



**Released To All Media
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Detailed below are the Roy Morgan Print Readership results for the year ending June 2020.

Roy Morgan 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. All readership estimates in these tables are 'average issue readership' (AIR) and represent the number, or %, of Australians who read or look into an average issue of the particular publication.

This provides an estimate of the 'reach' an advertiser can expect to achieve with advertising placed in the publication.

These print readership estimates do **not** include the additional Australians who read the publications in their digital form online, via web, mobile or app.

The total reach - 'cross platform' reach is greater than the 'average issue reach' of a publication as it includes additional readers.

Magazines

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2019	Jun 2020	Gain/Loss	Jun 2019	Jun 2020	% Change
4X4 Australia	0.6	0.7	0.1	124	149	20.2
AFL Record* (Apr-Sep)	0.9	0.9	0.0	192	186	-3.1
Australian Geographic	3.3	2.6	-0.7	677	548	-19.1
Australian Golf Digest	0.3	0.2	-0.1	62	50	-19.4
Australian Gourmet Traveller	1.1	0.9	-0.2	217	181	-16.6
Australian Motorcycle News	0.5	0.4	-0.1	108	80	-25.9
Australian Traveller	0.5	0.3	-0.2	105	68	-35.2
Belle	0.6	0.5	-0.1	114	104	-8.8
Better Homes and Gardens	7.6	7.7	0.1	1,572	1,622	3.2
Big Issue	1.5	1.0	-0.5	303	200	-34.0
Big League* (Apr-Sep)	0.5	0.4	-0.1	98	77	-21.4
Bunnings Magazine	-	5.5	-	-	1,161	-
Coles Magazine	23.1	21.6	-1.5	4,763	4,535	-4.8
Cosmos	0.3	0.3	0.0	72	56	-22.2
Country Style	1.2	1.0	-0.2	245	208	-15.1
Delicious	1.6	1.1	-0.5	340	231	-32.1
Diabetic Living	1.2	0.7	-0.5	249	152	-39.0
Empire	0.7	0.4	-0.3	154	79	-48.7
English Woman's Weekly	0.5	0.5	0.0	109	111	1.8

