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Detailed below are the Roy Morgan Readership results for the year ending September 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)		
	Sep 2011	Sep 2012	Gain/Loss	Sep 2011	Sep 2012	% Change
2 Wheels	0.5	0.4	-0.1	96	83	-13.5
4X4 Australia	0.7	0.8	0.1	130	145	11.5
AFL Record (Apr-Sep)	1.1	1.0	-0.1	207	180	-13.0
APC	0.9	0.8	-0.1	164	141	-14.0
Australian 4WD Action	1.3	1.6	0.3	239	296	23.8
Australian Auto Action	0.4	0.3	-0.1	78	62	-20.5
Australian Geographic	2.5	2.8	0.3	460	530	15.2
Australian Golf Digest	0.5	0.4	-0.1	95	80	-15.8
Australian Good Food	1.5	1.7	0.2	281	318	13.2
Australian Good Taste	3.4	3.2	-0.2	623	596	-4.3
Australian Gourmet Traveller	1.6	1.7	0.1	304	313	3.0
Australian Motorcycle News	0.6	0.5	-0.1	109	101	-7.3
Australian Property Investor	0.6	0.6	0	120	119	-0.8
Australian Traveller	0.4	0.3	-0.1	77	59	-23.4
Belle	0.6	0.7	0.1	112	136	21.4
Better Homes and Gardens	9.8	9.7	-0.1	1,827	1,816	-0.6
Big Issue	1.1	1.1	0	199	201	1.0
Big League (Apr-Sep)	0.5	0.4	-0.1	89	70	-21.3
Bride To Be	0.5	0.5	0	94	89	-5.3
BRW	1.1	1.0	-0.1	207	192	-7.2

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Magazines (continued)

Magazines	Readership % of Population 14+			Readership (‘000s)		
	Sep 2011	Sep 2012	Gain/Loss	Sep 2011	Sep 2012	% Change
Burke's Backyard	1.7	1.4	-0.3	307	271	-11.7
Cleo	2.1	1.8	-0.3	393	344	-12.5
Cosmopolitan	2.8	2.7	-0.1	527	513	-2.7
Cosmos	0.5	0.6	0.1	88	114	29.5
Country Style	1.4	1.5	0.1	253	277	9.5
Delicious	2.9	2.4	-0.5	544	446	-18.0
Diabetic Living	1.3	1.4	0.1	244	266	9.0
Dolly	1.7	1.7	0	316	320	1.3
Donna Hay	1.9	1.8	-0.1	355	344	-3.1
Empire	1.1	0.9	-0.2	199	176	-11.6
English Woman's Weekly	1.0	0.9	-0.1	181	163	-9.9
Famous	1.7	1.5	-0.2	313	278	-11.2
Fast Fours & Rotaries	0.4	0.4	0	81	83	2.5
Feast	-	0.8	-	-	153	-
Fishing World	1.2	1.1	-0.1	216	207	-4.2
Fitness First	0.6	0.6	0	111	104	-6.3
Foxtel Magazine	4.3	2.5	-1.8	794	465	-41.4
Frankie	1.2	1.5	0.3	218	286	31.2
Fresh Water Fishing Aust.	0.5	0.7	0.2	100	122	22.0
Game Informer	0.6	0.9	0.3	120	171	42.5
Gardening Australia	2.1	2.0	-0.1	387	375	-3.1
Girlfriend	1.8	1.5	-0.3	333	289	-13.2
Golf Australia	0.4	0.4	0	77	78	1.3
Golf Magazine	0.2	0.2	0	42	42	0.0
Good Health	1.5	1.8	0.3	287	331	15.3
Gourmet Traveller Wine	0.5	0.6	0.1	101	118	16.8
GQ	0.5	0.5	0	96	90	-6.3
Grazia	0.9	1.0	0.1	170	197	15.9
Handyman	1.0	0.9	-0.1	183	166	-9.3
Harper's Bazaar	1.0	1.3	0.3	190	242	27.4
Healthy Food Guide	0.8	1.0	0.2	141	182	29.1
Home Beautiful	1.9	2.2	0.3	358	420	17.3
Horizons (WA) (was Road Patrol)	0.6	0.7	0.1	113	134	18.6
Hot 4s & Performance Cars	0.5	0.6	0.1	100	111	11.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2011	Sep 2012	Gain/Loss	Sep 2011	Sep 2012	% Change
House & Garden	3.8	4.0	0.2	702	742	5.7
Hyper	0.3	0.3	0	47	61	29.8
Inside Football (Apr-Sep)	0.3	0.3	0	61	64	4.9
Inside Out	0.7	0.7	0	135	136	0.7
Inside Sport	0.5	0.7	0.2	101	129	27.7
InStyle	1.3	1.1	-0.2	233	210	-9.9
Jetstar	0.9	0.9	0	171	166	-2.9
Journeys (Tas)	0.4	0.3	-0.1	68	58	-14.7
Just Cars	1.3	1.4	0.1	235	269	14.5
Limelight	0.2	0.2	0	41	37	-9.8
Live To Ride	0.4	0.4	0	66	66	0.0
Luxury Home Design	0.3	0.4	0.1	48	74	54.2
Madison	1.2	1.3	0.1	231	242	4.8
Marie Claire	2.2	2.3	0.1	417	434	4.1
MasterChef Magazine	2.7	2.4	-0.3	503	450	-10.5
Men's Fitness	1.1	1.1	0	197	205	4.1
Men's Health	2.2	2.1	-0.1	404	403	-0.2
Men's Style	0.3	0.3	0	61	62	1.6
Modern Fishing	0.8	0.9	0.1	149	162	8.7
Modern Wedding	0.4	0.4	0	78	68	-12.8
Money Magazine	1.0	0.9	-0.1	194	176	-9.3
The Monthly	0.7	0.7	0	122	135	10.7
Mother & Baby	0.7	0.6	-0.1	123	120	-2.4
Motor	0.9	0.7	-0.2	170	141	-17.1
National Geographic	4.5	5.0	0.5	832	940	13.0
Nature & Health	0.3	0.4	0.1	61	82	34.4
New Idea	7.0	6.5	-0.5	1,296	1,223	-5.6
New Scientist	1.5	1.3	-0.2	287	246	-14.3
NW	1.5	1.3	-0.2	274	244	-10.9
Official Xbox 360	0.9	0.8	-0.1	163	156	-4.3
OK (weekly)	2.1	1.9	-0.2	390	363	-6.9
Open Road (NSW)	5.7	4.9	-0.8	1,061	921	-13.2
Overlander 4WD	0.4	0.4	0	78	80	2.6
PC & Tech Authority	0.7	0.6	-0.1	128	113	-11.7
PC PowerPlay	0.6	0.4	-0.2	113	80	-29.2
People	0.8	0.7	-0.1	142	132	-7.0

