

**Released To All Media  
November 2015**

Detailed below are the Roy Morgan Readership results for the year ending September 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)		
	Sep 2014	Sep 2015	Gain/Loss	Sep 2014	Sep 2015	% Change
4X4 Australia	0.7	0.7	0.0	138	129	-6.5
AFL Record (Apr-Sep)	1.1	1.0	-0.1	205	194	-5.4
APC	0.6	0.5	-0.1	117	94	-19.7
Australian 4WD Action	1.5	1.4	-0.1	295	280	-5.1
Australian Auto Action	0.5	0.5	0.0	93	89	-4.3
Australian Geographic	2.5	2.4	-0.1	482	460	-4.6
Australian Golf Digest	0.3	0.3	0.0	66	55	-16.7
Australian Gourmet Traveller	1.3	1.2	-0.1	242	238	-1.7
Australian Motorcycle News	0.5	0.5	0.0	100	102	2.0
Australian Property Investor	0.6	0.5	-0.1	113	98	-13.3
Australian Traveller	0.4	0.3	-0.1	73	64	-12.3
Belle	0.6	0.6	0.0	118	108	-8.5
Better Homes and Gardens	9.5	9.4	-0.1	1,835	1,832	-0.2
Big Issue	1.2	0.9	-0.3	233	179	-23.2
Big League (Apr-Sep)	0.3	0.4	0.1	49	69	40.8
Bride To Be	0.3	0.3	0.0	56	49	-12.5
Cleo	0.9	0.7	-0.2	173	144	-16.8
Coles Magazine	14.5	14.4	-0.1	2,809	2,804	-0.2
Cosmopolitan	1.7	1.5	-0.2	338	290	-14.2
Cosmopolitan Bride	0.2	0.3	0.1	44	53	20.5

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2014	Sep 2015	Gain/Loss	Sep 2014	Sep 2015	% Change
Cosmos	0.5	0.5	0.0	91	91	0.0
Country Style	1.4	1.4	0.0	267	279	4.5
Delicious	2.1	1.8	-0.3	397	345	-13.1
Diabetic Living	1.4	1.3	-0.1	275	253	-8.0
Dolly	1.2	0.9	-0.3	225	177	-21.3
Donna Hay	1.6	1.7	0.1	311	336	8.0
Elle	0.7	0.8	0.1	138	150	8.7
Empire	1.1	1.0	-0.1	220	190	-13.6
English Woman's Weekly	0.8	0.7	-0.1	148	128	-13.5
Famous	1.3	1.0	-0.3	253	191	-24.5
Fast Fours & Rotaries	0.3	0.3	0.0	58	56	-3.4
Fishing World	1.1	0.8	-0.3	205	152	-25.9
Fitness First	0.6	0.4	-0.2	108	70	-35.2
Foxtel Magazine	2.5	1.9	-0.6	490	361	-26.3
Frankie	1.8	1.6	-0.2	348	317	-8.9
Fresh	11.6	13.4	1.8	2,249	2,610	16.1
Fresh Water Fishing Aust.	0.4	0.5	0.1	82	100	22.0
Game Informer	1.0	0.9	-0.1	194	171	-11.9
Gardening Australia	2.0	2.0	0.0	386	399	3.4
Girlfriend	1.0	1.0	0.0	188	193	2.7
Golf Australia	0.4	0.4	0.0	75	69	-8.0
Golf Magazine	0.2	0.3	0.1	44	53	20.5
Good Health	1.4	1.4	0.0	275	269	-2.2
Gourmet Traveller Wine	0.6	0.4	-0.2	107	87	-18.7
GQ	0.5	0.3	-0.2	92	62	-32.6
Handyman	1.0	0.9	-0.1	195	181	-7.2
Harper's Bazaar	0.9	0.6	-0.3	168	121	-28.0
Healthy Food Guide	0.9	0.8	-0.1	165	154	-6.7
Home Beautiful	2.1	2.1	0.0	402	416	3.5
Home Design	0.5	0.4	-0.1	88	74	-15.9
Homes+	-	0.5	-	-	92	-
Horizons (WA)	0.6	0.6	0.0	120	122	1.7
Hot 4s & Performance Cars	0.3	0.2	-0.1	53	35	-34.0
House & Garden	3.2	3.1	-0.1	626	598	-4.5
Hyper	0.3	0.3	0.0	51	55	7.8
Inside Football (Apr-Sep)	0.3	0.3	0.0	59	49	-16.9
Inside Out	0.7	0.7	0.0	143	136	-4.9
Inside Sport	0.6	0.5	-0.1	114	101	-11.4

