



**Released To All Media
November 2018**

Detailed below are the Roy Morgan Readership results for the year ending September 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)		
	Sep 2017	Sep 2018	Gain/Loss	Sep 2017	Sep 2018	% Change
4X4 Australia	0.7	0.8	0.1	148	155	4.7
AFL Record (Apr-Sep)	1.3	1.1	-0.2	254	218	-14.2
APC	0.5	0.3	-0.2	99	66	-33.3
Australian 4WD Action	1.2	1.3	0.1	237	255	7.6
Australian Geographic	2.8	2.8	0.0	570	576	1.1
Australian Golf Digest	0.4	0.3	-0.1	74	66	-10.8
Australian Gourmet Traveller	0.9	0.9	0.0	177	174	-1.7
Australian Motorcycle News	0.5	0.5	0.0	91	103	13.2
Australian Traveller	0.4	0.4	0.0	87	87	0.0
Belle	0.5	0.5	0.0	101	102	1.0
Better Homes and Gardens	8.6	8.0	-0.6	1,728	1,623	-6.1
Big Issue	1.3	1.3	0.0	253	269	6.3
Big League (Apr-Sep)	0.5	0.5	0.0	104	99	-4.8
Coles Magazine	19.9	22.6	2.7	3,975	4,618	16.2
Cosmopolitan	1.3	1.3	0.0	254	269	5.9
Cosmopolitan Bride	0.2	0.2	0.0	41	40	-2.4
Cosmos	0.4	0.4	0.0	74	84	13.5
Country Style	1.4	1.2	-0.2	281	253	-10.0
Delicious	1.8	1.5	-0.3	363	306	-15.7
Diabetic Living	1.2	1.2	0.0	240	241	0.4

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2017	Sep 2018	Gain/Loss	Sep 2017	Sep 2018	% Change
Donna Hay	1.4	1.4	0.0	275	279	1.5
Elle	0.8	0.6	-0.2	165	130	-21.2
Empire	0.8	1.0	0.2	165	196	18.8
English Woman's Weekly	0.6	0.7	0.1	127	137	7.9
Fishing World	0.7	0.8	0.1	141	172	22.0
Fitness First	0.3	0.4	0.1	61	76	24.6
Foxtel Magazine	1.6	1.2	-0.4	326	254	-22.1
Frankie	2.0	1.6	-0.4	398	325	-18.3
Fresh	19.1	20.2	1.1	3,828	4,124	7.7
Fresh Water Fishing Aust.	0.4	0.3	-0.1	81	68	-16.0
Game Informer	0.6	0.6	0.0	118	132	11.9
Gardening Australia	2.0	2.6	0.6	398	534	34.2
Girlfriend	0.8	0.8	0.0	166	153	-7.8
Golf Australia	0.3	0.4	0.1	68	79	16.2
Good Health	1.1	1.3	0.2	223	256	14.8
Gourmet Traveller Wine	0.3	0.3	0.0	56	67	19.6
GQ	0.4	0.4	0.0	87	79	-9.2
Halliday (was Wine Companion)	0.2	0.1	-0.1	31	25	-19.4
Handyman	1.0	0.9	-0.1	190	194	2.1
Harper's Bazaar	0.6	0.7	0.1	111	152	36.9
Healthy Food Guide	0.6	1.1	0.5	129	224	73.6
Home Beautiful	1.6	1.6	0.0	316	322	1.9
Home Design	0.4	0.6	0.2	76	117	53.9
Horizons (WA)	0.7	1.2	0.5	149	249	67.1
House & Garden	2.6	2.6	0.0	521	540	3.6
Hyper	0.2	0.2	0.0	49	48	-2.0
Inside Out	0.6	0.6	0.0	130	117	-10.0
Inside Sport	0.5	0.6	0.1	103	132	28.2
InStyle	0.7	0.6	-0.1	136	132	-2.9
Jetstar	1.0	1.2	0.2	205	243	18.5
Journeys (Tas)	0.4	0.4	0.0	74	76	2.7
Just Cars	1.0	1.0	0.0	198	212	7.1
Limelight	0.1	0.1	0.0	24	30	25.0
Live To Ride	0.2	0.2	0.0	42	40	-4.8
Marie Claire	1.3	1.3	0.0	269	267	-0.7
Men's Fitness	0.7	0.5	-0.2	134	112	-16.4
Men's Health	1.8	1.7	-0.1	370	338	-8.6

