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Detailed below are the Roy Morgan Readership results for the year ending December 2012.

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 2011	Dec 2012	Gain/Loss	Dec 2011	Dec 2012	% Change
2 Wheels	0.5	0.4	-0.1	91	76	-16.5
4X4 Australia	0.7	0.7	0.0	131	138	5.3
AFL Record (Apr-Sep)	1.1	1.0	-0.1	207	180	-13.0
APC	0.8	0.9	0.1	150	161	7.3
Australian 4WD Action	1.3	1.6	0.3	239	301	25.9
Australian Auto Action	0.4	0.3	-0.1	78	60	-23.1
Australian Geographic	2.6	2.7	0.1	491	517	5.3
Australian Golf Digest	0.4	0.4	0.0	82	80	-2.4
Australian Good Food	1.4	1.8	0.4	270	335	24.1
Australian Good Taste	3.2	3.0	-0.2	599	563	-6.0
Australian Gourmet Traveller	1.7	1.6	-0.1	308	295	-4.2
Australian Motorcycle News	0.5	0.6	0.1	100	114	14.0
Australian Property Investor	0.6	0.6	0.0	117	119	1.7
Australian Traveller	0.4	0.4	0.0	73	66	-9.6
Belle	0.6	0.7	0.1	110	134	21.8
Better Homes and Gardens	9.8	9.6	-0.2	1,820	1,806	-0.8
Big Issue	0.9	1.1	0.2	174	211	21.3
Big League (Apr-Sep)	0.5	0.4	-0.1	89	70	-21.3
Bride To Be	0.4	0.5	0.1	83	85	2.4
BRW	1.0	1.1	0.1	191	209	9.4

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Offices also in: Sydney, Brisbane, Adelaide, Perth, Canberra, Auckland, London, New York & Jakarta

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2011	Dec 2012	Gain/Loss	Dec 2011	Dec 2012	% Change
Burke's Backyard	1.5	1.4	-0.1	283	261	-7.8
Cleo	2.0	1.7	-0.3	377	322	-14.6
Cosmopolitan	2.9	2.5	-0.4	536	463	-13.6
Cosmos	0.5	0.6	0.1	100	106	6.0
Country Style	1.3	1.5	0.2	248	279	12.5
Delicious	2.8	2.2	-0.6	524	417	-20.4
Diabetic Living	1.3	1.4	0.1	251	256	2.0
Dolly	1.7	1.6	-0.1	311	303	-2.6
Donna Hay	1.9	2.0	0.1	353	368	4.2
Empire	1.1	1.0	-0.1	208	181	-13.0
English Woman's Weekly	0.9	0.8	-0.1	166	152	-8.4
Famous	1.6	1.5	-0.1	302	283	-6.3
Fast Fours & Rotaries	0.5	0.4	-0.1	89	77	-13.5
Feast	-	0.9	-	-	162	-
Fishing World	1.0	1.1	0.1	193	216	11.9
Fitness First	0.6	0.5	-0.1	103	95	-7.8
Foxtel Magazine	3.8	2.3	-1.5	699	439	-37.2
Frankie	1.3	1.6	0.3	233	302	29.6
Fresh Water Fishing Aust.	0.5	0.7	0.2	91	138	51.6
Game Informer	0.7	1.0	0.3	135	189	40.0
Gardening Australia	2.0	2.0	0.0	373	376	0.8
Girlfriend	1.7	1.4	-0.3	318	272	-14.5
Golf Australia	0.4	0.4	0.0	72	81	12.5
Golf Magazine	0.2	0.2	0.0	37	42	13.5
Good Health	1.5	1.8	0.3	288	330	14.6
Gourmet Traveller Wine	0.5	0.7	0.2	95	128	34.7
GQ	0.4	0.5	0.1	78	97	24.4
Grazia	0.9	1.0	0.1	177	193	9.0
Handyman	1.0	0.9	-0.1	179	161	-10.1
Harper's Bazaar	1.0	1.1	0.1	194	212	9.3
Healthy Food Guide	0.7	1.0	0.3	137	194	41.6
Home Beautiful	2.0	2.3	0.3	366	439	19.9
Horizons (WA) (was Road Patrol)	0.6	0.7	0.1	108	127	17.6
Hot 4s & Performance Cars	0.5	0.5	0.0	99	101	2.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2011	Dec 2012	Gain/Loss	Dec 2011	Dec 2012	% Change
House & Garden	3.6	3.8	0.2	669	708	5.8
Hyper	0.2	0.4	0.2	42	77	83.3
Inside Football (Apr-Sep)	0.3	0.3	0.0	61	64	4.9
Inside Out	0.7	0.7	0.0	132	132	0.0
Inside Sport	0.6	0.7	0.1	110	132	20.0
InStyle	1.1	1.1	0.0	208	209	0.5
Jetstar	0.9	1.0	0.1	168	182	8.3
Journeys (Tas)	0.3	0.3	0.0	64	63	-1.6
Just Cars	1.2	1.5	0.3	226	274	21.2
Limelight	0.2	0.2	0.0	43	34	-20.9
Live To Ride	0.3	0.3	0.0	60	62	3.3
Luxury Home Design	0.3	0.3	0.0	59	62	5.1
Madison	1.3	1.1	-0.2	241	207	-14.1
Marie Claire	2.3	2.4	0.1	420	456	8.6
MasterChef Magazine	2.4	2.3	-0.1	444	438	-1.4
Men's Fitness	0.9	1.2	0.3	166	232	39.8
Men's Health	2.1	2.2	0.1	391	421	7.7
Men's Style	0.3	0.3	0.0	62	54	-12.9
Modern Fishing	0.8	0.8	0.0	143	156	9.1
Modern Wedding	0.4	0.3	-0.1	71	66	-7.0
Money Magazine	1.0	0.9	-0.1	189	167	-11.6
The Monthly	0.6	0.8	0.2	112	151	34.8
Mother & Baby	0.7	0.6	-0.1	126	116	-7.9
Motor	0.9	0.7	-0.2	168	125	-25.6
National Geographic	4.8	4.8	0.0	889	912	2.6
Nature & Health	0.4	0.4	0.0	69	76	10.1
New Idea	6.6	6.8	0.2	1,221	1,281	4.9
New Scientist	1.5	1.3	-0.2	278	251	-9.7
NW	1.4	1.3	-0.1	267	246	-7.9
Official Xbox 360	0.8	0.9	0.1	151	171	13.2
OK (weekly)	2.1	1.8	-0.3	386	346	-10.4
Open Road (NSW)	5.3	5.0	-0.3	990	934	-5.7
Overlander 4WD	0.4	0.4	0.0	79	69	-12.7
PC & Tech Authority	0.6	0.7	0.1	118	125	5.9
PC PowerPlay	0.5	0.5	0.0	96	90	-6.3
People	0.7	0.6	-0.1	138	121	-12.3

