

**Released To All Media
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Detailed below are the Roy Morgan Readership results for the year ending June 2011.

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 2010 | Jun 2011 | Gain/Loss | Jun 2010 | Jun 2011 | % Change |
| 2 Wheels | 0.6 | 0.6 | 0 | 106 | 102 | -3.8 |
| 4X4 Australia | 0.7 | 0.7 | 0 | 124 | 131 | 5.6 |
| AFL Record (Apr-Sep) | 0.9 | 1.2 | 0.3 | 165 | 217 | 31.5 |
| Alpha | 1.0 | 1.3 | 0.3 | 176 | 244 | 38.6 |
| APC | 0.9 | 0.8 | -0.1 | 162 | 150 | -7.4 |
| Austar | 1.9 | 1.7 | -0.2 | 345 | 316 | -8.4 |
| Australian 4WD Action | 1.0 | 1.2 | 0.2 | 187 | 219 | 17.1 |
| Australian Auto Action | 0.5 | 0.4 | -0.1 | 85 | 80 | -5.9 |
| Australian Football Weekly | - | 0.3 | - | - | 65 | - |
| Australian Geographic | 2.3 | 2.4 | 0.1 | 410 | 441 | 7.6 |
| Australian Golf Digest | 0.5 | 0.5 | 0 | 92 | 99 | 7.6 |
| Australian Good Food | 1.8 | 1.6 | -0.2 | 315 | 289 | -8.3 |
| Australian Good Taste | 3.7 | 3.4 | -0.3 | 656 | 624 | -4.9 |
| Australian Gourmet Traveller | 1.6 | 1.7 | 0.1 | 285 | 312 | 9.5 |
| Australian Motorcycle News | 0.6 | 0.6 | 0 | 111 | 116 | 4.5 |
| Australian PC User | 1.4 | 1.2 | -0.2 | 245 | 226 | -7.8 |
| Australian Property Investor (from Mar11) | - | 0.5 | - | - | 98 | - |
| Australian Traveller | 0.4 | 0.3 | -0.1 | 73 | 64 | -12.3 |
| Belle | 0.6 | 0.6 | 0 | 106 | 102 | -3.8 |
| Better Homes and Gardens | 10.4 | 10.0 | -0.4 | 1,867 | 1,856 | -0.6 |

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Offices also in: Sydney, Brisbane, Adelaide, Perth, Canberra, Auckland, London, New York & Jakarta

