



Roy Morgan Readership 12 months to September 2021 Additional Analysis

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MAGAZINE CATEGORIES						
	Sep-20	Sep-21	%	Sep-20	Sep-21	Gain/ Loss
(popn. 14+ '000)	000's	000's	change	% of popn. 14+	% of popn. 14+	
	21,025	21,135				
Mass Women's Magazines	2,874	2,991	4.1%	13.7	14.2	0.5
Women's Lifestyle Magazines	368	235	-36.1%	1.8	1.1	-0.7
Women's Fashion Magazines	949	767	-19.2%	4.5	3.6	-0.9
Home & Garden Magazines	3,365	3,777	12.2%	16.0	17.9	1.9
Crafts Magazines	-	104	-	-	0.5	-
Food & Entertainment Magazines	6,389	7,201	12.7%	30.4	34.1	3.7
Business, Financial & Airline Magazines	1,086	991	-8.7%	5.2	4.7	-0.5
Men's Lifestyle Magazines	348	301	-13.5%	1.7	1.4	-0.3
Sports Magazines	190	460	142.1%	0.9	2.2	1.3
Fishing Magazines	207	224	8.2%	1.0	1.1	0.1
Motoring Magazines	684	832	21.6%	3.3	3.9	0.6
Motorcycle Magazines	92	151	64.1%	0.4	0.7	0.3
Computing, Gaming & Info Tech Magazines	-	301	-	0.0	1.4	1.4
Music & Movies Magazines	99	210	112.1%	0.5	1.0	0.5
General Interest Magazines	3,773	4,115	9.1%	17.9	19.5	1.6
Health & Family Magazines	974	961	-1.3%	4.6	4.5	-0.1
TV Magazines	574	711	23.9%	2.7	3.4	0.7
Read Any Magazine (excl NIMs)	10,965	11,205	2.2%	52.1	53.0	0.9

Source: Roy Morgan Single Source 12m to September 2020 and 12m to September 2021

MAGAZINES BY CATEGORY			
	Sep-20	Sep-21	%
	000's	000's	change
(popn. 14+ '000)	21,025	21,135	
Women's Weekly	1,254	1,393	11.1%
Woman's Day	723	771	6.6%
New Idea	625	627	0.3%
Take 5 Bumper Monthly	485	601	23.9%
Take 5 (Weekly)	451	503	11.5%
That's Life!	442	509	15.2%
That's Life! Mega Monthly	424	559	31.8%
New Idea Royals Monthly	457	297	-35.0%
New Idea Retro	-	118	-
Mass Women's Magazines	2,874	2,991	4.1%
Who	177	148	-16.4%
English Woman's Weekly	108	91	-15.7%
Women's Lifestyle Magazines	368	235	-36.1%
Marie Claire	269	256	-4.8%
Vogue Australia	340	345	1.5%
Frankie	281	248	-11.7%
Women's Fashion Magazines	949	767	-19.2%
House & Garden	429	644	50.1%
Better Homes and Gardens	1,535	1,661	8.2%
Home Beautiful	279	323	15.8%
Belle	115	118	2.6%
Vogue Living	169	246	45.6%
Country Style	239	210	-12.1%
Real Living	80	75	-6.3%
Inside Out	94	104	10.6%
Home Design	82	108	31.7%
Gardening Australia	415	503	21.2%
Bunnings Magazine	1,359	1,501	10.4%
Organic Gardener	-	161	-
Backyard & Outdoor Living	-	69	-
Grand Designs Australia	-	154	-
Kitchens & Bathrooms	-	84	-
Home & Garden Magazines	3,365	3,777	12.2%
Homespun	-	54	-
Quilters Companion	-	64	-
Crafts Magazines	-	104	-
Australian Gourmet Traveller	190	207	8.9%
Gourmet Traveller Wine	57	80	40.4%
Selector	43	38	-11.6%
Halliday (was Wine Companion)	25	32	28.0%
Delicious	265	341	28.7%
Coles Magazine	4,508	5,132	13.8%
Fresh Ideas	4,008	4,661	16.3%
Taste.com.au Magazine	578	708	22.5%
Women's Weekly Food	221	127	-42.5%
New Idea Food	111	70	-36.9%
Family Circle	92	105	14.1%
Food & Entertainment Magazines	6,389	7,201	12.7%

