



Roy Morgan Readership 12 months to June 2025 Additional Analysis

Contents:

Magazine Categories

Magazines by Category

Top 5 Magazines by Category

Magazines Top 20

- Magazines Top 20 Increases
- Magazines Top 20 Decreases

Magazines Ranked by Readership

MAGAZINE CATEGORIES						
	Jun-24 000's	Jun-25 000's	% change	Jun-24 % of popn. 14+	Jun-25 % of popn. 14+	Gain/ Loss
(popn. 14+ '000)	22,381	22,930				
Mass Women's Magazines	2,639	2,505	-5.1%	11.8	10.9	-0.9
Women's Lifestyle Magazines	317	464	46.4%	1.4	2.0	0.6
Women's Fashion Magazines	993	923	-7.0%	4.4	4.0	-0.4
Home & Garden Magazines	4,248	4,064	-4.3%	19.0	17.7	-1.3
Crafts Magazines	119	137	15.3%	0.5	0.6	0.1
Food & Entertainment Magazines	7,396	6,925	-6.4%	33.0	30.2	-2.8
Business, Financial & Airline Magazines	1,393	1,386	-0.5%	6.2	6.0	-0.2
Sports Magazines	522	503	-3.8%	2.3	2.2	-0.1
Motoring Magazines	909	978	7.6%	4.1	4.3	0.2
Motorcycle Magazines	215	248	15.5%	1.0	1.1	0.1
Computing, Gaming & Info Tech Magazines	292	266	-8.9%	1.3	1.2	-0.1
Music & Movies Magazines	239	203	-15.3%	1.1	0.9	-0.2
General Interest Magazines	4,097	3,979	-2.9%	18.3	17.4	-1.0
Health & Family Magazines	1,236	1,212	-2.0%	5.5	5.3	-0.2
TV Magazines	552	538	-2.6%	2.5	2.3	-0.1
Read Any Magazine (excl NIMs)	11,539	11,055	-4.2%	51.6	48.2	-3.3

Source: Roy Morgan Single Source 12m to June 2024 and 12m to June 2025

MAGAZINES BY CATEGORY			
	Jun-24 000's	Jun-25 000's	% change
(popn. 14+ '000)	22,381	22,930	
Australian Women's Weekly	1,200	1,206	0.6%
Woman's Day	704	634	-9.8%
New Idea	509	501	-1.5%
Take 5 (Weekly)	443	440	-0.6%
Take 5 Bumper Monthly	513	481	-6.2%
That's Life!	472	438	-7.2%
That's Life! Mega Monthly	545	502	-7.8%
Royals Monthly (by New Idea)	210	222	5.6%
Mass Women's Magazines	2,639	2,505	-5.1%
Who	137	128	-6.0%
English Woman's Weekly	102	91	-10.8%
MindFood	89	121	36.2%
Cosmopolitan	-	240	-
Women's Lifestyle Magazines	317	464	46.4%
Marie Claire	270	233	-13.6%
Vogue Australia	466	431	-7.5%
Harper's Bazaar	145	161	11.2%
Frankie	264	234	-11.5%
InStyle Australia	125	101	-18.8%
Women's Fashion Magazines	993	923	-7.0%
House & Garden	710	722	1.6%
Better Homes and Gardens	1,793	1,696	-5.4%
Home Beautiful	368	360	-2.1%
Belle	123	139	13.1%
Vogue Living	246	227	-7.9%
Country Style	212	258	21.6%
Inside Out	119	-	-
Home Design	102	108	5.7%
Gardening Australia	448	455	1.7%
Bunnings Magazine	1,902	1,789	-5.9%
Organic Gardener	144	169	17.2%
Grand Designs Australia	140	166	18.6%
Kitchens & Bathrooms	57	-	-
Australian Country	55	84	53.0%
Good Organic Gardening	100	127	27.0%
Australian Country Homes	110	-	-
Home & Garden Magazines	4,248	4,064	-4.3%
Homespun	73	-	-
Quilters Companion	60	-	-
Crafts Magazines	119	137	15.3%
Australian Gourmet Traveller	228	276	21.1%
Delicious	319	329	3.2%
Coles Magazine	5,188	4,995	-3.7%
Fresh Ideas	4,880	4,477	-8.2%
New Idea Food	127	123	-3.6%
Eat Well	103	121	17.5%
Food & Entertainment Magazines	7,396	6,925	-6.4%
Time	207	190	-8.3%
The Monthly	168	145	-13.7%
Money Magazine	183	205	12.4%
New Scientist	208	202	-3.1%
Qantas Magazine	537	538	0.2%
Forbes Australia	259	305	17.6%
Business, Financial & Airline Magazines	1,393	1,386	-0.5%
Australian Golf Digest	153	142	-7.3%
Golf Australia	156	167	6.8%
AFL Record (Apr-Sep)	321	285	-11.3%
Sports Magazines	522	503	-3.8%
Wheels	268	281	4.8%
Street Machine	313	341	8.9%
Unique Cars	205	205	0.0%

