

**Released To All Media
May 2015**

Detailed below are the Roy Morgan Readership results for the year ending March 2015.

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)		
	Mar 2014	Mar 2015	Gain/Loss	Mar 2014	Mar 2015	% Change
2 Wheels	0.3	0.4	0.1	66	79	19.7
4X4 Australia	0.8	0.6	-0.2	148	115	-22.3
AFL Record (Apr-Sep)	1.1	1.1	0.0	212	205	-3.3
APC	0.8	0.5	-0.3	157	105	-33.1
Australian 4WD Action	1.4	1.6	0.2	269	311	15.6
Australian Auto Action	0.4	0.5	0.1	81	92	13.6
Australian Geographic	2.2	2.5	0.3	424	486	14.6
Australian Golf Digest	0.4	0.4	0.0	69	69	0.0
Australian Gourmet Traveller	1.4	1.3	-0.1	272	254	-6.6
Australian Motorcycle News	0.6	0.6	0.0	113	107	-5.3
Australian Property Investor	0.6	0.5	-0.1	113	106	-6.2
Australian Traveller	0.4	0.3	-0.1	77	59	-23.4
Belle	0.6	0.6	0.0	107	124	15.9
Better Homes and Gardens	9.2	9.4	0.2	1,783	1,826	2.4
Big Issue	1.1	1.1	0.0	218	204	-6.4
Big League (Apr-Sep)	0.4	0.3	-0.1	68	49	-27.9
Bride To Be	0.3	0.3	0.0	57	57	0.0
Cleo	1.0	0.8	-0.2	199	151	-24.1
Coles Magazine	19.5	13.1	-6.4	3,764	2,542	-32.5
Cosmopolitan	2.0	1.6	-0.4	378	300	-20.6

