



**Released To All Media
June 2020**

Detailed below are the Roy Morgan Print Readership results for the year ending March 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)		
	Mar 2019	Mar 2020	Gain/Loss	Mar 2019	Mar 2020	% Change
4X4 Australia	0.7	0.7	0.0	147	143	-2.7
AFL Record (Apr-Sep)	1.1	0.9	-0.2	218	180	-17.4
APC	0.4	0.3	-0.1	73	64	-12.3
Australian Geographic	3.2	2.9	-0.3	666	601	-9.8
Australian Golf Digest	0.3	0.2	-0.1	54	47	-13.0
Australian Gourmet Traveller	0.9	1.1	0.2	179	231	29.1
Australian Motorcycle News	0.6	0.4	-0.2	125	87	-30.4
Australian Traveller	0.4	0.4	0.0	90	85	-5.6
Belle	0.6	0.5	-0.1	117	108	-7.7
Better Homes and Gardens	7.4	8.5	1.1	1,513	1,771	17.1
Big Issue	1.5	1.2	-0.3	303	241	-20.5
Big League (Apr-Sep)	0.5	0.4	-0.1	99	79	-20.2
Bunnings Magazine (from May19)	-	5.6	-	-	1,170	-
Coles Magazine	23.5	21.5	-2.0	4,840	4,489	-7.3
Cosmos	0.4	0.3	-0.1	85	62	-27.1
Country Style	1.3	1.0	-0.3	260	218	-16.2
Delicious	1.6	1.3	-0.3	323	267	-17.3
Diabetic Living	1.2	0.9	-0.3	250	195	-22.0
Elle	0.7	0.9	0.2	141	196	39.0
Empire	0.8	0.5	-0.3	161	114	-29.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2019	Mar 2020	Gain/Loss	Mar 2019	Mar 2020	% Change
English Woman's Weekly	0.6	0.5	-0.1	124	114	-8.1
Fishing World	1.0	1.1	0.1	203	229	12.8
Fitness First	0.5	0.5	0.0	107	95	-11.2
Foxtel Magazine	1.3	0.9	-0.4	268	180	-32.8
Frankie	1.6	1.6	0.0	335	333	-0.6
Fresh	20.5	19.2	-1.3	4,210	4,015	-4.6
Fresh Water Fishing Aust.	0.4	0.6	0.2	74	121	63.5
Gardening Australia	2.7	1.8	-0.9	545	374	-31.4
Girlfriend	0.7	0.6	-0.1	151	122	-19.2
Golf Australia	0.4	0.2	-0.2	82	37	-54.9
Good Health	1.5	1.0	-0.5	308	205	-33.4
Gourmet Traveller Wine	0.4	0.3	-0.1	72	59	-18.1
GQ	0.3	0.3	0.0	61	53	-13.1
Halliday (was Wine Companion)	0.2	0.1	-0.1	33	28	-15.2
Harper's Bazaar	0.7	0.9	0.2	148	197	33.1
Healthy Food Guide	1.3	1.4	0.1	264	283	7.2
Home Beautiful	1.7	1.4	-0.3	340	290	-14.7
Home Design	0.5	0.5	0.0	111	101	-9.0
Horizons (WA)	1.4	1.4	0.0	282	295	4.6
House & Garden	2.6	2.1	-0.5	543	441	-18.8
Inside Out	0.5	0.5	0.0	112	98	-12.5
Inside Sport	0.6	0.4	-0.2	122	92	-24.6
InStyle	0.6	0.6	0.0	125	120	-4.0
It's Your Day (from Aug19)	-	1.3	-	-	263	-
Jetstar	1.3	0.9	-0.4	276	198	-28.3
Journeys (Tas)	0.3	0.2	-0.1	63	46	-27.0
Just Cars	1.1	0.8	-0.3	226	175	-22.6
Limelight	0.1	0.1	0.0	24	24	0.0
Live To Ride	0.2	0.1	-0.1	46	30	-34.8
Marie Claire	1.4	1.6	0.2	289	336	16.3
Men's Fitness	0.6	0.6	0.0	118	135	14.4
Men's Health	1.6	1.1	-0.5	323	230	-28.8
Money Magazine	0.7	0.5	-0.2	149	107	-28.2
The Monthly	0.7	0.7	0.0	150	150	0.0
Motor	0.6	0.6	0.0	119	120	0.8
National Geographic	6.5	5.6	-0.9	1,328	1,165	-12.3
New Idea	4.6	3.6	-1.0	945	757	-19.9

