

**Released To All Media
May 2016**

Detailed below are the Roy Morgan Readership results for the year ending March 2016.

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 2015	Mar 2016	Gain/Loss	Mar 2015	Mar 2016	% Change
4X4 Australia	0.6	0.8	0.2	115	160	39.1
AFL Record (Apr-Sep)	1.1	1.0	-0.1	205	194	-5.4
APC	0.5	0.5	0.0	105	100	-4.8
Australian 4WD Action	1.6	1.4	-0.2	311	268	-13.8
Australian Auto Action	0.5	0.5	0.0	92	95	3.3
Australian Geographic	2.5	2.5	0.0	486	496	2.1
Australian Golf Digest	0.4	0.3	-0.1	69	57	-17.4
Australian Gourmet Traveller	1.3	1.1	-0.2	254	225	-11.4
Australian Motorcycle News	0.6	0.5	-0.1	107	104	-2.8
Australian Property Investor	0.5	0.5	0.0	106	101	-4.7
Australian Traveller	0.3	0.4	0.1	59	74	25.4
Belle	0.6	0.5	-0.1	124	104	-16.1
Better Homes and Gardens	9.4	9.3	-0.1	1,826	1,818	-0.4
Big Issue	1.1	0.9	-0.2	204	175	-14.2
Big League (Apr-Sep)	0.3	0.4	0.1	49	69	40.8
Bride To Be	0.3	0.2	-0.1	57	48	-15.8
Cleo	0.8	0.6	-0.2	151	125	-17.2
Coles Magazine	13.1	16.4	3.3	2,542	3,216	26.5
Cosmopolitan	1.6	1.5	-0.1	300	285	-5.0
Cosmopolitan Bride	0.3	0.3	0.0	49	55	12.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2015	Mar 2016	Gain/Loss	Mar 2015	Mar 2016	% Change
Cosmos	0.5	0.5	0.0	87	89	2.3
Country Style	1.4	1.3	-0.1	276	264	-4.3
Diabetic Living	1.4	1.2	-0.2	274	244	-10.9
Dolly	1.0	0.8	-0.2	200	157	-21.5
Donna Hay	1.8	1.6	-0.2	342	310	-9.4
Elle	0.7	0.7	0.0	142	132	-7.0
Empire	1.0	1.0	0.0	199	192	-3.5
English Woman's Weekly	0.7	0.6	-0.1	144	121	-16.0
Famous	1.0	0.9	-0.1	201	184	-8.5
Fast Fours & Rotaries	0.2	0.3	0.1	46	60	30.4
Fishing World	0.9	0.9	0.0	171	180	5.3
Fitness First	0.5	0.3	-0.2	92	57	-38.0
Foxtel Magazine	2.1	1.9	-0.2	415	364	-12.3
Frankie	1.7	1.6	-0.1	326	319	-2.1
Fresh	12.8	14.7	1.9	2,473	2,877	16.3
Fresh Water Fishing Aust.	0.5	0.5	0.0	95	89	-6.3
Game Informer	0.9	0.8	-0.1	179	158	-11.7
Gardening Australia	2.1	2.0	-0.1	414	393	-5.1
Girlfriend	1.0	0.9	-0.1	201	186	-7.5
Golf Australia	0.3	0.4	0.1	63	70	11.1
Golf Magazine	0.3	0.2	-0.1	57	48	-15.8
Good Health	1.4	1.3	-0.1	279	246	-11.8
Gourmet Traveller Wine	0.5	0.5	0.0	89	94	5.6
GQ	0.4	0.3	-0.1	74	61	-17.6
Halliday (was Wine Companion)	0.3	0.2	-0.1	62	48	-22.6
Handyman	1.0	0.9	-0.1	190	171	-10.0
Harper's Bazaar	0.7	0.6	-0.1	143	110	-23.1
Healthy Food Guide	0.8	0.9	0.1	164	170	3.7
Home Beautiful	2.2	1.9	-0.3	420	374	-11.0
Home Design	0.4	0.4	0.0	81	80	-1.2
Homes+	-	0.6	-	-	109	-
Horizons (WA)	0.6	0.6	0.0	123	118	-4.1
Hot 4s & Performance Cars	0.2	0.2	0.0	44	31	-29.5
House & Garden	3.2	2.9	-0.3	625	563	-9.9
Hyper	0.2	0.3	0.1	45	52	15.6
Inside Football (Apr-Sep)	0.3	0.3	0.0	59	49	-16.9
Inside Out	0.7	0.7	0.0	130	144	10.8

