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Detailed below are the Roy Morgan Readership results for the year ending December 2011.

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 2010	Dec 2011	Gain/Loss	Dec 2010	Dec 2011	% Change
2 Wheels	0.6	0.5	-0.1	114	91	-20.2
4X4 Australia	0.7	0.7	0	125	131	4.8
AFL Record (Apr-Sep)	1.1	1.1	0	197	207	5.1
APC	0.9	0.8	-0.1	161	150	-6.8
Austar	1.9	1.4	-0.5	341	265	-22.3
Australian 4WD Action	1.1	1.3	0.2	198	239	20.7
Australian Auto Action	0.5	0.4	-0.1	82	78	-4.9
Australian Geographic	2.2	2.6	0.4	399	491	23.1
Australian Golf Digest	0.6	0.4	-0.2	102	82	-19.6
Australian Good Food	1.8	1.4	-0.4	323	270	-16.4
Australian Good Taste	3.8	3.2	-0.6	691	599	-13.3
Australian Gourmet Traveller	1.7	1.7	0	304	308	1.3
Australian Motorcycle News	0.7	0.5	-0.2	125	100	-20.0
Australian PC User	1.3	1.3	0	233	243	4.3
Australian Property Investor (from Mar11)	-	0.6	-	-	117	-
Australian Traveller	0.3	0.4	0.1	57	73	28.1
Belle	0.6	0.6	0	114	110	-3.5
Better Homes and Gardens	10.7	9.8	-0.9	1,950	1,820	-6.7
Big Issue	1.2	0.9	-0.3	227	174	-23.3
Big League (Apr-Sep)	0.6	0.5	-0.1	107	89	-16.8

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## Magazines (continued)

Magazines	Readership % of Population 14+			Readership (‘000s)		
	Dec 2010	Dec 2011	Gain/Loss	Dec 2010	Dec 2011	% Change
Bride To Be	0.6	0.4	-0.2	104	83	-20.2
BRW	1.2	1.0	-0.2	217	191	-12.0
Burke's Backyard	2.0	1.5	-0.5	370	283	-23.5
Cleo	2.3	2.0	-0.3	416	377	-9.4
Cosmopolitan	3.1	2.9	-0.2	557	536	-3.8
Cosmos	0.4	0.5	0.1	72	100	38.9
Country Style	1.2	1.3	0.1	227	248	9.3
Delicious	3.1	2.8	-0.3	563	524	-6.9
Diabetic Living	1.3	1.3	0	246	251	2.0
Dolly	2.1	1.7	-0.4	390	311	-20.3
Donna Hay	2.0	1.9	-0.1	369	353	-4.3
Empire	1.0	1.1	0.1	179	208	16.2
English Woman's Weekly	1.0	0.9	-0.1	185	166	-10.3
Famous	1.8	1.6	-0.2	330	302	-8.5
Fast Fours & Rotaries	0.5	0.5	0	86	89	3.5
FHM	0.9	0.7	-0.2	168	123	-26.8
Fishing World	1.1	1.0	-0.1	208	193	-7.2
Fitness First	0.8	0.6	-0.2	137	103	-24.8
Foxtel Magazine	5.0	3.8	-1.2	910	699	-23.2
Frankie	1.1	1.3	0.2	192	233	21.4
Fresh Water Fishing Aust.	0.5	0.5	0	93	91	-2.2
Game Informer	0.4	0.7	0.3	71	135	90.1
Gardening Australia	2.5	2.0	-0.5	450	373	-17.1
Girlfriend	2.0	1.7	-0.3	359	318	-11.4
Golf Australia	0.4	0.4	0	78	72	-7.7
Golf Magazine	0.3	0.2	-0.1	51	37	-27.5
Good Health	1.8	1.5	-0.3	329	288	-12.5
Gourmet Traveller Wine	0.6	0.5	-0.1	105	95	-9.5
GQ	0.6	0.4	-0.2	111	78	-29.7
Grazia	0.9	0.9	0	173	177	2.3
Handyman	1.1	1.0	-0.1	208	179	-13.9
Harper's Bazaar	1.2	1.0	-0.2	223	194	-13.0
Health Smart	0.6	0.6	0	114	107	-6.1
Healthy Food Guide	0.9	0.7	-0.2	164	137	-16.5