Magazines (continued)

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New Idea Royals (from Sep19)	-	2.7	-	-	571	-
New Scientist	1.5	1.5	0.0	314	320	1.9
NW (New Weekly)	0.7	0.5	-0.2	149	108	-27.5
OK	0.6	0.5	-0.1	124	98	-21.0
Open Road (NSW)	5.1	4.1	-1.0	1,042	864	-17.1
Overlander 4WD	0.5	0.4	-0.1	103	81	-21.4
PC PowerPlay	0.3	0.2	-0.1	72	49	-31.9
PlayStation	0.8	0.4	-0.4	156	93	-40.4
Prevention	0.4	0.3	-0.1	83	70	-15.7
Qantas Magazine	2.1	1.4	-0.7	422	302	-28.4
Reader's Digest Australia	2.1	2.0	-0.1	442	412	-6.8
Real Living	0.5	0.5	0.0	103	102	-1.0
RM Williams Outback	1.0	0.9	-0.1	216	179	-17.1
Road Ahead (Qld)	3.2	2.6	-0.6	651	538	-17.4
Royal Auto (Vic)	3.5	2.5	-1.0	719	520	-27.7
SA Motor (SA)	1.1	1.1	0.0	230	227	-1.3
Selector	0.4	0.3	-0.1	79	63	-20.3
Street Machine	1.1	1.0	-0.1	235	202	-14.0
Super Food Ideas	2.2	2.8	0.6	455	595	30.8
Take 5 (Weekly)	2.4	2.3	-0.1	500	475	-5.0
Take 5 Bumper Monthly	3.2	2.8	-0.4	652	583	-10.6
Taste.com.au Magazine	2.9	2.9	0.0	590	611	3.6
TechLife	0.3	0.2	-0.1	56	42	-25.0
That's Life	2.8	2.2	-0.6	585	460	-21.4
That's Life Mega Monthly	-	1.9	-	-	405	-
Time	1.3	1.2	-0.1	277	246	-11.2
TOTAL Motoring Club Magazines	14.4	11.8	-2.6	2,966	2,470	-16.7
TV Soap	0.7	0.7	0.0	150	137	-8.7
TV Week	1.7	1.2	-0.5	345	248	-28.1
Unique Cars	1.0	0.7	-0.3	200	143	-28.5
Virgin Australia Magazine	1.1	1.0	-0.1	230	215	-6.5
Vogue Australia	2.0	1.8	-0.2	420	386	-8.1
Vogue Living	0.5	0.7	0.2	99	155	56.6
WellBeing	0.7	0.7	0.0	145	145	0.0
Wheels	1.1	0.8	-0.3	221	167	-24.4
Who	1.2	1.0	-0.2	255	205	-19.6
Woman's Day	5.3	4.0	-1.3	1,097	842	-23.2
Women's Health	1.5	1.3	-0.2	311	264	-15.1

Magazines (continued)

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	Mar 2019	Mar 2020	Gain/Loss	Mar 2019	Mar 2020	% Change
Women's Weekly	7.5	6.4	-1.1	1,536	1,337	-13.0
Women's Weekly Food	-	1.5	-	-	314	-
Xbox	0.7	0.5	-0.2	145	97	-33.1