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|---------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Jun 2010 | Jun 2011 | Gain/Loss | Jun 2010 | Jun 2011 | % Change |
| Big Issue | 1.0 | 1.1 | 0.1 | 184 | 210 | 14.1 |
| Big League (Apr-Sep) | 0.6 | 0.6 | 0 | 102 | 106 | 3.9 |
| Bride To Be | 0.4 | 0.6 | 0.2 | 76 | 107 | 40.8 |
| BRW | 1.1 | 1.2 | 0.1 | 194 | 215 | 10.8 |
| Burke's Backyard | 2.1 | 1.8 | -0.3 | 377 | 330 | -12.5 |
| Cleo | 2.2 | 2.2 | 0 | 390 | 400 | 2.6 |
| Cosmopolitan | 3.0 | 2.8 | -0.2 | 535 | 520 | -2.8 |
| Cosmos | 0.4 | 0.5 | 0.1 | 69 | 87 | 26.1 |
| Country Style | 1.2 | 1.3 | 0.1 | 207 | 236 | 14.0 |
| Delicious | 2.9 | 3.0 | 0.1 | 520 | 557 | 7.1 |
| Diabetic Living | 1.3 | 1.3 | 0 | 236 | 240 | 1.7 |
| Dolly | 2.2 | 1.9 | -0.3 | 387 | 344 | -11.1 |
| Donna Hay | 2.1 | 1.9 | -0.2 | 371 | 351 | -5.4 |
| Empire | 0.9 | 1.1 | 0.2 | 167 | 198 | 18.6 |
| English Woman's Weekly | 1.0 | 1.1 | 0.1 | 176 | 194 | 10.2 |
| Famous | 1.8 | 1.7 | -0.1 | 315 | 317 | 0.6 |
| Fast Fours & Rotaries | 0.5 | 0.5 | 0 | 85 | 90 | 5.9 |
| FHM | 1.0 | 0.8 | -0.2 | 186 | 153 | -17.7 |
| Fishing World | 1.2 | 1.1 | -0.1 | 220 | 203 | -7.7 |
| Fitness First | 0.8 | 0.6 | -0.2 | 143 | 111 | -22.4 |
| Foxtel Magazine | 5.2 | 4.6 | -0.6 | 938 | 851 | -9.3 |
| Frankie | - | 1.1 | - | - | 203 | - |
| Fresh Water Fishing Aust. | 0.6 | 0.5 | -0.1 | 99 | 99 | 0.0 |
| Game Informer | - | 0.5 | - | - | 99 | - |
| Gardening Australia | 2.5 | 2.1 | -0.4 | 455 | 395 | -13.2 |
| Girlfriend | 1.8 | 1.9 | 0.1 | 325 | 344 | 5.8 |
| Golf Australia | 0.4 | 0.5 | 0.1 | 80 | 86 | 7.5 |
| Golf Magazine | 0.3 | 0.2 | -0.1 | 48 | 43 | -10.4 |
| Good Health | 1.6 | 1.8 | 0.2 | 290 | 324 | 11.7 |
| Gourmet Traveller Wine | 0.6 | 0.5 | -0.1 | 105 | 89 | -15.2 |
| GQ | 0.6 | 0.6 | 0 | 101 | 106 | 5.0 |
| Grazia | 0.9 | 0.9 | 0 | 167 | 166 | -0.6 |
| Handyman | 1.1 | 1.0 | -0.1 | 199 | 192 | -3.5 |
| Harper's Bazaar | 1.1 | 1.1 | 0 | 199 | 202 | 1.5 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|---------------------------------|-----------------------------------|----------|-----------|------------------------|----------|----------|
| | Jun 2010 | Jun 2011 | Gain/Loss | Jun 2010 | Jun 2011 | % Change |
| Health Smart | 0.5 | 0.7 | 0.2 | 95 | 120 | 26.3 |
| Healthy Food Guide | 0.8 | 0.9 | 0.1 | 149 | 159 | 6.7 |
| Home Beautiful | 1.8 | 1.8 | 0 | 323 | 336 | 4.0 |
| Horizons (WA) (was Road Patrol) | 0.7 | 0.6 | -0.1 | 117 | 119 | 1.7 |
| Hot 4s & Performance Cars | 0.6 | 0.6 | 0 | 103 | 109 | 5.8 |
| House & Garden | 3.6 | 3.7 | 0.1 | 647 | 675 | 4.3 |
| Hyper | 0.3 | 0.3 | 0 | 54 | 61 | 13.0 |
| Inside Football (Apr-Sep) | 0.4 | 0.4 | 0 | 64 | 76 | 18.8 |
| Inside Out | 0.7 | 0.8 | 0.1 | 127 | 141 | 11.0 |
| Inside Sport | 0.5 | 0.6 | 0.1 | 96 | 104 | 8.3 |
| InStyle | 1.2 | 1.2 | 0 | 214 | 230 | 7.5 |
| Jetstar | 0.9 | 0.9 | 0 | 157 | 165 | 5.1 |
| Journeys (Tas) | 0.5 | 0.4 | -0.1 | 85 | 71 | -16.5 |
| Just Cars | 1.4 | 1.3 | -0.1 | 251 | 248 | -1.2 |
| Limelight | 0.2 | 0.2 | 0 | 41 | 41 | 0.0 |
| Live To Ride | 0.4 | 0.4 | 0 | 69 | 72 | 4.3 |
| Luxury Home Design | 0.3 | 0.3 | 0 | 62 | 49 | -21.0 |
