

Wednesday, 9 May 2018

15 million Australians read magazines across print & online

A total of 12,565,000 Australians aged 14+ (62.5 per cent) read print magazines – down 0.7 per cent or 93,000, from a year ago – according to the results released today from the Roy Morgan Australian Magazine Readership report for the 12 months to December 2017.

However, the audience reach of magazines is extended to 15 million Australians 14+ when you include magazine reading online (either via the web or an app).

The withdrawal of major publishers from audited circulation results for magazines just over a year ago means Roy Morgan's readership results continue to be the only truly independent measure of magazine performance now available.

These are the latest findings from the Roy Morgan Single Source survey of 50,139 Australians aged 14+ over the 12 months to December 2017.

Top 15 Magazines: All Categories – Print Readership

Australia's most widely read magazines were impressive performers over the past year as Coles Magazine and Fresh each increased their readership by 11.3 per cent and 13.1 per cent respectively with similarly strong increases by Road Ahead (Qld), and Gardening Australia which is just outside the top 15.

Publication	Dec 2016	Dec 2017	% Change
	'000s	'000s	%
Coles Magazine	3,729	4,152	11.3%
Fresh	3,426	3,875	13.1%
Better Homes & Gardens	1,841	1,707	-7.3%
Women's Weekly	1,618	1,494	-7.7%
Woman's Day	1,313	1,303	-0.8%
New Idea	1,145	1,079	-5.8%
National Geographic	1,098	1,061	-3.4%
Open Road (NSW)	1,129	1,051	-6.9%
That's Life	693	657	-5.2%
Taste.com.au Magazine	605	646	6.8%
Royal Auto (Vic)	642	638	-0.6%
Road Ahead (Qld)	555	628	13.2%
Australian Geographic	591	543	-8.1%
House & Garden	633	527	-16.7%
Take 5	528	495	-6.3%

[Full Magazine Readership Results available to view here.](#)

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Women's Fashion Magazines – again the fastest growing category

Women's Fashion magazines have led the way in the 12 months to December 2017 readership results with the largest year-on-year category growth – up an impressive 9.6 per cent – to be the seventh most read category overall at 1,267,000 or 6.3 per cent of the population.

Category leader Frankie was the fastest growing Women's Fashion magazine increasing 19.7 per cent to a readership of 407,000 followed by Elle magazine, now read by 171,000 (up 17.1 per cent). Vogue Australia was also a strong performer increasing its readership to 355,000 (up 8.9 per cent).

The five most read categories of magazines

Food & Entertainment, Australia's most loved magazine category, grew strongly in 2017

Food and entertainment is one of Australia's fastest growing magazine categories and is now read by 6,276,000 Australians, or 31.2% of the population, up 6.7 per cent in the year to December 2017.

This category is dominated by the free supermarket titles both of which saw exceptional year-on-year growth - Coles Magazine with readership of 4,152,000 (up 11.3 per cent) and Woolworth's Fresh now read by 3,875,000 (up 13.1 per cent).

General interest magazines

4,484,000 Australians, or 22.3% of the population, read at least one general interest magazine (down 0.8 per cent) with the leading titles being National Geographic with readership of 1,061,000 (down 3.4 per cent).

In addition, Road Ahead (Qld) has performed strongly with readership up 13.2 per cent to 628,000, although still behind leading motoring club titles Open Road (NSW) with readership of 1,051,000 (down 6.9 per cent) and Royal Auto (Vic) read by 638,000 (down 0.6 per cent).

Mass Women's magazines

Although the readership of Mass Women's magazines has decreased in 2017 (down 5.3 per cent from a year ago) a significant 3,356,000 Australians, equal to 16.7% of the population, continue to read these titles.

Women's Weekly remains the clear category leader with readership of 1,494,000 (down 7.7 per cent) ahead of Woman's Day virtually unchanged from 12 months ago on 1,303,000 (down 0.8 per cent) and New Idea on 1,079,000 (down 5.8 per cent). Both That's Life on 657,000 (down 5.2 per cent) and Take 5 on 495,000 (down 6.3 per cent) maintain significant readerships.