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2010	Dec 2011	Gain/Loss	Dec 2010	Dec 2011	% Change
Home Beautiful	1.8	2.0	0.2	321	366	14.0
Horizons (WA) (was Road Patrol)	0.7	0.6	-0.1	135	108	-20.0
Hot 4s & Performance Cars	0.6	0.5	-0.1	115	99	-13.9
House & Garden	4.0	3.6	-0.4	730	669	-8.4
Hyper	0.3	0.2	-0.1	61	42	-31.1
Inside Football (Apr-Sep)	0.4	0.3	-0.1	79	61	-22.8
Inside Out	0.8	0.7	-0.1	143	132	-7.7
Inside Sport	0.6	0.6	0	103	110	6.8
InStyle	1.2	1.1	-0.1	221	208	-5.9
Jetstar	0.8	0.9	0.1	148	168	13.5
Journeys (Tas)	0.4	0.3	-0.1	76	64	-15.8
Just Cars	1.4	1.2	-0.2	264	226	-14.4
Limelight	0.2	0.2	0	40	43	7.5
Live To Ride	0.5	0.3	-0.2	83	60	-27.7
Luxury Home Design	0.3	0.3	0	61	59	-3.3
Madison	1.2	1.3	0.1	227	241	6.2
Marie Claire	2.9	2.3	-0.6	521	420	-19.4
MasterChef Magazine	4.2	2.4	-1.8	762	444	-41.7
Men's Fitness	0.9	0.9	0	161	166	3.1
Men's Health	2.2	2.1	-0.1	398	391	-1.8
Men's Style	0.4	0.3	-0.1	67	62	-7.5
Modern Fishing	0.9	0.8	-0.1	159	143	-10.1
Modern Wedding	0.5	0.4	-0.1	90	71	-21.1
Money Magazine	1.0	1.0	0	179	189	5.6
The Monthly	0.6	0.6	0	110	112	1.8
Mother & Baby	0.7	0.7	0	135	126	-6.7
Motor	1.0	0.9	-0.1	184	168	-8.7
National Geographic	4.0	4.8	0.8	724	889	22.8
Nature & Health	0.4	0.4	0	81	69	-14.8
New Idea	7.9	6.6	-1.3	1,443	1,221	-15.4
New Scientist	1.7	1.5	-0.2	306	278	-9.2
NW	1.7	1.4	-0.3	306	267	-12.7
Official Xbox 360	0.7	0.8	0.1	132	151	14.4
OK (weekly)	2.2	2.1	-0.1	400	386	-3.5
Open Road (NSW)	6.7	5.3	-1.4	1,227	990	-19.3
Overlander 4WD	0.5	0.4	-0.1	87	79	-9.2

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2010	Dec 2011	Gain/Loss	Dec 2010	Dec 2011	% Change
PC & Tech Authority	0.8	0.6	-0.2	144	118	-18.1
PC PowerPlay	0.6	0.5	-0.1	106	96	-9.4
People	1.0	0.7	-0.3	178	138	-22.5
Picture	0.9	0.7	-0.2	159	122	-23.3
PlayStation	0.7	0.8	0.1	125	150	20.0
Practical Parenting	0.8	0.9	0.1	145	159	9.7
Prevention	0.8	0.9	0.1	142	164	15.5
Qantas The Australian Way	2.5	2.4	-0.1	454	437	-3.7
Reader's Digest Australia	4.2	3.8	-0.4	773	716	-7.4
Real Living	0.7	0.7	0	132	125	-5.3
Recipes+	2.2	2.2	0	404	407	0.7
RM Williams Outback	1.2	1.2	0	219	219	0.0
Road Ahead (Qld)	2.9	3.0	0.1	538	563	4.6
Rolling Stone	1.3	1.5	0.2	243	287	18.1
Royal Auto (Vic)	4.9	3.9	-1	902	729	-19.2
Rugby League Week (Apr-Sep)	1.1	0.9	-0.2	197	169	-14.2
SA Motor (SA)	1.4	1.1	-0.3	247	209	-15.4
Selector	0.4	0.4	0	68	67	-1.5
Shop Til You Drop	0.9	1.0	0.1	159	184	15.7
Smart Investor	0.8	0.7	-0.1	144	122	-15.3
Soap World	0.4	0.3	-0.1	74	51	-31.1
Street Machine	1.8	1.7	-0.1	334	313	-6.3
Super Food Ideas	5.5	4.6	-0.9	1,004	848	-15.5
Take 5	4.5	4.1	-0.4	821	756	-7.9
That's Life	5.9	5.2	-0.7	1,081	975	-9.8
Time	1.8	1.7	-0.1	332	319	-3.9
Top Gear	2.8	2.4	-0.4	507	452	-10.8
TV Soap	1.5	1.2	-0.3	267	227	-15.0
TV Week	4.8	3.8	-1	868	709	-18.3
UFC Magazine (from Jul11)	-	0.7	-	-	121	-
Unique Cars	1.4	1.3	-0.1	260	233	-10.4
Vogue Australia	2.1	1.9	-0.2	388	356	-8.2
Vogue Living	1.1	0.9	-0.2	201	162	-19.4
Voyeur	1.7	1.1	-0.6	314	208	-33.8
The Week	0.3	0.4	0.1	48	70	45.8
Weight Watchers Magazine	1.0	0.9	-0.1	184	167	-9.2

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2010	Dec 2011	Gain/Loss	Dec 2010	Dec 2011	% Change
WellBeing	0.6	0.6	0	118	114	-3.4
Western Australian Business News (WA)	0.2	0.1	-0.1	29	27	-6.9
Wheels	1.7	1.6	-0.1	318	297	-6.6
Who	3.4	2.9	-0.5	629	540	-14.1
Woman's Day	10.9	9.8	-1.1	1,999	1,830	-8.5
Women's Health	2.6	2.2	-0.4	469	403	-14.1
Women's Health & Fitness	0.8	0.8	0	148	148	0.0
Women's Weekly	12.2	12.1	-0.1	2,228	2,259	1.4
Your Garden	1.0	0.9	-0.1	178	161	-9.6
Zoo Weekly	2.4	1.9	-0.5	433	349	-19.4

