

**Released To All Media  
February 2016**

Detailed below are the Roy Morgan Readership results for the year ending December 2015.

Roy Morgan Research 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 2014	Dec 2015	Gain/Loss	Dec 2014	Dec 2015	% Change
4X4 Australia	0.7	0.7	0.0	133	134	0.8
AFL Record (Apr-Sep)	1.1	1.0	-0.1	205	194	-5.4
APC	0.6	0.5	-0.1	112	96	-14.3
Australian 4WD Action	1.5	1.4	-0.1	282	276	-2.1
Australian Auto Action	0.4	0.5	0.1	84	99	17.9
Australian Geographic	2.6	2.3	-0.3	503	451	-10.3
Australian Golf Digest	0.4	0.3	-0.1	69	52	-24.6
Australian Gourmet Traveller	1.3	1.2	-0.1	253	229	-9.5
Australian Motorcycle News	0.5	0.5	0.0	105	97	-7.6
Australian Property Investor	0.6	0.5	-0.1	112	98	-12.5
Australian Traveller	0.4	0.3	-0.1	76	64	-15.8
Belle	0.7	0.5	-0.2	127	102	-19.7
Better Homes and Gardens	9.5	9.4	-0.1	1,843	1,836	-0.4
Big Issue	1.1	0.9	-0.2	215	170	-20.9
Big League (Apr-Sep)	0.3	0.4	0.1	49	69	40.8
Bride To Be	0.3	0.3	0.0	58	52	-10.3
Cleo	0.8	0.7	-0.1	163	135	-17.2
Coles Magazine	14.3	15.3	1.0	2,770	2,994	8.1
Cosmopolitan	1.7	1.4	-0.3	334	280	-16.2
Cosmopolitan Bride	0.2	0.3	0.1	46	49	6.5

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2014	Dec 2015	Gain/Loss	Dec 2014	Dec 2015	% Change
Cosmos	0.4	0.4	0.0	85	83	-2.4
Country Style	1.5	1.4	-0.1	286	268	-6.3
Delicious	1.9	1.8	-0.1	377	355	-5.8
Diabetic Living	1.5	1.3	-0.2	285	251	-11.9
Dolly	1.1	0.9	-0.2	212	169	-20.3
Donna Hay	1.7	1.7	0.0	330	330	0.0
Elle	0.7	0.7	0.0	135	143	5.9
Empire	1.1	1.1	0.0	208	205	-1.4
English Woman's Weekly	0.7	0.6	-0.1	144	120	-16.7
Famous	1.3	1.0	-0.3	246	191	-22.4
Fast Fours & Rotaries	0.3	0.3	0.0	54	54	0.0
Fishing World	1.1	0.8	-0.3	206	155	-24.8
Fitness First	0.5	0.3	-0.2	94	66	-29.8
Foxtel Magazine	2.4	1.8	-0.6	456	359	-21.3
Frankie	1.7	1.6	-0.1	337	319	-5.3
Fresh	12.2	14.1	1.9	2,369	2,747	16.0
Fresh Water Fishing Aust.	0.4	0.5	0.1	84	88	4.8
Game Informer	1.0	0.9	-0.1	193	166	-14.0
Gardening Australia	2.1	2.1	0.0	398	402	1.0
Girlfriend	1.0	1.0	0.0	199	189	-5.0
Golf Australia	0.4	0.3	-0.1	74	65	-12.2
Golf Magazine	0.3	0.3	0.0	54	49	-9.3
Good Health	1.5	1.3	-0.2	281	257	-8.5
Gourmet Traveller Wine	0.5	0.5	0.0	94	90	-4.3
GQ	0.4	0.3	-0.1	78	65	-16.7
Halliday (was Wine Companion)	0.3	0.3	0.0	66	53	-19.7
Handyman	0.9	0.9	0.0	181	179	-1.1
Harper's Bazaar	0.9	0.5	-0.4	173	103	-40.5
Healthy Food Guide	0.8	0.9	0.1	164	180	9.8
Home Beautiful	2.2	2.0	-0.2	418	388	-7.2
Home Design	0.5	0.4	-0.1	92	80	-13.0
Homes+ (from Oct14)	-	0.5	-	-	91	-
Horizons (WA)	0.6	0.6	0.0	123	116	-5.7
Hot 4s & Performance Cars	0.2	0.2	0.0	48	31	-35.4
House & Garden	3.1	2.9	-0.2	607	574	-5.4
Hyper (quarterly from Apr15)	0.2	0.3	0.1	44	58	31.8
Inside Football (Apr-Sep)	0.3	0.3	0.0	59	49	-16.9

