



**Released To All Media
February 2020**

Detailed below are the Roy Morgan Readership results for the year ending December 2019.

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.

Magazines

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2018	Dec 2019	Gain/Loss	Dec 2018	Dec 2019	% Change
4X4 Australia	0.7	0.6	-0.1	149	130	-12.8
AFL Record (Apr-Sep)	1.1	0.9	-0.2	218	180	-17.4
APC	0.3	0.3	0.0	64	72	12.5
Australian 4WD Action	1.3	1.0	-0.3	264	206	-22.0
Australian Geographic	3.0	3.1	0.1	620	644	3.9
Australian Golf Digest	0.3	0.2	-0.1	63	47	-25.4
Australian Gourmet Traveller	0.8	1.2	0.4	170	249	46.5
Australian Motorcycle News	0.6	0.5	-0.1	122	94	-23.0
Australian Traveller	0.4	0.4	0.0	92	90	-2.2
Belle	0.5	0.6	0.1	102	115	12.7
Better Homes and Gardens	7.6	8.2	0.6	1,566	1,698	8.4
Big Issue	1.3	1.4	0.1	265	288	8.7
Big League (Apr-Sep)	0.5	0.4	-0.1	99	79	-20.2
Bunnings Magazine (from May19)	-	5.7	-	-	1,186	-
Coles Magazine	23.5	22.0	-1.5	4,806	4,573	-4.8
Cosmos	0.4	0.3	-0.1	85	56	-34.1
Country Style	1.3	1.0	-0.3	266	209	-21.4
Delicious	1.5	1.4	-0.1	309	294	-4.9
Diabetic Living	1.1	1.1	0.0	235	234	-0.4
Elle	0.6	1.0	0.4	127	200	57.5

