



# **Roy Morgan Readership 12 months to December 2023 Additional Analysis**

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MAGAZINE CATEGORIES						
	Dec-22 000's	Dec-23 000's	% change	Dec-22 % of popn. 14+	Dec-23 % of popn. 14+	Gain/ Loss
(popn. 14+ '000)	21,321	22,015				
Mass Women's Magazines	2,733	2,816	3.1%	12.8	12.8	0.0
Women's Lifestyle Magazines	361	330	-8.4%	1.7	1.5	-0.2
Women's Fashion Magazines	875	1,015	16.0%	4.1	4.6	0.5
Home & Garden Magazines	3,921	4,283	9.2%	18.4	19.5	1.1
Crafts Magazines	121	132	9.1%	0.6	0.6	0.0
Food & Entertainment Magazines	7,233	7,616	5.3%	33.9	34.6	0.7
Business, Financial & Airline Magazines	1,072	1,371	27.9%	5.0	6.2	1.2
Sports Magazines	430	545	26.8%	2.0	2.5	0.5
Fishing Magazines	217	278	28.3%	1.0	1.3	0.2
Motoring Magazines	930	916	-1.5%	4.4	4.2	-0.2
Motorcycle Magazines	208	190	-8.8%	1.0	0.9	-0.1
Computing, Gaming & Info Tech Magazines	263	306	16.1%	1.2	1.4	0.2
Music & Movies Magazines	224	237	6.1%	1.0	1.1	0.0
General Interest Magazines	4,131	4,147	0.4%	19.4	18.8	-0.5
Health & Family Magazines	1,338	1,314	-1.8%	6.3	6.0	-0.3
TV Magazines	557	633	13.6%	2.6	2.9	0.3
<b>Read Any Magazine (excl NIMs)</b>	<b>11,266</b>	<b>11,669</b>	<b>3.6%</b>	<b>52.8</b>	<b>53.0</b>	<b>0.2</b>

Source: Roy Morgan Single Source 12m to December 2022 and 12m to December 2023

MAGAZINES BY CATEGORY			
	Dec-22 000's	Dec-23 000's	% change
(popn. 14+ '000)	21,321	22,015	
Australian Women's Weekly	1,258	1,299	3.3%
Woman's Day	767	792	3.2%
New Idea	588	574	-2.3%
Take 5 Bumper Monthly	556	545	-1.9%
Take 5 (Weekly)	482	486	0.7%
That's Life!	478	494	3.4%
That's Life! Mega Monthly	537	579	7.9%
Royals Monthly (by New Idea)	223	262	17.5%
<b>Mass Women's Magazines</b>	<b>2,733</b>	<b>2,816</b>	<b>3.1%</b>
Who	157	145	-7.4%
English Woman's Weekly	119	116	-2.4%
MindFood	101	81	-20.4%
<b>Women's Lifestyle Magazines</b>	<b>361</b>	<b>330</b>	<b>-8.4%</b>
Marie Claire	265	289	8.9%
Vogue Australia	377	481	27.7%
Harper's Bazaar	146	160	9.9%
Frankie	255	285	11.6%
InStyle Australia	-	129	-
<b>Women's Fashion Magazines</b>	<b>875</b>	<b>1,015</b>	<b>16.0%</b>
House & Garden	613	688	12.4%
Better Homes and Gardens	1,689	1,832	8.5%
Home Beautiful	293	410	40.0%
Belle	125	119	-4.7%
Vogue Living	221	252	13.7%
Country Style	184	190	3.2%
Inside Out	121	135	11.5%
Home Design	87	95	10.2%
Gardening Australia	441	472	7.1%
Bunnings Magazine	1,633	1,871	14.6%
Organic Gardener	157	166	5.6%
Grand Designs Australia	177	148	-16.5%
Kitchens & Bathrooms	57	65	13.6%
Australian Country	56	55	-1.7%
Good Organic Gardening	115	89	-22.7%
Australian Country Homes	79	104	31.7%
<b>Home &amp; Garden Magazines</b>	<b>3,921</b>	<b>4,283</b>	<b>9.2%</b>
Homespun	74	73	-1.2%
Quilters Companion	57	72	25.5%
<b>Crafts Magazines</b>	<b>121</b>	<b>132</b>	<b>9.1%</b>
Australian Gourmet Traveller	210	221	4.9%
Delicious	279	305	9.4%
Coles Magazine	4,865	5,143	5.7%
Fresh Ideas	4,798	5,104	6.4%
Cooking with Australian Women's Weekly	97	143	46.7%
New Idea Food	103	122	18.4%
Eat Well	122	82	-32.8%
<b>Food &amp; Entertainment Magazines</b>	<b>7,233</b>	<b>7,616</b>	<b>5.3%</b>
Time	178	228	28.1%
The Monthly	172	184	6.8%
Money Magazine	212	222	4.7%
New Scientist	214	221	3.1%
Qantas Magazine	384	508	32.5%
Forbes Australia	-	271	-
<b>Business, Financial &amp; Airline Magazines</b>	<b>1,072</b>	<b>1,371</b>	<b>27.9%</b>
Australian Golf Digest	143	143	-0.3%
Golf Australia	114	159	39.1%
AFL Record (Apr-Sep)	272	401	47.6%
<b>Sports Magazines</b>	<b>430</b>	<b>545</b>	<b>26.8%</b>
Fishing World	156	174	11.4%
Fresh Water Fishing Aust.	82	141	72.7%
<b>Fishing Magazines</b>	<b>217</b>	<b>278</b>	<b>28.3%</b>

