



Roy Morgan Readership 12 months to March 2022 Additional Analysis

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MAGAZINE CATEGORIES						
	Mar-21	Mar-22	%	Mar-21	Mar-22	
(popn. 14+ '000)	000's	000's	change	% of popn. 14+	% of popn. 14+	Gain/ Loss
	21,097	21,156				
Mass Women's Magazines	2,919	2,663	-8.8%	13.8	12.6	-1.2
Women's Lifestyle Magazines	324	318	-1.9%	1.5	1.5	0.0
Women's Fashion Magazines	774	745	-3.7%	3.7	3.5	-0.2
Home & Garden Magazines	3,658	3,635	-0.6%	17.3	17.2	-0.1
Crafts Magazines	104	105	1.0%	0.5	0.5	0.0
Food & Entertainment Magazines	6,964	6,944	-0.3%	33.0	32.8	-0.2
Business, Financial & Airline Magazines	1,068	922	-13.7%	5.1	4.4	-0.7
Men's Lifestyle Magazines	354	291	-17.8%	1.7	1.4	-0.3
Sports Magazines	371	463	24.8%	1.8	2.2	0.4
Fishing Magazines	188	222	18.1%	0.9	1.1	0.2
Motoring Magazines	745	899	20.7%	3.5	4.2	0.7
Motorcycle Magazines	113	176	55.8%	0.5	0.8	0.3
Computing, Gaming & Info Tech Magazines	324	290	-10.5%	1.5	1.4	-0.1
Music & Movies Magazines	173	213	23.1%	0.8	1.0	0.2
General Interest Magazines	3,948	3,966	0.5%	18.7	18.7	0.0
Health & Family Magazines	904	1,161	28.4%	4.3	5.5	1.2
TV Magazines	691	587	-15.1%	3.3	2.8	-0.5
Read Any Magazine (excl NIMs)	11,000	10,895	-1.0%	52.1	51.5	-0.6

Source: Roy Morgan Single Source 12m to March 2021 and 12m to March 2022

MAGAZINES BY CATEGORY			
	Mar-21	Mar-22	%
(popn. 14+ '000)	000's	000's	change
	21,097	21,156	
Australian Women's Weekly	1,389	1,203	-13.4%
Woman's Day	699	713	2.0%
New Idea	589	577	-2.0%
Take 5 Bumper Monthly	522	526	0.8%
Take 5 (Weekly)	485	490	1.0%
That's Life!	477	485	1.7%
That's Life! Mega Monthly	514	554	7.8%
New Idea Royals Monthly	338	221	-34.6%
Mass Women's Magazines	2,919	2,663	-8.8%
Who	160	140	-12.5%
English Woman's Weekly	100	97	-3.0%
MindFood	104	92	-11.5%
Women's Lifestyle Magazines	324	318	-1.9%
Marie Claire	249	225	-9.6%
Vogue Australia	335	326	-2.7%
Harper's Bazaar	106	145	36.8%
Frankie	237	224	-5.5%
Women's Fashion Magazines	774	745	-3.7%
House & Garden	585	574	-1.9%
Better Homes and Gardens	1,591	1,529	-3.9%
Home Beautiful	315	334	6.0%
Belle	122	129	5.7%
Vogue Living	229	217	-5.2%
Country Style	230	197	-14.3%
Real Living	95	60	-36.8%
Inside Out	107	115	7.5%
Home Design	107	98	-8.4%
Gardening Australia	503	429	-14.7%
Bunnings Magazine	1,550	1,504	-3.0%
Organic Gardener	178	127	-28.7%
Backyard & Outdoor Living	90	53	-41.1%
Grand Designs Australia	147	158	7.5%
Kitchens & Bathrooms	134	65	-51.5%
Australian Country	88	66	-25.0%
Good Organic Gardening	-	136	-
Home & Garden Magazines	3,658	3,635	-0.6%
Homespun	51	56	9.8%
Quilters Companion	62	64	3.2%
Crafts Magazines	104	105	1.0%
Australian Gourmet Traveller	226	185	-18.1%
Gourmet Traveller Wine	80	78	-2.5%
Selector	36	34	-5.6%
Halliday (was Wine Companion)	33	43	30.3%
Delicious	351	271	-22.8%
Coles Magazine	4,959	4,738	-4.5%
Fresh Ideas	4,462	4,542	1.8%
Taste.com.au Magazine	620	789	27.3%
Cooking with Australian Women's Weekly	168	79	-53.0%
New Idea Food	93	73	-21.5%
Eat Well	72	148	105.6%
Food & Entertainment Magazines	6,964	6,944	-0.3%
Time	174	189	8.6%
The Monthly	115	150	30.4%
Money Magazine	209	201	-3.8%
New Scientist	179	187	4.5%
Qantas Magazine	340	270	-20.6%
Business, Financial & Airline Magazines	1,068	922	-13.7%

