

**Released To All Media
August 2014**

Detailed below are the Roy Morgan Readership results for the year ending June 2014.

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 2013	Jun 2014	Gain/Loss	Jun 2013	Jun 2014	% Change
2 Wheels	0.4	0.4	0.0	79	69	-12.7
4X4 Australia	0.8	0.7	-0.1	143	137	-4.2
AFL Record (Apr-Sep)	1.0	1.1	0.1	182	211	15.9
APC	0.9	0.7	-0.2	172	135	-21.5
Australian 4WD Action	1.6	1.4	-0.2	301	270	-10.3
Australian Auto Action	0.3	0.5	0.2	61	90	47.5
Australian Geographic	2.4	2.4	0.0	451	466	3.3
Australian Golf Digest	0.4	0.3	-0.1	85	67	-21.2
Australian Gourmet Traveller	1.5	1.3	-0.2	277	254	-8.3
Australian Motorcycle News	0.7	0.5	-0.2	124	104	-16.1
Australian Property Investor	0.6	0.6	0.0	110	120	9.1
Australian Traveller	0.4	0.4	0.0	70	75	7.1
Belle	0.6	0.6	0.0	114	116	1.8
Better Homes and Gardens	9.3	9.4	0.1	1,763	1,819	3.2
Big Issue	1.1	1.1	0.0	203	213	4.9
Big League (Apr-Sep)	0.3	0.3	0.0	62	48	-22.6
Bride To Be	0.4	0.3	-0.1	68	54	-20.6
Cleo	1.4	0.9	-0.5	275	182	-33.8
Coles Magazine (from Jan14)	-	15.1	-	-	2,917	-
Cosmopolitan	2.1	1.8	-0.3	407	355	-12.8

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Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2013	Jun 2014	Gain/Loss	Jun 2013	Jun 2014	% Change
Cosmopolitan Bride	-	0.2	-	-	48	-
Cosmos	0.5	0.4	-0.1	104	79	-24.0
Country Style	1.3	1.4	0.1	256	276	7.8
Delicious	2.4	2.2	-0.2	452	417	-7.7
Diabetic Living	1.3	1.5	0.2	254	281	10.6
Dolly	1.5	1.2	-0.3	294	224	-23.8
Donna Hay	1.9	1.8	-0.1	363	338	-6.9
Elle (from Feb14)	-	0.8	-	-	151	-
Empire	1.2	1.2	0.0	227	231	1.8
English Woman's Weekly	0.7	0.7	0.0	141	139	-1.4
Famous	1.5	1.4	-0.1	276	274	-0.7
Fast Fours & Rotaries	0.5	0.3	-0.2	89	63	-29.2
Feast	0.9	1.1	0.2	173	210	21.4
Fishing World	1.0	1.0	0.0	185	189	2.2
Fitness First	0.6	0.6	0.0	105	115	9.5
Foxtel Magazine	2.3	2.6	0.3	444	506	14.0
Frankie	1.6	1.9	0.3	299	363	21.4
Fresh	8.8	11.3	2.5	1,678	2,182	30.0
Fresh Water Fishing Aust.	0.6	0.5	-0.1	118	95	-19.5
Game Informer	0.9	1.1	0.2	177	203	14.7
Gardening Australia	2.0	2.0	0.0	386	388	0.5
Girlfriend	1.3	0.9	-0.4	251	180	-28.3
Golf Australia	0.4	0.4	0.0	83	78	-6.0
Golf Magazine	0.2	0.2	0.0	44	44	0.0
Good Health	1.7	1.5	-0.2	331	291	-12.1
Gourmet Traveller Wine	0.6	0.6	0.0	117	123	5.1
GQ	0.7	0.6	-0.1	124	107	-13.7
Handyman	0.9	1.0	0.1	173	185	6.9
Harper's Bazaar	1.0	1.0	0.0	181	190	5.0
Healthy Food Guide	0.9	0.9	0.0	176	170	-3.4
Home Beautiful	2.3	2.0	-0.3	433	392	-9.5
Home Design (was Luxury Home Design)	0.4	0.4	0.0	71	84	18.3
Horizons (WA) (was Road Patrol)	0.7	0.5	-0.2	130	104	-20.0
Hot 4s & Performance Cars	0.4	0.3	-0.1	81	58	-28.4
House & Garden	3.4	3.3	-0.1	640	631	-1.4
Hyper	0.4	0.3	-0.1	74	53	-28.4

