



**Released To All Media
February 2019**

Detailed below are the Roy Morgan Readership results for the year ending December 2018.

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)		
	Dec 2017	Dec 2018	Gain/Loss	Dec 2017	Dec 2018	% Change
4X4 Australia	0.7	0.7	0.0	143	149	4.2
AFL Record (Apr-Sep)	1.3	1.1	-0.2	254	218	-14.2
APC	0.5	0.3	-0.2	93	64	-31.2
Australian 4WD Action	1.2	1.3	0.1	236	264	11.9
Australian Geographic	2.7	3.0	0.3	543	620	14.2
Australian Golf Digest	0.4	0.3	-0.1	73	63	-13.7
Australian Gourmet Traveller	0.9	0.8	-0.1	174	170	-2.3
Australian Motorcycle News	0.4	0.6	0.2	84	122	45.2
Australian Traveller	0.4	0.4	0.0	83	92	10.8
Belle	0.5	0.5	0.0	100	102	2.0
Better Homes and Gardens	8.5	7.6	-0.9	1,707	1,566	-8.3
Big Issue	1.3	1.3	0.0	257	265	3.1
Big League (Apr-Sep)	0.5	0.5	0.0	104	99	-4.8
Coles Magazine	20.7	23.5	2.8	4,152	4,806	15.8
Cosmopolitan	1.4	1.2	-0.2	278	239	-14.0
Cosmos	0.5	0.4	-0.1	91	85	-6.6
Country Style	1.5	1.3	-0.2	293	266	-9.2
Delicious	1.8	1.5	-0.3	352	309	-12.2
Diabetic Living	1.2	1.1	-0.1	239	235	-1.7
Elle	0.9	0.6	-0.3	171	127	-25.7