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2019	Jun 2020	Gain/Loss	Jun 2019	Jun 2020	% Change
Fishing World	1.1	0.9	-0.2	227	185	-18.5
Fitness First	0.5	0.4	-0.1	95	94	-1.1
Foxtel Magazine	1.2	0.8	-0.4	255	169	-33.7
Frankie	1.6	1.4	-0.2	329	294	-10.6
Fresh	20.2	19.0	-1.2	4,180	3,994	-4.4
Fresh Water Fishing Aust.	0.4	0.5	0.1	93	100	7.5
Gardening Australia	2.4	1.7	-0.7	501	364	-27.3
Girlfriend	0.7	0.5	-0.2	148	105	-29.1
Golf Australia	0.3	0.2	-0.1	70	47	-32.9
Gourmet Traveller Wine	0.4	0.3	-0.1	74	57	-23.0
Halliday (was Wine Companion)	0.2	0.1	-0.1	34	23	-32.4
Healthy Food Guide	1.3	1.3	0.0	262	265	1.1
Home Beautiful	1.6	1.2	-0.4	332	262	-21.1
Home Design	0.5	0.4	-0.1	111	81	-27.0
Horizons (WA)	1.3	1.4	0.1	265	285	7.5
House & Garden	2.6	1.9	-0.7	546	402	-26.4
Inside Out	0.5	0.5	0.0	103	100	-2.9
Inside Sport	0.6	0.4	-0.2	118	88	-25.4
It's Your Day (from Aug19)	-	1.1	-	-	229	-
Journeys (Tas)	0.3	0.2	-0.1	60	35	-41.7
Just Cars	1.0	0.7	-0.3	214	154	-28.0
Marie Claire	1.5	1.4	-0.1	305	287	-5.9
Men's Fitness	0.6	0.5	-0.1	134	113	-15.7
Money Magazine	0.7	0.5	-0.2	140	104	-25.7
The Monthly	0.7	0.6	-0.1	151	135	-10.6
Motor	0.6	0.5	-0.1	119	108	-9.2
National Geographic	6.6	4.7	-1.9	1,363	982	-28.0
New Idea	4.1	3.3	-0.8	848	689	-18.8
New Idea Royals (from Sep19)	-	2.4	-	-	494	-
New Scientist	1.5	1.3	-0.2	309	276	-10.7
Open Road (NSW)	4.9	4.1	-0.8	1,008	850	-15.7
Overlander 4WD	0.4	0.4	0.0	88	80	-9.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership (‘000s)		
	Jun 2019	Jun 2020	Gain/Loss	Jun 2019	Jun 2020	% Change
Prevention	0.4	0.3	-0.1	77	63	-18.2
Qantas Magazine*	1.9	1.4	-0.5	400	290	-27.5
Reader's Digest Australia	2.1	1.9	-0.2	425	393	-7.5
Real Living	0.5	0.4	-0.1	99	84	-15.2
RM Williams Outback	1.0	0.7	-0.3	215	157	-27.0
Road Ahead (Qld)	3.1	2.4	-0.7	647	495	-23.5
Royal Auto (Vic)	3.4	2.5	-0.9	705	524	-25.7
SA Motor (SA)	1.1	1.0	-0.1	234	213	-9.0
Selector	0.3	0.3	0.0	66	58	-12.1
Street Machine	1.1	0.9	-0.2	228	191	-16.2
Super Food Ideas	2.5	2.6	0.1	518	540	4.2
Take 5 (Weekly)	2.4	2.2	-0.2	496	460	-7.3
Take 5 Bumper Monthly	3.1	2.5	-0.6	642	530	-17.4
Taste.com.au Magazine	2.9	2.8	-0.1	605	577	-4.6
That's Life	2.6	2.1	-0.5	545	448	-17.8
That's Life Mega Monthly	1.8	2.0	0.2	382	414	8.4
Time	1.3	1.0	-0.3	264	205	-22.3
TOTAL Motoring Club Magazines	14.0	11.4	-2.6	2,897	2,384	-17.7
TV Soap	0.7	0.7	0.0	142	142	0.0
TV Week	1.6	1.1	-0.5	334	232	-30.5
Unique Cars	0.9	0.6	-0.3	193	130	-32.6
Virgin Australia Magazine*	1.1	1.0	-0.1	225	216	-4.0
Vogue Australia	2.1	1.6	-0.5	435	344	-20.9
Vogue Living	0.6	0.7	0.1	118	143	21.2
WellBeing	0.7	0.7	0.0	147	138	-6.1
Wheels	1.0	0.8	-0.2	205	160	-22.0
Who	1.1	0.9	-0.2	236	191	-19.1
Woman's Day	4.8	3.7	-1.1	982	773	-21.3
Women's Weekly	7.1	5.9	-1.2	1,464	1,243	-15.1
Women's Weekly Food	1.4	1.3	-0.1	281	279	-0.7

Note: A small number of magazines were temporarily suspended during the June 2020 quarter. These magazines are flagged with an asterisk (*) and do not show readership for the latest quarter, average readership is allocated instead. The list of magazines affected in this way includes AFL Record, Big League, Qantas Magazine, Virgin Magazine, The Deal and Boss.

