

Roy Morgan Readership Results for December 2007

Article No. 725 - February 14, 2008

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	December 2006		December 2007		Gain/Loss
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
4X4 Australia	0.8	129	0.8	133	0
Adelaide's Child	0.2	26	0.2	35	0
AFL Record (Apr-Sep)	1.3	212	1.1	184	-0.2
Alpha	2.2	373	1.9	322	-0.3
APC	1.2	193	1	176	-0.2
Austar	3.1	518	2.7	461	-0.4
Australian 4WD Monthly	0.9	155	1	175	0.1
Australian Auto Action	0.3	53	0.3	56	0
Australian Country Style	1.7	278	1.4	247	-0.3
Australian Geographic	2.5	424	2.7	468	0.2
Australian Golf Digest	0.6	99	0.5	94	-0.1
Australian Good Taste	3.7	614	3.8	655	0.1
Australian Gourmet Traveller	1.8	307	1.7	294	-0.1
Australian Handyman	1.0	165	0.8	136	-0.2
Australian Motorcycle News	0.8	127	0.8	137	0
Australian PC User	1.9	313	1.6	276	-0.3
Australian PC World	1.7	291	1.4	232	-0.3
Australian Reader's Digest	5.2	875	5.4	930	0.2
Australian Table	1.5	247	1.3	223	-0.2
Australian Traveller	0.4	65	0.4	65	0
Belle	0.7	112	0.6	96	-0.1

Better Homes and Gardens	8.7	1,455	9.1	1,556	0.4
Big Issue	0.9	157	1.0	174	0.1
Big League (Apr-Sep)	0.6	106	0.7	118	0.1
Bride To Be	0.5	88	0.5	81	0
Brisbane's Child	0.3	51	0.3	44	0
BRW	1.2	205	1.0	168	-0.2
Bulletin	1.7	279	1.4	242	-0.3
Burke's Backyard	3.4	564	2.6	444	-0.8
Cleo	4.3	727	3.2	551	-1.1
Cosmopolitan	5.1	849	4.0	685	-1.1
Cosmos	0.4	74	0.4	67	0
Delicious	2.5	420	2.8	476	0.3
Diabetic Living (from Jan07)	-	-	1.2	210	-
Dolly	3.0	505	2.2	377	-0.8
Donna Hay	1.8	306	2.0	341	0.2
Empire	0.9	143	0.8	142	-0.1
English Woman's Weekly	1.2	197	1.0	179	-0.2
Famous	1.7	279	1.8	310	0.1
Fast Fours	1.1	187	0.8	140	-0.3
FHM	2.2	373	1.9	332	-0.3
Fishing World	1.1	187	1.0	175	-0.1
Foxtel Magazine	6.2	1,048	6.0	1,033	-0.2
Fresh Water Fishing Aust.	0.5	85	0.6	95	0.1
Gardening Australia	2.9	490	2.9	496	0
Girlfriend	2.6	436	2.0	339	-0.6
Golf Australia	0.4	61	0.5	79	0.1
Golf Magazine	0.2	35	0.3	52	0.1
Good Health & Medicine	2.0	338	1.8	313	-0.2
Gourmet Traveller Wine	0.6	93	0.5	78	-0.1

GQ	0.3	44	0.3	56	0
Harper's Bazaar	1.5	248	1.6	268	0.1
Health Smart (from Dec06)	-	-	0.4	72	-
Healthy Food Guide	1.3	222	0.9	152	-0.4
Home Beautiful	2.2	363	2.0	347	-0.2
Horizons (WA) (was Road Patrol)	1.3	213	1.0	173	-0.3
Hot 4s and Performance Cars	1.3	226	1.0	171	-0.3
House & Garden	4.6	775	3.5	600	-1.1
Hyper	0.3	56	0.4	65	0.1
Inside Football (Apr-Sep)	0.4	71	0.4	60	0
Inside Out	0.7	125	0.8	140	0.1
Inside Sport	0.9	147	0.6	102	-0.3
InStyle	1.6	272	1.6	272	0
Jetstar	0.8	130	0.9	159	0.1
Just Cars	1.9	314	1.4	235	-0.5
Life etc (from Apr07)	-	-	0.5	81	-
Limelight	0.2	37	0.3	48	0.1
Live To Ride	0.5	90	0.4	75	-0.1
Luxury Home Design	0.4	70	0.4	68	0
Madison	2.0	334	1.5	259	-0.5
Marie Claire	3.2	541	2.7	466	-0.5
Melbourne's Child	0.6	96	0.7	115	0.1
Men's Health	1.7	290	2.0	350	0.3
Men's Style Australia	0.4	69	0.4	76	0
Modern Fishing	0.9	146	0.9	153	0
Modern Wedding	0.4	61	0.3	50	-0.1
Money Magazine	1.1	183	1.1	187	0
Mother & Baby	0.9	155	0.9	156	0
Motor	1.6	274	1.3	230	-0.3