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2018	Dec 2019	Gain/Loss	Dec 2018	Dec 2019	% Change
Empire	0.9	0.6	-0.3	181	133	-26.5
English Woman's Weekly	0.6	0.5	-0.1	131	104	-20.6
Fishing World	0.8	1.2	0.4	174	243	39.7
Fitness First	0.4	0.5	0.1	86	101	17.4
Foxtel Magazine	1.3	1.0	-0.3	259	217	-16.2
Frankie	1.5	1.6	0.1	309	337	9.1
Fresh	20.8	19.6	-1.2	4,264	4,086	-4.2
Fresh Water Fishing Aust.	0.3	0.5	0.2	67	113	68.7
Gardening Australia	2.6	1.9	-0.7	528	397	-24.8
Girlfriend	0.7	0.7	0.0	153	142	-7.2
Golf Australia	0.4	0.2	-0.2	88	43	-51.1
Good Health	1.4	1.2	-0.2	286	242	-15.4
Gourmet Traveller Wine	0.3	0.3	0.0	68	59	-13.2
GQ	0.3	0.3	0.0	62	64	3.2
Halliday (was Wine Companion)	0.1	0.1	0.0	29	30	3.4
Harper's Bazaar	0.7	0.8	0.1	146	175	19.9
Healthy Food Guide	1.2	1.4	0.2	246	283	15.0
Home Beautiful	1.7	1.5	-0.2	342	310	-9.4
Home Design	0.5	0.6	0.1	110	119	8.2
Horizons (WA)	1.3	1.3	0.0	260	279	7.3
House & Garden	2.6	2.3	-0.3	530	474	-10.6
Inside Out	0.6	0.5	-0.1	116	105	-9.5
Inside Sport	0.6	0.5	-0.1	124	105	-15.3
InStyle	0.6	0.5	-0.1	125	114	-8.8
It's Your Day (from Aug19)	-	1.1	-	-	239	-
Jetstar	1.3	1.1	-0.2	268	238	-11.2
Journeys (Tas)	0.3	0.2	-0.1	68	48	-29.4
Just Cars	1.0	1.0	0.0	202	198	-2.0
Limelight	0.1	0.1	0.0	29	22	-24.1
Live To Ride	0.2	0.2	0.0	38	35	-7.9
Marie Claire	1.3	1.6	0.3	268	331	23.5
Men's Fitness	0.5	0.7	0.2	113	148	31.0
Men's Health	1.5	1.4	-0.1	312	286	-8.3
Money Magazine	0.7	0.6	-0.1	153	118	-22.9
The Monthly	0.7	0.8	0.1	138	162	17.4
Motor	0.6	0.6	0.0	122	126	3.3
National Geographic	6.2	6.0	-0.2	1,279	1,250	-2.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2018	Dec 2019	Gain/Loss	Dec 2018	Dec 2019	% Change
New Idea	4.8	3.8	-1.0	992	785	-20.9
New Idea Royals (from Sep19)	-	2.9	-	-	603	-
New Scientist	1.6	1.5	-0.1	324	316	-2.5
NW (New Weekly)	0.8	0.6	-0.2	159	120	-24.5
OK	0.7	0.5	-0.2	153	101	-34.0
Open Road (NSW)	4.9	4.4	-0.5	1,012	921	-9.0
Overlander 4WD	0.5	0.4	-0.1	97	75	-22.7
PC PowerPlay	0.3	0.3	0.0	65	58	-10.8
PlayStation	0.7	0.6	-0.1	142	122	-14.1
Prevention	0.4	0.4	0.0	87	76	-12.6
Qantas Magazine	2.0	1.8	-0.2	406	366	-9.9
Reader's Digest Australia	2.0	2.0	0.0	415	418	0.7
Real Living	0.5	0.5	0.0	100	108	8.0
RM Williams Outback	1.1	0.9	-0.2	219	181	-17.4
Road Ahead (Qld)	3.1	2.7	-0.4	635	572	-9.9
Royal Auto (Vic)	3.6	2.8	-0.8	733	583	-20.5
SA Motor (SA)	1.0	1.1	0.1	205	234	14.1
Selector	0.4	0.4	0.0	72	74	2.8
Street Machine	1.2	1.0	-0.2	238	203	-14.7
Super Food Ideas	2.1	2.8	0.7	437	589	34.8
Take 5 (Weekly)	2.4	2.4	0.0	497	495	-0.4
Take 5 Bumper Monthly	3.4	2.8	-0.6	692	590	-14.7
Taste.com.au Magazine	3.2	2.8	-0.4	649	589	-9.2
TechLife	0.2	0.2	0.0	46	52	13.0
That's Life	2.9	2.3	-0.6	599	475	-20.7
That's Life Mega Monthly (from Mar19)	-	1.9	-	-	406	-
Time	1.5	1.2	-0.3	306	245	-19.9
TOTAL Motoring Club Magazines	14.1	12.6	-1.5	2,895	2,618	-9.6
TV Soap	0.8	0.7	-0.1	163	139	-14.7
TV Week	1.8	1.3	-0.5	378	264	-30.2
TV Week Close Up	-	0.6	-	-	123	-
Unique Cars	0.9	0.8	-0.1	193	157	-18.7
Virgin Australia Magazine	1.1	1.1	0.0	218	227	4.1
Vogue Australia	1.9	1.9	0.0	397	406	2.3
Vogue Living	0.5	0.6	0.1	94	133	41.5
WellBeing	0.7	0.7	0.0	135	148	9.6
Wheels	1.2	0.9	-0.3	243	181	-25.5
Who	1.3	1.1	-0.2	274	219	-20.1

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2018	Dec 2019	Gain/Loss	Dec 2018	Dec 2019	% Change
Woman's Day	5.7	4.1	-1.6	1,169	860	-26.4
Women's Health	1.5	1.3	-0.2	306	281	-8.2
Women's Weekly	7.7	6.7	-1.0	1,570	1,398	-11.0
Women's Weekly Food (from Apr19)	-	1.4	-	-	301	-
Xbox	0.7	0.5	-0.2	134	110	-17.9