| Madison | 1.1 | 1.2 | 0.1 | 205 | 229 | 11.7 |
| Marie Claire | 2.7 | 2.5 | -0.2 | 485 | 459 | -5.4 |
| MasterChef Magazine | - | 3.0 | - | - | 563 | - |
| Men's Fitness | 0.7 | 1.0 | 0.3 | 121 | 193 | 59.5 |
| Men's Health | 2.1 | 2.1 | 0 | 383 | 395 | 3.1 |
| Men's Style | 0.4 | 0.3 | -0.1 | 68 | 60 | -11.8 |
| Modern Fishing | 0.9 | 0.9 | 0 | 159 | 159 | 0.0 |
| Modern Wedding | 0.5 | 0.5 | 0 | 86 | 90 | 4.7 |
| Money Magazine | 1.0 | 1.1 | 0.1 | 176 | 202 | 14.8 |
| The Monthly | 0.5 | 0.7 | 0.2 | 90 | 121 | 34.4 |
| Mother & Baby | 0.7 | 0.6 | -0.1 | 134 | 112 | -16.4 |
| Motor | 0.9 | 1.0 | 0.1 | 166 | 177 | 6.6 |
| National Geographic | 4.1 | 4.3 | 0.2 | 733 | 799 | 9.0 |
| Nature & Health | 0.5 | 0.3 | -0.2 | 96 | 65 | -32.3 |
| New Idea | 8.4 | 7.2 | -1.2 | 1,502 | 1,334 | -11.2 |
| New Scientist | 1.8 | 1.6 | -0.2 | 314 | 293 | -6.7 |
| NW | 1.8 | 1.6 | -0.2 | 326 | 293 | -10.1 |
| Official Xbox 360 | 0.7 | 0.9 | 0.2 | 120 | 162 | 35.0 |
| OK (weekly) | 2.2 | 2.1 | -0.1 | 400 | 392 | -2.0 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|-----------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Jun 2010 | Jun 2011 | Gain/Loss | Jun 2010 | Jun 2011 | % Change |
| Open Road (NSW) | 6.9 | 6.1 | -0.8 | 1,243 | 1,128 | -9.3 |
| Overlander 4WD | 0.5 | 0.4 | -0.1 | 83 | 79 | -4.8 |
| PC & Tech Authority | 0.9 | 0.6 | -0.3 | 160 | 118 | -26.3 |
| PC PowerPlay | 0.6 | 0.6 | 0 | 103 | 110 | 6.8 |
| People | 1.1 | 0.8 | -0.3 | 197 | 148 | -24.9 |
| Picture | 0.9 | 0.8 | -0.1 | 160 | 148 | -7.5 |
| PlayStation | 0.6 | 0.8 | 0.2 | 100 | 154 | 54.0 |
| Practical Parenting | 0.7 | 0.8 | 0.1 | 129 | 150 | 16.3 |
| Prevention | 1.0 | 0.8 | -0.2 | 172 | 144 | -16.3 |
| Qantas The Australian Way | 2.4 | 2.6 | 0.2 | 435 | 484 | 11.3 |
| Reader's Digest Australia | 4.6 | 3.9 | -0.7 | 827 | 730 | -11.7 |
| Real Living | 0.7 | 0.7 | 0 | 123 | 131 | 6.5 |
| Recipes+ | 2.4 | 2.0 | -0.4 | 432 | 373 | -13.7 |
| RM Williams Outback | 1.2 | 1.2 | 0 | 220 | 221 | 0.5 |
| Road Ahead (Qld) | 3.2 | 3.0 | -0.2 | 581 | 558 | -4.0 |
| Rolling Stone | 1.4 | 1.4 | 0 | 253 | 254 | 0.4 |
| Royal Auto (Vic) | 5.3 | 4.2 | -1.1 | 953 | 768 | -19.4 |
| Rugby League Week (Apr-Sep) | 1.1 | 1.0 | -0.1 | 195 | 179 | -8.2 |
| SA Motor (SA) | 1.4 | 1.2 | -0.2 | 255 | 213 | -16.5 |
| Selector | 0.4 | 0.3 | -0.1 | 73 | 53 | -27.4 |
| Shop Til You Drop | 0.9 | 1.0 | 0.1 | 163 | 179 | 9.8 |
| Smart Investor | 0.9 | 0.8 | -0.1 | 153 | 140 | -8.5 |
| Soap World | 0.5 | 0.3 | -0.2 | 98 | 54 | -44.9 |
| Street Machine | 1.8 | 1.8 | 0 | 330 | 326 | -1.2 |
| Super Food Ideas | 5.3 | 5.1 | -0.2 | 951 | 946 | -0.5 |
| Take 5 | 4.7 | 4.4 | -0.3 | 839 | 811 | -3.3 |
| That's Life | 6.1 | 5.7 | -0.4 | 1,103 | 1,053 | -4.5 |
| Time | 1.6 | 1.8 | 0.2 | 290 | 340 | 17.2 |
| Top Gear | 2.5 | 2.7 | 0.2 | 448 | 490 | 9.4 |
| TV Soap | 1.4 | 1.3 | -0.1 | 250 | 243 | -2.8 |
| TV Week | 4.8 | 4.3 | -0.5 | 868 | 789 | -9.1 |
| Unique Cars | 1.3 | 1.4 | 0.1 | 240 | 253 | 5.4 |
| Vogue Australia | 1.9 | 2.0 | 0.1 | 344 | 378 | 9.9 |
| Vogue Living | 0.9 | 1.1 | 0.2 | 164 | 199 | 21.3 |
| Voyeur | 1.7 | 1.6 | -0.1 | 299 | 296 | -1.0 |
| Wealth Creator | 0.2 | 0.2 | 0 | 43 | 41 | -4.7 |

