



**Released To All Media  
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Detailed below are the Roy Morgan Print Readership results for the year ending June 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)		
	Jun 2020	Jun 2021	Gain/Loss	Jun 2020	Jun 2021	% Change
4X4 Australia	0.7	1.2	0.5	149	262	75.8
AFL Record	0.9	0.9	0.0	186	200	7.5
APC	0.3	0.3	0.0	73	68	-6.8
Australian Country	-	0.4	-	-	78	-
Australian Geographic	2.6	2.3	-0.3	548	478	-12.8
Australian Golf Digest	0.2	0.7	0.5	50	139	178.0
Australian Gourmet Traveller	0.9	1.2	0.3	181	248	37.0
Australian Motorcycle News	0.4	0.5	0.1	80	104	30.0
Australian Traveller	0.3	0.6	0.3	68	122	79.4
Australian Women's Weekly	5.9	7.0	1.1	1,243	1,475	18.7
Backyard & Outdoor Living	-	0.3	-	-	73	-
Belle	0.5	0.6	0.1	104	127	22.1
Better Homes and Gardens	7.7	8.0	0.3	1,622	1,679	3.5
Big Issue	1.0	1.3	0.3	200	270	35.0
Bunnings Magazine	5.5	7.7	2.2	1,161	1,629	40.3
Coles Magazine	21.6	24.0	2.4	4,535	5,061	11.6
Cosmos	0.3	0.3	0.0	56	73	30.4
Country Style	1.0	1.1	0.1	208	243	16.8
Delicious	1.1	1.7	0.6	231	362	56.7
Diabetic Living	0.7	0.8	0.1	152	178	17.1
Eat Well	-	0.5	-	-	106	-

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership (’000s)		
	Jun 2020	Jun 2021	Gain/Loss	Jun 2020	Jun 2021	% Change
English Woman's Weekly	0.5	0.5	0.0	111	101	-9.0
Family Circle	0.6	0.5	-0.1	134	111	-17.2
Fishing World	0.9	0.8	-0.1	185	161	-13.0
Foxtel Magazine	0.8	1.6	0.8	169	333	97.0
Frankie	1.4	1.2	-0.2	294	257	-12.6
Fresh Ideas	19.0	21.8	2.8	3,994	4,597	15.1
Fresh Water Fishing Aust.	0.5	0.4	-0.1	100	75	-25.0
Gardening Australia	1.7	2.6	0.9	364	539	48.1
Golf Australia	0.2	0.7	0.5	47	147	212.8
Gourmet Traveller Wine	0.3	0.4	0.1	57	82	43.9
Grand Designs Australia	-	0.7	-	-	151	-
Halliday (was Wine Companion)	0.1	0.2	0.1	23	32	39.1
Healthy Food Guide	1.3	0.9	-0.4	265	188	-29.1
Home Beautiful	1.2	1.6	0.4	262	330	26.0
Home Design	0.4	0.6	0.2	81	121	49.4
Homespun	-	0.2	-	-	52	-
Horizons (WA)	1.4	1.2	-0.2	285	256	-10.2
House & Garden	1.9	3.0	1.1	402	640	59.2
Inside Out	0.5	0.5	0.0	100	110	10.0
Journeys (Tas)	0.2	0.1	-0.1	35	28	-20.0
Just Cars	0.7	0.9	0.2	154	182	18.2
Kitchens & Bathrooms	-	0.5	-	-	100	-
Marie Claire	1.4	1.3	-0.1	287	265	-7.7
Men's Health	0.9	1.1	0.2	196	241	23.0
MindFood	-	0.5	-	-	102	-
Money Magazine	0.5	1.2	0.7	104	244	134.6
The Monthly	0.6	0.6	0.0	135	129	-4.4
Motor	0.5	0.6	0.1	108	131	21.3
National Geographic	4.7	4.6	-0.1	982	969	-1.3
New Idea	3.3	2.9	-0.4	689	614	-10.9
New Idea Food	0.4	0.4	0.0	86	82	-4.7
New Idea Retro	-	0.6	-	-	127	-
New Idea Royals Monthly	2.4	1.6	-0.8	494	331	-33.0
New Scientist	1.3	0.9	-0.4	276	183	-33.7
Open Road (NSW)	4.1	5.0	0.9	850	1,066	25.4
Organic Gardener	-	0.8	-	-	166	-
PC PowerPlay	0.2	0.4	0.2	48	86	79.2

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership (’000s)		
	Jun 2020	Jun 2021	Gain/Loss	Jun 2020	Jun 2021	% Change
PlayStation	0.4	0.9	0.5	87	200	129.9
Prevention	0.3	0.4	0.1	63	76	20.6
Qantas Magazine	1.2	1.7	0.5	260	367	41.2
Quilters Companion	-	0.3	-	-	62	-
Reader's Digest Australia	1.9	2.1	0.2	393	446	13.5
Real Living	0.4	0.4	0.0	84	89	6.0
RM Williams Outback	0.7	1.3	0.6	157	265	68.8
Road Ahead (Qld)	2.4	3.0	0.6	495	626	26.5
Rolling Stone	-	0.9	-	-	180	-
SA Motor (SA)	1.0	0.9	-0.1	213	197	-7.5
Selector	0.3	0.2	-0.1	58	47	-19.0
Street Machine	0.9	1.0	0.1	191	220	15.2
Take 5 (Weekly)	2.2	2.3	0.1	460	490	6.5
Take 5 Bumper Monthly	2.5	2.7	0.2	530	569	7.4
Taste.com.au Magazine	2.8	3.1	0.3	577	657	13.9
That's Life!	2.1	2.3	0.2	448	492	9.8
That's Life! Mega Monthly	2.0	2.7	0.7	414	563	36.0
Time	1.0	0.9	-0.1	205	185	-9.8
TOTAL Motoring Club Magazines	11.4	12.0	0.6	2,384	2,543	6.7
TV Week	1.1	1.8	0.7	232	377	62.5
Unique Cars	0.6	0.8	0.2	130	164	26.2
Vacations & Travel	-	0.6	-	-	127	-
Vogue Australia	1.6	1.7	0.1	344	351	2.0
Vogue Living	0.7	1.2	0.5	143	260	81.8
WellBeing	0.7	0.5	-0.2	138	102	-26.1
Wheels	0.8	1.1	0.3	160	237	48.1
Who	0.9	0.7	-0.2	191	150	-21.5
Woman's Day	3.7	3.6	-0.1	773	752	-2.7
Women's Health	1.0	1.0	0.0	216	205	-5.1
Women's Weekly Food	1.3	0.7	-0.6	279	148	-47.0