Newspapers

Newspapers	M-F December 2018 R'ship ('000s)	M-F December 2019 R'ship ('000s)	Sat December 2018 R'ship ('000s)	Sat December 2019 R'ship ('000s)	Sun December 2018 R'ship ('000s)	Sun December 2019 R'ship ('000s)
National						
The Australian	299	297	590	539	-	-
Aust. Financial Review	184	190	121	110	-	-
The Saturday Paper	-	-	130	117	-	-
NSW						
Daily Telegraph	575	421	529	377	-	-
Sydney Morning Herald	403	351	588	448	-	-
Sunday Telegraph	-	-	-	-	826	618
The Sun-Herald	-	-	-	-	502	366
Newcastle Herald	56	43	73	53	-	-
Illawarra Mercury	33	26	35	27	-	-
Canberra Times	44	38	56	45	35	28
VIC						
Herald Sun	690	582	667	552	-	-
The Age	400	378	526	440	-	-
Sunday Herald Sun	-	-	-	-	737	568
The Sunday Age	-	-	-	-	417	377
Geelong Advertiser	42	29	48	34	-	-
QLD						
Courier-Mail	329	261	375	344	-	-
The Sunday Mail	-	-	-	-	586	503
Cairns Post	43	29	61	34	-	-
Gold Coast Bulletin	56	47	51	48	-	-
Townsville Bulletin	43	36	52	33	-	-

Newspapers (continued)

	M-F December 2018 R'ship ('000s)	M-F December 2019 R'ship ('000s)	Sat December 2018 R'ship ('000s)	Sat December 2019 R'ship ('000s)	Sun December 2018 R'ship ('000s)	Sun December 2019 R'ship ('000s)
Newspapers						
SA						
Adelaide Advertiser	256	224	327	283	-	-
Sunday Mail	-	-	-	-	370	323
WA						
West Australian	338	311	-	-	-	-
Weekend West	-	-	432	397	-	-
Sunday Times	-	-	-	-	334	295
Tasmania						
The Mercury	53	47	63	52	-	-
The Examiner	27	34	32	31	-	-
The Advocate	29	17	30	16	-	-
Sunday Tasmanian (Tas)	-	-	-	-	60	48
Sunday Examiner	-	-	-	-	25	23
Northern Territory						
Northern Territory News	24	18	22	22	-	-
Sunday Territorian	-	-	-	-	25	16

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership (‘000s)		
	Dec 2018	Dec 2019	Gain/Loss	Dec 2018	Dec 2019	% Change
Wish	0.6	0.6	0.0	128	126	-1.6
The Deal	0.3	0.3	0.0	65	71	9.2
Weekend Australian Magazine	2.9	2.6	-0.3	597	539	-9.7
Financial Review Magazine	2.0	1.6	-0.4	408	326	-20.1
Boss	0.7	0.9	0.2	153	179	17.0
Good Weekend (NSW/Vic)	5.1	3.9	-1.2	1,045	819	-21.6
Domain (NSW/Vic)	3.9	3.1	-0.8	800	654	-18.3
Sunday Life (NSW/Vic)	3.3	2.1	-1.2	679	436	-35.8
Stellar (NSW/Vic)	3.5	2.3	-1.2	715	476	-33.4
Sunday Telegraph TV Guide (NSW)	2.6	1.8	-0.8	524	375	-28.4
Sunday Herald Sun Screen (Vic)	2.1	1.4	-0.7	427	299	-30.0
Qweekend (Qld)	1.3	1.0	-0.3	270	214	-20.7
Sunday Mail TV Guide (Qld)	1.8	1.3	-0.5	362	280	-22.7
Gold Coast Eye (Qld)	0.2	0.1	-0.1	34	23	-32.4
Sunday Mail TV Guide (SA)	1.2	1.1	-0.1	251	223	-11.2
SA Weekend	1.1	1.1	0.0	220	239	8.6
Sunday Times Guide (WA)	1.1	0.8	-0.3	232	170	-26.7
STM - Sunday Times Magazine (WA)	1.2	0.9	-0.3	238	180	-24.4
Seven Days (WA)	1.3	1.1	-0.2	270	234	-13.3
West Weekend (WA)	1.5	1.2	-0.3	302	249	-17.5