Magazines (continued)

| Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|---------------------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Jun 2010 | Jun 2011 | Gain/Loss | Jun 2010 | Jun 2011 | % Change |
| The Week | 0.3 | 0.3 | 0 | 56 | 58 | 3.6 |
| Weight Watchers Magazine | 0.9 | 1.0 | 0.1 | 170 | 179 | 5.3 |
| WellBeing | 0.6 | 0.6 | 0 | 112 | 115 | 2.7 |
| Western Australian Business News (WA) | 0.2 | 0.2 | 0 | 28 | 28 | 0.0 |
| Wheels | 1.7 | 1.6 | -0.1 | 309 | 301 | -2.6 |
| Who | 3.5 | 3.2 | -0.3 | 630 | 590 | -6.3 |
| Woman's Day | 11.2 | 10.6 | -0.6 | 2,014 | 1,966 | -2.4 |
| Women's Health | 2.5 | 2.3 | -0.2 | 451 | 432 | -4.2 |
| Women's Health & Fitness | 0.7 | 0.8 | 0.1 | 126 | 154 | 22.2 |
| Women's Weekly | 12.2 | 11.7 | -0.5 | 2,188 | 2,166 | -1.0 |
| Your Garden | 0.8 | 0.9 | 0.1 | 141 | 165 | 17.0 |
| Zoo Weekly | 2.6 | 2.1 | -0.5 | 462 | 381 | -17.5 |

Newspapers

| Newspapers | M-F June 2010 R'ship ('000s) | M-F June 2011 R'ship ('000s) | Sat June 2010 R'ship ('000s) | Sat June 2011 R'ship ('000s) | Sun June 2010 R'ship ('000s) | Sun June 2011 R'ship ('000s) |
|------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| National | | | | | | |
| The Australian | 429 | 432 | 864 | 820 | - | - |
| Aust. Financial Review | 243 | 257 | 161 | 153 | - | - |
| NSW | | | | | | |
| Daily Telegraph | 969 | 949 | 847 | 840 | - | - |
| Sydney Morning Herald | 748 | 754 | 1,010 | 1,013 | - | - |
| Sunday Telegraph | - | - | - | - | 1,512 | 1,463 |
| The Sun-Herald | - | - | - | - | 1,140 | 1,077 |
| MX | 127 | 142 | - | - | - | - |
| Newcastle Herald | 123 | 114 | 188 | 162 | - | - |
| Illawarra Mercury | 66 | 65 | 82 | 89 | - | - |
| Canberra Times | 90 | 83 | 139 | 127 | 92 | 82 |
| VIC | | | | | | |
| Herald Sun | 1,327 | 1,333 | 1,301 | 1,249 | - | - |
| The Age | 655 | 685 | 877 | 844 | - | - |
| Sunday Herald Sun | - | - | - | - | 1,489 | 1,385 |
| The Sunday Age | - | - | - | - | 672 | 697 |
| MX | 164 | 162 | - | - | - | - |
| Geelong Advertiser | 72 | 68 | 120 | 97 | - | - |
| QLD | | | | | | |
| Courier-Mail | 603 | 591 | 830 | 765 | - | - |
| The Sunday Mail | - | - | - | - | 1,283 | 1,200 |
| MX | 55 | 62 | - | - | - | - |
| Cairns Post | 80 | 77 | 109 | 114 | - | - |
| Gold Coast Bulletin | 108 | 95 | 155 | 144 | - | - |
| Townsville Bulletin | 82 | 69 | 106 | 95 | - | - |

