

**Released To All Media
May 2017**

Detailed below are the Roy Morgan Readership results for the year ending March 2017.

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 2016	Mar 2017	Gain/Loss	Mar 2016	Mar 2017	% Change
4X4 Australia	0.8	0.8	0.0	160	149	-6.9
AFL Record (Apr-Sep)	1.0	1.1	0.1	194	224	15.5
APC	0.5	0.5	0.0	100	102	2.0
Australian 4WD Action	1.4	1.3	-0.1	268	252	-6.0
Australian Geographic	2.5	2.9	0.4	496	585	17.9
Australian Golf Digest	0.3	0.4	0.1	57	78	36.8
Australian Gourmet Traveller	1.1	1.0	-0.1	225	200	-11.1
Australian Motorcycle News	0.5	0.5	0.0	104	100	-3.8
Australian Traveller	0.4	0.5	0.1	74	90	21.6
Belle	0.5	0.5	0.0	104	97	-6.7
Better Homes and Gardens	9.3	9.0	-0.3	1,818	1,790	-1.5
Big Issue	0.9	1.2	0.3	175	241	37.7
Big League (Apr-Sep)	0.4	0.3	-0.1	69	69	0.0
Child Magazines (Total)	-	0.5	-	-	100	-
Coles Magazine	16.4	19.1	2.7	3,216	3,783	17.6
Cosmopolitan	1.5	1.4	-0.1	285	278	-2.5
Cosmopolitan Bride	0.3	0.2	-0.1	55	36	-34.5
Cosmos	0.5	0.4	-0.1	89	75	-15.7
Country Style	1.3	1.3	0.0	264	267	1.1
Delicious	1.8	1.8	0.0	352	356	1.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2016	Mar 2017	Gain/Loss	Mar 2016	Mar 2017	% Change
Diabetic Living	1.2	1.3	0.1	244	263	7.8
Dolly (bi-monthly from May16)	0.8	0.7	-0.1	157	148	-5.7
Donna Hay	1.6	1.5	-0.1	310	295	-4.8
Elle	0.7	0.8	0.1	132	156	18.2
Empire	1.0	0.9	-0.1	192	171	-10.9
English Woman's Weekly	0.6	0.7	0.1	121	133	9.9
Fast Fours & Rotaries	0.3	0.4	0.1	60	71	18.3
Fishing World	0.9	0.7	-0.2	180	136	-24.4
Fitness First	0.3	0.3	0.0	57	53	-7.0
Foxtel Magazine	1.9	1.8	-0.1	364	361	-0.8
Frankie	1.6	1.8	0.2	319	365	14.4
Fresh	14.7	17.1	2.4	2,877	3,400	18.2
Fresh Water Fishing Aust.	0.5	0.4	-0.1	89	86	-3.4
Game Informer	0.8	0.7	-0.1	158	130	-17.7
Gardening Australia	2.0	2.0	0.0	393	397	1.0
Girlfriend	0.9	0.9	0.0	186	185	-0.5
Golf Australia	0.4	0.3	-0.1	70	60	-14.3
Good Health	1.3	1.1	-0.2	246	222	-9.8
Gourmet Traveller Wine	0.5	0.4	-0.1	94	84	-10.6
GQ	0.3	0.5	0.2	61	91	49.2
Halliday (was Wine Companion)	0.2	0.1	-0.1	48	28	-41.7
Handyman	0.9	0.9	0.0	171	186	8.8
Harper's Bazaar	0.6	0.7	0.1	110	134	21.8
Healthy Food Guide	0.9	0.7	-0.2	170	140	-17.6
Home Beautiful	1.9	1.6	-0.3	374	314	-16.0
Home Design	0.4	0.4	0.0	80	75	-6.3
Homes+	0.6	0.6	0.0	109	112	2.8
Horizons (WA)	0.6	0.7	0.1	118	142	20.3
House & Garden	2.9	2.9	0.0	563	577	2.5
Hyper	0.3	0.3	0.0	52	62	19.2
Inside Football (Apr-Sep)	0.3	0.4	0.1	49	88	79.6
Inside Out	0.7	0.6	-0.1	144	125	-13.2
Inside Sport	0.4	0.5	0.1	87	106	21.8
InStyle	0.7	0.7	0.0	129	143	10.9
Jetstar	0.9	1.2	0.3	184	228	23.9
Journeys (Tas)	0.4	0.4	0.0	81	86	6.2
Just Cars	1.0	1.0	0.0	203	198	-2.5

