

**Released To All Media
November 2014**

Detailed below are the Roy Morgan Readership results for the year ending September 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)		
	Sep 2013	Sep 2014	Gain/Loss	Sep 2013	Sep 2014	% Change
2 Wheels	0.4	0.4	0.0	76	69	-9.2
4X4 Australia	0.7	0.7	0.0	143	138	-3.5
AFL Record (Apr-Sep)	1.1	1.1	0.0	212	205	-3.3
APC	1.0	0.6	-0.4	185	117	-36.8
Australian 4WD Action	1.5	1.5	0.0	281	295	5.0
Australian Auto Action	0.4	0.5	0.1	71	93	31.0
Australian Geographic	2.2	2.5	0.3	420	482	14.8
Australian Golf Digest	0.4	0.3	-0.1	81	66	-18.5
Australian Gourmet Traveller	1.4	1.3	-0.1	273	242	-11.4
Australian Motorcycle News	0.7	0.5	-0.2	132	100	-24.2
Australian Property Investor	0.6	0.6	0.0	112	113	0.9
Australian Traveller	0.4	0.4	0.0	73	73	0.0
Belle	0.5	0.6	0.1	103	118	14.6
Better Homes and Gardens	9.2	9.5	0.3	1,761	1,835	4.2
Big Issue	1.0	1.2	0.2	187	233	24.6
Big League (Apr-Sep)	0.4	0.3	-0.1	68	49	-27.9
Bride To Be	0.3	0.3	0.0	62	56	-9.7
Cleo	1.3	0.9	-0.4	241	173	-28.2
Coles Magazine (from Jan14)	-	14.5	-	-	2,809	-
Cosmopolitan	1.9	1.7	-0.2	370	338	-8.6