Newspapers (Continued)

| | M-F June 2010 R'ship ('000s) | M-F June 2011 R'ship ('000s) | Sat June 2010 R'ship ('000s) | Sat June 2011 R'ship ('000s) | Sun June 2010 R'ship ('000s) | Sun June 2011 R'ship ('000s) |
|---------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Newspapers | | | | | | |
| SA | | | | | | |
| Adelaide Advertiser | 453 | 430 | 589 | 543 | - | - |
| Sunday Mail | - | - | - | - | 664 | 593 |
| WA | | | | | | |
| West Australian | 543 | 531 | - | - | - | - |
| Weekend West | - | - | 814 | 800 | - | - |
| Sunday Times | - | - | - | - | 707 | 703 |
| Tasmania | | | | | | |
| The Mercury | 112 | 103 | 140 | 144 | - | - |
| The Examiner | 78 | 80 | 101 | 96 | - | - |
| The Advocate | 59 | 60 | 70 | 62 | - | - |
| Sunday Tasmanian (Tas) | - | - | - | - | 130 | 129 |
| Sunday Examiner | - | - | - | - | 111 | 91 |
| Northern Territory | | | | | | |
| Northern Territory News | 48 | 41 | 57 | 56 | - | - |
| Sunday Territorian | - | - | - | - | 43 | 38 |

Newspaper Insert Magazines

| Newspaper Insert Magazines | Readership % of Population 14+ | | | Readership ('000s) | | |
|----------------------------------|-----------------------------------|----------|-----------|-----------------------|----------|----------|
| | Jun 2010 | Jun 2011 | Gain/Loss | Jun 2010 | Jun 2011 | % Change |
| Wish | 0.6 | 0.6 | 0 | 104 | 117 | 12.5 |
| Weekend Australian Magazine | 4.7 | 4.5 | -0.2 | 840 | 831 | -1.1 |
| Financial Review Magazine | 1.4 | 1.6 | 0.2 | 250 | 299 | 19.6 |
| Boss | 0.9 | 0.8 | -0.1 | 153 | 140 | -8.5 |
| Good Weekend (NSW & Vic) | 9.1 | 8.5 | -0.6 | 1,635 | 1,567 | -4.2 |
| Sunday Magazine (NSW & Vic) | 11.3 | 10.2 | -1.1 | 2,026 | 1,879 | -7.3 |
| Sunday Life (NSW & Vic) | 7.0 | 6.3 | -0.7 | 1,253 | 1,163 | -7.2 |
| Sydney Magazine | 2.1 | 1.9 | -0.2 | 371 | 345 | -7.0 |
| Melbourne Magazine | 1.7 | 1.4 | -0.3 | 302 | 252 | -16.6 |
| Adelaide Magazine | 0.8 | 0.7 | -0.1 | 151 | 135 | -10.6 |
| Sunday Telegraph TV Guide (NSW) | 5.9 | 5.3 | -0.6 | 1,052 | 987 | -6.2 |
| Sunday Herald Sun TV Guide (Vic) | 6.2 | 5.1 | -1.1 | 1,118 | 938 | -16.1 |
| Qweekend (Qld) | 3.2 | 3.0 | -0.2 | 575 | 551 | -4.2 |
| Sunday Mail TV Guide (Qld) | 5.2 | 4.7 | -0.5 | 941 | 867 | -7.9 |
| Paradise (Qld) | 0.5 | 0.4 | -0.1 | 95 | 77 | -18.9 |
| Sunday Mail TV Guide (SA) | 3.1 | 2.5 | -0.6 | 550 | 465 | -15.5 |
| SA Weekend | 1.5 | 1.9 | 0.4 | 262 | 347 | 32.4 |
| Sunday Times TV Guide (WA) | 3.1 | 2.8 | -0.3 | 552 | 509 | -7.8 |
| STM - Sunday Times Magazine (WA) | 2.7 | 2.6 | -0.1 | 481 | 484 | 0.6 |
| Seven Days (WA) | 3.1 | 2.9 | -0.2 | 555 | 541 | -2.5 |
| West Weekend (WA) | 2.7 | 2.7 | 0 | 478 | 497 | 4.0 |