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2013	Jun 2014	Gain/Loss	Jun 2013	Jun 2014	% Change
Inside Football (Apr-Sep)	0.3	0.3	0.0	64	60	-6.3
Inside Out	0.7	0.8	0.1	124	162	30.6
Inside Sport	0.7	0.6	-0.1	124	114	-8.1
InStyle	1.0	0.9	-0.1	188	167	-11.2
Jetstar	1.0	1.2	0.2	195	230	17.9
Journeys (Tas)	0.4	0.4	0.0	69	79	14.5
Just Cars	1.4	1.2	-0.2	272	229	-15.8
Limelight	0.2	0.2	0.0	33	30	-9.1
Live To Ride	0.3	0.3	0.0	61	55	-9.8
Marie Claire	2.3	2.2	-0.1	430	428	-0.5
Men's Fitness	1.2	1.2	0.0	233	233	0.0
Men's Health	2.4	2.3	-0.1	449	453	0.9
Men's Style	0.2	0.3	0.1	42	49	16.7
Modern Fishing	1.0	0.8	-0.2	185	154	-16.8
Modern Wedding	0.3	0.2	-0.1	56	43	-23.2
Money Magazine	1.0	0.9	-0.1	184	179	-2.7
The Monthly	0.8	0.8	0.0	149	149	0.0
Mother & Baby	0.6	0.5	-0.1	118	100	-15.3
Motor	0.7	0.7	0.0	139	143	2.9
National Geographic	4.6	5.5	0.9	872	1,062	21.8
Nature & Health	0.4	0.3	-0.1	72	53	-26.4
New Idea	7.3	6.5	-0.8	1,384	1,256	-9.2
New Scientist	1.4	1.6	0.2	269	302	12.3
NW	1.2	1.0	-0.2	232	192	-17.2
Official Xbox 360	1.0	0.9	-0.1	188	171	-9.0
OK (weekly)	1.8	1.5	-0.3	335	284	-15.2
Open Road (NSW)	5.2	5.1	-0.1	981	975	-0.6
Overlander 4WD	0.3	0.4	0.1	62	85	37.1
PC & Tech Authority	0.8	0.6	-0.2	151	116	-23.2
PC PowerPlay	0.5	0.5	0.0	99	89	-10.1
People (fortnightly from Oct13)	0.6	0.5	-0.1	118	95	-19.5
Picture	0.4	0.3	-0.1	81	64	-21.0
PlayStation	0.8	0.9	0.1	145	171	17.9
Practical Parenting	0.8	0.5	-0.3	155	89	-42.6
Prevention	0.7	0.8	0.1	131	152	16.0
Qantas The Australian Way	2.5	2.5	0.0	471	489	3.8

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2013	Jun 2014	Gain/Loss	Jun 2013	Jun 2014	% Change
Reader's Digest Australia	2.9	2.9	0.0	551	569	3.3
Real Living	0.7	0.8	0.1	130	149	14.6
Recipes+	2.8	2.2	-0.6	538	425	-21.0
RM Williams Outback	1.0	1.2	0.2	186	233	25.3
Road Ahead (Qld)	3.6	3.2	-0.4	684	610	-10.8
Rolling Stone	1.4	1.3	-0.1	260	254	-2.3
Royal Auto (Vic)	2.4	2.8	0.4	450	533	18.4
Rugby League Week (Apr-Sep)	0.9	0.8	-0.1	177	154	-13.0
SA Motor (SA)	1.3	1.5	0.2	243	283	16.5
Selector	0.5	0.5	0.0	96	95	-1.0
Shop Til You Drop (fortnightly from Dec13)	0.6	0.6	0.0	122	119	-2.5
Smart Investor	0.5	0.5	0.0	100	104	4.0
Soap World	0.4	0.3	-0.1	74	57	-23.0
Street Machine	1.6	1.4	-0.2	296	263	-11.1
Super Food Ideas	3.6	3.1	-0.5	690	599	-13.2
Take 5	3.6	3.2	-0.4	686	610	-11.1
Taste.com.au Magazine (from Nov13)	-	2.0	-	-	395	-
TechLife (was Aust PC User)	0.5	0.4	-0.1	102	73	-28.4
That's Life	4.6	4.2	-0.4	878	807	-8.1
Time	1.8	1.5	-0.3	340	296	-12.9
Top Gear	2.0	2.0	0.0	383	389	1.6
TV Soap	1.3	1.2	-0.1	241	239	-0.8
TV Week	3.2	2.8	-0.4	606	532	-12.2
Unique Cars	1.3	1.1	-0.2	240	221	-7.9
Virgin Australia Voyeur	1.5	1.3	-0.2	282	260	-7.8
Vogue Australia	1.7	1.6	-0.1	332	316	-4.8
Vogue Living	0.7	0.6	-0.1	138	119	-13.8
Weight Watchers Magazine	0.7	0.6	-0.1	131	117	-10.7
WellBeing	0.6	0.7	0.1	116	136	17.2
Western Australian Business News (WA)	0.1	0.1	0.0	27	27	0.0
Wheels	1.3	1.2	-0.1	251	237	-5.6
Who	2.5	2.2	-0.3	469	431	-8.1
Wine Companion	-	0.3	-	-	60	-
Woman's Day	10.1	9.0	-1.1	1,929	1,729	-10.4
Women's Fitness	0.7	0.7	0.0	124	129	4.0
Women's Health	2.2	1.8	-0.4	422	353	-16.4
Women's Health & Fitness	0.9	0.8	-0.1	162	150	-7.4
Women's Weekly	9.3	9.3	0.0	1,776	1,800	1.4
Your Garden	0.8	0.7	-0.1	152	126	-17.1
Zoo Weekly	1.4	1.1	-0.3	262	210	-19.8