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2017	Dec 2018	Gain/Loss	Dec 2017	Dec 2018	% Change
Empire	0.8	0.9	0.1	166	181	9.0
English Woman's Weekly	0.7	0.6	-0.1	132	131	-0.8
Fishing World	0.7	0.8	0.1	145	174	20.0
Fitness First	0.3	0.4	0.1	65	86	32.3
Foxtel Magazine	1.5	1.3	-0.2	310	259	-16.5
Frankie	2.0	1.5	-0.5	407	309	-24.1
Fresh	19.3	20.8	1.5	3,875	4,264	10.0
Fresh Water Fishing Aust.	0.4	0.3	-0.1	73	67	-8.2
Game Informer	0.6	0.7	0.1	117	139	18.8
Gardening Australia	2.2	2.6	0.4	449	528	17.6
Girlfriend	0.8	0.7	-0.1	153	153	0.0
Golf Australia	0.3	0.4	0.1	69	88	27.5
Good Health	1.2	1.4	0.2	240	286	19.2
Gourmet Traveller Wine	0.3	0.3	0.0	64	68	6.3
GQ	0.5	0.3	-0.2	99	62	-37.4
Halliday (was Wine Companion)	0.1	0.1	0.0	23	29	26.1
Handyman	1.0	0.9	-0.1	199	190	-4.5
Harper's Bazaar	0.6	0.7	0.1	111	146	31.5
Healthy Food Guide	0.7	1.2	0.5	143	246	72.0
Home Beautiful	1.6	1.7	0.1	312	342	9.6
Home Design	0.4	0.5	0.1	87	110	26.4
Horizons (WA)	0.9	1.3	0.4	183	260	42.1
House & Garden	2.6	2.6	0.0	527	530	0.6
Hyper	0.2	0.3	0.1	33	52	57.6
Inside Out	0.7	0.6	-0.1	135	116	-14.1
Inside Sport	0.5	0.6	0.1	105	124	18.1
InStyle	0.7	0.6	-0.1	136	125	-8.1
Jetstar	1.0	1.3	0.3	200	268	34.0
Journeys (Tas)	0.4	0.3	-0.1	80	68	-15.0
Just Cars	1.1	1.0	-0.1	211	202	-4.3
Limelight	0.1	0.1	0.0	25	29	16.0
Live To Ride	0.2	0.2	0.0	37	38	2.7
Marie Claire	1.3	1.3	0.0	260	268	3.1
Men's Fitness	0.6	0.5	-0.1	124	113	-8.9
Men's Health	1.9	1.5	-0.4	382	312	-18.3
Modern Fishing	0.7	0.7	0.0	143	146	2.1
Money Magazine	0.7	0.7	0.0	133	153	15.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2017	Dec 2018	Gain/Loss	Dec 2017	Dec 2018	% Change
The Monthly	0.8	0.7	-0.1	156	138	-11.5
Motor	0.8	0.6	-0.2	154	122	-20.8
National Geographic	5.3	6.2	0.9	1,061	1,279	20.5
Nature & Health	0.2	0.5	0.3	44	100	127.3
New Idea	5.4	4.8	-0.6	1,079	992	-8.1
New Scientist	1.8	1.6	-0.2	370	324	-12.4
NW (New Weekly)	0.9	0.8	-0.1	181	159	-12.2
OK	0.7	0.7	0.0	145	153	5.5
Open Road (NSW)	5.2	4.9	-0.3	1,051	1,012	-3.7
Overlander 4WD	0.4	0.5	0.1	83	97	16.9
PC & Tech Authority	0.4	0.5	0.1	78	102	30.8
PC PowerPlay	0.3	0.3	0.0	66	65	-1.5
People	0.2	0.3	0.1	49	54	10.2
Picture	0.2	0.2	0.0	36	42	16.7
PlayStation	0.6	0.7	0.1	130	142	9.2
Prevention	0.5	0.4	-0.1	96	87	-9.4
Qantas Magazine	1.9	2.0	0.1	384	406	5.7
Reader's Digest Australia	2.2	2.0	-0.2	436	415	-4.8
Real Living	0.5	0.5	0.0	91	100	9.9
RM Williams Outback	1.1	1.1	0.0	222	219	-1.4
Road Ahead (Qld)	3.1	3.1	0.0	628	635	1.1
Royal Auto (Vic)	3.2	3.6	0.4	638	733	14.9
SA Motor (SA)	1.1	1.0	-0.1	216	205	-5.1
Selector	0.4	0.4	0.0	84	72	-14.3
Soap World	0.2	0.2	0.0	40	49	22.5
Street Machine	1.3	1.2	-0.1	254	238	-6.3
Super Food Ideas	2.3	2.1	-0.2	464	437	-5.8
Take 5 (Weekly)	2.5	2.4	-0.1	495	497	0.4
Take 5 Bumper Monthly	-	3.4	-	-	692	-
Taste.com.au Magazine	3.2	3.2	0.0	646	649	0.5
TechLife	0.3	0.2	-0.1	68	46	-32.4
That's Life	3.3	2.9	-0.4	657	599	-8.8
Time	1.7	1.5	-0.2	344	306	-11.0
TOTAL Motoring Club Magazines	13.8	14.1	0.3	2,779	2,895	4.2
TV Soap	0.8	0.8	0.0	154	163	5.8
TV Week	2.2	1.8	-0.4	433	378	-12.7
Unique Cars	0.8	0.9	0.1	160	193	20.6
Virgin Australia Voyeur	1.1	1.1	0.0	212	218	2.8

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2017	Dec 2018	Gain/Loss	Dec 2017	Dec 2018	% Change
Vogue Australia	1.8	1.9	0.1	355	397	11.8
Vogue Living	0.7	0.5	-0.2	132	94	-28.8
Weight Watchers Magazine	0.3	0.4	0.1	53	75	41.5
WellBeing	0.5	0.7	0.2	109	135	23.9
Wheels	1.4	1.2	-0.2	291	243	-16.5
Who	1.5	1.3	-0.2	312	274	-12.2
Woman's Day	6.5	5.7	-0.8	1,303	1,169	-10.3
Women's Health	1.5	1.5	0.0	306	306	0.0
Women's Weekly	7.4	7.7	0.3	1,494	1,570	5.1
Xbox	0.6	0.7	0.1	126	134	6.3