MAGAZINES BY CATEGORY			
	Jun-24 000's	Jun-25 000's	% change
(popn. 14+ '000)	22,381	22,930	
Just Cars	220	263	19.4%
4X4 Australia	237	251	5.9%
Motoring Magazines	909	978	7.6%
Australian Motorcycle News	99	-	-
Dirt Action	62	-	-
Road Rider	49	-	-
Australian Adventure Bike Magazine	59	-	-
Motorcycle Magazines	215	248	15.5%
Play Australia Magazine	95	-	-
APC	88	94	5.9%
PC PowerPlay	111	122	9.5%
Computing, Gaming & Info Tech Magazines	292	266	-8.9%
Rolling Stone	239	203	-15.3%
Music & Movies Magazines	239	203	-15.3%
Reader's Digest Australia	361	336	-6.8%
Big Issue	290	265	-8.6%
National Geographic	1,054	1,019	-3.2%
Australian Geographic	466	512	10.0%
Cosmos	113	137	21.3%
RM Williams Outback	210	267	27.1%
Australian Traveller	127	168	32.8%
Road Ahead (RACQ) (Qld/NSW)	618	563	-8.9%
SA Move (was SA Motor) (RAA) (SA/NT/WA)	131	119	-9.5%
Horizons (RAC) (WA)	280	293	4.8%
Journeys (RACT) (Tas)	23	34	45.0%
Vacations & Travel	143	142	-0.9%
T Australia: The New York Times Style Magazine	86	77	-10.2%
Open Road (NRMA) (NSW/Vic/Qld)	1,288	1,236	-4.0%
General Interest Magazines	4,097	3,979	-2.9%
WellBeing	276	233	-15.6%
Diabetic Living	281	314	11.7%
Healthy Food Guide	172	176	2.4%
Prevention	89	109	22.7%
Health & Family Magazines	1,236	1,212	-2.0%
TV Week	332	346	4.3%
Foxtel Magazine	252	221	-12.4%
TV Magazines	552	538	-2.6%

Source: Roy Morgan Single Source 12m to June 2024 and 12m to June 2025

TOP 5 MAGAZINES BY CATEGORY					
Mass Women's Magazines		Jun-24			Jun-25
		000's			000's
		Rank			Rank
Australian Women's Weekly	1	1,200	Australian Women's Weekly	1	1,206
Woman's Day	2	704	Woman's Day	2	634
That's Life! Mega Monthly	3	545	That's Life! Mega Monthly	3	502
Take 5 Bumper Monthly	4	513	New Idea	4	501
New Idea	5	509	Take 5 Bumper Monthly	5	481
That's Life!		472	Take 5 (Weekly)		440
Take 5 (Weekly)		443	That's Life!		438
Royals Monthly (by New Idea)		210	Royals Monthly (by New Idea)		222
Women's Lifestyle Magazines		Jun-24			Jun-25
		000's			000's
		Rank			Rank
Who	1	137	Cosmopolitan	1	240
English Woman's Weekly	2	102	Who	2	128
MindFood	3	89	MindFood	3	121
Cosmopolitan	4	-	English Woman's Weekly	4	91
Women's Fashion Magazines		Jun-24			Jun-25
		000's			000's
		Rank			Rank
Vogue Australia	1	466	Vogue Australia	1	431
Marie Claire	2	270	Frankie	2	234
Frankie	3	264	Marie Claire	3	233
Harper's Bazaar	4	145	Harper's Bazaar	4	161
InStyle Australia	5	125	InStyle Australia	5	101
Home & Garden Magazines		Jun-24			Jun-25
		000's			000's
		Rank			Rank
Bunnings Magazine	1	1,902	Bunnings Magazine	1	1,789
Better Homes and Gardens	2	1,793	Better Homes and Gardens	2	1,696
House & Garden	3	710	House & Garden	3	722
Gardening Australia	4	448	Gardening Australia	4	455
Home Beautiful	5	368	Home Beautiful	5	360
Vogue Living		246	Country Style		258
Country Style		212	Vogue Living		227
Organic Gardener		144	Organic Gardener		169
Grand Designs Australia		140	Grand Designs Australia		166
Belle		123	Belle		139
Inside Out		119	Good Organic Gardening		127
Australian Country Homes		110	Home Design		108
Home Design		102	Australian Country		84
Good Organic Gardening		100	Inside Out		-
Kitchens & Bathrooms		57	Kitchens & Bathrooms		-