MAGAZINES BY CATEGORY			
	Sep-20	Sep-21	%
	000's	000's	change
(popn. 14+ '000)	21,025	21,135	
Time	180	183	1.7%
The Monthly	123	132	7.3%
Money Magazine	136	225	65.4%
New Scientist	222	187	-15.8%
Qantas Magazine	266	323	21.4%
Business, Financial & Airline Magazines	1,086	991	-8.7%
Men's Health	181	242	33.7%
Men's Lifestyle Magazines	348	301	-13.5%
Australian Golf Digest	62	147	137.1%
Golf Australia	63	157	149.2%
AFL Record	-	187	-
Sports Magazines	190	460	142.1%
Fishing World	153	166	8.5%
Fresh Water Fishing Aust.	82	82	0.0%
Fishing Magazines	207	224	8.2%
Wheels	170	218	28.2%
Motor	96	130	35.4%
Street Machine	174	245	40.8%
Unique Cars	119	175	47.1%
Just Cars	141	211	49.6%
4X4 Australia	188	256	36.2%
Motoring Magazines	684	832	21.6%
Australian Motorcycle News	79	100	26.6%
Dirt Action	-	45	-
Road Rider	-	47	-
Motorcycle Magazines	92	151	64.1%
Play Australia Magazine	86	192	123.3%
APC	84	74	-11.9%
PC PowerPlay	55	84	52.7%
Computing, Gaming & Info Tech Magazines	-	301	-
Rolling Stone	131	169	29.0%
Music & Movies Magazines	99	210	112.1%
Reader's Digest Australia	388	446	14.9%
Big Issue	209	249	19.1%
National Geographic	886	965	8.9%
Australian Geographic	478	504	5.4%
Cosmos	44	92	109.1%
RM Williams Outback	162	275	69.8%
Australian Traveller	78	129	65.4%
Open Road (NSW)	873	1,090	24.9%
Road Ahead (Qld)	498	650	30.5%
SA Motor (SA)	207	211	1.9%
Horizons (WA)	249	275	10.4%
Journeys (Tas)	29	33	13.8%
Vacations & Travel	-	103	-
Australian Country	-	73	-
General Interest Magazines	3,773	4,115	9.1%
WellBeing	129	108	-16.3%
Women's Health	191	239	25.1%
Diabetic Living	145	166	14.5%
Healthy Food Guide	230	173	-24.8%
Prevention	56	75	33.9%
Eat Well	-	111	-
MindFood	-	99	-
Health & Family Magazines	974	961	-1.3%
TV Week	260	371	42.7%
Foxtel Magazine	178	332	86.5%
TV Magazines	574	711	23.9%

Source: Roy Morgan Single Source 12m to September 2020 and 12m to September 2021

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Sep-20 000's		Sep-21 000's
Rank				Rank
Women's Weekly	1	1,254	Women's Weekly	1 1,393
Woman's Day	2	723	Woman's Day	2 771
New Idea	3	625	New Idea	3 627
Take 5 Bumper Monthly	4	485	Take 5 Bumper Monthly	4 601
New Idea Royals Monthly	5	457	That's Life! Mega Monthly	5 559
Take 5 (Weekly)		451	That's Life!	509
That's Life!		442	Take 5 (Weekly)	503
That's Life! Mega Monthly		424	New Idea Royals Monthly	297
New Idea Retro		-	New Idea Retro	118

Women's Lifestyle Magazines		Sep-20 000's		Sep-21 000's
Rank				Rank
Who	1	177	Who	1 148
English Woman's Weekly	2	108	English Woman's Weekly	2 91

Women's Fashion Magazines		Sep-20 000's		Sep-21 000's
Rank				Rank
Vogue Australia	1	340	Vogue Australia	1 345
Frankie	2	281	Marie Claire	2 256
Marie Claire	3	269	Frankie	3 248

Home & Garden Magazines		Sep-20 000's		Sep-21 000's
Rank				Rank
Better Homes and Gardens	1	1,535	Better Homes and Gardens	1 1,661
Bunnings Magazine	2	1,359	Bunnings Magazine	2 1,501
House & Garden	3	429	House & Garden	3 644
Gardening Australia	4	415	Gardening Australia	4 503
Home Beautiful	5	279	Home Beautiful	5 323
Country Style		239	Vogue Living	246
Vogue Living		169	Country Style	210
Belle		115	Organic Gardener	161
Inside Out		94	Grand Designs Australia	154
Home Design		82	Belle	118
Real Living		80	Home Design	108
Organic Gardener		-	Inside Out	104
Backyard & Outdoor Living		-	Kitchens & Bathrooms	84
Grand Designs Australia		-	Real Living	75
Kitchens & Bathrooms		-	Backyard & Outdoor Living	69

