

**Released To All Media
May 2014**

Detailed below are the Roy Morgan Readership results for the year ending March 2014.

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 2013	Mar 2014	Gain/Loss	Mar 2013	Mar 2014	% Change
2 Wheels	0.4	0.3	-0.1	83	66	-20.5
4X4 Australia	0.8	0.8	0.0	142	148	4.2
AFL Record (Apr-Sep)	1.0	1.1	0.1	180	212	17.8
APC	0.9	0.8	-0.1	170	157	-7.6
Australian 4WD Action	1.6	1.4	-0.2	305	269	-11.8
Australian Auto Action	0.3	0.4	0.1	63	81	28.6
Australian Geographic	2.6	2.2	-0.4	489	424	-13.3
Australian Golf Digest	0.4	0.4	0.0	80	69	-13.8
Australian Gourmet Traveller	1.5	1.4	-0.1	280	272	-2.9
Australian Motorcycle News	0.6	0.6	0.0	118	113	-4.2
Australian Property Investor	0.6	0.6	0.0	113	113	0.0
Australian Traveller	0.3	0.4	0.1	65	77	18.5
Belle	0.7	0.6	-0.1	124	107	-13.7
Better Homes and Gardens	9.8	9.2	-0.6	1,846	1,783	-3.4
Big Issue	1.1	1.1	0.0	206	218	5.8
Big League (Apr-Sep)	0.4	0.4	0.0	70	68	-2.9
Bride To Be	0.4	0.3	-0.1	73	57	-21.9
Cleo	1.6	1.0	-0.6	310	199	-35.8
Coles Magazine (from Jan14)	-	19.5	-	-	3,764	-
Cosmopolitan	2.3	2.0	-0.3	434	378	-12.9

401 Collins Street, Melbourne, Victoria 3000, G.P.O. Box 2282U, Melbourne, Victoria 3001, Australia
Tel: (03) 9629 6888 Fax: (03) 9629 1250 (03) 9622 8399 Email: melmr@roymorgan.com

Website : www.roymorgan.com

Offices also in : Sydney, Brisbane, Adelaide, Perth, Canberra, Auckland, London, New York & Jakarta