Newspapers

Newspapers	M-F June 2013 R'ship ('000s)	M-F June 2014 R'ship ('000s)	Sat June 2013 R'ship ('000s)	Sat June 2014 R'ship ('000s)	Sun June 2013 R'ship ('000s)	Sun June 2014 R'ship ('000s)
National						
The Australian	367	354	765	714	-	-
Aust. Financial Review	236	220	146	146	-	-
NSW						
Daily Telegraph	759	690	701	622	-	-
Sydney Morning Herald	562	534	819	758	-	-
Sunday Telegraph	-	-	-	-	1,220	1,095
The Sun-Herald	-	-	-	-	805	714
MX	153	137	-	-	-	-
Newcastle Herald	109	105	159	147	-	-
Illawarra Mercury	49	43	65	43	-	-
Canberra Times	73	79	113	102	74	69
VIC						
Herald Sun	1,073	958	1,057	948	-	-
The Age	539	535	701	702	-	-
Sunday Herald Sun	-	-	-	-	1,086	961
The Sunday Age	-	-	-	-	577	566
MX	153	133	-	-	-	-
Geelong Advertiser	63	54	89	81	-	-
QLD						
Courier-Mail	485	483	601	593	-	-
The Sunday Mail	-	-	-	-	915	869
MX	61	53	-	-	-	-
Cairns Post	64	56	99	83	-	-
Gold Coast Bulletin	88	87	102	108	-	-
Townsville Bulletin	57	57	77	72	-	-

Newspapers (Continued)

Newspapers	M-F June 2013 R'ship ('000s)	M-F June 2014 R'ship ('000s)	Sat June 2013 R'ship ('000s)	Sat June 2014 R'ship ('000s)	Sun June 2013 R'ship ('000s)	Sun June 2014 R'ship ('000s)
SA						
Adelaide Advertiser	429	370	528	459	-	-
Sunday Mail	-	-	-	-	569	505
WA						
West Australian	504	466	-	-	-	-
Weekend West	-	-	686	633	-	-
Sunday Times	-	-	-	-	560	525
Tasmania						
The Mercury	82	85	120	103	-	-
The Examiner	60	58	79	73	-	-
The Advocate	44	38	55	45	-	-
Sunday Tasmanian (Tas)	-	-	-	-	104	93
Sunday Examiner	-	-	-	-	70	65
Northern Territory						
Northern Territory News	39	38	53	56	-	-
Sunday Territorian	-	-	-	-	35	35

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2013	Jun 2014	Gain/Loss	Jun 2013	Jun 2014	% Change
Wish	0.4	0.4	0.0	83	82	-1.2
Weekend Australian Magazine	4.0	3.8	-0.2	753	732	-2.8
Financial Review Magazine	1.8	2.1	0.3	345	399	15.7
Boss	0.7	0.5	-0.2	134	103	-23.1
Good Weekend (NSW & Vic)	7.6	7.2	-0.4	1,443	1,380	-4.4
Sunday Style (NSW & Vic)	7.5	5.4	-2.1	1,424	1,035	-27.3
Sunday Life (NSW & Vic)	5.2	4.8	-0.4	988	928	-6.1
Sunday Telegraph TV Guide (NSW)	4.3	3.5	-0.8	814	672	-17.4
Sunday Herald Sun TV Guide (Vic)	3.5	3.1	-0.4	662	593	-10.4
Qweekend (Qld)	2.4	2.1	-0.3	463	413	-10.8
Sunday Mail TV Guide (Qld)	3.2	2.8	-0.4	601	537	-10.6
Gold Coast Eye (Qld)	-	0.3	-	-	52	-
Sunday Mail TV Guide (SA)	2.3	1.8	-0.5	437	345	-21.1
SA Weekend	2.0	1.7	-0.3	382	320	-16.2
Sunday Times TV Guide (WA)	2.1	1.8	-0.3	392	347	-11.5
STM - Sunday Times Magazine (WA)	2.0	1.7	-0.3	374	333	-11.0
Seven Days (WA)	2.3	2.0	-0.3	444	382	-14.0
West Weekend (WA)	2.3	2.0	-0.3	432	386	-10.6