Crafts Magazines		Sep-20 000's		Sep-21 000's
Rank				Rank
Homespun	1	-	Quilters Companion	1 64
Quilters Companion	2	-	Homespun	2 54

Food & Entertainment Magazines		Sep-20 000's		Sep-21 000's
Rank				Rank
Coles Magazine	1	4,508	Coles Magazine	1 5,132
Fresh Ideas	2	4,008	Fresh Ideas	2 4,661
Taste.com.au Magazine	3	578	Taste.com.au Magazine	3 708
Delicious	4	265	Delicious	4 341
Women's Weekly Food	5	221	Australian Gourmet Traveller	5 207
Australian Gourmet Traveller		190	Women's Weekly Food	127
New Idea Food		111	Family Circle	105
Family Circle		92	Gourmet Traveller Wine	80
Gourmet Traveller Wine		57	New Idea Food	70
Selector		43	Selector	38
Halliday (was Wine Companion)		25	Halliday (was Wine Companion)	32

Business, Financial & Airline Magazines		Sep-20		Sep-21
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TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
		000's		000's	
Rank				Rank	
Qantas Magazine	1	266	Qantas Magazine	1	323
New Scientist	2	222	Money Magazine	2	225
Time	3	180	New Scientist	3	187
Money Magazine	4	136	Time	4	183
The Monthly	5	123	The Monthly	5	132
Men's Lifestyle Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
Men's Health	1	181	Men's Health	1	242
Sports Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
Golf Australia	1	63	AFL Record	1	187
Australian Golf Digest	2	62	Golf Australia	2	157
AFL Record	3	-	Australian Golf Digest	3	147
Fishing Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
Fishing World	1	153	Fishing World	1	166
Fresh Water Fishing Aust.	2	82	Fresh Water Fishing Aust.	2	82
Motoring Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
4X4 Australia	1	188	4X4 Australia	1	256
Street Machine	2	174	Street Machine	2	245
Wheels	3	170	Wheels	3	218
Just Cars	4	141	Just Cars	4	211
Unique Cars	5	119	Unique Cars	5	175
Motor		96	Motor		130
Motorcycle Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
Australian Motorcycle News	1	79	Australian Motorcycle News	1	100
Dirt Action	2	-	Road Rider	2	47
Road Rider	3	-	Dirt Action	3	45
Computing, Gaming & Info Tech Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
Play Australia Magazine	1	86	Play Australia Magazine	1	192
APC	2	84	PC PowerPlay	2	84
PC PowerPlay	3	55	APC	3	74
Music & Movies Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
Rolling Stone	1	131	Rolling Stone	1	169
General Interest Magazines		Sep-20 000's		Sep-21 000's	
Rank				Rank	
National Geographic	1	886	Open Road (NSW)	1	1,090
Open Road (NSW)	2	873	National Geographic	2	965
Road Ahead (Qld)	3	498	Road Ahead (Qld)	3	650
Australian Geographic	4	478	Australian Geographic	4	504
Reader's Digest Australia	5	388	Reader's Digest Australia	5	446

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Sep-20 000's	Sep-21 000's
Rank			Rank
	Horizons (WA)	249	275
	Big Issue	209	275
	SA Motor (SA)	207	249
	RM Williams Outback	162	211
	Australian Traveller	78	129
	Cosmos	44	103
	Journeys (Tas)	29	92
	Royal Auto (Vic)	-	73
	Vacations & Travel	-	33
	Australian Country	-	-

Health & Family Magazines		Sep-20 000's	Sep-21 000's
Rank			Rank
	Healthy Food Guide	1 230	1 239
	Women's Health	2 191	2 173
	Diabetic Living	3 145	3 166
	WellBeing	4 129	4 111
	Prevention	5 56	5 108
	Eat Well	-	99
	MindFood	-	75

TV Magazines		Sep-20 000's	Sep-21 000's
Rank			Rank
	TV Week	1 260	1 371
	Foxtel Magazine	2 178	2 332