MAGAZINES BY CATEGORY			
	Dec-22 000's	Dec-23 000's	% change
(popn. 14+ '000)	21,321	22,015	
Wheels	255	284	11.6%
Street Machine	298	308	3.3%
Unique Cars	211	206	-2.3%
Just Cars	221	224	1.4%
4X4 Australia	223	237	6.0%
<b>Motoring Magazines</b>	<b>930</b>	<b>916</b>	<b>-1.5%</b>
Australian Motorcycle News	111	95	-14.1%
Dirt Action	57	53	-7.9%
Road Rider	48	43	-11.1%
Australian Adventure Bike Magazine	47	38	-18.8%
<b>Motorcycle Magazines</b>	<b>208</b>	<b>190</b>	<b>-8.8%</b>
Play Australia Magazine	92	118	27.8%
APC	100	95	-4.9%
PC PowerPlay	87	88	1.9%
<b>Computing, Gaming &amp; Info Tech Magazines (skip May-Nov20)</b>	<b>263</b>	<b>306</b>	<b>16.1%</b>
Rolling Stone	224	237	6.1%
<b>Music &amp; Movies Magazines</b>	<b>224</b>	<b>237</b>	<b>6.1%</b>
Reader's Digest Australia	346	345	-0.4%
Big Issue	263	305	16.3%
National Geographic	884	1,017	15.1%
Australian Geographic	436	465	6.7%
Cosmos	106	125	18.2%
RM Williams Outback	198	206	4.2%
Australian Traveller	155	137	-11.4%
Open Road (NSW)	1,329	1,274	-4.1%
Road Ahead (Qld)	645	658	2.1%
SA Move (was SA Motor)	240	175	-27.2%
Horizons (WA)	268	282	5.2%
Journeys (Tas)	32	34	5.1%
Vacations & Travel	146	139	-5.0%
T Australia: The New York Times Style Magazine	113	75	-34.0%
<b>General Interest Magazines</b>	<b>4,131</b>	<b>4,147</b>	<b>0.4%</b>
WellBeing	169	288	70.3%
Diabetic Living	248	275	11.1%
Healthy Food Guide	243	146	-39.8%
Prevention	76	83	9.7%
Wellbeing Wild	45	48	7.9%
<b>Health &amp; Family Magazines</b>	<b>1,338</b>	<b>1,314</b>	<b>-1.8%</b>
TV Week	378	383	1.5%
Foxtel Magazine	204	290	42.4%
<b>TV Magazines</b>	<b>557</b>	<b>633</b>	<b>13.6%</b>

