

**Released To All Media
February 2018**

Detailed below are the Roy Morgan Readership results for the year ending December 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)		
	Dec 2016	Dec 2017	Gain/Loss	Dec 2016	Dec 2017	% Change
4X4 Australia	0.8	0.7	-0.1	157	143	-8.9
AFL Record (Apr-Sep)	1.1	1.3	0.2	224	254	13.4
APC	0.5	0.5	0.0	107	93	-13.1
Australian 4WD Action	1.4	1.2	-0.2	271	236	-12.9
Australian Geographic	3.0	2.7	-0.3	591	543	-8.1
Australian Golf Digest	0.3	0.4	0.1	69	73	5.8
Australian Gourmet Traveller	1.1	0.9	-0.2	216	174	-19.4
Australian Motorcycle News	0.5	0.4	-0.1	105	84	-20.0
Australian Traveller	0.5	0.4	-0.1	90	83	-7.8
Belle	0.5	0.5	0.0	97	100	3.1
Better Homes and Gardens	9.3	8.5	-0.8	1,841	1,707	-7.3
Big Issue	1.2	1.3	0.1	231	257	11.3
Big League (Apr-Sep)	0.3	0.5	0.2	69	104	50.7
Child Magazines (Total)	0.6	0.6	0.0	119	118	-0.8
Coles Magazine	18.9	20.7	1.8	3,729	4,152	11.3
Cosmopolitan	1.5	1.4	-0.1	295	278	-5.8
Cosmopolitan Bride	0.2	0.2	0.0	47	44	-6.4
Cosmos	0.4	0.5	0.1	86	91	5.8
Country Style	1.3	1.5	0.2	257	293	14.0
Delicious	1.8	1.8	0.0	364	352	-3.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2016	Dec 2017	Gain/Loss	Dec 2016	Dec 2017	% Change
Diabetic Living	1.3	1.2	-0.1	260	239	-8.1
Donna Hay	1.5	1.5	0.0	304	296	-2.6
Elle	0.7	0.9	0.2	146	171	17.1
Empire	0.9	0.8	-0.1	183	166	-9.3
English Woman's Weekly	0.7	0.7	0.0	134	132	-1.5
Fast Fours & Rotaries	0.3	0.3	0.0	62	64	3.2
Fishing World	0.8	0.7	-0.1	158	145	-8.2
Fitness First	0.2	0.3	0.1	48	65	35.4
Foxtel Magazine	1.9	1.5	-0.4	379	310	-18.2
Frankie	1.7	2.0	0.3	340	407	19.7
Fresh	17.3	19.3	2.0	3,426	3,875	13.1
Fresh Water Fishing Aust.	0.5	0.4	-0.1	89	73	-18.0
Game Informer	0.7	0.6	-0.1	141	117	-17.0
Gardening Australia	2.0	2.2	0.2	391	449	14.8
Girlfriend	0.9	0.8	-0.1	183	153	-16.4
Golf Australia	0.3	0.3	0.0	62	69	11.3
Good Health	1.2	1.2	0.0	237	240	1.3
Gourmet Traveller Wine	0.5	0.3	-0.2	95	64	-32.6
GQ	0.4	0.5	0.1	83	99	19.3
Halliday (was Wine Companion)	0.2	0.1	-0.1	30	23	-23.3
Handyman	1.0	1.0	0.0	193	199	3.1
Harper's Bazaar	0.7	0.6	-0.1	144	111	-22.9
Healthy Food Guide	0.8	0.7	-0.1	154	143	-7.1
Home Beautiful	1.6	1.6	0.0	317	312	-1.6
Home Design	0.4	0.4	0.0	78	87	11.5
Homes+	0.6	0.5	-0.1	122	94	-23.0
Horizons (WA)	0.6	0.9	0.3	127	183	44.1
House & Garden	3.2	2.6	-0.6	633	527	-16.7
Hyper	0.3	0.2	-0.1	62	33	-46.8
Inside Football (Apr-Sep)	0.4	0.4	0.0	88	80	-9.1
Inside Out	0.7	0.7	0.0	131	135	3.1
Inside Sport	0.5	0.5	0.0	104	105	1.0
InStyle	0.8	0.7	-0.1	157	136	-13.4
Jetstar	1.0	1.0	0.0	202	200	-1.0
Journeys (Tas)	0.5	0.4	-0.1	90	80	-11.1
Just Cars	1.0	1.1	0.1	207	211	1.9
Limelight	0.1	0.1	0.0	26	25	-3.8

