
PlayStation	0.6	0.8	0.2	129	156	20.9
Prevention	0.4	0.4	0.0	84	83	-1.2
Qantas Magazine	2.0	2.1	0.1	399	422	5.8
Reader's Digest Australia	2.0	2.1	0.1	398	442	11.1
Real Living	0.4	0.5	0.1	86	103	19.8
RM Williams Outback	1.1	1.0	-0.1	221	216	-2.3
Road Ahead (Qld)	3.1	3.2	0.1	617	651	5.5
Royal Auto (Vic)	3.4	3.5	0.1	690	719	4.2
SA Motor (SA)	1.0	1.1	0.1	209	230	10.0
Selector	0.4	0.4	0.0	87	79	-9.2
Soap World	0.2	0.2	0.0	41	48	17.1
Street Machine	1.3	1.1	-0.2	257	235	-8.6
Super Food Ideas	2.3	2.2	-0.1	467	455	-2.6
Take 5 (Weekly)	2.5	2.4	-0.1	498	500	0.4
Take 5 Bumper Monthly (from Jun18)	-	3.2	-	-	652	-
Taste.com.au Magazine	3.2	2.9	-0.3	655	590	-9.9
TechLife	0.3	0.3	0.0	59	56	-5.1
That's Life	3.1	2.8	-0.3	632	585	-7.4
Time	1.6	1.3	-0.3	331	277	-16.3
TOTAL Motoring Club Magazines	14.0	14.4	0.4	2,819	2,966	5.2
TV Soap	0.8	0.7	-0.1	152	150	-1.3
TV Week	2.0	1.7	-0.3	413	345	-16.5
TV Week Close Up (from Oct18)	-	0.5	-	-	93	-
Unique Cars	0.8	1.0	0.2	165	200	21.2
Virgin Australia Voyeur	1.1	1.1	0.0	222	230	3.6
Vogue Australia	1.7	2.0	0.3	346	420	21.4
Vogue Living	0.6	0.5	-0.1	118	99	-16.1
Weight Watchers Magazine	0.3	0.3	0.0	66	63	-4.5

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2018	Mar 2019	Gain/Loss	Mar 2018	Mar 2019	% Change
WellBeing	0.6	0.7	0.1	122	145	18.9
Wheels	1.5	1.1	-0.4	299	221	-26.1
Who	1.5	1.2	-0.3	306	255	-16.7
Woman's Day	6.4	5.3	-1.1	1,290	1,097	-15.0
Women's Health	1.5	1.5	0.0	294	311	5.8
Women's Weekly	7.3	7.5	0.2	1,481	1,536	3.7
Xbox	0.6	0.7	0.1	117	145	23.9

Newspapers

Newspapers	M-F March 2018 R'ship ('000s)	M-F March 2019 R'ship ('000s)	Sat March 2018 R'ship ('000s)	Sat March 2019 R'ship ('000s)	Sun March 2018 R'ship ('000s)	Sun March 2019 R'ship ('000s)
National						
The Australian	300	295	608	594	-	-
Aust. Financial Review	184	182	137	117	-	-
The Saturday Paper	-	-	121	131	-	-
NSW						
Daily Telegraph	557	544	530	495	-	-
Sydney Morning Herald	433	372	633	541	-	-
Sunday Telegraph	-	-	-	-	878	780
The Sun-Herald	-	-	-	-	530	468
Newcastle Herald	79	56	97	72	-	-
Illawarra Mercury	39	32	45	32	-	-
Canberra Times	47	41	55	56	42	31
VIC						
Herald Sun	809	655	764	634	-	-
The Age	449	394	616	503	-	-
Sunday Herald Sun	-	-	-	-	825	682
The Sunday Age	-	-	-	-	495	395
Geelong Advertiser	41	40	51	44	-	-
QLD						
Courier-Mail	345	333	406	391	-	-
The Sunday Mail	-	-	-	-	619	583
Cairns Post	45	38	63	51	-	-
Gold Coast Bulletin	53	52	52	57	-	-
Townsville Bulletin	34	43	44	47	-	-

Newspapers (continued)

Newspapers	M-F March 2018 R'ship ('000s)	M-F March 2019 R'ship ('000s)	Sat March 2018 R'ship ('000s)	Sat March 2019 R'ship ('000s)	Sun March 2018 R'ship ('000s)	Sun March 2019 R'ship ('000s)
SA						
Adelaide Advertiser	258	257	320	327	-	-
Sunday Mail	-	-	-	-	374	360
WA						
West Australian	330	350	-	-	-	-
Weekend West	-	-	452	437	-	-
Sunday Times	-	-	-	-	334	340
Tasmania						
The Mercury	49	52	69	60	-	-
The Examiner	38	28	41	33	-	-
The Advocate	30	25	33	24	-	-
Sunday Tasmanian (Tas)	-	-	-	-	61	58
Sunday Examiner	-	-	-	-	37	26
Northern Territory						
Northern Territory News	23	26	23	24	-	-
Sunday Territorian	-	-	-	-	19	25

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2018	Mar 2019	Gain/Loss	Mar 2018	Mar 2019	% Change
Wish	0.6	0.6	0.0	123	125	1.6
The Deal	0.4	0.3	-0.1	83	68	-18.1
Weekend Australian Magazine	3.2	2.8	-0.4	650	585	-10.0
Financial Review Magazine	2.0	2.0	0.0	401	406	1.2
Boss	0.7	0.8	0.1	150	154	2.7
Good Weekend (NSW/Vic)	5.8	4.9	-0.9	1,167	1,006	-13.8
Domain (NSW/Vic) (from Aug18)	-	3.5	-	-	725	-
Sunday Life (NSW/Vic)	3.4	3.0	-0.4	695	621	-10.6
Stellar (NSW/Vic)	3.8	3.2	-0.6	758	661	-12.8
Sunday Telegraph TV Guide (NSW)	2.8	2.4	-0.4	565	504	-10.8
Sunday Herald Sun TV Guide (Vic)	2.5	1.9	-0.6	498	389	-21.9
Qweekend (Qld)	1.5	1.3	-0.2	300	267	-11.0
Sunday Mail TV Guide (Qld)	1.9	1.7	-0.2	377	357	-5.3
Gold Coast Eye (Qld)	0.1	0.2	0.1	27	33	22.2
Sunday Mail TV Guide (SA)	1.2	1.2	0.0	247	242	-2.0
SA Weekend	1.2	1.1	-0.1	250	230	-8.0
Sunday Times TV Guide (WA)	1.1	1.1	0.0	231	227	-1.7
STM - Sunday Times Magazine (WA)	1.2	1.2	0.0	237	238	0.4
Seven Days (WA)	1.4	1.3	-0.1	274	272	-0.7
West Weekend (WA)	1.5	1.4	-0.1	306	293	-4.2