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2011	Dec 2012	Gain/Loss	Dec 2011	Dec 2012	% Change
Picture	0.7	0.5	-0.2	122	93	-23.8
PlayStation	0.8	0.8	0.0	150	156	4.0
Practical Parenting	0.9	0.9	0.0	159	166	4.4
Prevention	0.9	0.7	-0.2	164	138	-15.9
Qantas The Australian Way	2.4	2.3	-0.1	437	430	-1.6
Reader's Digest Australia	3.8	3.1	-0.7	716	584	-18.4
Real Living	0.7	0.8	0.1	125	142	13.6
Recipes+	2.2	2.8	0.6	407	522	28.3
RM Williams Outback	1.2	1.2	0.0	219	219	0.0
Road Ahead (Qld)	3.0	3.4	0.4	563	641	13.9
Rolling Stone	1.5	1.4	-0.1	287	266	-7.3
Royal Auto (Vic)	3.9	2.6	-1.3	729	481	-34.0
Rugby League Week (Apr-Sep)	0.9	0.9	0.0	169	167	-1.2
SA Motor (SA)	1.1	1.2	0.1	209	231	10.5
Selector	0.4	0.5	0.1	67	92	37.3
Shop Til You Drop	1.0	0.8	-0.2	184	160	-13.0
Smart Investor	0.7	0.7	0.0	122	123	0.8
Soap World	0.3	0.4	0.1	51	69	35.3
Street Machine	1.7	1.7	0.0	313	319	1.9
Super Food Ideas	4.6	4.4	-0.2	848	830	-2.1
Take 5	4.1	3.8	-0.3	756	708	-6.3
TechLife (was Aust PC User)	1.3	1.0	-0.3	243	181	-25.5
That's Life	5.2	4.6	-0.6	975	876	-10.2
Time	1.7	1.7	0.0	319	313	-1.9
Top Gear	2.4	2.2	-0.2	452	409	-9.5
TV Soap	1.2	1.3	0.1	227	236	4.0
TV Week	3.8	3.3	-0.5	709	613	-13.5
UFC Magazine	0.7	0.7	0.0	121	133	9.9
Unique Cars	1.3	1.3	0.0	233	249	6.9
Virgin Australia Voyeur	1.1	1.3	0.2	208	247	18.8
Vogue Australia	1.9	1.9	0.0	356	367	3.1
Vogue Living	0.9	0.8	-0.1	162	152	-6.2
Weight Watchers Magazine	0.9	0.8	-0.1	167	150	-10.2
WellBeing	0.6	0.7	0.1	114	139	21.9
Western Australian Business News (WA)	0.1	0.2	0.1	27	29	7.4
Wheels	1.6	1.2	-0.4	297	231	-22.2