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2016	Dec 2017	Gain/Loss	Dec 2016	Dec 2017	% Change
Live To Ride	0.2	0.2	0.0	44	37	-15.9
Marie Claire	1.5	1.3	-0.2	302	260	-13.9
Men's Fitness	0.7	0.6	-0.1	144	124	-13.9
Men's Health	1.8	1.9	0.1	354	382	7.9
Men's Style	0.2	0.2	0.0	40	34	-15.0
Modern Fishing	0.8	0.7	-0.1	157	143	-8.9
Modern Wedding	0.2	0.2	0.0	33	31	-6.1
Money Magazine	0.7	0.7	0.0	146	133	-8.9
The Monthly	0.9	0.8	-0.1	176	156	-11.4
Mother & Baby	0.3	0.3	0.0	62	53	-14.5
Motor	0.8	0.8	0.0	149	154	3.4
National Geographic	5.6	5.3	-0.3	1,098	1,061	-3.4
Nature & Health	0.3	0.2	-0.1	53	44	-17.0
New Idea	5.8	5.4	-0.4	1,145	1,079	-5.8
New Scientist	2.1	1.8	-0.3	407	370	-9.1
NW (New Weekly)	0.8	0.9	0.1	154	181	17.5
OK	1.0	0.7	-0.3	203	145	-28.6
Open Road (NSW)	5.7	5.2	-0.5	1,129	1,051	-6.9
Overlander 4WD	0.4	0.4	0.0	85	83	-2.4
PC & Tech Authority	0.5	0.4	-0.1	105	78	-25.7
PC PowerPlay	0.5	0.3	-0.2	105	66	-37.1
People	0.3	0.2	-0.1	61	49	-19.7
Picture	0.2	0.2	0.0	47	36	-23.4
PlayStation	0.7	0.6	-0.1	141	130	-7.8
Prevention	0.5	0.5	0.0	95	96	1.1
Qantas Magazine	2.4	1.9	-0.5	467	384	-17.8
Reader's Digest Australia	2.6	2.2	-0.4	506	436	-13.8
Real Living	0.6	0.5	-0.1	109	91	-16.5
Recipes+	2.1	2.4	0.3	407	485	19.2
RM Williams Outback	1.1	1.1	0.0	218	222	1.8
Road Ahead (Qld)	2.8	3.1	0.3	555	628	13.2
Rolling Stone	1.2	1.0	-0.2	232	192	-17.2
Royal Auto (Vic)	3.2	3.2	0.0	642	638	-0.6
SA Motor (SA)	1.3	1.1	-0.2	253	216	-14.6
Selector	0.4	0.4	0.0	88	84	-4.5
Soap World	0.2	0.2	0.0	49	40	-18.4
Street Machine	1.2	1.3	0.1	243	254	4.5
Super Food Ideas	2.6	2.3	-0.3	509	464	-8.8

Magazines (continued)

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	Dec 2016	Dec 2017	Gain/Loss	Dec 2016	Dec 2017	% Change
Take 5	2.7	2.5	-0.2	528	495	-6.3
Taste.com.au Magazine	3.1	3.2	0.1	605	646	6.8
TechLife	0.4	0.3	-0.1	71	68	-4.2
That's Life	3.5	3.3	-0.2	693	657	-5.2
Time	1.8	1.7	-0.1	350	344	-1.7
TOTAL Motoring Club Magazines	14.1	13.8	-0.3	2,780	2,779	0.0
TV Soap	0.9	0.8	-0.1	186	154	-17.2
TV Week	2.3	2.2	-0.1	463	433	-6.5
Two Wheels and Scooter	0.3	0.3	0.0	53	55	3.8
Unique Cars	1.1	0.8	-0.3	212	160	-24.5
Virgin Australia Voyeur	1.1	1.1	0.0	223	212	-4.9
Vogue Australia	1.6	1.8	0.2	326	355	8.9
Vogue Living	0.6	0.7	0.1	112	132	17.9
Weight Watchers Magazine	0.4	0.3	-0.1	89	53	-40.4
WellBeing	0.4	0.5	0.1	87	109	25.3
Western Australian Business News (WA)	0.2	0.1	-0.1	36	26	-27.8
Wheels	1.2	1.4	0.2	246	291	18.3
Who	1.7	1.5	-0.2	330	312	-5.5
Woman's Day	6.6	6.5	-0.1	1,313	1,303	-0.8
Women's Fitness	0.6	0.6	0.0	115	126	9.6
Women's Health	1.6	1.5	-0.1	323	306	-5.3
Women's Health & Fitness	0.7	0.7	0.0	138	142	2.9
Women's Weekly	8.2	7.4	-0.8	1,618	1,494	-7.7
Xbox	0.7	0.6	-0.1	132	126	-4.5
Yours	0.7	0.8	0.1	136	163	19.9