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2016	Mar 2017	Gain/Loss	Mar 2016	Mar 2017	% Change
Limelight	0.1	0.1	0.0	28	26	-7.1
Live To Ride	0.2	0.2	0.0	45	43	-4.4
Marie Claire	1.3	1.5	0.2	257	301	17.1
Men's Fitness	0.7	0.7	0.0	132	147	11.4
Men's Health	1.9	1.8	-0.1	365	355	-2.7
Men's Style	0.2	0.2	0.0	35	36	2.9
Modern Fishing	0.8	0.8	0.0	149	163	9.4
Modern Wedding	0.2	0.2	0.0	34	32	-5.9
Money Magazine	0.8	0.7	-0.1	148	144	-2.7
The Monthly	0.8	0.8	0.0	154	156	1.3
Mother & Baby	0.4	0.4	0.0	70	70	0.0
Motor	0.6	0.7	0.1	117	145	23.9
National Geographic	5.4	5.5	0.1	1,058	1,082	2.3
Nature & Health	0.2	0.3	0.1	40	55	37.5
New Idea	5.8	5.8	0.0	1,127	1,148	1.9
New Scientist	1.7	2.0	0.3	331	406	22.7
NW (New Weekly)	0.7	0.8	0.1	139	152	9.4
OK	1.1	0.9	-0.2	222	187	-15.8
Open Road (NSW)	5.6	5.4	-0.2	1,088	1,082	-0.6
Overlander 4WD	0.4	0.4	0.0	80	87	8.8
PC & Tech Authority	0.5	0.5	0.0	97	97	0.0
PC PowerPlay	0.5	0.5	0.0	92	95	3.3
People	0.3	0.3	0.0	56	64	14.3
Picture	0.3	0.2	-0.1	51	42	-17.6
PlayStation	0.7	0.7	0.0	139	145	4.3
Prevention	0.6	0.5	-0.1	114	104	-8.8
Qantas Magazine	2.3	2.2	-0.1	445	444	-0.2
Reader's Digest Australia	2.4	2.5	0.1	480	504	5.0
Real Living	0.8	0.5	-0.3	155	96	-38.1
Recipes+	2.0	2.1	0.1	393	424	7.9
RM Williams Outback	1.1	1.1	0.0	218	211	-3.2
Road Ahead (Qld)	2.9	2.9	0.0	570	583	2.3
Rolling Stone	1.1	1.1	0.0	211	213	0.9
Royal Auto (Vic)	2.9	3.2	0.3	574	633	10.3
Rugby League Week (Apr-Sep)	0.7	1.0	0.3	141	203	44.0
SA Motor (SA)	1.5	1.1	-0.4	301	216	-28.2
Selector	0.5	0.3	-0.2	100	68	-32.0
Shop Til You Drop	0.3	0.3	0.0	54	57	5.6

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2016	Mar 2017	Gain/Loss	Mar 2016	Mar 2017	% Change
Soap World	0.3	0.2	-0.1	52	46	-11.5
Street Machine	1.2	1.2	0.0	243	231	-4.9
Super Food Ideas	2.8	2.3	-0.5	555	460	-17.1
Take 5	2.7	2.5	-0.2	537	505	-6.0
Taste.com.au Magazine	2.7	3.0	0.3	530	597	12.6
TechLife	0.3	0.4	0.1	53	77	45.3
That's Life	3.6	3.5	-0.1	710	686	-3.4
Time	1.7	1.7	0.0	325	340	4.6
TOTAL Motoring Club Magazines	13.9	13.7	-0.2	2,717	2,728	0.4
TV Soap	0.8	0.9	0.1	152	179	17.8
TV Week	2.3	2.3	0.0	457	461	0.9
Two Wheels and Scooter	0.3	0.3	0.0	57	54	-5.3
Unique Cars	1.1	0.9	-0.2	209	183	-12.4
Virgin Australia Voyeur	1.3	1.1	-0.2	253	217	-14.2
Vogue Australia	1.6	1.7	0.1	315	338	7.3
Vogue Living	0.6	0.6	0.0	111	111	0.0
Weight Watchers Magazine	0.4	0.4	0.0	78	79	1.3
WellBeing	0.4	0.4	0.0	87	79	-9.2
Western Australian Business News (WA)	0.2	0.2	0.0	39	34	-12.8
Wheels	1.2	1.2	0.0	244	240	-1.6
Who	1.7	1.6	-0.1	334	323	-3.3
Woman's Day	7.0	6.6	-0.4	1,380	1,304	-5.5
Women's Fitness	0.7	0.7	0.0	138	140	1.4
Women's Health	1.7	1.6	-0.1	336	320	-4.8
Women's Health & Fitness	1.0	0.7	-0.3	187	138	-26.2
Women's Weekly	8.7	7.8	-0.9	1,713	1,555	-9.2
Xbox	0.7	0.7	0.0	131	133	1.5
Yours	0.6	0.7	0.1	126	136	7.9