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2017	Sep 2018	Gain/Loss	Sep 2017	Sep 2018	% Change
Modern Fishing	0.8	0.7	-0.1	152	142	-6.6
Modern Wedding	0.2	0.1	-0.1	30	26	-13.3
Money Magazine	0.6	0.7	0.1	127	151	18.9
The Monthly	0.8	0.7	-0.1	163	141	-13.5
Mother & Baby	0.3	0.3	0.0	59	59	0.0
Motor	0.7	0.7	0.0	138	149	8.0
National Geographic	5.2	6.3	1.1	1,048	1,275	21.7
Nature & Health	0.2	0.4	0.2	42	89	111.9
New Idea	5.5	5.1	-0.4	1,094	1,038	-5.1
New Scientist	1.9	1.7	-0.2	376	337	-10.4
NW (New Weekly)	0.9	0.8	-0.1	176	169	-4.0
OK	0.7	0.8	0.1	146	167	14.4
Open Road (NSW)	5.3	5.1	-0.2	1,052	1,030	-2.1
Overlander 4WD	0.4	0.5	0.1	81	96	18.5
PC & Tech Authority	0.4	0.5	0.1	85	92	8.2
PC PowerPlay	0.4	0.3	-0.1	77	69	-10.4
People	0.3	0.3	0.0	58	57	-1.7
Picture	0.2	0.2	0.0	37	47	27.0
PlayStation	0.6	0.7	0.1	127	150	18.1
Prevention	0.5	0.4	-0.1	101	84	-16.8
Qantas Magazine	2.0	2.0	0.0	406	404	-0.5
Reader's Digest Australia	2.3	2.0	-0.3	456	413	-9.4
Real Living	0.4	0.5	0.1	87	97	11.5
RM Williams Outback	1.1	1.0	-0.1	224	213	-4.9
Road Ahead (Qld)	3.0	3.2	0.2	604	658	8.9
Royal Auto (Vic)	3.1	3.5	0.4	628	709	12.9
SA Motor (SA)	1.1	1.0	-0.1	220	200	-9.1
Selector	0.4	0.4	0.0	77	78	1.3
Soap World	0.2	0.2	0.0	45	46	2.2
Street Machine	1.2	1.3	0.1	249	263	5.6
Super Food Ideas	2.2	2.1	-0.1	449	423	-5.8
Take 5 (Monthly) (from Jun18)	-	3.6	-	-	736	-
Take 5 (Weekly)	2.5	2.5	0.0	498	500	0.4
Taste.com.au Magazine	3.1	3.3	0.2	612	667	9.0
TechLife	0.4	0.2	-0.2	74	51	-31.1
That's Life	3.4	3.0	-0.4	670	621	-7.3
Time	1.7	1.6	-0.1	340	329	-3.2
TOTAL Motoring Club Magazines	13.5	14.3	0.8	2,711	2,906	7.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2017	Sep 2018	Gain/Loss	Sep 2017	Sep 2018	% Change
TV Soap	0.8	0.8	0.0	163	160	-1.8
TV Week	2.1	2.0	-0.1	429	405	-5.6
Unique Cars	0.7	1.0	0.3	148	200	35.1
Virgin Australia Voyeur	1.0	1.1	0.1	209	226	8.1
Vogue Australia	1.7	1.8	0.1	342	370	8.2
Vogue Living	0.6	0.5	-0.1	119	104	-12.6
Weight Watchers Magazine	0.3	0.4	0.1	70	78	11.4
WellBeing	0.4	0.6	0.2	88	132	50.0
Western Australian Business News (WA)	0.1	0.2	0.1	24	35	45.8
Wheels	1.4	1.3	-0.1	273	266	-2.6
Who	1.6	1.5	-0.1	311	303	-2.6
Woman's Day	6.4	6.1	-0.3	1,282	1,246	-2.8
Women's Health	1.5	1.5	0.0	296	299	1.0
Women's Weekly	7.4	7.5	0.1	1,479	1,539	4.1
Xbox	0.6	0.7	0.1	127	135	6.3