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2013	Mar 2014	Gain/Loss	Mar 2013	Mar 2014	% Change
Cosmos	0.5	0.5	0.0	101	92	-8.9
Country Style	1.4	1.5	0.1	265	281	6.0
Delicious	2.4	2.2	-0.2	452	422	-6.6
Diabetic Living	1.4	1.4	0.0	258	279	8.1
Dolly	1.6	1.3	-0.3	299	252	-15.7
Donna Hay	1.9	1.8	-0.1	363	341	-6.1
Empire	1.1	1.2	0.1	212	236	11.3
English Woman's Weekly	0.8	0.7	-0.1	145	139	-4.1
Famous	1.5	1.5	0.0	278	287	3.2
Fast Fours & Rotaries	0.4	0.4	0.0	84	70	-16.7
Feast	0.9	1.0	0.1	171	196	14.6
Fishing World	1.1	0.9	-0.2	205	183	-10.7
Fitness First	0.5	0.6	0.1	95	120	26.3
Foxtel Magazine	2.4	2.5	0.1	453	487	7.5
Frankie	1.5	1.8	0.3	287	355	23.7
Fresh	-	10.9	-	-	2,104	-
Fresh Water Fishing Aust.	0.7	0.5	-0.2	136	92	-32.4
Game Informer	1.0	1.0	0.0	194	193	-0.5
Gardening Australia	2.1	1.9	-0.2	405	363	-10.4
Girlfriend	1.4	1.0	-0.4	264	200	-24.2
Golf Australia	0.4	0.5	0.1	83	88	6.0
Golf Magazine	0.2	0.2	0.0	41	46	12.2
Good Health	1.8	1.6	-0.2	338	307	-9.2
Gourmet Traveller Wine	0.6	0.7	0.1	118	126	6.8
GQ	0.6	0.7	0.1	110	131	19.1
Handyman	0.9	1.0	0.1	173	186	7.5
Harper's Bazaar	1.0	1.0	0.0	192	192	0.0
Healthy Food Guide	1.0	0.9	-0.1	184	175	-4.9
Home Beautiful	2.3	2.2	-0.1	435	416	-4.4
Home Design (was Luxury Home Design)	0.4	0.4	0.0	68	84	23.5
Hot 4s & Performance Cars	0.5	0.3	-0.2	92	60	-34.8
House & Garden	3.7	3.2	-0.5	702	624	-11.1
Hyper	0.4	0.3	-0.1	81	55	-32.1
Inside Football (Apr-Sep)	0.3	0.3	0.0	64	61	-4.7
Inside Out	0.7	0.8	0.1	130	155	19.2
Inside Sport	0.7	0.6	-0.1	137	108	-21.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2013	Mar 2014	Gain/Loss	Mar 2013	Mar 2014	% Change
InStyle	1.1	0.9	-0.2	207	168	-18.8
Jetstar	1.0	1.2	0.2	187	232	24.1
Journeys (Tas)	0.3	0.4	0.1	65	82	26.2
Just Cars	1.5	1.1	-0.4	279	219	-21.5
Limelight	0.2	0.2	0.0	36	30	-16.7
Live To Ride	0.3	0.3	0.0	65	57	-12.3
Marie Claire	2.3	2.1	-0.2	429	411	-4.2
Men's Fitness	1.2	1.2	0.0	224	240	7.1
Men's Health	2.3	2.4	0.1	442	463	4.8
Men's Style	0.2	0.3	0.1	45	49	8.9
Modern Fishing	0.9	0.8	-0.1	175	161	-8.0
Modern Wedding	0.3	0.3	0.0	60	50	-16.7
Money Magazine	0.9	1.0	0.1	178	184	3.4
The Monthly	0.8	0.8	0.0	148	146	-1.4
Mother & Baby	0.6	0.5	-0.1	120	100	-16.7
Motor	0.7	0.7	0.0	140	141	0.7
National Geographic	4.8	5.3	0.5	913	1,027	12.5
Nature & Health	0.4	0.3	-0.1	76	56	-26.3
New Idea	7.2	6.7	-0.5	1,357	1,300	-4.2
New Scientist	1.4	1.6	0.2	261	301	15.3
NW	1.2	1.1	-0.1	233	203	-12.9
Official Xbox 360	1.0	1.0	0.0	180	188	4.4
OK (weekly)	1.7	1.7	0.0	331	320	-3.3
Open Road (NSW)	5.0	5.3	0.3	949	1,023	7.8
Overlander 4WD	0.4	0.4	0.0	67	78	16.4
PC & Tech Authority	0.8	0.6	-0.2	143	117	-18.2
PC PowerPlay	0.5	0.5	0.0	89	93	4.5
People (fortnightly from Oct13)	0.7	0.5	-0.2	125	102	-18.4
Picture	0.5	0.4	-0.1	88	72	-18.2
PlayStation	0.8	0.9	0.1	151	175	15.9
Practical Parenting	0.9	0.5	-0.4	164	96	-41.5
Prevention	0.7	0.8	0.1	135	145	7.4
Qantas The Australian Way	2.3	2.7	0.4	444	513	15.5
Reader's Digest Australia	3.0	3.0	0.0	565	584	3.4
Real Living	0.7	0.8	0.1	133	151	13.5
Recipes+	2.9	2.3	-0.6	543	450	-17.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2013	Mar 2014	Gain/Loss	Mar 2013	Mar 2014	% Change
RM Williams Outback	1.0	1.2	0.2	193	226	17.1
Road Ahead (Qld)	3.6	3.3	-0.3	674	643	-4.6
Rolling Stone	1.4	1.3	-0.1	262	244	-6.9
Royal Auto (Vic)	2.3	2.9	0.6	429	552	28.7
Rugby League Week (Apr-Sep)	0.9	0.9	0.0	167	165	-1.2
SA Motor (SA)	1.3	1.5	0.2	238	290	21.8
Selector	0.5	0.5	0.0	93	102	9.7
Shop Til You Drop (fortnightly from Dec13)	0.7	0.6	-0.1	140	119	-15.0
Smart Investor	0.6	0.6	0.0	105	110	4.8
Soap World	0.4	0.3	-0.1	71	63	-11.3
Street Machine	1.7	1.3	-0.4	316	256	-19.0
Super Food Ideas	3.8	3.3	-0.5	719	632	-12.1
Take 5	3.8	3.2	-0.6	711	622	-12.5
Taste.com.au Magazine (from Nov13)	-	1.9	-	-	374	-
TechLife (was Aust PC User)	0.8	0.4	-0.4	145	81	-44.1
That's Life	4.7	4.3	-0.4	887	837	-5.6
Time	1.7	1.7	0.0	328	319	-2.7
Top Gear	2.0	2.1	0.1	381	405	6.3
TV Soap	1.3	1.3	0.0	245	244	-0.4
TV Week	3.2	3.0	-0.2	604	577	-4.5
Unique Cars	1.3	1.1	-0.2	242	217	-10.3
Virgin Australia Voyeur	1.4	1.3	-0.1	272	252	-7.4
Vogue Australia	1.8	1.8	0.0	340	346	1.8
Vogue Living	0.7	0.7	0.0	134	133	-0.7
Weight Watchers Magazine	0.8	0.7	-0.1	143	130	-9.1
WellBeing	0.7	0.6	-0.1	137	123	-10.2
Western Australian Business News (WA)	0.2	0.2	0.0	29	30	3.4
Wheels	1.3	1.2	-0.1	238	234	-1.7
Who	2.5	2.3	-0.2	473	447	-5.5
Woman's Day	10.0	9.4	-0.6	1,890	1,812	-4.1
Women's Fitness	0.7	0.6	-0.1	134	117	-12.7
Women's Health	2.4	2.0	-0.4	446	388	-13.0
Women's Health & Fitness	0.9	0.8	-0.1	179	152	-15.1
Women's Weekly	9.9	10.1	0.2	1,873	1,942	3.7
Your Garden	0.9	0.6	-0.3	163	125	-23.3
Zoo Weekly	1.5	1.2	-0.3	279	225	-19.4