Source: Roy Morgan Single Source 12m to September 2020 and 12m to September 2021

MAGAZINES TOP 20 INCREASES			
	Sep-20	Sep-21	%
(popn. 14+ '000)	000's	000's	change
	21,025	21,135	
Golf Australia	63	157	149.2%
Australian Golf Digest	62	147	137.1%
Play Australia Magazine	86	192	123.3%
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Foxtel Magazine	178	332	86.5%
RM Williams Outback	162	275	69.8%
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PC PowerPlay	55	84	52.7%
House & Garden	429	644	50.1%
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Unique Cars	119	175	47.1%
Vogue Living	169	246	45.6%
TV Week	260	371	42.7%
Street Machine	174	245	40.8%
Gourmet Traveller Wine	57	80	40.4%
4X4 Australia	188	256	36.2%
Motor	96	130	35.4%
Prevention	56	75	33.9%
Men's Health	181	242	33.7%

MAGAZINES TOP 20 DECREASES			
	Sep-20	Sep-21	%
(popn. 14+ '000)	000's	000's	change
	21,025	21,135	
Women's Weekly Food	221	127	-42.5%
New Idea Food	111	70	-36.9%
New Idea Royals Monthly	457	297	-35.0%
Healthy Food Guide	230	173	-24.8%
Who	177	148	-16.4%
WellBeing	129	108	-16.3%
New Scientist	222	187	-15.8%
English Woman's Weekly	108	91	-15.7%
Country Style	239	210	-12.1%
APC	84	74	-11.9%
Frankie	281	248	-11.7%
Selector	43	38	-11.6%
Real Living	80	75	-6.3%
Marie Claire	269	256	-4.8%
Fresh Water Fishing Aust.	82	82	0.0%
New Idea	625	627	0.3%
Vogue Australia	340	345	1.5%
Time	180	183	1.7%
SA Motor (SA)	207	211	1.9%
Belle	115	118	2.6%

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TOP 100 MAGAZINES RANKED BY READERSHIP	
	Sep-21 000's
(popn. 14+ '000)	21,135

Coles Magazine	5,132
Fresh Ideas	4,661
Better Homes and Gardens	1,661
Bunnings Magazine	1,501
Women's Weekly	1,393
Open Road (NSW)	1,090
National Geographic	965
Woman's Day	771
Taste.com.au Magazine	708
Road Ahead (Qld)	650
House & Garden	644
New Idea	627
Take 5 Bumper Monthly	601
That's Life! Mega Monthly	559
That's Life!	509
Australian Geographic	504
Take 5 (Weekly)	503
Gardening Australia	503
Reader's Digest Australia	446
TV Week	371
Vogue Australia	345
Delicious	341
Foxtel Magazine	332
Qantas Magazine	323
Home Beautiful	323
New Idea Royals Monthly	297
Horizons (WA)	275
RM Williams Outback	275
4X4 Australia	256
Marie Claire	256
Big Issue	249
Frankie	248
Vogue Living	246
Street Machine	245
Men's Health	242
Women's Health	239
Money Magazine	225
Wheels	218
SA Motor (SA)	211
Just Cars	211
Country Style	210
Australian Gourmet Traveller	207
Play Australia Magazine	192
AFL Record	187
New Scientist	187
Time	183
Unique Cars	175
Healthy Food Guide	173
Rolling Stone	169
Diabetic Living	166
Fishing World	166
Organic Gardener	161
Golf Australia	157
Grand Designs Australia	154
Who	148
Australian Golf Digest	147
The Monthly	132
Motor	130
Australian Traveller	129
Women's Weekly Food	127
New Idea Retro	118
Belle	118

TOP 100 MAGAZINES RANKED BY READERSHIP	
	Sep-21 000's
(popn. 14+ '000)	21,135
Eat Well	111
Home Design	108
WellBeing	108
Family Circle	105
Inside Out	104
Vacations & Travel	103
Australian Motorcycle News	100
MindFood	99
Cosmos	92
English Woman's Weekly	91
PC PowerPlay	84
Kitchens & Bathrooms	84
Fresh Water Fishing Aust.	82
Gourmet Traveller Wine	80
Real Living	75
Prevention	75
APC	74
Australian Country	73
New Idea Food	70
Backyard & Outdoor Living	69
Quilters Companion	64
Homespun	54
Road Rider	47
Dirt Action	45
Selector	38
Journeys (Tas)	33
Halliday (was Wine Companion)	32

Source: Roy Morgan Single Source 12m to September 2021