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2014	Dec 2015	Gain/Loss	Dec 2014	Dec 2015	% Change
Inside Out	0.7	0.7	0.0	143	134	-6.3
Inside Sport	0.6	0.5	-0.1	120	94	-21.7
InStyle	0.9	0.7	-0.2	180	131	-27.2
Jetstar	1.1	1.0	-0.1	220	187	-15.0
Journeys (Tas)	0.4	0.4	0.0	73	82	12.3
Just Cars	1.3	1.0	-0.3	243	196	-19.3
Limelight	0.2	0.1	-0.1	33	29	-12.1
Live To Ride	0.3	0.3	0.0	56	53	-5.4
Marie Claire	2.0	1.4	-0.6	388	278	-28.4
Men's Fitness	0.9	0.7	-0.2	181	130	-28.2
Men's Health	2.1	1.9	-0.2	412	370	-10.2
Men's Style	0.2	0.2	0.0	47	33	-29.8
Modern Fishing	0.9	0.8	-0.1	165	157	-4.8
Modern Wedding	0.2	0.2	0.0	44	40	-9.1
Money Magazine	0.8	0.7	-0.1	161	146	-9.3
The Monthly	0.7	0.7	0.0	136	143	5.1
Mother & Baby	0.4	0.4	0.0	86	75	-12.8
Motor	0.7	0.5	-0.2	143	106	-25.9
National Geographic	5.2	5.3	0.1	1,012	1,036	2.4
Nature & Health	0.3	0.2	-0.1	53	45	-15.1
New Idea	6.4	6.0	-0.4	1,235	1,180	-4.5
New Scientist	1.7	1.6	-0.1	330	321	-2.7
NW	1.0	0.8	-0.2	192	153	-20.3
OK (weekly)	1.4	1.2	-0.2	275	232	-15.6
Open Road (NSW)	5.0	5.1	0.1	972	1,006	3.5
Overlander 4WD	0.4	0.4	0.0	87	83	-4.6
PC & Tech Authority	0.6	0.5	-0.1	107	107	0.0
PC PowerPlay	0.5	0.4	-0.1	90	83	-7.8
People	0.5	0.3	-0.2	95	62	-34.7
Picture	0.3	0.2	-0.1	59	45	-23.7
PlayStation	0.8	0.8	0.0	161	149	-7.5
Practical Parenting	0.4	0.4	0.0	80	71	-11.3
Prevention	0.7	0.5	-0.2	134	105	-21.6
Qantas Magazine	2.3	2.3	0.0	437	442	1.1
Reader's Digest Australia	2.7	2.6	-0.1	516	514	-0.4
Real Living	0.7	0.8	0.1	132	148	12.1
Recipes+	2.1	1.9	-0.2	399	379	-5.0
RM Williams Outback	1.3	1.1	-0.2	253	208	-17.8

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2014	Dec 2015	Gain/Loss	Dec 2014	Dec 2015	% Change
Road Ahead (Qld)	3.0	3.0	0.0	584	579	-0.9
Rolling Stone	1.3	1.1	-0.2	250	208	-16.8
Royal Auto (Vic)	3.1	2.8	-0.3	591	555	-6.1
Rugby League Week (Apr-Sep)	1.0	0.7	-0.3	188	141	-25.0
SA Motor (SA)	1.5	1.5	0.0	289	288	-0.3
Selector	0.4	0.4	0.0	77	80	3.9
Shop Til You Drop	0.5	0.3	-0.2	105	66	-37.1
Soap World	0.3	0.3	0.0	63	55	-12.7
Street Machine	1.3	1.1	-0.2	256	225	-12.1
Super Food Ideas	3.0	2.8	-0.2	580	550	-5.2
Take 5	3.2	2.8	-0.4	616	541	-12.2
Taste.com.au Magazine	2.1	2.5	0.4	409	480	17.4
TechLife	0.3	0.3	0.0	57	56	-1.8
That's Life	4.1	3.7	-0.4	793	717	-9.6
Time	1.5	1.5	0.0	291	296	1.7
Top Gear	1.8	1.4	-0.4	350	278	-20.6
TV Soap	1.1	0.7	-0.4	205	138	-32.7
TV Week	2.6	2.3	-0.3	499	452	-9.4
TV Week Soap Extra	0.7	0.5	-0.2	132	105	-20.5
Two Wheels and Scooter	0.4	0.3	-0.1	79	57	-27.8
Unique Cars	1.1	0.9	-0.2	216	178	-17.6
Virgin Australia Voyeur	1.3	1.3	0.0	255	264	3.5
Vogue Australia	1.7	1.6	-0.1	333	304	-8.7
Vogue Living	0.7	0.6	-0.1	135	119	-11.9
Weight Watchers Magazine	0.6	0.4	-0.2	107	81	-24.3
WellBeing	0.6	0.4	-0.2	119	87	-26.9
Western Australian Business News (WA)	0.2	0.2	0.0	31	43	38.7
Wheels	1.4	1.2	-0.2	262	239	-8.8
Who	2.3	1.8	-0.5	440	348	-20.9
Woman's Day	8.3	7.3	-1.0	1,602	1,432	-10.6
Women's Fitness	0.8	0.7	-0.1	157	139	-11.5
Women's Health	1.7	1.7	0.0	327	328	0.3
Women's Health & Fitness	0.9	1.1	0.2	165	207	25.5
Women's Weekly	8.8	8.7	-0.1	1,696	1,703	0.4
Xbox	0.9	0.7	-0.2	165	141	-14.5
Your Garden	0.6	0.7	0.1	119	143	20.2
Yours	0.6	0.7	0.1	107	129	20.6