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2014	Mar 2015	Gain/Loss	Mar 2014	Mar 2015	% Change
Cosmopolitan Bride	-	0.3	-	-	49	-
Cosmos	0.5	0.5	0.0	92	87	-5.4
Country Style	1.5	1.4	-0.1	281	276	-1.8
Delicious	2.2	1.9	-0.3	422	360	-14.7
Diabetic Living	1.4	1.4	0.0	279	274	-1.8
Dolly	1.3	1.0	-0.3	252	200	-20.6
Donna Hay	1.8	1.8	0.0	341	342	0.3
Elle	-	0.7	-	-	142	-
Empire	1.2	1.0	-0.2	236	199	-15.7
English Woman's Weekly	0.7	0.7	0.0	139	144	3.6
Famous	1.5	1.0	-0.5	287	201	-30.0
Fast Fours & Rotaries	0.4	0.2	-0.2	70	46	-34.3
Feast	1.0	1.1	0.1	196	205	4.6
Fishing World	0.9	0.9	0.0	183	171	-6.6
Fitness First	0.6	0.5	-0.1	120	92	-23.3
Foxtel Magazine	2.5	2.1	-0.4	487	415	-14.8
Frankie	1.8	1.7	-0.1	355	326	-8.2
Fresh	10.9	12.8	1.9	2,104	2,473	17.5
Fresh Water Fishing Aust.	0.5	0.5	0.0	92	95	3.3
Game Informer	1.0	0.9	-0.1	193	179	-7.3
Gardening Australia	1.9	2.1	0.2	363	414	14.0
Girlfriend	1.0	1.0	0.0	200	201	0.5
Golf Australia	0.5	0.3	-0.2	88	63	-28.4
Golf Magazine	0.2	0.3	0.1	46	57	23.9
Good Health	1.6	1.4	-0.2	307	279	-9.1
Gourmet Traveller Wine	0.7	0.5	-0.2	126	89	-29.4
GQ	0.7	0.4	-0.3	131	74	-43.5
Handyman	1.0	1.0	0.0	186	190	2.2
Harper's Bazaar	1.0	0.7	-0.3	192	143	-25.5
Healthy Food Guide	0.9	0.8	-0.1	175	164	-6.3
Home Beautiful	2.2	2.2	0.0	416	420	1.0
Home Design	0.4	0.4	0.0	84	81	-3.6
Horizons (WA)	0.6	0.6	0.0	113	123	8.8
Hot 4s & Performance Cars	0.3	0.2	-0.1	60	44	-26.7
House & Garden	3.2	3.2	0.0	624	625	0.2
Hyper	0.3	0.2	-0.1	55	45	-18.2
Inside Football (Apr-Sep)	0.3	0.3	0.0	61	59	-3.3
Inside Out	0.8	0.7	-0.1	155	130	-16.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2014	Mar 2015	Gain/Loss	Mar 2014	Mar 2015	% Change
Inside Sport	0.6	0.6	0.0	108	116	7.4
InStyle	0.9	0.9	0.0	168	177	5.4
Jetstar	1.2	1.0	-0.2	232	194	-16.4
Journeys (Tas)	0.4	0.4	0.0	82	78	-4.9
Just Cars	1.1	1.3	0.2	219	249	13.7
Limelight	0.2	0.2	0.0	30	29	-3.3
Live To Ride	0.3	0.4	0.1	57	69	21.1
Marie Claire	2.1	1.9	-0.2	411	375	-8.8
Men's Fitness	1.2	0.8	-0.4	240	163	-32.1
Men's Health	2.4	2.0	-0.4	463	392	-15.3
Men's Style	0.3	0.2	-0.1	49	44	-10.2
Modern Fishing	0.8	0.9	0.1	161	176	9.3
Modern Wedding	0.3	0.2	-0.1	50	45	-10.0
Money Magazine	1.0	0.7	-0.3	184	143	-22.3
The Monthly	0.8	0.8	0.0	146	149	2.1
Mother & Baby	0.5	0.4	-0.1	100	85	-15.0
Motor	0.7	0.6	-0.1	141	118	-16.3
National Geographic	5.3	5.0	-0.3	1,027	972	-5.4
Nature & Health	0.3	0.3	0.0	56	59	5.4
New Idea	6.7	6.4	-0.3	1,300	1,232	-5.2
New Scientist	1.6	1.7	0.1	301	334	11.0
NW	1.1	1.0	-0.1	203	202	-0.5
OK (weekly)	1.7	1.3	-0.4	320	250	-21.9
Open Road (NSW)	5.3	4.9	-0.4	1,023	941	-8.0
Overlander 4WD	0.4	0.5	0.1	78	89	14.1
PC & Tech Authority	0.6	0.7	0.1	117	126	7.7
PC PowerPlay	0.5	0.5	0.0	93	88	-5.4
People	0.5	0.4	-0.1	102	85	-16.7
Picture	0.4	0.3	-0.1	72	49	-31.9
PlayStation	0.9	0.8	-0.1	175	158	-9.7
Practical Parenting	0.5	0.4	-0.1	96	76	-20.8
Prevention (bi-monthly from Nov14)	0.8	0.6	-0.2	145	112	-22.8
Qantas The Australian Way	2.7	2.2	-0.5	513	428	-16.6
Reader's Digest Australia	3.0	2.7	-0.3	584	521	-10.8
Real Living	0.8	0.7	-0.1	151	126	-16.6
Recipes+	2.3	2.0	-0.3	450	393	-12.7
RM Williams Outback	1.2	1.2	0.0	226	234	3.5
Road Ahead (Qld)	3.3	2.9	-0.4	643	564	-12.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2014	Mar 2015	Gain/Loss	Mar 2014	Mar 2015	% Change
Rolling Stone	1.3	1.3	0.0	244	248	1.6
Royal Auto (Vic)	2.9	3.0	0.1	552	574	4.0
Rugby League Week (Apr-Sep)	0.9	1.0	0.1	165	188	13.9
SA Motor (SA)	1.5	1.4	-0.1	290	276	-4.8
Selector	0.5	0.4	-0.1	102	68	-33.3
Shop Til You Drop (quarterly from Nov14)	0.6	0.5	-0.1	119	92	-22.7
Smart Investor	0.6	0.4	-0.2	110	78	-29.1
Soap World	0.3	0.3	0.0	63	60	-4.8
Street Machine	1.3	1.2	-0.1	256	240	-6.3
Super Food Ideas	3.3	2.9	-0.4	632	570	-9.8
Take 5	3.2	3.1	-0.1	622	597	-4.0
Taste.com.au Magazine	1.9	2.2	0.3	374	428	14.4
TechLife	0.4	0.3	-0.1	81	54	-33.3
That's Life	4.3	3.9	-0.4	837	761	-9.1
Time	1.7	1.5	-0.2	319	294	-7.8
Top Gear	2.1	1.8	-0.3	405	339	-16.3
TV Soap	1.3	1.0	-0.3	244	184	-24.6
TV Week	3.0	2.5	-0.5	577	485	-15.9
TV Week Soap Extra (from Sep14)	-	0.6	-	-	123	-
Unique Cars	1.1	1.0	-0.1	217	191	-12.0
Virgin Australia Voyeur	1.3	1.3	0.0	252	246	-2.4
Vogue Australia	1.8	1.7	-0.1	346	320	-7.5
Vogue Living	0.7	0.7	0.0	133	137	3.0
Weight Watchers Magazine	0.7	0.5	-0.2	130	98	-24.6
WellBeing	0.6	0.5	-0.1	123	103	-16.3
Western Australian Business News (WA)	0.2	0.2	0.0	30	35	16.7
Wheels	1.2	1.3	0.1	234	251	7.3
Who	2.3	2.2	-0.1	447	416	-6.9
Wine Companion	-	0.3	-	-	62	-
Woman's Day	9.4	8.0	-1.4	1,812	1,557	-14.1
Women's Fitness	0.6	0.8	0.2	117	149	27.4
Women's Health	2.0	1.7	-0.3	388	327	-15.7
Women's Health & Fitness	0.8	0.9	0.1	152	181	19.1
Women's Weekly	10.1	9.0	-1.1	1,942	1,739	-10.5
Xbox	1.0	0.8	-0.2	188	160	-14.9
Your Garden	0.6	0.7	0.1	125	138	10.4
Yours	-	0.6	-	-	119	-
Zoo Weekly	1.2	0.8	-0.4	225	153	-32.0