TOP 5 MAGAZINES BY CATEGORY

Australian Country		55	Australian Country Homes		-
Crafts Magazines		Jun-24 000's			Jun-25 000's
	Rank			Rank	
Homespun	1	73	Homespun	1	-
Quilters Companion	2	60	Quilters Companion	2	-
Food & Entertainment Magazines		Jun-24 000's			Jun-25 000's
	Rank			Rank	
Coles Magazine	1	5,188	Coles Magazine	1	4,995
Fresh Ideas	2	4,880	Fresh Ideas	2	4,477
Delicious	3	319	Delicious	3	329
Australian Gourmet Traveller	4	228	Australian Gourmet Traveller	4	276
New Idea Food	5	127	New Idea Food	5	123
Eat Well		103	Eat Well		121
Business, Financial & Airline Magazines		Jun-24 000's			Jun-25 000's
	Rank			Rank	
Qantas Magazine	1	537	Qantas Magazine	1	538
Forbes Australia	2	259	Forbes Australia	2	305
New Scientist	3	208	Money Magazine	3	205
Time	4	207	New Scientist	4	202
Money Magazine	5	183	Time	5	190
The Monthly	6	168	The Monthly	6	145
Sports Magazines		Jun-24 000's			Jun-25 000's
	Rank			Rank	
AFL Record (Apr-Sep)	1	321	AFL Record (Apr-Sep)	1	285
Golf Australia	2	156	Golf Australia	2	167
Australian Golf Digest	3	153	Australian Golf Digest	3	142
Motoring Magazines		Jun-24 000's			Jun-25 000's
	Rank			Rank	
Street Machine	1	313	Street Machine	1	341
Wheels	2	268	Wheels	2	281
4X4 Australia	3	237	Just Cars	3	263
Just Cars	4	220	4X4 Australia	4	251
Unique Cars	5	205	Unique Cars	5	205
Motorcycle Magazines		Jun-24 000's			Jun-25 000's

TOP 5 MAGAZINES BY CATEGORY					
Rank			Rank		
Australian Motorcycle News	1	99	Australian Motorcycle News	1	-
Dirt Action	2	62	Dirt Action	2	-
Australian Adventure Bike Magazine	3	59	Road Rider	3	-
Road Rider	4	49	Australian Adventure Bike Magazine	4	-
Computing, Gaming & Info Tech Magazines			Jun-24		
			000's		
Rank			Rank		
PC PowerPlay	1	111	PC PowerPlay	1	122
Play Australia Magazine	2	95	APC	2	94
APC	3	88	Play Australia Magazine	3	-
Music & Movies Magazines			Jun-24		
			000's		
Rank			Rank		
Rolling Stone	1	239	Rolling Stone	1	203

TOP 5 MAGAZINES BY CATEGORY					
General Interest Magazines			Jun-24		Jun-25
			000's		000's
			Rank		Rank
Open Road (NRMA) (NSW/Vic/Qld)	1	1,288	Open Road (NRMA) (NSW/Vic/Qld)	1	1,236
National Geographic	2	1,054	National Geographic	2	1,019
Road Ahead (RACQ) (Qld/NSW)	3	618	Road Ahead (RACQ) (Qld/NSW)	3	563
Australian Geographic	4	466	Australian Geographic	4	512
Reader's Digest Australia	5	361	Reader's Digest Australia	5	336
Big Issue		290	Horizons (RAC) (WA)		293
Horizons (RAC) (WA)		280	RM Williams Outback		267
RM Williams Outback		210	Big Issue		265
Vacations & Travel		143	Australian Traveller		168
SA Move (was SA Motor) (RAA) (SA/NT/WA)		131	Vacations & Travel		142
Australian Traveller		127	Cosmos		137
Cosmos		113	SA Move (was SA Motor) (RAA) (SA/NT/WA)		119
T Australia: The New York Times Style Magazine		86	T Australia: The New York Times Style Magazine		77
Health & Family Magazines			Jun-24		Jun-25
			000's		000's
			Rank		Rank
Diabetic Living	1	281	Diabetic Living	1	314
WellBeing	2	276	WellBeing	2	233
Healthy Food Guide	3	172	Healthy Food Guide	3	176
Prevention	4	89	Prevention	4	109
TV Magazines			Jun-24		Jun-25
			000's		000's
			Rank		Rank
TV Week	1	332	TV Week	1	346
Foxtel Magazine	2	252	Foxtel Magazine	2	221