Newspapers

Newspapers	M-F June 2019 R'ship ('000s)	M-F June 2020 R'ship ('000s)	Sat June 2019 R'ship ('000s)	Sat June 2020 R'ship ('000s)	Sun June 2019 R'ship ('000s)	Sun June 2020 R'ship ('000s)
National						
The Australian	296	319	593	563	-	-
Aust. Financial Review	189	176	115	106	-	-
The Saturday Paper	-	-	128	152	-	-
NSW						
Daily Telegraph	503	385	444	361	-	-
Sydney Morning Herald	373	355	503	462	-	-
Sunday Telegraph	-	-	-	-	714	613
The Sun-Herald	-	-	-	-	430	379
Newcastle Herald	56	46	77	44	-	-
Illawarra Mercury	28	29	32	27	-	-
Canberra Times	39	51	50	57	31	41
VIC						
Herald Sun	593	561	587	546	-	-
The Age	385	367	468	428	-	-
Sunday Herald Sun	-	-	-	-	611	559
The Sunday Age	-	-	-	-	370	388
Geelong Advertiser	36	35	39	34	-	-
QLD						
Courier-Mail	319	221	388	299	-	-
The Sunday Mail	-	-	-	-	559	462
Cairns Post	31	36	41	36	-	-
Gold Coast Bulletin	55	39	55	36	-	-
Townsville Bulletin	41	43	41	35	-	-

Newspapers (continued)

Newspapers	M-F June 2019 R'ship ('000s)	M-F June 2020 R'ship ('000s)	Sat June 2019 R'ship ('000s)	Sat June 2020 R'ship ('000s)	Sun June 2019 R'ship ('000s)	Sun June 2020 R'ship ('000s)
SA						
Adelaide Advertiser	244	210	317	276	-	-
Sunday Mail	-	-	-	-	347	309
WA						
West Australian	338	297	-	-	-	-
Weekend West	-	-	429	382	-	-
Sunday Times	-	-	-	-	326	298
Tasmania						
The Mercury	50	47	59	61	-	-
The Examiner	28	34	32	27	-	-
The Advocate	20	19	18	21	-	-
Sunday Tasmanian (Tas)	-	-	-	-	56	48
Sunday Examiner	-	-	-	-	26	21
Northern Territory						
Northern Territory News	26	15	27	18	-	-
Sunday Territorian	-	-	-	-	26	14

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Jun 2019	Jun 2020	Gain/Loss	Jun 2019	Jun 2020	% Change
Wish	0.7	0.5	-0.2	135	101	-25.2
The Deal*	0.4	0.3	-0.1	79	62	-21.5
Weekend Australian Magazine	2.7	2.7	0.0	567	566	-0.2
Financial Review Magazine	1.9	1.2	-0.7	386	244	-36.8
Boss*	0.8	0.8	0.0	160	167	4.4
Good Weekend (NSW/Vic)	4.4	3.8	-0.6	916	799	-12.8
Domain (NSW/Vic)	3.4	2.8	-0.6	708	577	-18.5
Sunday Life (NSW/Vic)	2.6	2.1	-0.5	536	440	-17.9
Stellar (NSW/Vic)	2.7	2.2	-0.5	567	459	-19.0
Sunday Telegraph TV Guide (NSW)	2.2	1.9	-0.3	462	400	-13.4
Sunday Herald Sun Screen (Vic)	1.7	1.5	-0.2	347	305	-12.1
Qweekend (Qld)	1.2	0.9	-0.3	248	191	-23.0
Sunday Mail TV Guide (Qld)	1.6	1.2	-0.4	327	259	-20.8
Gold Coast Eye (Qld)	0.1	0.1	0.0	29	26	-10.3
Sunday Mail TV Guide (SA)	1.1	1.0	-0.1	236	217	-8.1
SA Weekend	1.1	1.1	0.0	234	230	-1.7
Sunday Times Guide (WA)	1.0	0.8	-0.2	211	160	-24.2
STM - Sunday Times Magazine (WA)	1.1	0.8	-0.3	220	166	-24.5
Seven Days (WA)	1.3	1.0	-0.3	268	206	-23.1
West Weekend (WA)	1.4	1.2	-0.2	284	247	-13.0

Note: Two Newspaper Inserted Magazines – The Deal and Boss - were temporarily suspended during the June 2020 quarter. They are flagged with an asterisk (*) and do not show readership for the latest quarter, average readership is allocated instead.