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2015	Mar 2016	Gain/Loss	Mar 2015	Mar 2016	% Change
Inside Sport	0.6	0.4	-0.2	116	87	-25.0
InStyle	0.9	0.7	-0.2	177	129	-27.1
Jetstar	1.0	0.9	-0.1	194	184	-5.2
Journeys (Tas)	0.4	0.4	0.0	78	81	3.8
Just Cars	1.3	1.0	-0.3	249	203	-18.5
Limelight	0.2	0.1	-0.1	29	28	-3.4
Live To Ride	0.4	0.2	-0.2	69	45	-34.8
Marie Claire	1.9	1.3	-0.6	375	257	-31.5
Men's Fitness	0.8	0.7	-0.1	163	132	-19.0
Men's Health	2.0	1.9	-0.1	392	365	-6.9
Men's Style	0.2	0.2	0.0	44	35	-20.5
Modern Fishing	0.9	0.8	-0.1	176	149	-15.3
Modern Wedding	0.2	0.2	0.0	45	34	-24.4
Money Magazine	0.7	0.8	0.1	143	148	3.5
The Monthly	0.8	0.8	0.0	149	154	3.4
Mother & Baby	0.4	0.4	0.0	85	70	-17.6
Motor	0.6	0.6	0.0	118	117	-0.8
National Geographic	5.0	5.4	0.4	972	1,058	8.8
Nature & Health	0.3	0.2	-0.1	59	40	-32.2
New Idea	6.4	5.8	-0.6	1,232	1,127	-8.5
New Scientist	1.7	1.7	0.0	334	331	-0.9
NW	1.0	0.7	-0.3	202	139	-31.2
OK (weekly)	1.3	1.1	-0.2	250	222	-11.2
Open Road (NSW)	4.9	5.6	0.7	941	1,088	15.6
Overlander 4WD	0.5	0.4	-0.1	89	80	-10.1
PC & Tech Authority	0.7	0.5	-0.2	126	97	-23.0
PC PowerPlay	0.5	0.5	0.0	88	92	4.5
People	0.4	0.3	-0.1	85	56	-34.1
Picture	0.3	0.3	0.0	49	51	4.1
PlayStation	0.8	0.7	-0.1	158	139	-12.0
Practical Parenting	0.4	0.3	-0.1	76	59	-22.4
Prevention	0.6	0.6	0.0	112	114	1.8
Qantas Magazine	2.2	2.3	0.1	428	445	4.0
Reader's Digest Australia	2.7	2.4	-0.3	521	480	-7.9
Real Living	0.7	0.8	0.1	126	155	23.0
Recipes+	2.0	2.0	0.0	393	393	0.0
RM Williams Outback	1.2	1.1	-0.1	234	218	-6.8
Road Ahead (Qld)	2.9	2.9	0.0	564	570	1.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2015	Mar 2016	Gain/Loss	Mar 2015	Mar 2016	% Change
Rolling Stone	1.3	1.1	-0.2	248	211	-14.9
Royal Auto (Vic)	3.0	2.9	-0.1	574	574	0.0
Rugby League Week (Apr-Sep)	1.0	0.7	-0.3	188	141	-25.0
SA Motor (SA)	1.4	1.5	0.1	276	301	9.1
Selector	0.4	0.5	0.1	68	100	47.1
Shop Til You Drop	0.5	0.3	-0.2	92	54	-41.3
Soap World	0.3	0.3	0.0	60	52	-13.3
Street Machine	1.2	1.2	0.0	240	243	1.3
Super Food Ideas	2.9	2.8	-0.1	570	555	-2.6
Take 5	3.1	2.7	-0.4	597	537	-10.1
Taste.com.au Magazine	2.2	2.7	0.5	428	530	23.8
TechLife	0.3	0.3	0.0	54	53	-1.9
That's Life	3.9	3.6	-0.3	761	710	-6.7
Time	1.5	1.7	0.2	294	325	10.5
TOTAL Motoring Club Magazines	13.1	13.9	0.8	2,537	2,717	7.1
TV Soap	1.0	0.8	-0.2	184	152	-17.4
TV Week	2.5	2.3	-0.2	485	457	-5.8
Two Wheels and Scooter	0.4	0.3	-0.1	79	57	-27.8
Unique Cars	1.0	1.1	0.1	191	209	9.4
Virgin Australia Voyeur	1.3	1.3	0.0	246	253	2.8
Vogue Australia	1.7	1.6	-0.1	320	315	-1.6
Vogue Living	0.7	0.6	-0.1	137	111	-19.0
Weight Watchers Magazine	0.5	0.4	-0.1	98	78	-20.4
WellBeing	0.5	0.4	-0.1	103	87	-15.5
Western Australian Business News (WA)	0.2	0.2	0.0	35	39	11.4
Wheels	1.3	1.2	-0.1	251	244	-2.8
Who	2.2	1.7	-0.5	416	334	-19.7
Woman's Day	8.0	7.0	-1.0	1,557	1,380	-11.4
Women's Fitness	0.8	0.7	-0.1	149	138	-7.4
Women's Health	1.7	1.7	0.0	327	336	2.8
Women's Health & Fitness	0.9	1.0	0.1	181	187	3.3
Women's Weekly	9.0	8.7	-0.3	1,739	1,713	-1.5
Xbox	0.8	0.7	-0.1	160	131	-18.1
Your Garden	0.7	0.7	0.0	138	134	-2.9
Yours	0.6	0.6	0.0	119	126	5.9