## Newspapers

Newspapers	M-F December 2014 R'ship ('000s)	M-F December 2015 R'ship ('000s)	Sat December 2014 R'ship ('000s)	Sat December 2015 R'ship ('000s)	Sun December 2014 R'ship ('000s)	Sun December 2015 R'ship ('000s)
<b>National</b>						
The Australian	340	311	663	663	-	-
Aust. Financial Review	197	195	127	159	-	-
<b>NSW</b>						
Daily Telegraph	638	630	596	599	-	-
Sydney Morning Herald	518	514	737	724	-	-
Sunday Telegraph	-	-	-	-	1,036	995
The Sun-Herald	-	-	-	-	682	656
Newcastle Herald	94	82	121	98	-	-
Illawarra Mercury	48	33	50	36	-	-
Canberra Times	70	65	103	79	76	51
The Saturday Paper (NSW) (from Jul14)	-	-	55	55	-	-
<b>VIC</b>						
Herald Sun	892	842	857	784	-	-
The Age	566	475	695	588	-	-
Sunday Herald Sun	-	-	-	-	903	866
The Sunday Age	-	-	-	-	580	470
Geelong Advertiser	55	52	76	71	-	-
The Saturday Paper (VIC) (from Jul14)	-	-	44	29	-	-
<b>QLD</b>						
Courier-Mail	468	410	555	517	-	-
The Sunday Mail	-	-	-	-	835	807
Cairns Post	55	49	81	73	-	-
Gold Coast Bulletin	75	78	80	88	-	-
Townsville Bulletin	54	48	66	53	-	-
The Saturday Paper (QLD) (from Dec 14)	-	-	-	16	-	-

## Newspapers (continued)

Newspapers	M-F December 2014 R'ship ('000s)	M-F December 2015 R'ship ('000s)	Sat December 2014 R'ship ('000s)	Sat December 2015 R'ship ('000s)	Sun December 2014 R'ship ('000s)	Sun December 2015 R'ship ('000s)
<b>SA</b>						
Adelaide Advertiser	351	321	411	378	-	-
Sunday Mail	-	-	-	-	467	432
The Saturday Paper (SA) (from Dec 14)	-	-	-	12	-	-
<b>WA</b>						
West Australian	431	435	-	-	-	-
Weekend West	-	-	593	570	-	-
Sunday Times	-	-	-	-	478	424
<b>Tasmania</b>						
The Mercury	79	78	103	108	-	-
The Examiner	56	48	68	55	-	-
The Advocate	37	34	42	39	-	-
Sunday Tasmanian (Tas)	-	-	-	-	90	92
Sunday Examiner	-	-	-	-	66	54
<b>Northern Territory</b>						
Northern Territory News	39	33	52	42	-	-
Sunday Territorian	-	-	-	-	30	33

## Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2014	Dec 2015	Gain/Loss	Dec 2014	Dec 2015	% Change
Wish	0.4	0.4	0.0	76	81	6.6
Weekend Australian Magazine	3.6	3.6	0.0	693	704	1.6
Financial Review Magazine	2.3	2.3	0.0	446	453	1.6
Boss	0.5	0.5	0.0	105	92	-12.4
Smart Investor	0.5	0.5	0.0	89	97	9.0
Good Weekend (NSW & Vic)	6.9	6.1	-0.8	1,341	1,201	-10.4
Sunday Style (NSW & Vic)	5.1	4.6	-0.5	977	902	-7.7
Sunday Life (NSW & Vic)	4.7	3.9	-0.8	906	761	-16.0
Sunday Telegraph TV Guide (NSW)	3.3	3.2	-0.1	640	624	-2.5
Sunday Herald Sun TV Guide (Vic)	2.7	2.3	-0.4	517	453	-12.4
Qweekend (Qld)	2.0	1.9	-0.1	383	369	-3.7
Sunday Mail TV Guide (Qld)	2.6	2.4	-0.2	506	470	-7.1
Gold Coast Eye (Qld)	0.2	0.3	0.1	45	49	8.9
Sunday Mail TV Guide (SA)	1.7	1.5	-0.2	332	298	-10.2
SA Weekend	1.6	1.4	-0.2	310	280	-9.7
Sunday Times TV Guide (WA)	1.6	1.4	-0.2	304	267	-12.2
STM - Sunday Times Magazine (WA)	1.5	1.5	0.0	300	287	-4.3
Seven Days (WA)	1.8	1.8	0.0	347	349	0.6
West Weekend (WA)	1.9	1.9	0.0	374	363	-2.9