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2014	Sep 2015	Gain/Loss	Sep 2014	Sep 2015	% Change
InStyle	0.9	0.8	-0.1	166	147	-11.4
Jetstar	1.2	0.9	-0.3	241	172	-28.6
Journeys (Tas)	0.4	0.4	0.0	78	82	5.1
Just Cars	1.3	1.1	-0.2	246	210	-14.6
Limelight	0.2	0.2	0.0	33	30	-9.1
Live To Ride	0.3	0.3	0.0	48	68	41.7
Marie Claire	2.1	1.5	-0.6	412	300	-27.2
Men's Fitness	1.1	0.6	-0.5	206	126	-38.8
Men's Health	2.3	1.9	-0.4	437	376	-14.0
Men's Style	0.3	0.2	-0.1	52	35	-32.7
Modern Fishing	0.8	0.9	0.1	150	173	15.3
Modern Wedding	0.2	0.2	0.0	37	42	13.5
Money Magazine	0.9	0.8	-0.1	173	148	-14.5
The Monthly	0.7	0.7	0.0	136	145	6.6
Mother & Baby	0.5	0.4	-0.1	91	69	-24.2
Motor	0.7	0.6	-0.1	143	121	-15.4
National Geographic	5.9	5.1	-0.8	1,130	992	-12.2
Nature & Health	0.3	0.2	-0.1	51	46	-9.8
New Idea	6.5	6.1	-0.4	1,255	1,196	-4.7
New Scientist	1.7	1.7	0.0	321	339	5.6
NW	1.0	0.8	-0.2	195	157	-19.5
OK (weekly)	1.5	1.2	-0.3	287	230	-19.9
Open Road (NSW)	4.8	5.1	0.3	929	991	6.7
Overlander 4WD	0.4	0.5	0.1	87	88	1.1
PC & Tech Authority	0.6	0.6	0.0	112	113	0.9
PC PowerPlay	0.4	0.4	0.0	82	88	7.3
People	0.5	0.3	-0.2	103	64	-37.9
Picture	0.3	0.2	-0.1	60	45	-25.0
PlayStation	0.8	0.8	0.0	159	157	-1.3
Practical Parenting	0.4	0.3	-0.1	85	67	-21.2
Prevention (bi-monthly from Nov14)	0.7	0.5	-0.2	143	95	-33.6
Qantas Magazine	2.4	2.3	-0.1	468	440	-6.0
Reader's Digest Australia	2.8	2.8	0.0	534	540	1.1
Real Living	0.7	0.7	0.0	142	137	-3.5
Recipes+	2.1	1.9	-0.2	414	372	-10.1
RM Williams Outback	1.3	1.1	-0.2	245	211	-13.9
Road Ahead (Qld)	3.1	3.0	-0.1	599	579	-3.3
Rolling Stone	1.3	1.1	-0.2	244	224	-8.2

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2014	Sep 2015	Gain/Loss	Sep 2014	Sep 2015	% Change
Royal Auto (Vic)	2.9	3.1	0.2	558	599	7.3
Rugby League Week (Apr-Sep)	1.0	0.7	-0.3	188	141	-25.0
SA Motor (SA)	1.5	1.5	0.0	290	291	0.3
Selector	0.5	0.4	-0.1	92	69	-25.0
Shop Til You Drop (quarterly from Nov14)	0.6	0.4	-0.2	108	73	-32.4
Soap World	0.3	0.3	0.0	60	55	-8.3
Street Machine	1.4	1.2	-0.2	262	235	-10.3
Super Food Ideas	3.0	3.0	0.0	588	580	-1.4
Take 5	3.2	2.9	-0.3	619	575	-7.1
Taste.com.au Magazine	2.1	2.3	0.2	406	444	9.4
TechLife	0.3	0.3	0.0	57	62	8.8
That's Life	4.1	3.9	-0.2	796	760	-4.5
Time	1.5	1.6	0.1	287	303	5.6
Top Gear	1.9	1.6	-0.3	372	305	-18.0
TV Soap	1.1	0.7	-0.4	221	142	-35.7
TV Week	2.6	2.4	-0.2	501	473	-5.6
TV Week Soap Extra	-	0.6	-	-	116	-
Two Wheels and Scooter	0.4	0.3	-0.1	69	65	-5.8
Unique Cars	1.1	0.9	-0.2	212	171	-19.3
Virgin Australia Voyeur	1.3	1.3	0.0	257	247	-3.9
Vogue Australia	1.6	1.6	0.0	309	320	3.6
Vogue Living	0.6	0.7	0.1	109	144	32.1
Weight Watchers Magazine	0.6	0.5	-0.1	106	91	-14.2
WellBeing	0.6	0.4	-0.2	124	82	-33.9
Western Australian Business News (WA)	0.1	0.2	0.1	27	43	59.3
Wheels	1.3	1.2	-0.1	256	231	-9.8
Who	2.3	1.9	-0.4	440	369	-16.1
Wine Companion	0.3	0.3	0.0	65	56	-13.8
Woman's Day	8.5	7.6	-0.9	1,647	1,486	-9.8
Women's Fitness	0.7	0.8	0.1	142	149	4.9
Women's Health	1.8	1.7	-0.1	341	335	-1.8
Women's Health & Fitness	0.8	1.1	0.3	161	205	27.3
Women's Weekly	9.5	9.0	-0.5	1,828	1,751	-4.2
Xbox	0.8	0.8	0.0	164	153	-6.7
Your Garden	0.6	0.7	0.1	117	141	20.5
Yours	0.5	0.7	0.2	100	130	30.0
Zoo Weekly	1.0	0.7	-0.3	184	127	-31.0

