

TOTAL AUDIENCE READERSHIP REPORT: MAGAZINES

(12 months to September 2017)

Magazine Brand	EMMA			ROY MORGAN		
	Print (Monthly)	Web (Monthly)	Total (Monthly)	Print (Monthly)	Digital (web or app)	Total (Print, web or app)
4X4 Australia				148,000	101,000	240,000
Australian Geographic				570,000	209,000	745,000
Australian Gourmet Traveller	367,000	185,000	546,000	177,000	191,000	345,000
Belle				101,000	121,000	222,000
Better Homes & Gardens	2,339,000	227,000	2,516,000	1,728,000	325,000	1,919,000
Cosmopolitan	398,000	148,000	540,000	254,000	318,000	543,000
Donna Hay				275,000	205,000	441,000
Elle				165,000	212,000	367,000
Frankie				398,000	83,000	433,000
Girlfriend	143,000	70,000	210,000	166,000	147,000	293,000
Harper's Bazaar				111,000	172,000	277,000
Healthy Food Guide				129,000	139,000	257,000
Home Beautiful				316,000	80,000	383,000
Homes+				94,000	121,000	215,000
House & Garden				521,000	121,000	635,000
Marie Claire	393,000	94,000	482,000	269,000	125,000	378,000
Men's Fitness				134,000	116,000	232,000
Men's Health				370,000	132,000	478,000
Motor				138,000	71,000	204,000
National Geographic				1,048,000	369,000	1,334,000
New Idea*	2,768,000	281,000	2,981,000	1,094,000	151,000	1,214,000
NW*				176,000	287,000	450,000
OK*				146,000	287,000	430,000
Open Road				1,052,000	62,000	1,082,000
Reader's Digest	483,000	256,000	731,000	456,000	297,000	734,000
Real Living				87,000	121,000	208,000
Recipes+				450,000	260,000	685,000
Street Machine				249,000	88,000	325,000
Super Food Ideas				449,000	110,000	535,000
Take 5*				498,000	287,000	751,000
Taste.com.au	787,000	3,007,000	3,592,000	612,000	2,702,000	3,148,000
That's Life*	1,295,000	202,000	1,479,000	670,000	111,000	734,000
The Monthly				163,000	128,000	237,000
Time Magazine*				340,000	202,000	524,000
Unique Cars				148,000	90,000	232,000
Vogue	456,000	292,000	733,000	342,000	223,000	522,000
Wheels				273,000	114,000	367,000
Who *	1,068,000	73,000	1,135,000	311,000	55,000	361,000
Woman's Day*				1,282,000	288,000	1,505,000
Women's Health				296,000	125,000	408,000
Women's Health & Fitness				139,000	100,000	234,000
Women's Weekly				1,479,000	906,000	2,273,000

*NOTE ON ROY MORGAN STATISTICS

For magazines: Print is average issue readership, digital is website visitation and app usage in an average of four weeks, except for weekly titles (denoted by*) which are in an average of seven days.