Newspapers

Newspapers	M-F December 2017 R'ship ('000s)	M-F December 2018 R'ship ('000s)	Sat December 2017 R'ship ('000s)	Sat December 2018 R'ship ('000s)	Sun December 2017 R'ship ('000s)	Sun December 2018 R'ship ('000s)
National						
The Australian	311	299	629	590	-	-
Aust. Financial Review	181	184	132	121	-	-
The Saturday Paper	-	-	115	119	-	-
NSW						
Daily Telegraph	558	575	524	529	-	-
Sydney Morning Herald	446	403	620	588	-	-
Sunday Telegraph	-	-	-	-	879	826
The Sun-Herald	-	-	-	-	528	502
Newcastle Herald	85	56	102	73	-	-
Illawarra Mercury	40	33	45	35	-	-
Canberra Times	50	44	60	56	46	35
VIC						
Herald Sun	847	690	785	667	-	-
The Age	472	400	627	526	-	-
Sunday Herald Sun	-	-	-	-	844	737
The Sunday Age	-	-	-	-	509	417
Geelong Advertiser	45	42	54	48	-	-
QLD						
Courier-Mail	355	329	424	375	-	-
The Sunday Mail	-	-	-	-	647	586
Cairns Post	47	43	60	61	-	-
Gold Coast Bulletin	54	56	56	51	-	-
Townsville Bulletin	32	43	42	52	-	-

Newspapers (continued)

Newspapers	M-F December 2017 R'ship ('000s)	M-F December 2018 R'ship ('000s)	Sat December 2017 R'ship ('000s)	Sat December 2018 R'ship ('000s)	Sun December 2017 R'ship ('000s)	Sun December 2018 R'ship ('000s)
SA						
Adelaide Advertiser	281	256	335	327	-	-
Sunday Mail	-	-	-	-	398	370
WA						
West Australian	350	338	-	-	-	-
Weekend West	-	-	481	432	-	-
Sunday Times	-	-	-	-	347	334
Tasmania						
The Mercury	48	53	68	63	-	-
The Examiner	39	27	44	32	-	-
The Advocate	28	29	32	30	-	-
Sunday Tasmanian (Tas)	-	-	-	-	59	60
Sunday Examiner	-	-	-	-	41	25
Northern Territory						
Northern Territory News	27	24	32	22	-	-
Sunday Territorian	-	-	-	-	23	25

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2017	Dec 2018	Gain/Loss	Dec 2017	Dec 2018	% Change
Wish	0.6	0.6	0.0	129	128	-0.8
The Deal	0.4	0.3	-0.1	89	65	-27.0
Weekend Australian Magazine	3.4	2.9	-0.5	683	597	-12.6
Financial Review Magazine	2.0	2.0	0.0	406	408	0.5
Boss	0.7	0.7	0.0	135	153	13.3
Good Weekend (NSW/Vic)	6.0	5.1	-0.9	1,199	1,045	-12.8
Domain (NSW/Vic) (from Aug18)	-	3.9	-	-	800	-
Sunday Life (NSW/Vic)	3.5	3.3	-0.2	702	679	-3.3
Stellar (NSW/Vic)	3.7	3.5	-0.2	749	715	-4.5
Sunday Telegraph TV Guide (NSW)	2.9	2.6	-0.3	593	524	-11.6
Sunday Herald Sun TV Guide (Vic)	2.5	2.1	-0.4	507	427	-15.8
Qweekend (Qld)	1.5	1.3	-0.2	304	270	-11.2
Sunday Mail TV Guide (Qld)	2.0	1.8	-0.2	393	362	-7.9
Gold Coast Eye (Qld)	0.1	0.2	0.1	28	34	21.4
Sunday Mail TV Guide (SA)	1.3	1.2	-0.1	255	251	-1.6
SA Weekend	1.4	1.1	-0.3	275	220	-20.0
Sunday Times TV Guide (WA)	1.2	1.1	-0.1	236	232	-1.7
STM - Sunday Times Magazine (WA)	1.2	1.2	0.0	244	238	-2.5
Seven Days (WA)	1.4	1.3	-0.1	283	270	-4.6
West Weekend (WA)	1.6	1.5	-0.1	320	302	-5.6