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2011	Dec 2012	Gain/Loss	Dec 2011	Dec 2012	% Change
Who	2.9	2.6	-0.3	540	481	-10.9
Woman's Day	9.8	9.8	0.0	1,830	1,846	0.9
Women's Health	2.2	2.4	0.2	403	447	10.9
Women's Health & Fitness	0.8	1.0	0.2	148	187	26.4
Women's Weekly	12.1	10.9	-1.2	2,259	2,061	-8.8
Your Garden	0.9	0.9	0.0	161	178	10.6
Zoo Weekly	1.9	1.5	-0.4	349	290	-16.9

Newspapers

	M-F December 2011 R'ship ('000s)	M-F December 2012 R'ship ('000s)	Sat December 2011 R'ship ('000s)	Sat December 2012 R'ship ('000s)	Sun December 2011 R'ship ('000s)	Sun December 2012 R'ship ('000s)
Newspapers						
National						
The Australian	402	405	765	781	-	-
Aust. Financial Review	237	234	153	145	-	-
NSW						
Daily Telegraph	902	781	800	729	-	-
Sydney Morning Herald	717	612	978	880	-	-
Sunday Telegraph	-	-	-	-	1,427	1,258
The Sun-Herald	-	-	-	-	1,064	868
MX	132	126	-	-	-	-
Newcastle Herald	108	104	151	150	-	-
Illawarra Mercury	52	50	70	71	-	-
Canberra Times	81	77	122	112	79	73
VIC						
Herald Sun	1,256	1,116	1,161	1,090	-	-
The Age	648	566	806	720	-	-
Sunday Herald Sun	-	-	-	-	1,272	1,132
The Sunday Age	-	-	-	-	673	600
MX	171	162	-	-	-	-
Geelong Advertiser	56	60	86	88	-	-
QLD						
Courier-Mail	563	503	723	650	-	-
The Sunday Mail	-	-	-	-	1,115	1,010
MX	62	59	-	-	-	-
Cairns Post	73	68	105	108	-	-
Gold Coast Bulletin	89	98	123	120	-	-
Townsville Bulletin	70	65	102	81	-	-

Newspapers (Continued)

Newspapers	M-F December 2011 R'ship ('000s)	M-F December 2012 R'ship ('000s)	Sat December 2011 R'ship ('000s)	Sat December 2012 R'ship ('000s)	Sun December 2011 R'ship ('000s)	Sun December 2012 R'ship ('000s)
SA						
Adelaide Advertiser	441	449	536	544	-	-
Sunday Mail	-	-	-	-	589	603
WA						
West Australian	529	493	-	-	-	-
Weekend West	-	-	772	696	-	-
Sunday Times	-	-	-	-	673	593
Tasmania						
The Mercury	101	92	127	130	-	-
The Examiner	76	66	93	79	-	-
The Advocate	54	47	59	55	-	-
Sunday Tasmanian (Tas)	-	-	-	-	114	106
Sunday Examiner	-	-	-	-	90	71
Northern Territory						
Northern Territory News	38	36	52	56	-	-
Sunday Territorian	-	-	-	-	34	33

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2011	Dec 2012	Gain/Loss	Dec 2011	Dec 2012	% Change
Wish	0.6	0.5	-0.1	107	102	-4.7
Weekend Australian Magazine	4.3	4.1	-0.2	801	773	-3.5
Financial Review Magazine	1.6	1.7	0.1	303	314	3.6
Boss	0.7	0.8	0.1	137	147	7.3
Good Weekend (NSW & Vic)	7.9	7.9	0.0	1,475	1,480	0.3
Sunday Magazine (NSW & Vic)	9.3	8.3	-1.0	1,730	1,563	-9.7
Sunday Life (NSW & Vic)	6.1	5.4	-0.7	1,126	1,023	-9.1
Sydney Magazine	1.5	1.2	-0.3	285	229	-19.6
Melbourne Magazine	1.0	1.0	0.0	194	183	-5.7
Adelaide Magazine	0.7	0.9	0.2	129	167	29.5
Sunday Telegraph TV Guide (NSW)	4.9	4.4	-0.5	911	832	-8.7
Sunday Herald Sun TV Guide (Vic)	4.6	3.7	-0.9	847	693	-18.2
Qweekend (Qld)	2.8	2.5	-0.3	520	474	-8.8
Sunday Mail TV Guide (Qld)	4.3	3.6	-0.7	807	678	-16.0
Paradise (Qld)	0.4	0.4	0.0	70	71	1.4
Sunday Mail TV Guide (SA)	2.5	2.5	0.0	468	462	-1.3
SA Weekend	1.9	2.1	0.2	362	400	10.5
Sunday Times TV Guide (WA)	2.5	2.3	-0.2	467	432	-7.5
STM - Sunday Times Magazine (WA)	2.5	2.1	-0.4	464	391	-15.7
Seven Days (WA)	2.9	2.4	-0.5	533	445	-16.5
West Weekend (WA)	2.7	2.4	-0.3	508	446	-12.2