



**Released To All Media
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Detailed below are the Roy Morgan Print Readership results for the year ending March 2021.

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)		
	Mar 2020	Mar 2021	Gain/Loss	Mar 2020	Mar 2021	% Change
4X4 Australia	0.7	1.1	0.4	143	226	58.0
Australian Geographic	2.9	2.2	-0.7	601	472	-21.5
Australian Golf Digest	0.2	0.5	0.3	47	111	136.2
Australian Gourmet Traveller	1.1	1.1	0.0	231	226	-2.2
Australian Motorcycle News	0.4	0.4	0.0	87	92	5.7
Australian Traveller	0.4	0.5	0.1	85	107	25.9
Belle	0.5	0.6	0.1	108	122	13.0
Better Homes and Gardens	8.5	7.5	-1.0	1,771	1,591	-10.2
Big Issue	1.2	1.0	-0.2	241	220	-8.7
Bunnings Magazine	5.6	7.3	1.7	1,170	1,550	32.5
Coles Magazine	21.5	23.5	2.0	4,489	4,959	10.5
Cosmos	0.3	0.3	0.0	62	53	-14.5
Country Style	1.0	1.1	0.1	218	230	5.5
Delicious	1.3	1.7	0.4	267	351	31.5
Diabetic Living	0.9	0.8	-0.1	195	162	-16.9
English Woman's Weekly	0.5	0.5	0.0	114	100	-12.3
Family Circle	-	0.6	-	-	126	-
Fishing World	1.1	0.6	-0.5	229	132	-42.4
Foxtel Magazine	0.9	1.3	0.4	180	280	55.6
Frankie	1.6	1.1	-0.5	333	237	-28.8

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2020	Mar 2021	Gain/Loss	Mar 2020	Mar 2021	% Change
Fresh	19.2	21.2	2.0	4,015	4,462	11.1
Fresh Water Fishing Aust.	0.6	0.4	-0.2	121	76	-37.2
Gardening Australia	1.8	2.4	0.6	374	503	34.5
Golf Australia	0.2	0.6	0.4	37	122	229.7
Gourmet Traveller Wine	0.3	0.4	0.1	59	80	35.6
Halliday (was Wine Companion)	0.1	0.2	0.1	28	33	17.9
Healthy Food Guide	1.4	0.8	-0.6	283	172	-39.2
Home Beautiful	1.4	1.5	0.1	290	315	8.6
Home Design	0.5	0.5	0.0	101	107	5.9
Horizons (WA)	1.4	1.1	-0.3	295	232	-21.4
House & Garden	2.1	2.8	0.7	441	585	32.7
Inside Out	0.5	0.5	0.0	98	107	9.2
Journeys (Tas)	0.2	0.1	-0.1	46	25	-45.7
Just Cars	0.8	0.7	-0.1	175	156	-10.9
Marie Claire	1.6	1.2	-0.4	336	249	-25.9
Men's Fitness	0.6	0.6	0.0	135	137	1.5
Men's Health	1.1	0.9	-0.2	230	192	-16.5
Money Magazine	0.5	1.0	0.5	107	209	95.3
The Monthly	0.7	0.5	-0.2	150	115	-23.3
Motor	0.6	0.5	-0.1	120	108	-10.0
National Geographic	5.6	4.3	-1.3	1,165	914	-21.5
New Idea	3.6	2.8	-0.8	757	589	-22.2
New Idea Food	-	0.4	-	-	93	-
New Idea Retro	-	0.7	-	-	142	-
New Idea Royals	2.7	1.6	-1.1	571	338	-40.8
New Scientist	1.5	0.8	-0.7	320	179	-44.1
Open Road (NSW)	4.1	4.6	0.5	864	974	12.7
Organic Gardener	-	0.8	-	-	178	-
PlayStation	0.4	0.7	0.3	93	152	63.4
Prevention	0.3	0.3	0.0	70	67	-4.3
Qantas Magazine	1.4	1.6	0.2	302	340	12.6
Reader's Digest Australia	2.0	2.0	0.0	412	431	4.6
Real Living	0.5	0.4	-0.1	102	95	-6.9
RM Williams Outback	0.9	1.1	0.2	179	228	27.4
Road Ahead (Qld)	2.6	2.7	0.1	538	570	5.9
Rolling Stone	-	0.7	-	-	152	-
Royal Auto (Vic)	2.5	2.8	0.3	520	581	11.7