Newspapers

Newspapers	M-F March 2013 R'ship ('000s)	M-F March 2014 R'ship ('000s)	Sat March 2013 R'ship ('000s)	Sat March 2014 R'ship ('000s)	Sun March 2013 R'ship ('000s)	Sun March 2014 R'ship ('000s)
National						
The Australian	383	356	761	727	-	-
Aust. Financial Review	227	234	135	160	-	-
NSW						
Daily Telegraph	766	708	713	641	-	-
Sydney Morning Herald	591	520	836	771	-	-
Sunday Telegraph	-	-	-	-	1,249	1,121
The Sun-Herald	-	-	-	-	818	746
MX	140	153	-	-	-	-
Newcastle Herald	113	100	157	151	-	-
Illawarra Mercury	50	46	65	44	-	-
Canberra Times	77	75	116	100	78	64
VIC						
Herald Sun	1,093	1,001	1,089	981	-	-
The Age	550	536	714	706	-	-
Sunday Herald Sun	-	-	-	-	1,121	996
The Sunday Age	-	-	-	-	589	567
MX	164	134	-	-	-	-
Geelong Advertiser	58	62	84	89	-	-
QLD						
Courier-Mail	488	493	616	618	-	-
The Sunday Mail	-	-	-	-	954	885
MX	63	54	-	-	-	-
Cairns Post	65	52	97	82	-	-
Gold Coast Bulletin	90	88	113	111	-	-
Townsville Bulletin	62	51	80	72	-	-

Newspapers (Continued)

Newspapers	M-F March 2013 R'ship ('000s)	M-F March 2014 R'ship ('000s)	Sat March 2013 R'ship ('000s)	Sat March 2014 R'ship ('000s)	Sun March 2013 R'ship ('000s)	Sun March 2014 R'ship ('000s)
SA						
Adelaide Advertiser	447	379	546	488	-	-
Sunday Mail	-	-	-	-	596	529
WA						
West Australian	496	496	-	-	-	-
Weekend West	-	-	696	649	-	-
Sunday Times	-	-	-	-	597	536
Tasmania						
The Mercury	89	83	128	103	-	-
The Examiner	63	56	81	72	-	-
The Advocate	45	37	54	48	-	-
Sunday Tasmanian (Tas)	-	-	-	-	108	92
Sunday Examiner	-	-	-	-	72	66
Northern Territory						
Northern Territory News	37	37	56	51	-	-
Sunday Territorian	-	-	-	-	35	33

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2013	Mar 2014	Gain/Loss	Mar 2013	Mar 2014	% Change
Wish	0.5	0.4	-0.1	98	77	-21.4
Weekend Australian Magazine	4.0	3.8	-0.2	759	738	-2.8
Financial Review Magazine	1.8	2.1	0.3	333	403	21.0
Boss	0.8	0.6	-0.2	146	109	-25.3
Good Weekend (NSW & Vic)	7.7	7.3	-0.4	1,462	1,408	-3.7
Sunday Style (NSW & Vic)	8.1	5.5	-2.6	1,529	1,058	-30.8
Sunday Life (NSW & Vic)	5.3	5.0	-0.3	998	958	-4.0
Adelaide Magazine	0.8	0.7	-0.1	160	126	-21.3
Sunday Telegraph TV Guide (NSW)	4.4	3.7	-0.7	829	720	-13.1
Sunday Herald Sun TV Guide (Vic)	3.6	3.2	-0.4	683	620	-9.2
Qweekend (Qld)	2.4	2.2	-0.2	461	432	-6.3
Sunday Mail TV Guide (Qld)	3.3	2.9	-0.4	630	556	-11.7
Gold Coast Eye (Qld)	-	0.3	-	-	55	-
Sunday Mail TV Guide (SA)	2.4	1.9	-0.5	462	367	-20.6
SA Weekend	2.1	1.8	-0.3	398	343	-13.8
Sunday Times TV Guide (WA)	2.3	1.9	-0.4	428	364	-15.0
STM - Sunday Times Magazine (WA)	2.1	1.8	-0.3	396	351	-11.4
Seven Days (WA)	2.4	2.1	-0.3	454	407	-10.4
West Weekend (WA)	2.3	2.1	-0.2	441	409	-7.3