Source: Roy Morgan Single Source 12m to June 2024 and 12m to June 2025

MAGAZINES TOP 20 INCREASES			
	Jun-24 000's	Jun-25 000's	% change
(popn. 14+ '000)	22,381	22,930	
Australian Country	55	84	53.0%
Journeys (RACT) (Tas)	23	34	45.0%
MindFood	89	121	36.2%
Australian Traveller	127	168	32.8%
RM Williams Outback	210	267	27.1%
Good Organic Gardening	100	127	27.0%
Prevention	89	109	22.7%
Country Style	212	258	21.6%
Cosmos	113	137	21.3%
Australian Gourmet Traveller	228	276	21.1%
Just Cars	220	263	19.4%
Grand Designs Australia	140	166	18.6%
Forbes Australia	259	305	17.6%
Eat Well	103	121	17.5%
Organic Gardener	144	169	17.2%
Belle	123	139	13.1%
Money Magazine	183	205	12.4%
Diabetic Living	281	314	11.7%
Harper's Bazaar	145	161	11.2%
Australian Geographic	466	512	10.0%

MAGAZINES TOP 20 DECREASES			
	Jun-24 000's	Jun-25 000's	% change
(popn. 14+ '000)	22,381	22,930	
InStyle Australia	125	101	-18.8%
WellBeing	276	233	-15.6%
Rolling Stone	239	203	-15.3%
The Monthly	168	145	-13.7%
Marie Claire	270	233	-13.6%
Foxtel Magazine	252	221	-12.4%
Frankie	264	234	-11.5%
AFL Record (Apr-Sep)	321	285	-11.3%
English Woman's Weekly	102	91	-10.8%
T Australia: The New York Times Style Magazine	86	77	-10.2%
Woman's Day	704	634	-9.8%
SA Move (was SA Motor) (RAA) (SA/NT/WA)	131	119	-9.5%
Road Ahead (RACQ) (Qld/NSW)	618	563	-8.9%
Big Issue	290	265	-8.6%
Time	207	190	-8.3%
Fresh Ideas	4880	4477	-8.2%
Vogue Living	246	227	-7.9%
That's Life! Mega Monthly	545	502	-7.8%
Vogue Australia	466	431	-7.5%
Australian Golf Digest	153	142	-7.3%

Source: Roy Morgan Single Source 12m to June 2024 and 12m to June 2025

MAGAZINES RANKED BY READERSHIP	
	Jun-25 000's
(popn. 14+ '000)	22,930
Coles Magazine	4,995
Fresh Ideas	4,477
Bunnings Magazine	1,789
Better Homes and Gardens	1,696
Open Road (NRMA) (NSW/Vic/Qld)	1,236
Australian Women's Weekly	1,206
National Geographic	1,019
House & Garden	722
Woman's Day	634
Road Ahead (RACQ) (Qld/NSW)	563
Qantas Magazine	538
Australian Geographic	512
That's Life! Mega Monthly	502
New Idea	501
Take 5 Bumper Monthly	481
Gardening Australia	455
Take 5 (Weekly)	440
That's Life!	438
Vogue Australia	431
Home Beautiful	360
TV Week	346
Street Machine	341
Reader's Digest Australia	336
Delicious	329
Diabetic Living	314
Forbes Australia	305
Horizons (RAC) (WA)	293
AFL Record (Apr-Sep)	285
Wheels	281
Australian Gourmet Traveller	276
RM Williams Outback	267
Big Issue	265
Just Cars	263
Country Style	258
4X4 Australia	251
Cosmopolitan	240
Frankie	234
WellBeing	233
Marie Claire	233
Vogue Living	227
Royals Monthly (by New Idea)	222
Foxtel Magazine	221
Money Magazine	205
Unique Cars	205
Rolling Stone	203
New Scientist	202
Time	190
Healthy Food Guide	176
Organic Gardener	169
Australian Traveller	168
Golf Australia	167
Grand Designs Australia	166
Harper's Bazaar	161
The Monthly	145
Vacations & Travel	142
Australian Golf Digest	142
Belle	139
Cosmos	137
Who	128

MAGAZINES RANKED BY READERSHIP	
	Jun-25 000's
(popn. 14+ '000)	22,930
Good Organic Gardening	127
New Idea Food	123
PC PowerPlay	122
Eat Well	121
MindFood	121
SA Move (was SA Motor) (RAA) (SA/NT/WA)	119
Prevention	109
Home Design	108
InStyle Australia	101
APC	94
English Woman's Weekly	91
Australian Country	84
T Australia: The New York Times Style Magazine	77
Journeys (RACT) (Tas)	34

Source: Roy Morgan Single Source 12m to June 2025