Motor News (Tas)	0.4	61	0.4	67	0
National Geographic	4.6	773	4.2	724	-0.4
Nature & Health	0.4	75	0.4	69	0
Net Guide	0.7	115	0.6	95	-0.1
New Idea	13.9	2,341	11.6	1,987	-2.3
New Scientist	1.5	260	1.4	248	-0.1
New Woman	1.8	297	1.2	203	-0.6
Notebook	2.0	342	1.8	314	-0.2
NW	3.8	637	3.3	563	-0.5
OK (weekly) (from Nov06)	1.4	239	2.3	386	0.9
Open Road (NSW)	7.4	1,241	7.3	1,243	-0.1
Optus	1.0	162	0.7	121	-0.3
Overlander 4WD	0.5	79	0.5	79	0
Parents	0.4	62	0.5	77	0.1
PC Authority	1.0	170	0.8	145	-0.2
PC PowerPlay	0.5	89	0.7	114	0.2
People	1.4	235	1.1	195	-0.3
Picture	1.4	242	1.2	200	-0.2
PlayStation	0.9	148	0.7	120	-0.2
Practical Parenting	0.7	118	0.6	106	-0.1
Qantas The Australian Way	3.0	504	2.6	449	-0.4
Ralph	2.5	427	2.1	365	-0.4
Real Living	0.8	134	0.7	116	-0.1
Recipes+ (from Dec06)	-	-	1.0	174	-
RM Williams Outback	1.3	225	1.1	188	-0.2
Road Ahead (Qld)	4.8	798	3.3	562	-1.5
Rolling Stone	1.9	327	1.8	300	-0.1
Royal Auto (Vic)	5.2	872	6.3	1,083	1.1
Rugby League Week (Apr-Sep)	1.3	224	1.3	227	0

SA Motor (SA)	0.9	156	0.9	146	0
Shop Til You Drop	1.1	182	1.1	192	0
Slimming & Health	0.5	82	0.5	80	0
Smart Investor	1.1	186	1.0	170	-0.1
Soap World	1.0	173	0.9	153	-0.1
Street Machine	2.7	461	2.5	432	-0.2
Super Food Ideas	5.1	852	5.2	892	0.1
Sydney's Child	0.7	125	0.7	114	0
Take 5	4.9	823	5.2	886	0.3
That's Life	6.7	1,124	6.6	1,134	-0.1
The Monthly	0.2	41	0.4	67	0.2
Time	1.9	321	1.7	283	-0.2
Travel + Leisure	0.5	81	0.4	73	-0.1
TV Hits	1.1	181	1.0	163	-0.1
TV Soap	2.5	413	2.0	345	-0.5
TV Week	6.4	1,082	5.4	917	-1
Two Wheels	0.7	119	0.6	104	-0.1
Unique Cars	1.5	248	1.5	258	0
Virgin Blue Voyeur	2.1	349	1.9	331	-0.2
Vogue Australia	2.1	345	2.0	337	-0.1
Vogue Entertaining & Travel	0.8	138	0.9	161	0.1
Vogue Living	1.0	171	1.0	163	0
Wealth Creator Magazine	0.3	55	0.4	62	0.1
Weight Watchers	0.8	134	1.0	170	0.2
WellBeing	0.8	141	0.9	151	0.1
Wheels	2.4	402	2.4	413	0
Who	4.9	823	4.5	763	-0.4
Woman's Day	16.3	2,744	14.1	2,416	-2.2
Women's Health & Fitness	0.6	94	0.7	113	0.1