MAGAZINES BY CATEGORY			
	Mar-21	Mar-22	%
(popn. 14+ '000)	000's	000's	change
	21,097	21,156	
Men's Health	192	274	42.7%
Men's Lifestyle Magazines	354	291	-17.8%
Australian Golf Digest	111	168	51.4%
Golf Australia	122	150	23.0%
AFL Record (Apr-Sep)	-	187	-
Sports Magazines	371	463	24.8%
Fishing World	132	161	22.0%
Fresh Water Fishing Aust.	76	85	11.8%
Fishing Magazines	188	222	18.1%
Wheels	221	207	-6.3%
Motor	108	161	49.1%
Street Machine	189	298	57.7%
Unique Cars	135	202	49.6%
Just Cars	156	236	51.3%
4X4 Australia	226	258	14.2%
Motoring Magazines	745	899	20.7%
Australian Motorcycle News	92	105	14.1%
Dirt Action	31	53	71.0%
Road Rider	41	44	7.3%
Motorcycle Magazines	113	176	55.8%
Play Australia Magazine	152	152	0.0%
APC	87	82	-5.7%
PC PowerPlay	81	92	13.6%
Computing, Gaming & Info Tech Magazines	324	290	-10.5%
Rolling Stone	152	213	40.1%
Music & Movies Magazines	173	213	23.1%
Reader's Digest Australia	431	386	-10.4%
Big Issue	220	241	9.5%
National Geographic	914	820	-10.3%
Australian Geographic	472	438	-7.2%
Cosmos	53	114	115.1%
RM Williams Outback	228	243	6.6%
Australian Traveller	107	168	57.0%
Open Road (NSW)	974	1,240	27.3%
Road Ahead (Qld)	570	666	16.8%
SA Motor (SA)	190	215	13.2%
Horizons (WA)	232	267	15.1%
Journeys (Tas)	25	34	36.0%
Vacations & Travel	126	145	15.1%
T Australia: The New York Times Style Magazine	-	116	-
Escape Magazine	-	257	-
General Interest Magazines	3,948	3,966	0.5%
WellBeing	108	148	37.0%
Women's Health	181	236	30.4%
Diabetic Living	162	181	11.7%
Healthy Food Guide	172	250	45.3%
Prevention	67	70	4.5%
Wellbeing Wild	-	48	-
Health & Family Magazines	904	1,161	28.4%
TV Week	351	337	-4.0%
Foxtel Magazine	280	271	-3.2%
TV Magazines	691	587	-15.1%

Source: Roy Morgan Single Source 12m to March 2021 and 12m to March 2022

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Mar-21 000's	Mar-22 000's
	Rank		Rank
Australian Women's Weekly	1	1,389	1,203
Woman's Day	2	699	713
New Idea	3	589	577
Take 5 Bumper Monthly	4	522	554
That's Life! Mega Monthly	5	514	526
Take 5 (Weekly)		485	490
That's Life!		477	485
New Idea Royals Monthly		338	221

Women's Lifestyle Magazines		Mar-21 000's	Mar-22 000's
	Rank		Rank
Who	1	160	140
MindFood	2	104	97
English Woman's Weekly	3	100	92

Women's Fashion Magazines		Mar-21 000's	Mar-22 000's
	Rank		Rank
Vogue Australia	1	335	326
Marie Claire	2	249	225
Frankie	3	237	224
Harper's Bazaar	4	106	145

Home & Garden Magazines		Mar-21 000's	Mar-22 000's
	Rank		Rank
Better Homes and Gardens	1	1,591	1,529
Bunnings Magazine	2	1,550	1,504
House & Garden	3	585	574
Gardening Australia	4	503	429
Home Beautiful	5	315	334
Country Style		230	217
Vogue Living		229	197
Organic Gardener		178	158
Grand Designs Australia		147	136
Kitchens & Bathrooms		134	129
Belle		122	127
Inside Out		107	115
Home Design		107	98
Real Living		95	66
Backyard & Outdoor Living		90	65
Australian Country		88	60
Good Organic Gardening		-	53

TOP 5 MAGAZINES BY CATEGORY

Crafts Magazines	Mar-21		Mar-22
	000's		000's

	Rank				Rank
Quilters Companion	1	62	Quilters Companion		1
Homespun	2	51	Homespun		2

