



**Released To All Media
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Detailed below are the Roy Morgan Print Readership results for the year ending December 2021.

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.

All readership estimates in these tables are 'average issue readership' (AIR) and represent the number, or %, of Australians who read or look into an average issue of the particular publication.

This provides an estimate of the 'reach' an advertiser can expect to achieve with advertising placed in the publication.

These print readership estimates do **not** include the additional Australians who read the publications in their digital form online, via web, mobile or app.

The total reach - 'cross platform' reach is greater than the 'average issue reach' of a publication as it includes additional readers.

Magazines

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2020	Dec 2021	Gain/Loss	Dec 2020	Dec 2021	% Change
4X4 Australia	1.0	1.3	0.3	203	278	36.9
AFL Record	-	0.9	-	-	187	-
APC	0.5	0.3	-0.2	98	71	-27.6
Australian Country	0.5	0.3	-0.2	108	71	-34.3
Australian Geographic	2.2	2.3	0.1	473	486	2.7
Australian Golf Digest	0.4	0.8	0.4	79	173	119.0
Australian Gourmet Traveller	1.0	0.9	-0.1	208	188	-9.6
Australian Motorcycle News	0.4	0.5	0.1	85	102	20.0
Australian Traveller	0.5	0.7	0.2	99	141	42.4
Backyard & Outdoor Living	0.3	0.3	0.0	70	67	-4.3
Belle	0.6	0.6	0.0	122	130	6.6
Better Homes and Gardens	7.5	7.7	0.2	1,578	1,621	2.7
Big Issue	1.0	1.1	0.1	206	240	16.5
Bunnings Magazine	6.7	7.1	0.4	1,422	1,499	5.4
Coles Magazine	22.2	23.6	1.4	4,688	4,997	6.6
Cooking With The Australian Women's Weekly (was Women's Weekly Food)	1.1	0.4	-0.7	225	93	-58.7
Cosmos	0.2	0.5	0.3	50	112	124.0
Country Style	1.1	0.9	-0.2	229	200	-12.7
Delicious	1.6	1.3	-0.3	344	272	-20.9
Diabetic Living	0.7	0.8	0.1	143	176	23.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2020	Dec 2021	Gain/Loss	Dec 2020	Dec 2021	% Change
Dirt Action	0.1	0.2	0.1	16	44	175.0
Eat Well	0.1	0.7	0.6	24	140	483.3
English Woman's Weekly	0.5	0.4	-0.1	112	85	-24.1
Escape Magazine	-	1.0	-	-	214	-
Family Circle	0.7	0.3	-0.4	141	71	-49.6
Fishing World	0.7	0.8	0.1	145	166	14.5
Foxtel Magazine	1.0	1.5	0.5	212	318	50.0
Frankie	1.2	1.1	-0.1	253	238	-5.9
Fresh Ideas	19.9	22.0	2.1	4,193	4,643	10.7
Fresh Water Fishing Aust.	0.4	0.4	0.0	83	88	6.0
Gardening Australia	2.2	2.2	0.0	454	468	3.1
Golf Australia	0.4	0.8	0.4	75	171	128.0
Gourmet Traveller Wine	0.3	0.4	0.1	69	80	15.9
Grand Designs Australia	0.6	0.7	0.1	130	146	12.3
Halliday (was Wine Companion)	0.1	0.2	0.1	26	37	42.3
Healthy Food Guide	0.9	1.0	0.1	181	205	13.3
Home Beautiful	1.3	1.7	0.4	268	349	30.2
Home Design	0.4	0.5	0.1	92	106	15.2
Homespun	0.2	0.3	0.1	37	56	51.4
Horizons (WA)	1.2	1.4	0.2	244	289	18.4
House & Garden	2.3	3.0	0.7	487	632	29.8
Inside Out	0.4	0.5	0.1	90	112	24.4
Journeys (Tas)	0.1	0.2	0.1	31	32	3.2
Just Cars	0.7	1.0	0.3	151	219	45.0
Kitchens & Bathrooms	0.4	0.4	0.0	80	84	5.0
Marie Claire	1.2	1.2	0.0	247	243	-1.6
Men's Health	0.8	1.2	0.4	160	258	61.3
MindFood	0.5	0.4	-0.1	97	93	-4.1
Money Magazine	0.8	0.9	0.1	172	201	16.9
The Monthly	0.6	0.7	0.1	120	139	15.8
Motor	0.5	0.6	0.1	104	137	31.7
National Geographic	4.1	4.3	0.2	863	920	6.6
New Idea	3.0	2.7	-0.3	630	580	-7.9
New Idea Food	0.5	0.4	-0.1	97	74	-23.7
New Idea Retro	0.6	0.6	0.0	133	118	-11.3
New Idea Royals Monthly	1.7	1.3	-0.4	367	271	-26.2
New Scientist	0.9	0.9	0.0	199	188	-5.5

Magazines (continued)

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Open Road (NSW)	4.3	5.5	1.2	909	1,169	28.6
Organic Gardener	0.7	0.7	0.0	154	146	-5.2
PC PowerPlay	0.3	0.4	0.1	63	81	28.6
Play Australia Magazine	0.5	0.8	0.3	98	164	67.3
Prevention	0.3	0.3	0.0	66	70	6.1
Qantas Magazine	1.4	1.4	0.0	291	292	0.3
Quilters Companion	0.1	0.3	0.2	18	69	283.3
Reader's Digest Australia	2.0	2.0	0.0	417	416	-0.2
Real Living	0.4	0.3	-0.1	86	67	-22.1
RM Williams Outback	0.9	1.3	0.4	192	271	41.1
Road Ahead (Qld)	2.5	3.2	0.7	518	668	29.0
Road Rider	0.3	0.2	-0.1	62	43	-30.6
Rolling Stone	0.6	0.9	0.3	132	191	44.7
SA Motor (SA)	1.0	1.0	0.0	201	208	3.5
Selector	0.2	0.2	0.0	38	34	-10.5
Street Machine	0.9	1.3	0.4	194	280	44.3
T Australia: The New York Times Style Magazine	-	0.5	-	-	112	-
Take 5 (Weekly)	2.3	2.2	-0.1	483	471	-2.5
Take 5 Bumper Monthly	2.3	2.7	0.4	492	562	14.2
Taste.com.au Magazine	2.5	3.8	1.3	535	794	48.4
That's Life!	2.3	2.3	0.0	479	479	0.0
That's Life! Mega Monthly	2.4	2.6	0.2	496	543	9.5
Time	0.9	0.9	0.0	182	182	0.0
TOTAL Motoring Club Magazines	11.6	11.5	-0.1	2,441	2,440	0.0
TV Week	1.5	1.6	0.1	316	348	10.1
Unique Cars	0.6	0.9	0.3	136	187	37.5
Vacations & Travel	0.4	0.6	0.2	79	129	63.3
Vogue Australia	1.6	1.6	0.0	331	337	1.8
Vogue Living	1.0	1.1	0.1	208	224	7.7
WellBeing	0.5	0.6	0.1	114	127	11.4
Wellbeing Wild	-	0.3	-	-	53	-
Wheels	0.9	1.0	0.1	193	210	8.8
Who	0.8	0.6	-0.2	168	135	-19.6
Woman's Day	3.4	3.5	0.1	722	733	1.5
Women's Health	0.9	1.1	0.2	197	230	16.8
Women's Weekly	6.1	6.1	0.0	1,289	1,291	0.2