Newspapers

Newspapers	M-F December 2016 R'ship ('000s)	M-F December 2017 R'ship ('000s)	Sat December 2016 R'ship ('000s)	Sat December 2017 R'ship ('000s)	Sun December 2016 R'ship ('000s)	Sun December 2017 R'ship ('000s)
National						
The Australian	336	311	636	629	-	-
Aust. Financial Review	201	181	117	132	-	-
The Saturday Paper	-	-	114	115	-	-
NSW						
Daily Telegraph	639	558	599	524	-	-
Sydney Morning Herald	468	446	695	620	-	-
Sunday Telegraph	-	-	-	-	965	879
The Sun-Herald	-	-	-	-	634	528
Newcastle Herald	79	85	102	102	-	-
Illawarra Mercury	41	40	41	45	-	-
Canberra Times	52	50	69	60	47	46
VIC						
Herald Sun	850	847	823	785	-	-
The Age	473	472	660	627	-	-
Sunday Herald Sun	-	-	-	-	862	844
The Sunday Age	-	-	-	-	528	509
Geelong Advertiser	60	45	79	54	-	-
QLD						
Courier-Mail	369	355	479	424	-	-
The Sunday Mail	-	-	-	-	739	647
Cairns Post	51	47	75	60	-	-
Gold Coast Bulletin	61	54	68	56	-	-
Townsville Bulletin	43	32	55	42	-	-

Newspapers (continued)

Newspapers	M-F December 2016 R'ship ('000s)	M-F December 2017 R'ship ('000s)	Sat December 2016 R'ship ('000s)	Sat December 2017 R'ship ('000s)	Sun December 2016 R'ship ('000s)	Sun December 2017 R'ship ('000s)
SA						
Adelaide Advertiser	312	281	368	335	-	-
Sunday Mail	-	-	-	-	431	398
WA						
West Australian	373	350	-	-	-	-
Weekend West	-	-	514	481	-	-
Sunday Times	-	-	-	-	370	347
Tasmania						
The Mercury	53	48	76	68	-	-
The Examiner	34	39	43	44	-	-
The Advocate	36	28	44	32	-	-
Sunday Tasmanian (Tas)	-	-	-	-	68	59
Sunday Examiner	-	-	-	-	48	41
Northern Territory						
Northern Territory News	34	27	42	32	-	-
Sunday Territorian	-	-	-	-	33	23

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2016	Dec 2017	Gain/Loss	Dec 2016	Dec 2017	% Change
Wish	0.5	0.6	0.1	109	129	18.3
Weekend Australian Magazine	3.6	3.4	-0.2	703	683	-2.8
Financial Review Magazine	1.7	2.0	0.3	332	406	22.3
Boss	0.5	0.7	0.2	108	135	25.0
Good Weekend (NSW/Vic)	6.7	6.0	-0.7	1,332	1,199	-10.0
Stellar (NSW/Vic/Qld)	4.4	5.2	0.8	878	1,052	19.8
Sunday Life (NSW/Vic)	4.0	3.5	-0.5	790	702	-11.1
Sunday Telegraph TV Guide (NSW)	3.1	2.9	-0.2	617	593	-3.9
Sunday Herald Sun TV Guide (Vic)	2.4	2.5	0.1	473	507	7.2
Qweekend (Qld)	1.8	1.5	-0.3	348	304	-12.6
Sunday Mail TV Guide (Qld)	2.2	2.0	-0.2	440	393	-10.7
Gold Coast Eye (Qld)	0.1	0.1	0.0	27	28	3.7
Sunday Mail TV Guide (SA)	1.5	1.3	-0.2	291	255	-12.4
SA Weekend	1.4	1.4	0.0	270	275	1.9
Sunday Times TV Guide (WA)	1.3	1.2	-0.1	250	236	-5.6
STM - Sunday Times Magazine (WA)	1.3	1.2	-0.1	255	244	-4.3
Seven Days (WA)	1.6	1.4	-0.2	318	283	-11.0
West Weekend (WA)	1.7	1.6	-0.1	333	320	-3.9