



**Released To All Media  
February 2026**

Detailed below are the Roy Morgan Print Readership results for the year ending December 2025.

Roy Morgan 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.

All readership estimates in these tables are 'average issue readership' (AIR) and represent the number, or %, of Australians who read or look into an average issue of the particular publication.

This provides an estimate of the 'reach' an advertiser can expect to achieve with advertising placed in the publication.

These print readership estimates do **not** include the additional Australians who read the publications in their digital form online, via web, mobile or app.

The total reach - 'cross platform' reach is greater than the 'average issue reach' of a publication as it includes additional readers.

## Magazines

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2024	Dec 2025	Gain/Loss	Dec 2024	Dec 2025	% Change
4X4 Australia	1.0	1.2	0.2	229	285	24.7
AFL Record (Apr-Sep)	1.5	1.1	-0.4	330	247	-25.3
APC	0.4	0.5	0.2	84	123	46.3
Australian Country	0.3	0.5	0.2	68	116	69.9
Australian Geographic	2.1	2.4	0.3	480	559	16.4
Australian Golf Digest	0.6	0.8	0.2	147	195	33.0
Australian Gourmet Traveller	1.1	1.4	0.3	239	313	30.6
Australian Traveller	0.6	0.9	0.3	135	217	60.6
Australian Women's Weekly	5.4	5.1	-0.3	1,222	1,172	-4.1
Belle	0.6	0.8	0.2	131	185	40.9
Better Homes and Gardens	8.0	6.9	-1.1	1,809	1,593	-11.9
Big Issue	1.1	1.3	0.2	259	307	18.9
Bunnings Magazine	8.3	7.5	-0.8	1,874	1,735	-7.4
Coles Magazine (revised Dec24)	23.8	19.0	-	5,399	4,386	-
Cosmopolitan	1.3	0.9	-0.4	292	203	-30.3
Country Style	1.0	1.3	0.3	229	306	33.9
Diabetic Living	1.4	1.4	0.1	309	334	7.9
Eat Well	0.5	0.7	0.2	111	161	44.8
Elle Australia (from Jan25)	-	0.8	-	-	179	-
English Woman's Weekly	0.3	0.4	0.1	79	102	28.8
Esquire Australia	0.2	0.3	0.1	44	75	71.7
Forbes Australia	1.2	1.5	0.2	280	340	21.6
Frankie	1.1	0.9	-0.2	261	218	-16.4
Fresh Ideas (revised Dec24)	21.1	17.8	-	4,786	4,118	-
Gardening Australia	1.9	2.0	0.1	439	464	5.8
Golf Australia	0.7	0.9	0.2	158	207	31.3
Good Organic Gardening	0.5	0.6	0.1	117	140	19.3
Grand Designs Australia	0.7	0.7	0.1	149	171	14.3
Harper's Bazaar	0.7	0.7	0.0	151	161	6.4
Healthy Food Guide	0.8	0.9	0.1	182	209	14.9
Home Beautiful	1.6	1.7	0.2	354	400	13.1
Home Design	0.5	0.6	0.1	104	137	31.7

## Magazines (continued)

Magazines	Readership % of Population 14+			Readership ('000s)		
	Dec 2024	Dec 2025	Gain/Loss	Dec 2024	Dec 2025	% Change
Horizons (RAC) (WA)	1.3	1.2	-0.1	298	276	-7.7
House & Garden	3.2	3.2	0.0	723	734	1.6
Just Cars	1.0	1.3	0.4	220	308	39.9
Marie Claire	1.2	1.0	-0.1	263	235	-10.6
MindFood	0.5	0.5	0.0	116	125	7.9
Money Magazine	0.8	0.9	0.1	184	211	14.9
The Monthly	0.7	0.7	0.1	149	173	16.1
National Geographic	4.7	4.3	-0.4	1,067	1,001	-6.2
New Idea	2.2	2.1	-0.1	494	488	-1.3
New Idea Food	0.5	0.6	0.1	116	134	15.7
New Scientist	0.9	0.8	0.0	196	192	-2.1
Open Road (NRMA) (NSW/Vic/Qld)	5.7	5.2	-0.5	1,295	1,205	-6.9
Organic Gardener	0.7	0.8	0.1	155	188	21.3
PC PowerPlay	0.5	0.6	0.1	114	137	20.1
Prevention	0.4	0.6	0.2	94	134	42.7
Qantas Magazine	2.3	2.5	0.1	524	567	8.0
RM Williams Outback	1.0	1.2	0.2	226	286	26.5
Road Ahead (RACQ) (Qld/NSW)	2.5	2.4	-0.2	577	548	-4.9
Rolling Stone	1.0	1.0	-0.1	232	224	-3.3
SA Move (was SA Motor) (RAA) (SA/NT/WA)	0.6	0.4	-0.3	147	92	-37.4
Street Machine	1.4	1.7	0.3	314	383	22.3
T Australia: The New York Times Style Magazine	0.3	0.5	0.2	70	106	52.3
Take 5 (Weekly)	1.9	1.9	0.0	430	437	1.7
Take 5 Bumper Monthly	2.3	2.0	-0.3	532	468	-11.9
That's Life!	2.0	1.8	-0.3	461	408	-11.6
That's Life! Mega Monthly	2.3	2.1	-0.3	528	477	-9.6
Time	1.0	0.6	-0.4	228	140	-38.8
TOTAL Motoring Club Magazines	10.2	9.1	-1.1	2,306	2,094	-9.2
TV Week	1.6	1.3	-0.3	355	297	-16.4
Unique Cars	0.8	1.1	0.3	192	263	37.1
Vacations & Travel	0.5	0.8	0.3	110	187	69.5
Vogue Australia	2.0	1.9	-0.1	448	432	-3.5
Vogue Living	1.0	1.1	0.1	230	256	11.4
WellBeing	1.0	1.1	0.1	237	260	9.9
Wheels	1.2	1.2	-0.1	280	272	-3.1
Who	0.6	0.5	-0.1	138	116	-16.4
Woman's Day	3.1	2.6	-0.4	694	606	-12.7