

Thursday, 6 November 2014

Roy Morgan Magazine Readership and Cross-Platform Audiences for September 2014

Roy Morgan Research today releases the latest Australian Magazine Readership results for the year to September 2014. 12,588,000 Australians (14+) now read one or more magazines, up 0.5% since this time last year.

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Top 20 Most Read Magazines Average Issue in the year to Sept 2014		Top 20 Magazines by % Readership Increase Average Issue in the year to Sept 2014		
Magazine	Readers (000s)		% Gain	
Coles Magazine	2,809	1	National Geographic	36.0%
Fresh	2,249	2	Feast	34.6%
Better Homes and Gardens	1,835	3	Overlander 4WD	33.8%
Women's Weekly	1,828	4	Australian Auto Action	31.0%
Woman's Day	1,647	5	Men's Style	30.0%
New Idea	1,255	6	RM Williams Outback	28.3%
National Geographic	1,130	7	Limelight	26.9%
Open Road (NSW)	929	8	Big Issue	24.6%
That's Life	796	9	Women's Fitness	24.6%
House & Garden	626	10	Fishing World	24.2%
Take 5	619	11	Home Design	23.9%
Road Ahead (Qld)	599	12	Fresh	20.8%
Super Food Ideas	588	13	Jetstar	20.5%
Royal Auto (Vic)	558	14	Royal Auto (Vic)	20.0%
Reader's Digest Australia	534	15	Handyman	16.8%
TV Week	501	16	Australian Geographic	14.8%
Foxtel Magazine	490	17	Belle	14.6%
Australian Geographic	482	18	SA Motor (SA)	14.2%
Qantas The Australian Way	468	19	Rugby League Week (Apr-Sep)	13.9%
Who	440	20	English Woman's Weekly	13.0%

Mags a million

Only 7000 readers now separate *Better Homes and Gardens* and *Australian Women's Weekly* as they vie for the top spot among newsstand magazines. Readership of *Better Homes and Gardens* has grown 4.2% since September last year to 1,835,000 and the *Women's Weekly* is steady at 1,828,000 readers, buoyed in part by the recent strong result for its much-discussed Turia Pitt cover story issue in July. *Woman's Day* remains the country's most-read weekly magazine, ahead of *New Idea* with 1,255,000.

Global content, local readers

Taking fifth spot among paid-for magazines is *National Geographic*, which scored the largest proportion gain of any magazine—up 36% to 1,130,000, an additional 299,000 readers per average issue since September last year. *Australian Geographic* also scored double-digit proportional growth, up 14.8% to 482,000. *RM Williams Outback* was the sixth fastest-growing magazine, up 28.3% to 245,000 readers.

Registering interest

While pushing the trolley, waiting at the check-out, or at home with a full cupboard and fridge, the two free supermarket titles continue to reach more Australians than any other magazine. *Coles Magazine* leads with 2,809,000 readers per average issue but Woolworths' *Fresh* magazine is up 20.8% year-on-year to 2,249,000.

New magazine launch of the year

Winner of the recent Australian Magazine Award for Launch of the Year, *Wine Companion* gained an extra 5000 readers since its debut Readership result in June (up to 65,000), while other Launch category finalists *Elle* and *Taste.com.au* reached wide in the highly competitive fashion and food categories respectively. Pitched at a defined audience of women over 50, Bauer's *Yours* magazine makes its Roy Morgan Readership debut with 100,000 readers.

Dressed for success

Marie Claire continues to lead the pack with 412,000 readers, while Women's Fashion Award winner *Frankie* (up 11.2% to 348,000) has cemented second place ahead of *Vogue Australia* (down 7.8% to 309,000). With a 6.3% gain to 168,000, *Harper's Bazaar* has just pipped *InStyle* (166,000) for fourth—but both will need to keep an eye on newcomer *Elle* in 2015.

Home-grown favourites

Not only were three of the 12 Home and Garden titles among the country's Top 20 fastest growing magazines (*Home Design*, *Handyman* and *Belle*), but a further five made gains—including *Real Living*, last week crowned Australia's Magazine of the Year.