Source: Roy Morgan Single Source 12m to December 2022 and 12m to December 2023

## TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines			Dec-22 000's		Dec-23 000's
			Rank		Rank
Australian Women's Weekly	1	1,258	Australian Women's Weekly	1	1,299
Woman's Day	2	767	Woman's Day	2	792
New Idea	3	588	That's Life! Mega Monthly	3	579
Take 5 Bumper Monthly	4	556	New Idea	4	574
That's Life! Mega Monthly	5	537	Take 5 Bumper Monthly	5	545
Take 5 (Weekly)		482	That's Life!		494
That's Life!		478	Take 5 (Weekly)		486
Royals Monthly (by New Idea)		223	Royals Monthly (by New Idea)		262

Women's Lifestyle Magazines			Dec-22 000's		Dec-23 000's
			Rank		Rank
Who	1	157	Who	1	145
English Woman's Weekly	2	119	English Woman's Weekly	2	116
MindFood	3	101	MindFood	3	81

Women's Fashion Magazines			Dec-22 000's		Dec-23 000's
			Rank		Rank
Vogue Australia	1	377	Vogue Australia	1	481
Marie Claire	2	265	Marie Claire	2	289
Frankie	3	255	Frankie	3	285
Harper's Bazaar	4	146	Harper's Bazaar	4	160
InStyle Australia	5	-	InStyle Australia	5	129

Home & Garden Magazines			Dec-22 000's		Dec-23 000's
			Rank		Rank
Better Homes and Gardens	1	1,689	Bunnings Magazine	1	1,871
Bunnings Magazine	2	1,633	Better Homes and Gardens	2	1,832
House & Garden	3	613	House & Garden	3	688
Gardening Australia	4	441	Gardening Australia	4	472
Home Beautiful	5	293	Home Beautiful	5	410
Vogue Living		221	Vogue Living		252
Country Style		184	Country Style		190
Grand Designs Australia		177	Organic Gardener		166
Organic Gardener		157	Grand Designs Australia		148
Belle		125	Inside Out		135
Inside Out		121	Belle		119
Good Organic Gardening		115	Australian Country Homes		104
Home Design		87	Home Design		95
Australian Country Homes		79	Good Organic Gardening		89
Kitchens & Bathrooms		57	Kitchens & Bathrooms		65
Australian Country		56	Australian Country		55

## TOP 5 MAGAZINES BY CATEGORY

### Crafts Magazines

		Dec-22 000's			Dec-23 000's
	Rank			Rank	
Homespun	1	74	Homespun	1	73
Quilters Companion	2	57	Quilters Companion	2	72

### Food & Entertainment Magazines

		Dec-22 000's			Dec-23 000's
	Rank			Rank	
Coles Magazine	1	4,865	Coles Magazine	1	5,143
Fresh Ideas	2	4,798	Fresh Ideas	2	5,104
Delicious	3	279	Delicious	3	305
Australian Gourmet Traveller	4	210	Australian Gourmet Traveller	4	221
Eat Well	5	122	Cooking with Australian Women's Weekly	5	143
New Idea Food		103	New Idea Food		122
Cooking with Australian Women's Weekly		97	Eat Well		82

### Business, Financial & Airline Magazines

		Dec-22 000's			Dec-23 000's
	Rank			Rank	
Qantas Magazine	1	384	Qantas Magazine	1	508
New Scientist	2	214	Forbes Australia	2	271
Money Magazine	3	212	Time	3	228
Time	4	178	Money Magazine	4	222
The Monthly	5	172	New Scientist	5	221
			The Monthly		184

### Sports Magazines

		Dec-22 000's			Dec-23 000's
	Rank			Rank	
AFL Record (Apr-Sep)	1	272	AFL Record (Apr-Sep)	1	401
Australian Golf Digest	2	143	Golf Australia	2	159
Golf Australia	3	114	Australian Golf Digest	3	143