## Newspapers

Newspapers	M-F December 2010 R'ship ('000s)	M-F December 2011 R'ship ('000s)	Sat December 2010 R'ship ('000s)	Sat December 2011 R'ship ('000s)	Sun December 2010 R'ship ('000s)	Sun December 2011 R'ship ('000s)
<b>National</b>						
The Australian	441	402	887	765	-	-
Aust. Financial Review	255	237	153	153	-	-
<b>NSW</b>						
Daily Telegraph	949	902	857	800	-	-
Sydney Morning Herald	738	717	1,004	978	-	-
Sunday Telegraph	-	-	-	-	1,478	1,427
The Sun-Herald	-	-	-	-	1,108	1,064
MX	146	132	-	-	-	-
Newcastle Herald	112	108	174	151	-	-
Illawarra Mercury	66	52	86	70	-	-
Canberra Times	86	81	134	122	89	79
<b>VIC</b>						
Herald Sun	1,333	1,256	1,275	1,161	-	-
The Age	659	648	859	806	-	-
Sunday Herald Sun	-	-	-	-	1,456	1,272
The Sunday Age	-	-	-	-	689	673
MX	153	171	-	-	-	-
Geelong Advertiser	71	56	111	86	-	-
<b>QLD</b>						
Courier-Mail	592	563	781	723	-	-
The Sunday Mail	-	-	-	-	1,224	1,115
MX	47	62	-	-	-	-
Cairns Post	79	73	114	105	-	-
Gold Coast Bulletin	109	89	165	123	-	-
Townsville Bulletin	71	70	89	102	-	-

## Newspapers (Continued)

<b>Newspapers</b>	<b>M-F December 2010 R'ship ('000s)</b>	<b>M-F December 2011 R'ship ('000s)</b>	<b>Sat December 2010 R'ship ('000s)</b>	<b>Sat December 2011 R'ship ('000s)</b>	<b>Sun December 2010 R'ship ('000s)</b>	<b>Sun December 2011 R'ship ('000s)</b>
<b>SA</b>						
Adelaide Advertiser	445	441	574	536	-	-
Sunday Mail	-	-	-	-	636	589
<b>WA</b>						
West Australian	558	529	-	-	-	-
Weekend West	-	-	820	772	-	-
Sunday Times	-	-	-	-	695	673
<b>Tasmania</b>						
The Mercury	108	101	148	127	-	-
The Examiner	80	76	100	93	-	-
The Advocate	57	54	67	59	-	-
Sunday Tasmanian (Tas)	-	-	-	-	133	114
Sunday Examiner	-	-	-	-	98	90
<b>Northern Territory</b>						
Northern Territory News	44	38	57	52	-	-
Sunday Territorian	-	-	-	-	44	34

## Newspaper Insert Magazines

Newspaper Insert Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2010	Dec 2011	Gain/Loss	Dec 2010	Dec 2011	% Change
Wish	0.6	0.6	0	113	107	-5.3
Weekend Australian Magazine	4.8	4.3	-0.5	870	801	-7.9
Financial Review Magazine	1.5	1.6	0.1	272	303	11.4
Boss	0.8	0.7	-0.1	154	137	-11.0
Good Weekend (NSW & Vic)	9.0	7.9	-1.1	1,635	1,475	-9.8
Sunday Magazine (NSW & Vic)	10.7	9.3	-1.4	1,961	1,730	-11.8
Sunday Life (NSW & Vic)	6.8	6.1	-0.7	1,234	1,126	-8.8
Sydney Magazine	1.9	1.5	-0.4	352	285	-19.0
Melbourne Magazine	1.6	1.0	-0.6	286	194	-32.2
Adelaide Magazine	0.8	0.7	-0.1	142	129	-9.2
Sunday Telegraph TV Guide (NSW)	5.7	4.9	-0.8	1,032	911	-11.7
Sunday Herald Sun TV Guide (Vic)	5.7	4.6	-1.1	1,037	847	-18.3
Qweekend (Qld)	3.0	2.8	-0.2	551	520	-5.6
Sunday Mail TV Guide (Qld)	4.8	4.3	-0.5	875	807	-7.8
Paradise (Qld)	0.5	0.4	-0.1	86	70	-18.6
Sunday Mail TV Guide (SA)	2.9	2.5	-0.4	522	468	-10.3
SA Weekend	1.7	1.9	0.2	306	362	18.3
Sunday Times TV Guide (WA)	2.9	2.5	-0.4	521	467	-10.4
STM - Sunday Times Magazine (WA)	2.7	2.5	-0.2	484	464	-4.1
Seven Days (WA)	3.0	2.9	-0.1	545	533	-2.2
West Weekend (WA)	2.6	2.7	0.1	475	508	6.9