Food, glorious food

The star-performer in the Food category is SBS's *Feast* magazine, which increased its readership by 34.6% to 214,000 against a competitive backdrop where leaders *Delicious*, *Donna Hay*, *Australian Gourmet Traveller*, *Recipes+* and *Super Food Ideas* all dipped and recent entry *Taste.com.au* quickly gobbled up 406,000 readers.

Big Issues and Big Questions

But many Aussies are also reading about topics beyond their homes, clothes, dinners and wine. Readership of *Big Issue* is up 24.6% to 233,000, *New Scientist* is up 11.1% to 321,000 and *Cosmos* is up 3.4% to 91,000.

Cross-Platform Audiences

Many magazines have again posted strong gains in the number of Australians who visit their website or use their app. *Harper's Bazaar* increased its audience across both print and digital, scoring the largest total cross-platform audience increase (up 21.6% to 245,000). *Better Home and Gardens* also notched up increases across both platforms, resulting in a 3.8% boost in total audience past the two million mark.

In an average four weeks, twice as people now read *Marie Claire* by web or app as did a year ago, giving the magazine a 13.0% increase in overall audience to 557,000, despite a small print loss.

Discover your edge

Digital growth for *Cosmopolitan*, *Famous*, *Gourmet Traveller*, *Reader's Digest* and *Who* also more than offset any print declines to provide each with bigger audiences overall.

Cross-Platform Audiences for Magazines

Publication	Print		Digital (web or app)		Total Cross-Platform Audience (print, web or app)		
	Sept 2013 (000's)	Sept 2014 (000's)	Sept 2013 (000's)	Sept 2014 (000's)	Sept 2013 (000's)	Sept 2014 (000's)	% change in Total Cross- Platform Audience
Better Homes & Gardens	1761	1835	314	320	1976	2052	3.8%
Cleo	241	173	162	132	380	298	-21.6%
Cosmopolitan	370	338	141	208	491	526	7.1%
Dolly	272	225	104	93	357	301	-15.7%
Famous*	270	253	33	86	299	332	11.0%
Girlfriend	230	188	52	63	259	237	-8.5%
Gourmet Traveller	273	242	115	168	369	396	7.3%
Harper's Bazaar	158	168	46	83	202	245	21.3%
Marie Claire	429	412	75	156	493	557	13.0%
Men's Health	465	437	219	165	638	577	-9.6%
New Idea*	1344	1255	57	94	1388	1337	-3.7%
Open Road	1004	929	62	79	1038	973	-6.3%
Prevention	129	143	51	31	172	171	-0.6%
Reader's Digest	566	534	301	363	837	863	3.1%
Time Magazine*	346	287	--	177	--	459	--
The Monthly	155	136	95	119	238	234	-1.7%
Vogue	335	309	391	384	712	671	-5.8%
Who *	452	440	84	118	528	549	4.0%
Woman's Day*	1903	1647	152	204	2025	1816	-10.3%
Women's Health	411	341	96	80	493	415	-15.8%
Women's Weekly	1833	1828	608	521	2340	2281	-2.5%

*Print is average issue readership; digital is website visitation and app usage in an average 4 weeks for monthly magazines and average 7 days for weekly magazines (denoted by *).*

**Click here to see all the results for
Magazine Print Readership or Total Magazine Cross-Platform Audiences
for the 12 months to September 2014.**

Tim Martin, General Manager - Media, Roy Morgan Research, says:

"These latest Roy Morgan results demonstrate Australians continue to read high quality magazine titles with high quality content—whether old favourites or exciting new publications.

"Each magazine appeals at heart to a well-defined audience with an interest in its particular topic, whether that's fashion, home, nature and science, food and wine, or finance. But while many Australians continue to be drawn to the varied content of mass women's magazines (and will flick through any they find), others only ever want to read about four wheel drives, or fitness, or TV soap operas.

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“Roy Morgan Research’s Single Source data is the preferred multi-media audience measurement currency used by the majority of Australian media strategy, planning and buying agencies and telecommunications, financial services and automotive brands.”

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