## TOP 5 MAGAZINES BY CATEGORY

### Fishing Magazines

	Dec-22 000's		Dec-23 000's
Rank		Rank	
Fishing World	1156	Fishing World	1174
Fresh Water Fishing Aust.	282	Fresh Water Fishing Aust.	2141

### Motoring Magazines

	Dec-22 000's		Dec-23 000's
Rank		Rank	
Street Machine	1298	Street Machine	1308
Wheels	2255	Wheels	2284
4X4 Australia	3223	4X4 Australia	3237
Just Cars	4221	Just Cars	4224
Unique Cars	5211	Unique Cars	5206

### Motorcycle Magazines

	Dec-22 000's		Dec-23 000's
Rank		Rank	
Australian Motorcycle News	1111	Australian Motorcycle News	195
Dirt Action	257	Dirt Action	253
Road Rider	348	Road Rider	343
Australian Adventure Bike Magazine	447	Australian Adventure Bike Magazine	438

### Computing, Gaming & Info Tech Magazines

	Dec-22 000's		Dec-23 000's
Rank		Rank	
APC	1100	Play Australia Magazine	1118
Play Australia Magazine	292	APC	295
PC PowerPlay	387	PC PowerPlay	388

### Music & Movies Magazines

	Dec-22 000's		Dec-23 000's
Rank		Rank	
Rolling Stone	1224	Rolling Stone	1237

## TOP 5 MAGAZINES BY CATEGORY

General Interest Magazines			Dec-22 000's		Dec-23 000's
Rank			Rank		
Open Road (NSW)	1	1,329	Open Road (NSW)	1	1,274
National Geographic	2	884	National Geographic	2	1,017
Road Ahead (Qld)	3	645	Road Ahead (Qld)	3	658
Australian Geographic	4	436	Australian Geographic	4	465
Reader's Digest Australia	5	346	Reader's Digest Australia	5	345
Horizons (WA)		268	Big Issue		305
Big Issue		263	Horizons (WA)		282
SA Move (was SA Motor)		240	RM Williams Outback		206
RM Williams Outback		198	SA Move (was SA Motor)		175
Australian Traveller		155	Vacations & Travel		139
Vacations & Travel		146	Australian Traveller		137
T Australia: The New York Times Style Magazine		113	Cosmos		125
Cosmos		106	T Australia: The New York Times Style Magazine		75
Journeys (Tas)		32	Journeys (Tas)		34

Health & Family Magazines			Dec-22 000's		Dec-23 000's
Rank			Rank		
Diabetic Living	1	248	WellBeing	1	288
Healthy Food Guide	2	243	Diabetic Living	2	275
WellBeing	3	169	Healthy Food Guide	3	146
Prevention	4	76	Prevention	4	83
Wellbeing Wild	5	45	Wellbeing Wild	5	48

TV Magazines			Dec-22 000's		Dec-23 000's
Rank			Rank		
TV Week	1	378	TV Week	1	383
Foxtel Magazine	2	204	Foxtel Magazine	2	290

Source: Roy Morgan Single Source 12m to December 2022 and 12m to December 2023



MAGAZINES TOP 20 INCREASES			
	Dec-22 000's	Dec-23 000's	% change
(popn. 14+ '000)	21,321	22,015	
Fresh Water Fishing Aust.	82	141	72.7%
WellBeing	169	288	70.3%
AFL Record (Apr-Sep)	272	401	47.6%
Cooking with Australian Women's Weekly	97	143	46.7%
Foxtel Magazine	204	290	42.4%
Home Beautiful	293	410	40.0%
Golf Australia	114	159	39.1%
Qantas Magazine	384	508	32.5%
Australian Country Homes	79	104	31.7%
Time	178	228	28.1%
Play Australia Magazine	92	118	27.8%
Vogue Australia	377	481	27.7%
Quilters Companion	57	72	25.5%
New Idea Food	103	122	18.4%
Cosmos	106	125	18.2%
Royals Monthly (by New Idea)	223	262	17.5%
Big Issue	263	305	16.3%
National Geographic	884	1017	15.1%
Bunnings Magazine	1633	1871	14.6%
Vogue Living	221	252	13.7%