Newspapers

Newspapers	M-F March 2019 R'ship ('000s)	M-F March 2020 R'ship ('000s)	Sat March 2019 R'ship ('000s)	Sat March 2020 R'ship ('000s)	Sun March 2019 R'ship ('000s)	Sun March 2020 R'ship ('000s)
National						
The Australian	295	289	594	524	-	-
Aust. Financial Review	182	178	117	101	-	-
The Saturday Paper	-	-	131	119	-	-
NSW						
Daily Telegraph	544	392	495	348	-	-
Sydney Morning Herald	372	373	541	461	-	-
Sunday Telegraph	-	-	-	-	780	587
The Sun-Herald	-	-	-	-	468	378
Newcastle Herald	56	48	72	55	-	-
Illawarra Mercury	32	28	32	28	-	-
Canberra Times	41	41	56	45	31	30
VIC						
Herald Sun	655	578	634	541	-	-
The Age	394	388	503	428	-	-
Sunday Herald Sun	-	-	-	-	682	562
The Sunday Age	-	-	-	-	395	372
Geelong Advertiser	40	34	44	34	-	-
QLD						
Courier-Mail	333	233	391	314	-	-
The Sunday Mail	-	-	-	-	583	475
Cairns Post	38	30	51	34	-	-
Gold Coast Bulletin	52	43	57	39	-	-
Townsville Bulletin	43	38	47	31	-	-

Newspapers (continued)

Newspapers	M-F March 2019 R'ship ('000s)	M-F March 2020 R'ship ('000s)	Sat March 2019 R'ship ('000s)	Sat March 2020 R'ship ('000s)	Sun March 2019 R'ship ('000s)	Sun March 2020 R'ship ('000s)
SA						
Adelaide Advertiser	257	219	327	280	-	-
Sunday Mail	-	-	-	-	360	320
WA						
West Australian	350	292	-	-	-	-
Weekend West	-	-	437	387	-	-
Sunday Times	-	-	-	-	340	284
Tasmania						
The Mercury	52	48	60	54	-	-
The Examiner	28	32	33	27	-	-
The Advocate	25	19	24	17	-	-
Sunday Tasmanian (Tas)	-	-	-	-	58	47
Sunday Examiner	-	-	-	-	26	20
Northern Territory						
Northern Territory News	26	16	24	19	-	-
Sunday Territorian	-	-	-	-	25	16

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Mar 2019	Mar 2020	Gain/Loss	Mar 2019	Mar 2020	% Change
Wish	0.6	0.6	0.0	125	121	-3.2
The Deal	0.3	0.3	0.0	68	71	4.4
Weekend Australian Magazine	2.8	2.6	-0.2	585	533	-8.9
Financial Review Magazine	2.0	1.3	-0.7	406	270	-33.5
Boss	0.8	0.8	0.0	154	166	7.8
Good Weekend (NSW/Vic)	4.9	3.9	-1.0	1,006	821	-18.4
Domain (NSW/Vic)	3.5	3.2	-0.3	725	664	-8.4
Sunday Life (NSW/Vic)	3.0	2.1	-0.9	621	436	-29.8
Stellar (NSW/Vic)	3.2	2.2	-1.0	661	454	-31.3
Sunday Telegraph TV Guide (NSW)	2.4	1.7	-0.7	504	365	-27.6
Sunday Herald Sun Screen (Vic)	1.9	1.4	-0.5	389	295	-24.2
Qweekend (Qld)	1.3	1.0	-0.3	267	205	-23.2
Sunday Mail TV Guide (Qld)	1.7	1.3	-0.4	357	265	-25.8
Gold Coast Eye (Qld)	0.2	0.1	-0.1	33	19	-42.4
Sunday Mail TV Guide (SA)	1.2	1.0	-0.2	242	217	-10.3
SA Weekend	1.1	1.1	0.0	230	232	0.9
Sunday Times Guide (WA)	1.1	0.8	-0.3	227	160	-29.5
STM - Sunday Times Magazine (WA)	1.2	0.8	-0.4	238	167	-29.8
Seven Days (WA)	1.3	1.1	-0.2	272	226	-16.9
West Weekend (WA)	1.4	1.2	-0.2	293	250	-14.7