Newspapers

Newspapers	M-F September 2017 R'ship ('000s)	M-F September 2018 R'ship ('000s)	Sat September 2017 R'ship ('000s)	Sat September 2018 R'ship ('000s)	Sun September 2017 R'ship ('000s)	Sun September 2018 R'ship ('000s)
National						
The Australian	330	303	642	585	-	-
Aust. Financial Review	191	178	134	123	-	-
The Saturday Paper	-	-	121	120	-	-
NSW						
Daily Telegraph	582	574	520	543	-	-
Sydney Morning Herald	446	430	648	606	-	-
Sunday Telegraph	-	-	-	-	893	837
The Sun-Herald	-	-	-	-	557	528
Newcastle Herald	78	62	96	76	-	-
Illawarra Mercury	39	36	44	40	-	-
Canberra Times	48	49	58	64	44	42
VIC						
Herald Sun	857	740	789	708	-	-
The Age	472	410	646	553	-	-
Sunday Herald Sun	-	-	-	-	874	764
The Sunday Age	-	-	-	-	530	443
Geelong Advertiser	49	44	60	55	-	-
QLD						
Courier-Mail	351	338	427	390	-	-
The Sunday Mail	-	-	-	-	654	603
Cairns Post	51	47	69	64	-	-
Gold Coast Bulletin	57	55	56	52	-	-
Townsville Bulletin	35	35	45	47	-	-

Newspapers (continued)

Newspapers	M-F September 2017 R'ship ('000s)	M-F September 2018 R'ship ('000s)	Sat September 2017 R'ship ('000s)	Sat September 2018 R'ship ('000s)	Sun September 2017 R'ship ('000s)	Sun September 2018 R'ship ('000s)
SA						
Adelaide Advertiser	281	258	340	326	-	-
Sunday Mail	-	-	-	-	400	374
WA						
West Australian	365	323	-	-	-	-
Weekend West	-	-	502	430	-	-
Sunday Times	-	-	-	-	354	328
Tasmania						
The Mercury	51	52	70	65	-	-
The Examiner	36	30	42	34	-	-
The Advocate	29	30	34	31	-	-
Sunday Tasmanian (Tas)	-	-	-	-	63	58
Sunday Examiner	-	-	-	-	40	28
Northern Territory						
Northern Territory News	27	25	34	22	-	-
Sunday Territorian	-	-	-	-	28	22

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2017	Sep 2018	Gain/Loss	Sep 2017	Sep 2018	% Change
Wish	0.7	0.6	-0.1	131	132	0.8
The Deal	0.4	0.3	-0.1	86	66	-23.3
Weekend Australian Magazine	3.6	3.0	-0.6	712	608	-14.6
Financial Review Magazine	2.0	2.0	0.0	395	405	2.5
Boss	0.6	0.7	0.1	118	150	27.1
Good Weekend (NSW/Vic)	6.3	5.4	-0.9	1,259	1,103	-12.4
Domain (NSW/Vic) (from Aug18)	-	3.9	-	-	792	-
Sunday Life (NSW/Vic)	3.7	3.3	-0.4	747	679	-9.1
Stellar (NSW/Vic)	3.7	3.6	-0.1	742	741	-0.1
Sunday Telegraph TV Guide (NSW)	3.0	2.6	-0.4	609	535	-12.2
Sunday Herald Sun TV Guide (Vic)	2.6	2.3	-0.3	514	460	-10.5
Qweekend (Qld)	1.5	1.4	-0.1	309	284	-8.1
Sunday Mail TV Guide (Qld)	2.0	1.8	-0.2	406	365	-10.1
Gold Coast Eye (Qld)	0.1	0.2	0.1	29	32	10.3
Sunday Mail TV Guide (SA)	1.3	1.2	-0.1	258	252	-2.3
SA Weekend	1.3	1.1	-0.2	269	229	-14.9
Sunday Times TV Guide (WA)	1.2	1.1	-0.1	244	234	-4.1
STM - Sunday Times Magazine (WA)	1.2	1.2	0.0	250	236	-5.6
Seven Days (WA)	1.5	1.3	-0.2	295	270	-8.5
West Weekend (WA)	1.7	1.5	-0.2	333	302	-9.3