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Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2013	Sep 2014	Gain/Loss	Sep 2013	Sep 2014	% Change
Cosmopolitan Bride	-	0.2	-	-	44	-
Cosmos	0.5	0.5	0.0	88	91	3.4
Country Style	1.4	1.4	0.0	259	267	3.1
Delicious	2.3	2.1	-0.2	436	397	-8.9
Diabetic Living	1.3	1.4	0.1	251	275	9.6
Dolly	1.4	1.2	-0.2	272	225	-17.3
Donna Hay	2.0	1.6	-0.4	377	311	-17.5
Elle (from Feb14)	-	0.7	-	-	138	-
Empire	1.2	1.1	-0.1	236	220	-6.8
English Woman's Weekly	0.7	0.8	0.1	131	148	13.0
Famous	1.4	1.3	-0.1	270	253	-6.3
Fast Fours & Rotaries	0.4	0.3	-0.1	81	58	-28.4
Feast	0.8	1.1	0.3	159	214	34.6
Fishing World	0.9	1.1	0.2	165	205	24.2
Fitness First	0.6	0.6	0.0	114	108	-5.3
Foxtel Magazine	2.4	2.5	0.1	453	490	8.2
Frankie	1.6	1.8	0.2	313	348	11.2
Fresh	9.8	11.6	1.8	1,862	2,249	20.8
Fresh Water Fishing Aust.	0.6	0.4	-0.2	109	82	-24.8
Game Informer	1.0	1.0	0.0	187	194	3.7
Gardening Australia	2.0	2.0	0.0	391	386	-1.3
Girlfriend	1.2	1.0	-0.2	230	188	-18.3
Golf Australia	0.4	0.4	0.0	78	75	-3.8
Golf Magazine	0.2	0.2	0.0	46	44	-4.3
Good Health	1.7	1.4	-0.3	318	275	-13.5
Gourmet Traveller Wine	0.6	0.6	0.0	122	107	-12.3
GQ	0.7	0.5	-0.2	142	92	-35.2
Handyman	0.9	1.0	0.1	167	195	16.8
Harper's Bazaar	0.8	0.9	0.1	158	168	6.3
Healthy Food Guide	0.9	0.9	0.0	174	165	-5.2
Home Beautiful	2.2	2.1	-0.1	415	402	-3.1
Home Design	0.4	0.5	0.1	71	88	23.9
Horizons (WA) (was Road Patrol)	0.6	0.6	0.0	112	120	7.1
Hot 4s & Performance Cars	0.4	0.3	-0.1	69	53	-23.2
House & Garden	3.2	3.2	0.0	620	626	1.0
Hyper	0.4	0.3	-0.1	68	51	-25.0
Inside Football (Apr-Sep)	0.3	0.3	0.0	61	59	-3.3
Inside Out	0.7	0.7	0.0	130	143	10.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2013	Sep 2014	Gain/Loss	Sep 2013	Sep 2014	% Change
Inside Sport	0.6	0.6	0.0	123	114	-7.3
InStyle	0.9	0.9	0.0	168	166	-1.2
Jetstar	1.0	1.2	0.2	200	241	20.5
Journeys (Tas)	0.4	0.4	0.0	77	78	1.3
Just Cars	1.3	1.3	0.0	255	246	-3.5
Limelight	0.1	0.2	0.1	26	33	26.9
Live To Ride	0.3	0.3	0.0	64	48	-25.0
Marie Claire	2.2	2.1	-0.1	429	412	-4.0
Men's Fitness	1.3	1.1	-0.2	240	206	-14.2
Men's Health	2.4	2.3	-0.1	465	437	-6.0
Men's Style	0.2	0.3	0.1	40	52	30.0
Modern Fishing	1.0	0.8	-0.2	189	150	-20.6
Modern Wedding	0.3	0.2	-0.1	52	37	-28.8
Money Magazine	0.9	0.9	0.0	180	173	-3.9
The Monthly	0.8	0.7	-0.1	155	136	-12.3
Mother & Baby	0.6	0.5	-0.1	119	91	-23.5
Motor	0.7	0.7	0.0	137	143	4.4
National Geographic	4.4	5.9	1.5	831	1,130	36.0
Nature & Health	0.3	0.3	0.0	65	51	-21.5
New Idea	7.0	6.5	-0.5	1,344	1,255	-6.6
New Scientist	1.5	1.7	0.2	289	321	11.1
NW	1.2	1.0	-0.2	222	195	-12.2
Official Xbox 360	1.0	0.8	-0.2	184	164	-10.9
OK (weekly)	1.7	1.5	-0.2	324	287	-11.4
Open Road (NSW)	5.3	4.8	-0.5	1,004	929	-7.5
Overlander 4WD	0.3	0.4	0.1	65	87	33.8
PC & Tech Authority	0.8	0.6	-0.2	150	112	-25.3
PC PowerPlay	0.5	0.4	-0.1	101	82	-18.8
People	0.6	0.5	-0.1	105	103	-1.9
Picture	0.4	0.3	-0.1	68	60	-11.8
PlayStation	0.8	0.8	0.0	158	159	0.6
Practical Parenting	0.7	0.4	-0.3	131	85	-35.1
Prevention	0.7	0.7	0.0	129	143	10.9
Qantas The Australian Way	2.5	2.4	-0.1	484	468	-3.3
Reader's Digest Australia	3.0	2.8	-0.2	566	534	-5.7
Real Living	0.7	0.7	0.0	138	142	2.9
Recipes+	2.7	2.1	-0.6	525	414	-21.1
RM Williams Outback	1.0	1.3	0.3	191	245	28.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2013	Sep 2014	Gain/Loss	Sep 2013	Sep 2014	% Change
Road Ahead (Qld)	3.5	3.1	-0.4	677	599	-11.5
Rolling Stone	1.3	1.3	0.0	252	244	-3.2
Royal Auto (Vic)	2.4	2.9	0.5	465	558	20.0
Rugby League Week (Apr-Sep)	0.9	1.0	0.1	165	188	13.9
SA Motor (SA)	1.3	1.5	0.2	254	290	14.2
Selector	0.5	0.5	0.0	90	92	2.2
Shop Til You Drop (fortnightly from Dec13)	0.6	0.6	0.0	116	108	-6.9
Smart Investor	0.5	0.5	0.0	92	99	7.6
Soap World	0.4	0.3	-0.1	68	60	-11.8
Street Machine	1.4	1.4	0.0	276	262	-5.1
Super Food Ideas	3.5	3.0	-0.5	668	588	-12.0
Take 5	3.4	3.2	-0.2	657	619	-5.8
Taste.com.au Magazine (from Nov13)	-	2.1	-	-	406	-
TechLife	0.5	0.3	-0.2	93	57	-38.7
That's Life	4.5	4.1	-0.4	852	796	-6.6
Time	1.8	1.5	-0.3	346	287	-17.1
Top Gear	2.0	1.9	-0.1	385	372	-3.4
TV Soap	1.3	1.1	-0.2	246	221	-10.2
TV Week	3.2	2.6	-0.6	609	501	-17.7
Unique Cars	1.2	1.1	-0.1	235	212	-9.8
Virgin Australia Voyeur	1.5	1.3	-0.2	282	257	-8.9
Vogue Australia	1.8	1.6	-0.2	335	309	-7.8
Vogue Living	0.7	0.6	-0.1	129	109	-15.5
Weight Watchers Magazine	0.7	0.6	-0.1	132	106	-19.7
WellBeing	0.6	0.6	0.0	121	124	2.5
Western Australian Business News (WA)	0.2	0.1	-0.1	31	27	-12.9
Wheels	1.2	1.3	0.1	234	256	9.4
Who	2.4	2.3	-0.1	452	440	-2.7
Wine Companion	-	0.3	-	-	65	-
Woman's Day	10.0	8.5	-1.5	1,903	1,647	-13.5
Women's Fitness	0.6	0.7	0.1	114	142	24.6
Women's Health	2.2	1.8	-0.4	411	341	-17.0
Women's Health & Fitness	0.8	0.8	0.0	152	161	5.9
Women's Weekly	9.6	9.5	-0.1	1,833	1,828	-0.3
Your Garden	0.8	0.6	-0.2	148	117	-20.9
Yours (from Mar14)	-	0.5	-	-	100	-
Zoo Weekly	1.3	1.0	-0.3	254	184	-27.6