Newspapers

Newspapers	M-F March 2016 R'ship ('000s)	M-F March 2017 R'ship ('000s)	Sat March 2016 R'ship ('000s)	Sat March 2017 R'ship ('000s)	Sun March 2016 R'ship ('000s)	Sun March 2017 R'ship ('000s)
National						
The Australian	310	341	658	636	-	-
Aust. Financial Review	192	204	145	125	-	-
The Saturday Paper	-	-	118	112	-	-
NSW						
Daily Telegraph	645	600	597	569	-	-
Sydney Morning Herald	513	453	711	660	-	-
Sunday Telegraph	-	-	-	-	1,015	912
The Sun-Herald	-	-	-	-	640	596
Newcastle Herald	86	75	103	92	-	-
Illawarra Mercury	36	36	39	38	-	-
Canberra Times	62	50	73	69	48	47
VIC						
Herald Sun	843	844	766	810	-	-
The Age	469	466	612	648	-	-
Sunday Herald Sun	-	-	-	-	847	854
The Sunday Age	-	-	-	-	477	530
Geelong Advertiser	53	61	78	72	-	-
QLD						
Courier-Mail	409	359	513	446	-	-
The Sunday Mail	-	-	-	-	785	717
Cairns Post	49	53	72	73	-	-
Gold Coast Bulletin	73	63	86	63	-	-
Townsville Bulletin	45	41	55	55	-	-

Newspapers (continued)

Newspapers	M-F March 2016 R'ship ('000s)	M-F March 2017 R'ship ('000s)	Sat March 2016 R'ship ('000s)	Sat March 2017 R'ship ('000s)	Sun March 2016 R'ship ('000s)	Sun March 2017 R'ship ('000s)
SA						
Adelaide Advertiser	324	313	371	364	-	-
Sunday Mail	-	-	-	-	425	436
WA						
West Australian	402	375	-	-	-	-
Weekend West	-	-	545	510	-	-
Sunday Times	-	-	-	-	401	366
Tasmania						
The Mercury	72	50	100	71	-	-
The Examiner	50	33	56	42	-	-
The Advocate	35	31	38	38	-	-
Sunday Tasmanian (Tas)	-	-	-	-	86	60
Sunday Examiner	-	-	-	-	52	47
Northern Territory						
Northern Territory News	37	29	49	38	-	-
Sunday Territorian	-	-	-	-	37	30

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2016	Mar 2017	Gain/Loss	Mar 2016	Mar 2017	% Change
Wish	0.5	0.6	0.1	89	126	41.6
Weekend Australian Magazine	3.6	3.7	0.1	705	729	3.4
Financial Review Magazine	2.2	1.7	-0.5	426	342	-19.7
Boss	0.5	0.5	0.0	104	99	-4.8
Good Weekend (NSW/Vic)	6.2	6.5	0.3	1,207	1,300	7.7
Stellar (NSW/Vic/Qld) (from Sep16)	-	4.5	-	-	901	-
Sunday Life (NSW/Vic)	3.7	4.0	0.3	718	786	9.5
Sunday Telegraph TV Guide (NSW)	3.1	3.0	-0.1	613	602	-1.8
Sunday Herald Sun TV Guide (Vic)	2.3	2.4	0.1	443	475	7.2
Qweekend (Qld)	1.8	1.7	-0.1	354	332	-6.2
Sunday Mail TV Guide (Qld)	2.3	2.2	-0.1	444	436	-1.8
Gold Coast Eye (Qld)	0.2	0.2	0.0	41	31	-24.4
Sunday Mail TV Guide (SA)	1.5	1.4	-0.1	295	283	-4.1
SA Weekend	1.4	1.4	0.0	272	277	1.8
Sunday Times TV Guide (WA)	1.3	1.3	0.0	246	251	2.0
STM - Sunday Times Magazine (WA)	1.3	1.3	0.0	264	253	-4.2
Seven Days (WA)	1.7	1.5	-0.2	337	300	-11.0
West Weekend (WA)	1.8	1.7	-0.1	358	329	-8.1