Newspapers

Newspapers	M-F March 2014 R'ship ('000s)	M-F March 2015 R'ship ('000s)	Sat March 2014 R'ship ('000s)	Sat March 2015 R'ship ('000s)	Sun March 2014 R'ship ('000s)	Sun March 2015 R'ship ('000s)
National						
The Australian	356	334	727	664	-	-
Aust. Financial Review	234	197	160	134	-	-
NSW						
Daily Telegraph	708	648	641	610	-	-
Sydney Morning Herald	520	521	771	731	-	-
Sunday Telegraph	-	-	-	-	1,121	1,023
The Sun-Herald	-	-	-	-	746	672
MX	153	106	-	-	-	-
Newcastle Herald	100	86	151	111	-	-
Illawarra Mercury	46	45	44	51	-	-
Canberra Times	75	70	100	97	64	72
The Saturday Paper (NSW) (from Jul14)	-	-	-	48	-	-
VIC						
Herald Sun	1,001	869	981	853	-	-
The Age	536	564	706	668	-	-
Sunday Herald Sun	-	-	-	-	996	898
The Sunday Age	-	-	-	-	567	564
MX	134	141	-	-	-	-
Geelong Advertiser	62	46	89	68	-	-
The Saturday Paper (VIC) (from Jul14)	-	-	-	39	-	-
QLD						
Courier-Mail	493	436	618	542	-	-
The Sunday Mail	-	-	-	-	885	829
MX	54	41	-	-	-	-
Cairns Post	52	57	82	82	-	-
Gold Coast Bulletin	88	69	111	73	-	-
Townsville Bulletin	51	50	72	59	-	-

Newspapers (Continued)

Newspapers	M-F March 2014 R'ship ('000s)	M-F March 2015 R'ship ('000s)	Sat March 2014 R'ship ('000s)	Sat March 2015 R'ship ('000s)	Sun March 2014 R'ship ('000s)	Sun March 2015 R'ship ('000s)
SA						
Adelaide Advertiser	379	334	488	391	-	-
Sunday Mail	-	-	-	-	529	447
WA						
West Australian	496	442	-	-	-	-
Weekend West	-	-	649	588	-	-
Sunday Times	-	-	-	-	536	455
Tasmania						
The Mercury	83	82	103	108	-	-
The Examiner	56	52	72	62	-	-
The Advocate	37	35	48	42	-	-
Sunday Tasmanian (Tas)	-	-	-	-	92	90
Sunday Examiner	-	-	-	-	66	63
Northern Territory						
Northern Territory News	37	35	51	46	-	-
Sunday Territorian	-	-	-	-	33	29

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2014	Mar 2015	Gain/Loss	Mar 2014	Mar 2015	% Change
Wish	0.4	0.4	0.0	77	71	-7.8
Weekend Australian Magazine	3.8	3.5	-0.3	738	679	-8.0
Financial Review Magazine	2.1	2.4	0.3	403	466	15.6
Boss	0.6	0.5	-0.1	109	103	-5.5
Good Weekend (NSW & Vic)	7.3	6.9	-0.4	1,408	1,334	-5.3
Sunday Style (NSW & Vic)	5.5	5.1	-0.4	1,058	989	-6.5
Sunday Life (NSW & Vic)	5.0	4.6	-0.4	958	896	-6.5
Sunday Telegraph TV Guide (NSW)	3.7	3.4	-0.3	720	650	-9.7
Sunday Herald Sun TV Guide (Vic)	3.2	2.6	-0.6	620	497	-19.8
Qweekend (Qld)	2.2	2.0	-0.2	432	385	-10.9
Sunday Mail TV Guide (Qld)	2.9	2.6	-0.3	556	503	-9.5
Gold Coast Eye (Qld)	0.3	0.2	-0.1	55	43	-21.8
Sunday Mail TV Guide (SA)	1.9	1.7	-0.2	367	320	-12.8
SA Weekend	1.8	1.5	-0.3	343	295	-14.0
Sunday Times TV Guide (WA)	1.9	1.5	-0.4	364	282	-22.5
STM - Sunday Times Magazine (WA)	1.8	1.5	-0.3	351	291	-17.1
Seven Days (WA)	2.1	1.8	-0.3	407	348	-14.5
West Weekend (WA)	2.1	1.9	-0.2	409	368	-10.0