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2011	Sep 2012	Gain/Loss	Sep 2011	Sep 2012	% Change
Picture	0.7	0.5	-0.2	133	103	-22.6
PlayStation	0.9	0.8	-0.1	162	152	-6.2
Practical Parenting	0.8	0.9	0.1	155	164	5.8
Prevention	0.8	0.8	0	157	142	-9.6
Qantas The Australian Way	2.4	2.3	-0.1	448	429	-4.2
Reader's Digest Australia	4.0	3.2	-0.8	742	598	-19.4
Real Living	0.7	0.7	0	127	136	7.1
Recipes+	2.0	2.6	0.6	370	490	32.4
RM Williams Outback	1.1	1.2	0.1	212	227	7.1
Road Ahead (Qld)	3.0	3.3	0.3	554	611	10.3
Rolling Stone	1.5	1.5	0	278	280	0.7
Royal Auto (Vic)	4.0	3.1	-0.9	740	580	-21.6
Rugby League Week (Apr-Sep)	0.9	0.9	0	169	167	-1.2
SA Motor (SA)	1.1	1.2	0.1	198	224	13.1
Selector	0.3	0.5	0.2	59	95	61.0
Shop Til You Drop	1.0	0.9	-0.1	183	177	-3.3
Smart Investor	0.7	0.6	-0.1	135	121	-10.4
Soap World	0.3	0.3	0	49	61	24.5
Street Machine	1.7	1.7	0	319	321	0.6
Super Food Ideas	4.7	4.5	-0.2	880	853	-3.1
Take 5	4.3	3.7	-0.6	796	687	-13.7
TechLife (was Aust. PC User)	1.3	1.1	-0.2	243	207	-14.8
That's Life	5.6	4.6	-1	1,030	872	-15.3
Time	1.8	1.7	-0.1	332	316	-4.8
Top Gear	2.6	2.2	-0.4	479	415	-13.4
TV Soap	1.4	1.2	-0.2	259	219	-15.4
TV Week	4.1	3.4	-0.7	759	635	-16.3
UFC Magazine	-	0.7	-	-	129	-
Unique Cars	1.3	1.3	0	238	251	5.5
Virgin Australia Voyeur	1.4	1.1	-0.3	262	199	-24.0
Vogue Australia	2.0	2.0	0	373	370	-0.8
Vogue Living	1.0	0.9	-0.1	182	163	-10.4
The Week	0.3	0.4	0.1	65	79	21.5
Weight Watchers Magazine	1.0	0.8	-0.2	179	152	-15.1
WellBeing	0.6	0.7	0.1	110	134	21.8

Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2011	Sep 2012	Gain/Loss	Sep 2011	Sep 2012	% Change
Western Australian Business News (WA)	0.1	0.2	0.1	24	29	20.8
Wheels	1.7	1.4	-0.3	315	256	-18.7
Who	3.1	2.5	-0.6	577	477	-17.3
Woman's Day	10.3	9.5	-0.8	1,910	1,790	-6.3
Women's Health	2.3	2.4	0.1	422	445	5.5
Women's Health & Fitness	0.9	1.0	0.1	158	183	15.8
Women's Weekly	12.6	11.4	-1.2	2,339	2,143	-8.4
Your Garden	0.9	0.9	0	160	172	7.5
Zoo Weekly	2.0	1.6	-0.4	375	305	-18.7

Newspapers

Newspapers	M-F September 2011 R'ship ('000s)	M-F September 2012 R'ship ('000s)	Sat September 2011 R'ship ('000s)	Sat September 2012 R'ship ('000s)	Sun September 2011 R'ship ('000s)	Sun September 2012 R'ship ('000s)
National						
The Australian	416	411	779	784	-	-
Aust. Financial Review	250	229	159	145	-	-
NSW						
Daily Telegraph	921	799	825	734	-	-
Sydney Morning Herald	731	629	991	899	-	-
Sunday Telegraph	-	-	-	-	1,443	1,292
The Sun-Herald	-	-	-	-	1,062	922
MX	143	125	-	-	-	-
Newcastle Herald	108	98	151	146	-	-
Illawarra Mercury	58	47	83	63	-	-
Canberra Times	80	79	120	117	75	78
VIC						
Herald Sun	1,300	1,118	1,213	1,079	-	-
The Age	668	587	835	724	-	-
Sunday Herald Sun	-	-	-	-	1,340	1,140
The Sunday Age	-	-	-	-	689	609
MX	169	170	-	-	-	-
Geelong Advertiser	63	57	90	82	-	-
QLD						
Courier-Mail	587	509	769	657	-	-
The Sunday Mail	-	-	-	-	1,176	1,008
MX	64	55	-	-	-	-
Cairns Post	76	69	105	109	-	-
Gold Coast Bulletin	94	88	137	124	-	-
Townsville Bulletin	71	64	102	86	-	-

Newspapers (Continued)

Newspapers	M-F September 2011 R'ship ('000s)	M-F September 2012 R'ship ('000s)	Sat September 2011 R'ship ('000s)	Sat September 2012 R'ship ('000s)	Sun September 2011 R'ship ('000s)	Sun September 2012 R'ship ('000s)
SA						
Adelaide Advertiser	432	457	545	543	-	-
Sunday Mail	-	-	-	-	599	597
WA						
West Australian	532	508	-	-	-	-
Weekend West	-	-	772	725	-	-
Sunday Times	-	-	-	-	683	610
Tasmania						
The Mercury	100	97	136	129	-	-
The Examiner	78	71	92	81	-	-
The Advocate	57	47	62	55	-	-
Sunday Tasmanian (Tas)	-	-	-	-	120	108
Sunday Examiner	-	-	-	-	91	75
Northern Territory						
Northern Territory News	39	35	53	57	-	-
Sunday Territorian	-	-	-	-	37	35

Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Sep 2011	Sep 2012	Gain/Loss	Sep 2011	Sep 2012	% Change
Wish	0.6	0.6	0	103	111	7.8
Weekend Australian Magazine	4.3	4.2	-0.1	799	785	-1.8
Financial Review Magazine	1.6	1.6	0	297	303	2.0
Boss	0.7	0.8	0.1	133	144	8.3
Good Weekend (NSW & Vic)	8.3	7.8	-0.5	1,536	1,465	-4.6
Sunday Magazine (NSW & Vic)	9.8	8.3	-1.5	1,813	1,551	-14.5
Sunday Life (NSW & Vic)	6.2	5.6	-0.6	1,149	1,048	-8.8
Sydney Magazine	1.7	1.2	-0.5	308	233	-24.4
Melbourne Magazine	1.2	1.0	-0.2	217	182	-16.1
Adelaide Magazine	0.7	0.8	0.1	129	155	20.2
Sunday Telegraph TV Guide (NSW)	5.1	4.5	-0.6	942	843	-10.5
Sunday Herald Sun TV Guide (Vic)	4.8	3.8	-1	890	715	-19.7
Qweekend (Qld)	3.0	2.5	-0.5	549	475	-13.5
Sunday Mail TV Guide (Qld)	4.6	3.7	-0.9	850	701	-17.5
Paradise (Qld)	0.4	0.4	0	68	71	4.4
Sunday Mail TV Guide (SA)	2.5	2.5	0	468	478	2.1
SA Weekend	1.9	2.2	0.3	351	405	15.4
Sunday Times TV Guide (WA)	2.7	2.3	-0.4	498	425	-14.7
STM - Sunday Times Magazine (WA)	2.6	2.1	-0.5	491	391	-20.4
Seven Days (WA)	2.9	2.5	-0.4	536	475	-11.4
West Weekend (WA)	2.7	2.4	-0.3	508	458	-9.8