Newspapers

Newspapers	M-F March 2015 R'ship ('000s)	M-F March 2016 R'ship ('000s)	Sat March 2015 R'ship ('000s)	Sat March 2016 R'ship ('000s)	Sun March 2015 R'ship ('000s)	Sun March 2016 R'ship ('000s)
National						
The Australian	334	310	664	658	-	-
Aust. Financial Review	197	192	134	145	-	-
NSW						
Daily Telegraph	648	645	610	597	-	-
Sydney Morning Herald	521	513	731	711	-	-
Sunday Telegraph	-	-	-	-	1,023	1,015
The Sun-Herald	-	-	-	-	672	640
Newcastle Herald	86	86	111	103	-	-
Illawarra Mercury	45	36	51	39	-	-
Canberra Times	70	62	97	73	72	48
The Saturday Paper (NSW) (from Jul14)	-	-	48	56	-	-
VIC						
Herald Sun	869	843	853	766	-	-
The Age	564	469	668	612	-	-
Sunday Herald Sun	-	-	-	-	898	847
The Sunday Age	-	-	-	-	564	477
Geelong Advertiser	46	53	68	78	-	-
The Saturday Paper (VIC) (from Jul14)	-	-	39	33	-	-
QLD						
Courier-Mail	436	409	542	513	-	-
The Sunday Mail	-	-	-	-	829	785
Cairns Post	57	49	82	72	-	-
Gold Coast Bulletin	69	73	73	86	-	-
Townsville Bulletin	50	45	59	55	-	-
The Saturday Paper (QLD) (from Dec 14)	-	-	-	13	-	-

Newspapers (continued)

Newspapers	M-F March 2015 R'ship ('000s)	M-F March 2016 R'ship ('000s)	Sat March 2015 R'ship ('000s)	Sat March 2016 R'ship ('000s)	Sun March 2015 R'ship ('000s)	Sun March 2016 R'ship ('000s)
SA						
Adelaide Advertiser	334	324	391	371	-	-
Sunday Mail	-	-	-	-	447	425
The Saturday Paper (SA) (from Dec 14)	-	-	-	15	-	-
WA						
West Australian	442	402	-	-	-	-
Weekend West	-	-	588	545	-	-
Sunday Times	-	-	-	-	455	401
Tasmania						
The Mercury	82	72	108	100	-	-
The Examiner	52	50	62	56	-	-
The Advocate	35	35	42	38	-	-
Sunday Tasmanian (Tas)	-	-	-	-	90	86
Sunday Examiner	-	-	-	-	63	52
Northern Territory						
Northern Territory News	35	37	46	49	-	-
Sunday Territorian	-	-	-	-	29	37

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2015	Mar 2016	Gain/Loss	Mar 2015	Mar 2016	% Change
Wish	0.4	0.5	0.1	71	89	25.4
Weekend Australian Magazine	3.5	3.6	0.1	679	705	3.8
Financial Review Magazine	2.4	2.2	-0.2	466	426	-8.6
Boss	0.5	0.5	0.0	103	104	1.0
Smart Investor	0.4	0.6	0.2	78	112	43.6
Good Weekend (NSW & Vic)	6.9	6.2	-0.7	1,334	1,207	-9.5
Sunday Style (NSW & Vic)	5.1	4.5	-0.6	989	890	-10.0
Sunday Life (NSW & Vic)	4.6	3.7	-0.9	896	718	-19.9
Sunday Telegraph TV Guide (NSW)	3.4	3.1	-0.3	650	613	-5.7
Sunday Herald Sun TV Guide (Vic)	2.6	2.3	-0.3	497	443	-10.9
Qweekend (Qld)	2.0	1.8	-0.2	385	354	-8.1
Sunday Mail TV Guide (Qld)	2.6	2.3	-0.3	503	444	-11.7
Gold Coast Eye (Qld)	0.2	0.2	0.0	43	41	-4.7
Sunday Mail TV Guide (SA)	1.7	1.5	-0.2	320	295	-7.8
SA Weekend	1.5	1.4	-0.1	295	272	-7.8
Sunday Times TV Guide (WA)	1.5	1.3	-0.2	282	246	-12.8
STM - Sunday Times Magazine (WA)	1.5	1.3	-0.2	291	264	-9.3
Seven Days (WA)	1.8	1.7	-0.1	348	337	-3.2
West Weekend (WA)	1.9	1.8	-0.1	368	358	-2.7