Since becoming Australia’s first female Prime Minister Julia Gillard has enjoyed positive cover stories and picture spreads in major women’s magazines - something no PM has ever been able to do before.

Roy Morgan Research shows approximately 27.5% of electors read at least one of the major women’s magazine titles, but that the penetration ranges from as high as 40% in Richmond NSW to as little as 16% in Wakefield in SA.

Women’s magazines have a bigger impact in the crucial Queensland ALP marginal seats of Bonner, Dawson and Herbert and the NSW ALP marginal seats of Page and Greenaway.

Up until Julia Gillard became Prime Minister readers of major women’s magazines and celebrity magazines were a little more likely to vote L-NP, women in general were fairly evenly divided in their political party support. However the latest Morgan Poll shows clearly that if an election were held today among women the Julia Gillard led ALP would win, while men would elect a Tony Abbott led L-NP.