Women's Weekly	15.7	2,636	15.3	2,621	-0.4
Xbox 360	0.5	92	0.7	115	0.2
Your Garden	1.1	188	1.0	177	-0.1
Zoo Weekly	2.6	432	2.9	494	0.3

Newspapers	Mon-Fri	Mon-Fri	Sat	Sat	Sun	Sun
	Dec 2006	Dec 2007	Dec 2006	Dec 2007	Dec 2006	Dec 2007
	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)	R'ship ('000s)
National						
The Australian	435	485	828	840	-	-
Aust. Financial Review	255	265	173	149	-	-
NSW						
Daily Telegraph	1,145	1,177	926	975	-	-
Sydney Morning Herald	875	942	1,173	1,204	-	-
Sunday Telegraph	-	-	-	-	1,775	1,749
The Sun-Herald	-	-	-	-	1,348	1,365
MX	76	92	-	-	-	-
Newcastle Herald	135	135	205	202	-	-
Illawarra Mercury	89	76	115	94	-	-
Canberra Times	111	106	165	166	97	98
VIC						
Herald Sun	1,469	1,484	1,396	1,418	-	-
The Age	729	767	940	949	-	-
Sunday Herald Sun	-	-	-	-	1,523	1,542
The Sunday Age	-	-	-	-	715	722
MX	138	141	-	-	-	-
Geelong Advertiser	74	79	109	128	-	-
QLD						

Courier-Mail	614	622	890	871	-	-
The Sunday Mail	-	-	-	-	1,515	1,440
mX	-	35	-	-	-	-
Cairns Post	83	81	110	110	-	-
Gold Coast Bulletin	103	100	163	148	-	-
Townsville Bulletin	78	79	96	101	-	-
SA						
Adelaide Advertiser	560	521	723	675	-	-
Sunday Mail	-	-	-	-	762	753
WA						
West Australian	587	588	955	911	-	-
Sunday Times	-	-	-	-	762	753
Tasmania						
The Mercury	129	120	155	148	-	-
The Examiner	85	84	98	97	-	-
The Advocate	62	56	64	59	-	-
Sunday Tasmanian	-	-	-	-	144	138
Sunday Examiner	-	-	-	-	104	103
Northern Territory						
Northern Territory News	50	44	63	58	-	-
Sunday Territorian	-	-	-	-	47	47

Newspaper Insert Magazines	Dec 2006		Dec 2007		Gain/Loss
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
Wish	0.6	106	0.7	121	0.1
Weekend Australian Magazine	5.2	874	4.9	844	-0.3
Financial Review Magazine	1.5	246	1.5	254	0
Boss	1.0	169	1.1	179	0.1
Good Weekend (NSW & Vic)	10.6	1,174	10.1	1,726	-0.5
Sunday Magazine (NSW & Vic)	12.7	2,126	12.4	2,114	0.3
Sunday Life (NSW & Vic)	8.3	1,400	8.0	1,360	-0.3

Sydney magazine	2.9	495	3.2	544	0.3
Age Melbourne Magazine	2.2	362	2.0	344	-0.2
GT (Geelong Today) (Vic)	0.4	61	0.3	47	-0.1
Adelaide Magazine	-	-	0.9	153	-
Sun-Herald Television (NSW)	5.3	889	4.5	772	-0.8
Sunday Telegraph TV Guide (NSW)	8.0	1,346	7.1	1,220	-0.9
Sunday Herald Sun TV Guide (Vic)	6.8	1,140	6.9	1,171	0.1
Qweekend (Qld)	2.9	483	3.0	520	0.1
Sunday Mail TV Guide (Qld)	7.3	1,231	6.5	1,117	-0.8
Paradise (Qld)	0.4	74	0.5	78	0.1
Cairns Eye (from May07)	-	-	0.3	44	-
Townsville Eye (from May07)	-	-	0.3	45	-
Sunday Mail TV Guide (SA)	4.0	678	3.8	645	-0.2
Sunday Times TV Guide (WA)	4.4	738	3.9	662	-0.5
STM - Sunday Times Magazine (WA)	3.3	558	3.2	542	-0.1
Seven days (WA) (from Oct 07)	-	-	3.3	571	-
WestWeekend Magazine (WA) (from Oct07)	-	-	2.8	486	-