Newspapers

Newspapers	M-F September 2013 R'ship ('000s)	M-F September 2014 R'ship ('000s)	Sat September 2013 R'ship ('000s)	Sat September 2014 R'ship ('000s)	Sun September 2013 R'ship ('000s)	Sun September 2014 R'ship ('000s)
National						
The Australian	363	334	769	651	-	-
Aust. Financial Review	239	205	148	144	-	-
NSW						
Daily Telegraph	763	658	687	605	-	-
Sydney Morning Herald	545	515	784	750	-	-
Sunday Telegraph	-	-	-	-	1,198	1,048
The Sun-Herald	-	-	-	-	779	701
MX	159	135	-	-	-	-
Newcastle Herald	101	104	159	140	-	-
Illawarra Mercury	47	44	59	43	-	-
Canberra Times	74	78	107	100	68	74
VIC						
Herald Sun	1,059	927	1,040	895	-	-
The Age	522	547	698	700	-	-
Sunday Herald Sun	-	-	-	-	1,062	929
The Sunday Age	-	-	-	-	554	591
MX	135	148	-	-	-	-
Geelong Advertiser	58	55	85	77	-	-
QLD						
Courier-Mail	483	483	602	581	-	-
The Sunday Mail	-	-	-	-	905	863
MX	62	46	-	-	-	-
Cairns Post	61	52	89	81	-	-
Gold Coast Bulletin	87	86	98	99	-	-
Townsville Bulletin	51	56	74	70	-	-

Newspapers (Continued)

Newspapers	M-F September 2013 R'ship ('000s)	M-F September 2014 R'ship ('000s)	Sat September 2013 R'ship ('000s)	Sat September 2014 R'ship ('000s)	Sun September 2013 R'ship ('000s)	Sun September 2014 R'ship ('000s)
SA						
Adelaide Advertiser	413	359	511	438	-	-
Sunday Mail	-	-	-	-	555	487
WA						
West Australian	504	453	-	-	-	-
Weekend West	-	-	675	615	-	-
Sunday Times	-	-	-	-	563	501
Tasmania						
The Mercury	89	78	117	103	-	-
The Examiner	58	57	77	71	-	-
The Advocate	39	37	48	45	-	-
Sunday Tasmanian (Tas)	-	-	-	-	101	92
Sunday Examiner	-	-	-	-	67	67
Northern Territory						
Northern Territory News	41	38	52	57	-	-
Sunday Territorian	-	-	-	-	36	32

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2013	Sep 2014	Gain/Loss	Sep 2013	Sep 2014	% Change
Wish	0.4	0.4	0.0	80	74	-7.5
Weekend Australian Magazine	4.0	3.7	-0.3	759	710	-6.5
Financial Review Magazine	1.9	2.3	0.4	368	437	18.8
Boss	0.6	0.5	-0.1	122	96	-21.3
Good Weekend (NSW & Vic)	7.6	7.1	-0.5	1,443	1,362	-5.6
Sunday Style (NSW & Vic)	6.8	5.2	-1.6	1,302	1,008	-22.6
Sunday Life (NSW & Vic)	5.1	4.8	-0.3	974	926	-4.9
Sunday Telegraph TV Guide (NSW)	4.1	3.4	-0.7	791	652	-17.6
Sunday Herald Sun TV Guide (Vic)	3.5	2.8	-0.7	669	543	-18.8
Qweekend (Qld)	2.4	2.1	-0.3	457	396	-13.3
Sunday Mail TV Guide (Qld)	3.1	2.7	-0.4	590	523	-11.4
Gold Coast Eye (Qld)	0.3	0.3	0.0	53	52	-1.9
Sunday Mail TV Guide (SA)	2.1	1.8	-0.3	407	340	-16.5
SA Weekend	1.9	1.7	-0.2	363	319	-12.1
Sunday Times TV Guide (WA)	2.0	1.7	-0.3	381	328	-13.9
STM - Sunday Times Magazine (WA)	1.9	1.7	-0.2	369	321	-13.0
Seven Days (WA)	2.3	1.9	-0.4	444	358	-19.4
West Weekend (WA)	2.3	1.9	-0.4	437	371	-15.1