## Newspapers

Newspapers	M-F September 2014 R'ship ('000s)	M-F September 2015 R'ship ('000s)	Sat September 2014 R'ship ('000s)	Sat September 2015 R'ship ('000s)	Sun September 2014 R'ship ('000s)	Sun September 2015 R'ship ('000s)
<b>National</b>						
The Australian	334	330	651	686	-	-
Aust. Financial Review	205	205	144	149	-	-
<b>NSW</b>						
Daily Telegraph	658	619	605	595	-	-
Sydney Morning Herald	515	525	750	732	-	-
Sunday Telegraph	-	-	-	-	1,048	995
The Sun-Herald	-	-	-	-	701	666
Newcastle Herald	104	75	140	90	-	-
Illawarra Mercury	44	40	43	44	-	-
Canberra Times	78	68	100	86	74	58
The Saturday Paper (NSW)	-	-	-	51	-	-
<b>VIC</b>						
Herald Sun	927	856	895	815	-	-
The Age	547	511	700	614	-	-
Sunday Herald Sun	-	-	-	-	929	870
The Sunday Age	-	-	-	-	591	498
Geelong Advertiser	55	53	77	76	-	-
The Saturday Paper (VIC)	-	-	-	24	-	-
<b>QLD</b>						
Courier-Mail	483	406	581	514	-	-
The Sunday Mail	-	-	-	-	863	823
Cairns Post	52	54	81	78	-	-
Gold Coast Bulletin	86	60	99	69	-	-
Townsville Bulletin	56	49	70	57	-	-
The Saturday Paper (QLD) (from Dec14)	-	-	-	15	-	-

### Newspapers (continued)

Newspapers	M-F September 2014 R'ship ('000s)	M-F September 2015 R'ship ('000s)	Sat September 2014 R'ship ('000s)	Sat September 2015 R'ship ('000s)	Sun September 2014 R'ship ('000s)	Sun September 2015 R'ship ('000s)
<b>SA</b>						
Adelaide Advertiser	359	321	438	382	-	-
Sunday Mail	-	-	-	-	487	438
The Saturday Paper (SA) (from Dec14)	-	-	-	13	-	-
<b>WA</b>						
West Australian	453	447	-	-	-	-
Weekend West	-	-	615	575	-	-
Sunday Times	-	-	-	-	501	426
<b>Tasmania</b>						
The Mercury	78	82	103	106	-	-
The Examiner	57	51	71	59	-	-
The Advocate	37	29	45	34	-	-
Sunday Tasmanian (Tas)	-	-	-	-	92	90
Sunday Examiner	-	-	-	-	67	58
<b>Northern Territory</b>						
Northern Territory News	38	33	57	41	-	-
Sunday Territorian	-	-	-	-	32	30

## Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2014	Sep 2015	Gain/Loss	Sep 2014	Sep 2015	% Change
Wish	0.4	0.4	0.0	74	81	9.5
Weekend Australian Magazine	3.7	3.6	-0.1	710	693	-2.4
Financial Review Magazine	2.3	2.3	0.0	437	442	1.1
Boss	0.5	0.6	0.1	96	108	12.5
Smart Investor	0.5	0.5	0.0	99	96	-3.0
Good Weekend (NSW & Vic)	7.1	6.4	-0.7	1,362	1,247	-8.4
Sunday Style (NSW & Vic)	5.2	4.7	-0.5	1,008	924	-8.3
Sunday Life (NSW & Vic)	4.8	4.2	-0.6	926	814	-12.1
Sunday Telegraph TV Guide (NSW)	3.4	3.2	-0.2	652	624	-4.3
Sunday Herald Sun TV Guide (Vic)	2.8	2.4	-0.4	543	459	-15.5
Qweekend (Qld)	2.1	1.9	-0.2	396	368	-7.1
Sunday Mail TV Guide (Qld)	2.7	2.5	-0.2	523	485	-7.3
Gold Coast Eye (Qld)	0.3	0.2	-0.1	52	41	-21.2
Sunday Mail TV Guide (SA)	1.8	1.6	-0.2	340	321	-5.6
SA Weekend	1.7	1.5	-0.2	319	288	-9.7
Sunday Times TV Guide (WA)	1.7	1.4	-0.3	328	264	-19.5
STM - Sunday Times Magazine (WA)	1.7	1.5	-0.2	321	287	-10.6
Seven Days (WA)	1.9	1.8	-0.1	358	345	-3.6
West Weekend (WA)	1.9	1.9	0.0	371	373	0.5