Food & Entertainment Magazines	Mar-21		Mar-22
	000's		000's

	Rank				Rank
Coles Magazine	1	4,959	Coles Magazine		1
Fresh Ideas	2	4,462	Fresh Ideas		2
Taste.com.au Magazine	3	620	Taste.com.au Magazine		3
Delicious	4	351	Delicious		4
Australian Gourmet Traveller	5	226	Australian Gourmet Traveller		5
Cooking with Australian Women's Weekly		168	Eat Well		148
New Idea Food		93	Cooking with Australian Women's Weekly		79
Gourmet Traveller Wine		80	Gourmet Traveller Wine		78
Eat Well		72	New Idea Food		73
Selector		36	Halliday (was Wine Companion)		43
Halliday (was Wine Companion)		33	Selector		34

Business, Financial & Airline Magazines	Mar-21		Mar-22
	000's		000's

	Rank				Rank
Qantas Magazine	1	340	Qantas Magazine		1
Money Magazine	2	209	Money Magazine		2
New Scientist	3	179	Time		3
Time	4	174	New Scientist		4
The Monthly	5	115	The Monthly		5

Men's Lifestyle Magazines	Mar-21		Mar-22
	000's		000's

	Rank				Rank
Men's Health	1	192	Men's Health		1

Sports Magazines	Mar-21		Mar-22
	000's		000's

	Rank				Rank
Golf Australia	1	122	AFL Record (Apr-Sep)		1
Australian Golf Digest	2	111	Australian Golf Digest		2
AFL Record (Apr-Sep)	3	-	Golf Australia		3

TOP 5 MAGAZINES BY CATEGORY

Fishing Magazines		Mar-21 000's		Mar-22 000's	
		Rank		Rank	
Fishing World	1	132	Fishing World	1	161
Fresh Water Fishing Aust.	2	76	Fresh Water Fishing Aust.	2	85

Motoring Magazines		Mar-21 000's		Mar-22 000's	
		Rank		Rank	
4X4 Australia	1	226	Street Machine	1	298
Wheels	2	221	4X4 Australia	2	258
Street Machine	3	189	Just Cars	3	236
Just Cars	4	156	Wheels	4	207
Unique Cars	5	135	Unique Cars	5	202
Motor		108	Motor		161

Motorcycle Magazines		Mar-21 000's		Mar-22 000's	
		Rank		Rank	
Australian Motorcycle News	1	92	Australian Motorcycle News	1	105
Road Rider	2	41	Dirt Action	2	53
Dirt Action	3	31	Road Rider	3	44

Computing, Gaming & Info Tech Magazines		Mar-21 000's		Mar-22 000's	
		Rank		Rank	
Play Australia Magazine	1	152	Play Australia Magazine	1	152
APC	2	87	PC PowerPlay	2	92
PC PowerPlay	3	81	APC	3	82

Music & Movies Magazines		Mar-21 000's		Mar-22 000's	
		Rank		Rank	
Rolling Stone	1	152	Rolling Stone	1	213

TOP 5 MAGAZINES BY CATEGORY

General Interest Magazines		Mar-21 000's	Mar-22 000's
	Rank		Rank
Open Road (NSW)	1	974	1,240
National Geographic	2	914	820
Road Ahead (Qld)	3	570	666
Australian Geographic	4	472	438
Reader's Digest Australia	5	431	386
Horizons (WA)		232	267
RM Williams Outback		228	257
Big Issue		220	243
SA Motor (SA)		190	241
Vacations & Travel		126	215
Australian Traveller		107	168
Cosmos		53	145
Journeys (Tas)		25	116
T Australia: The New York Times Style Magazine		-	114
Escape Magazine		-	34

Health & Family Magazines		Mar-21 000's	Mar-22 000's
	Rank		Rank
Women's Health	1	181	250
Healthy Food Guide	2	172	236
Diabetic Living	3	162	181
WellBeing	4	108	148
Prevention	5	67	70
Wellbeing Wild	6	-	48

TV Magazines		Mar-21 000's	Mar-22 000's
	Rank		Rank
TV Week	1	351	337
Foxtel Magazine	2	280	271