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2020	Mar 2021	Gain/Loss	Mar 2020	Mar 2021	% Change
SA Motor (SA)	1.1	0.9	-0.2	227	190	-16.3
Selector	0.3	0.2	-0.1	63	36	-42.9
Street Machine	1.0	0.9	-0.1	202	189	-6.4
Take 5 (Weekly)	2.3	2.3	0.0	475	485	2.1
Take 5 Bumper Monthly	2.8	2.5	-0.3	583	522	-10.5
Taste.com.au Magazine	2.9	2.9	0.0	611	620	1.5
That's Life	2.2	2.3	0.1	460	477	3.7
That's Life Mega Monthly	1.9	2.4	0.5	405	514	26.9
Time	1.2	0.8	-0.4	246	174	-29.3
TOTAL Motoring Club Magazines	11.8	12.0	0.2	2,470	2,522	2.1
TV Week	1.2	1.7	0.5	248	351	41.5
Unique Cars	0.7	0.6	-0.1	143	135	-5.6
Vogue Australia	1.8	1.6	-0.2	386	335	-13.2
Vogue Living	0.7	1.1	0.4	155	229	47.7
WellBeing	0.7	0.5	-0.2	145	108	-25.5
Wheels	0.8	1.0	0.2	167	221	32.3
Who	1.0	0.8	-0.2	205	160	-22.0
Woman's Day	4.0	3.3	-0.7	842	699	-17.0
Women's Health	1.3	0.9	-0.4	264	181	-31.4
Women's Weekly	6.4	6.6	0.2	1,337	1,389	3.9
Women's Weekly Food	1.5	0.8	-0.7	314	168	-46.5

Newspapers

Newspapers	M-F March 2020 R'ship ('000s)	M-F March 2021 R'ship ('000s)	Sat March 2020 R'ship ('000s)	Sat March 2021 R'ship ('000s)	Sun March 2020 R'ship ('000s)	Sun March 2021 R'ship ('000s)
National						
The Australian	289	473	524	670	-	-
Aust. Financial Review	178	162	101	158	-	-
The Saturday Paper	-	-	119	224	-	-
NSW						
Daily Telegraph	392	453	348	495	-	-
Sydney Morning Herald	373	354	461	496	-	-
Sunday Telegraph	-	-	-	-	587	783
The Sun-Herald	-	-	-	-	378	461
Newcastle Herald	48	49	55	62	-	-
Illawarra Mercury	28	21	28	16	-	-
Canberra Times	41	43	45	46	30	36
VIC						
Herald Sun	578	563	541	653	-	-
The Age	388	274	428	437	-	-
Sunday Herald Sun	-	-	-	-	562	749
The Sunday Age	-	-	-	-	372	417
Geelong Advertiser	34	35	34	41	-	-
QLD						
Courier-Mail	233	273	314	375	-	-
The Sunday Mail	-	-	-	-	475	599
Cairns Post	30	28	34	44	-	-
Gold Coast Bulletin	43	37	39	40	-	-
Townsville Bulletin	38	48	31	43	-	-

Newspapers (continued)

Newspapers	M-F March 2020 R'ship ('000s)	M-F March 2021 R'ship ('000s)	Sat March 2020 R'ship ('000s)	Sat March 2021 R'ship ('000s)	Sun March 2020 R'ship ('000s)	Sun March 2021 R'ship ('000s)
SA						
Adelaide Advertiser	219	229	280	293	-	-
Sunday Mail	-	-	-	-	320	351
WA						
West Australian	292	339	-	-	-	-
West Austral	-	-	387	409	-	-
Sunday Times	-	-	-	-	284	394
Tasmania						
The Mercury	48	42	54	51	-	-
The Examiner	32	33	27	31	-	-
The Advocate	19	22	17	27	-	-
Sunday Tasmanian	-	-	-	-	47	40
Sunday Examiner	-	-	-	-	20	29
Northern Territory						
Northern Territory News	16	19	19	28	-	-
Sunday Territorian	-	-	-	-	16	18

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2020	Mar 2021	Gain/Loss	Mar 2020	Mar 2021	% Change
Wish	0.6	0.4	-0.2	121	87	-28.1
The Deal	0.3	-	-	71	-	-
Weekend Australian Magazine	2.6	3.1	0.5	533	659	23.6
Financial Review Magazine	1.3	1.7	0.4	270	362	34.1
Boss	0.8	-	-	166	-	-
Good Weekend (NSW/Vic)	3.9	3.6	-0.3	821	754	-8.2
Domain (NSW/Vic)	3.2	2.0	-1.2	664	422	-36.4
Sunday Life (NSW/Vic)	2.1	2.3	0.2	436	478	9.6
Stellar (NSW/Vic)	2.2	3.2	1.0	454	682	50.2
Binge TV Guide (NSW)	1.7	2.2	0.5	365	459	25.8
Binge TV Guide (Vic)	1.4	2.0	0.6	295	420	42.4
Qweekend (Qld)	1.0	1.1	0.1	205	225	9.8
Binge TV Guide (Qld)	1.3	1.3	0.0	265	272	2.6
Gold Coast Eye (Qld)	0.1	0.1	0.0	19	26	36.8
Binge TV Guide (SA)	1.0	0.9	-0.1	217	194	-10.6
SA Weekend	1.1	1.1	0.0	232	229	-1.3
Sunday Times Guide (WA)	0.8	1.0	0.2	160	206	28.8
STM - Sunday Times Magazine (WA)	0.8	1.0	0.2	167	221	32.3