MAGAZINES TOP 20 DECREASES			
	Dec-22 000's	Dec-23 000's	% change
(popn. 14+ '000)	21,321	22,015	
Healthy Food Guide	243	146	-39.8%
T Australia: The New York Times Style Magazine	113	75	-34.0%
Eat Well	122	82	-32.8%
SA Move (was SA Motor)	240	175	-27.2%
Good Organic Gardening	115	89	-22.7%
MindFood	101	81	-20.4%
Australian Adventure Bike Magazine	47	38	-18.8%
Grand Designs Australia	177	148	-16.5%
Australian Motorcycle News	111	95	-14.1%
Australian Traveller	155	137	-11.4%
Road Rider	48	43	-11.1%
Dirt Action	57	53	-7.9%
Who	157	145	-7.4%
Vacations & Travel	146	139	-5.0%
APC	100	95	-4.9%
Belle	125	119	-4.7%
Open Road (NSW)	1329	1274	-4.1%
English Woman's Weekly	119	116	-2.4%
Unique Cars	211	206	-2.3%
New Idea	588	574	-2.3%

Source: Roy Morgan Single Source 12m to December 2022 and 12m to December 2023

MAGAZINES RANKED BY READERSHIP	
	Dec-23 000's
(popn. 14+ '000)	22,015
Coles Magazine	5,143
Fresh Ideas	5,104
Bunnings Magazine	1,871
Better Homes and Gardens	1,832
Australian Women's Weekly	1,299
Open Road (NSW)	1,274
National Geographic	1,017
Woman's Day	792
House & Garden	688
Road Ahead (Qld)	658
That's Life! Mega Monthly	579
New Idea	574
Take 5 Bumper Monthly	545
Qantas Magazine	508
That's Life!	494
Take 5 (Weekly)	486
Vogue Australia	481
Gardening Australia	472
Australian Geographic	465
Home Beautiful	410
AFL Record (Apr-Sep)	401
TV Week	383
Reader's Digest Australia	345
Street Machine	308
Big Issue	305
Delicious	305
Foxtel Magazine	290
Marie Claire	289
WellBeing	288
Frankie	285
Wheels	284
Horizons (WA)	282
Diabetic Living	275
Forbes Australia	271
Royals Monthly (by New Idea)	262
Vogue Living	252
Rolling Stone	237
4X4 Australia	237
Time	228
Just Cars	224
Money Magazine	222
Australian Gourmet Traveller	221
New Scientist	221
RM Williams Outback	206
Unique Cars	206
Country Style	190
The Monthly	184
SA Move (was SA Motor)	175
Fishing World	174
Organic Gardener	166
Harper's Bazaar	160
Golf Australia	159
Grand Designs Australia	148
Healthy Food Guide	146
Who	145
Cooking with Australian Women's Weekly	143
Australian Golf Digest	143
Fresh Water Fishing Aust.	141
Vacations & Travel	139
Australian Traveller	137

MAGAZINES RANKED BY READERSHIP	
	Dec-23 000's
(popn. 14+ '000)	22,015
Inside Out	135
InStyle Australia	129
Cosmos	125
New Idea Food	122
Belle	119
Play Australia Magazine	118
English Woman's Weekly	116
Australian Country Homes	104
Home Design	95
APC	95
Australian Motorcycle News	95
Good Organic Gardening	89
PC PowerPlay	88
Prevention	83
Eat Well	82
MindFood	81
T Australia: The New York Times Style Magazine	75
Homespun	73
Quilters Companion	72
Kitchens & Bathrooms	65
Australian Country	55
Dirt Action	53
Wellbeing Wild	48
Road Rider	43
Australian Adventure Bike Magazine	38
Journeys (Tas)	34

Source: Roy Morgan Single Source 12m to December 2023