Source: Roy Morgan Single Source 12m to March 2021 and 12m to March 2022

MAGAZINES TOP 20 INCREASES			
	Mar-21	Mar-22	%
(popn. 14+ '000)	000's	000's	change
	21,097	21,156	
Cosmos	53	114	115.1%
Eat Well	72	148	105.6%
Dirt Action	31	53	71.0%
Street Machine	189	298	57.7%
Australian Traveller	107	168	57.0%
Australian Golf Digest	111	168	51.4%
Just Cars	156	236	51.3%
Unique Cars	135	202	49.6%
Motor	108	161	49.1%
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Rolling Stone	152	213	40.1%
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Harper's Bazaar	106	145	36.8%
Journeys (Tas)	25	34	36.0%
The Monthly	115	150	30.4%
Women's Health	181	236	30.4%
Halliday (was Wine Companion)	33	43	30.3%
Open Road (NSW)	974	1240	27.3%
Taste.com.au Magazine	620	789	27.3%

MAGAZINES TOP 20 DECREASES			
	Mar-21	Mar-22	%
(popn. 14+ '000)	000's	000's	change
	21,097	21,156	
Cooking with Australian Women's Weekly	168	79	-53.0%
Kitchens & Bathrooms	134	65	-51.5%
Backyard & Outdoor Living	90	53	-41.1%
Real Living	95	60	-36.8%
New Idea Royals Monthly	338	221	-34.6%
Organic Gardener	178	127	-28.7%
Australian Country	88	66	-25.0%
Delicious	351	271	-22.8%
New Idea Food	93	73	-21.5%
Qantas Magazine	340	270	-20.6%
Australian Gourmet Traveller	226	185	-18.1%
Gardening Australia	503	429	-14.7%
Country Style	230	197	-14.3%
Australian Women's Weekly	1389	1203	-13.4%
Who	160	140	-12.5%
MindFood	104	92	-11.5%
Reader's Digest Australia	431	386	-10.4%
National Geographic	914	820	-10.3%
Marie Claire	249	225	-9.6%
Home Design	107	98	-8.4%

Source: Roy Morgan Single Source 12m to March 2021 and 12m to March 2022

TOP 100 MAGAZINES RANKED BY READERSHIP	
	Mar-22 000's
(popn. 14+ '000)	21,156
Coles Magazine	4,738
Fresh Ideas	4,542
Better Homes and Gardens	1,529
Bunnings Magazine	1,504
Open Road (NSW)	1,240
Australian Women's Weekly	1,203
National Geographic	820
Taste.com.au Magazine	789
Woman's Day	713
Road Ahead (Qld)	666
New Idea	577
House & Garden	574
That's Life! Mega Monthly	554
Take 5 Bumper Monthly	526
Take 5 (Weekly)	490
That's Life!	485
Australian Geographic	438
Gardening Australia	429
Reader's Digest Australia	386
TV Week	337
Home Beautiful	334
Vogue Australia	326
Street Machine	298
Men's Health	274
Foxtel Magazine	271
Delicious	271
Qantas Magazine	270
Horizons (WA)	267
4X4 Australia	258
Escape Magazine	257
Healthy Food Guide	250
RM Williams Outback	243
Big Issue	241
Just Cars	236
Women's Health	236
Marie Claire	225
Frankie	224
New Idea Royals Monthly	221
Vogue Living	217
SA Motor (SA)	215
Rolling Stone	213
Wheels	207
Unique Cars	202
Money Magazine	201
Country Style	197
Time	189
New Scientist	187
AFL Record (Apr-Sep)	187
Australian Gourmet Traveller	185
Diabetic Living	181
Australian Traveller	168
Australian Golf Digest	168
Motor	161
Fishing World	161
Grand Designs Australia	158
Play Australia Magazine	152
The Monthly	150
Golf Australia	150
Eat Well	148
WellBeing	148
Harper's Bazaar	145
Vacations & Travel	145

TOP 100 MAGAZINES RANKED BY READERSHIP	
	Mar-22 000's
(popn. 14+ '000)	21,156
Who	140
Good Organic Gardening	136
Belle	129
Organic Gardener	127
T Australia: The New York Times Style Magazine	116
Inside Out	115
Cosmos	114
Australian Motorcycle News	105
Home Design	98
English Woman's Weekly	97
MindFood	92
PC PowerPlay	92
Fresh Water Fishing Aust.	85
APC	82
Cooking with Australian Women's Weekly	79
Gourmet Traveller Wine	78
New Idea Food	73
Prevention	70
Australian Country	66
Kitchens & Bathrooms	65
Quilters Companion	64
Real Living	60
Homespun	56
Dirt Action	53
Backyard & Outdoor Living	53
Wellbeing Wild	48
Road Rider	44
Halliday (was Wine Companion)	43
Journeys (Tas)	34
Selector	34

Source: Roy Morgan Single Source 12m to March 2022