Home & Garden magazines

The fourth most popular category of magazines remains Home & Garden publications, despite a drop of 4.4 per cent in the last 12 months. Almost three million (2,959,000) Australians now read at least one magazine in this category equal to 14.7% of the population.

Several magazines managed to perform strongly over the year led by Gardening Australia increasing 14.8 per cent to 449,000, Country Style up 14.0 per cent to 293,000, Vogue Living up 17.9 per cent to 132,000 and Home Design – up 11.5 per cent to 87,000.

Better Homes and Gardens maintains the dominant position in the category with a readership of 1,707,000 (down 7.3 per cent) ahead of House and Garden on 527,000 (down 16.7 per cent).

Business, Financial & Airline magazines

Qantas Magazine remains the lead title in the category with readership of 384,000 (down 17.8 per cent) just ahead of New Scientist on 370,000 (down 9.1 per cent) and Time magazine on 344,000 (down 1.7 per cent).

Readership in this category declined over the past year, down 7.7 per cent to 1,655,000 Australians.

Other magazine titles to perform strongly included health & family focused magazine Wellbeing up 25.3 per cent to a readership of 109,000 and automotive magazine Wheels up 18.3 per cent to a readership of 291,000.

Magazine Cross-Platform Audience

Of Australia's leading 10 magazines ranked by cross-platform audience seven of the ten retain a significantly larger readership via their print editions than their digital offerings – a clear contrast to their print newspaper cousins, although this picture is slowly changing as more magazine publishers expand and refine their online offerings.

Just under a year ago many of Bauer Media's magazine brands (including Women's Weekly, Woman's Day, Good Health, Mother & Baby, Take 5 and others) consolidated their online presence under category banners such as Now to Love which has a digital audience of 887,000. The results in the cross platform table below reflect this new positioning and therefore year on year comparisons are not made.

Top 10 Magazines – Total Cross-Platform Audience

Publication#	Print		Digital (web or app)		Total Cross-Platform Audience* (print, web or app)		
	Dec 2016	Dec 2017	Dec 2016	Dec 2017	Dec 2016	Dec 2017	% Change
	'000s	'000s	'000s	'000s	'000s	'000s	%
Taste.com.au	605	646	3,112	2,642	3,496	3,113	-11.0%
Women's Weekly/ Now to Love	1,618	1,494		887		2,293	
Better Homes & Gardens	1,841	1,707	391	312	2,112	1,889	-10.6%
Woman's Day*/ Now to Love	1,313	1,303		283		1,529	
National Geographic	1,098	1,061	331	381	1,372	1,332	-2.9%
New Idea*	1,145	1,079	265	175	1,364	1,218	-10.7%
Good Health/ Now to Love	237	240		887		1,111	
Open Road (NSW)	1,129	1,051	80	61	1,165	1,081	-7.2%
Mother & Baby/ Now to Love	62	53		887		932	
Take 5*/ Now to Love	528	495		280		733	

[Full Magazine Total Cross-Platform Audience results available to view here.](#)

*Total cross-platform audience includes print – average issue readership and digital – website visitation and app usage in an average 4 weeks, except for weekly titles which are in an average 7 days (denoted by *). #For additional detail on the platforms available for each magazine visit the Roy Morgan website.*

Michele Levine, CEO, Roy Morgan, says that with 15 million Australians reading magazines whether in print or online the medium retains a key role in reaching consumers increasingly 'deluged' by an abundance of choice:

"15 million Australians aged 14+ read magazines whether in print or online (either via the web or an app) in the year to December 2017 – virtually unchanged from a year ago.

"Analysing the latest Roy Morgan readership results shows Australia's most widely read magazines are again Coles Magazine and Woolworth's Fresh which both increased their average issue readership by over 10% in the year to December 2017.

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“In addition to the two market leaders there were several magazines to show strong year-over-year growth with the Women’s Fashion magazines category substantially outperforming the broader industry. Category leader Frankie grew its readership 19.7 per cent to 407,000 while rival Elle magazine was up 17.1 per cent to 171,000 and Vogue Australia increased 8.9 per cent to 355,000.

“The strong results for magazines catering to specific areas of interest show that magazines in print or online format can build loyal audiences who keep coming back to consume quality information underpinned by their level of in-built trust in the brand.”

To learn more about Roy Morgan’s Readership research, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2