



Roy Morgan Readership 12 months to December 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						
	Dec-24	Dec-25	%	Dec-24	Dec-25	
(popn. 14+ '000)	000's	000's	change	% of	% of	Gain/ Loss
				popn. 14+	popn. 14+	
	22,699	23,115				
Mass Women's Magazines	2,630	2,370	-9.9%	11.6	10.3	-1.3
Women's Lifestyle Magazines	367	491	33.8%	1.6	2.1	0.5
Women's Fashion Magazines	960	911	-5.1%	4.2	3.9	-0.3
Home & Garden Magazines	4,240	3,920	-7.6%	18.7	17.0	-1.7
Crafts Magazines	124	-	-	0.5	-	-
Food & Entertainment Magazines	7,373	6,296	-14.6%	32.5	27.2	-5.2
Business, Financial & Airline Magazines	1,400	1,385	-1.0%	6.2	6.0	-0.2
Men's Lifestyle Magazines	44	75	71.7%	0.2	0.3	0.1
Sports Magazines	530	556	4.9%	2.3	2.4	0.1
Motoring Magazines	905	1,079	19.1%	4.0	4.7	0.7
Motorcycle Magazines	234	-	-	1.0	-	-
Computing, Gaming & Info Tech Magazines	268	296	10.6%	1.2	1.3	0.1
Music & Movies Magazines	232	224	-3.3%	1.0	1.0	-0.1
General Interest Magazines	4,092	3,895	-4.8%	18.0	16.9	-1.2
Health & Family Magazines	1,237	1,203	-2.7%	5.5	5.2	-0.2
TV Magazines	559	429	-23.3%	2.5	1.9	-0.6
Read Any Magazine (excl NIMs)	11,463	10,723	-6.5%	50.5	46.4	-4.1

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

MAGAZINES BY CATEGORY			
	Dec-24	Dec-25	%
	000's	000's	change
(popn. 14+ '000)	22,699	23,115	
Australian Women's Weekly	1,222	1,172	-4.1%
Woman's Day	694	606	-12.7%
New Idea	494	488	-1.3%
Take 5 (Weekly)	430	437	1.7%
Take 5 Bumper Monthly	532	468	-11.9%
That's Life!	461	408	-11.6%
That's Life! Mega Monthly	528	477	-9.6%
Royals Monthly (by New Idea)	225	-	-
Mass Women's Magazines	2,630	2,370	-9.9%
Who	138	116	-16.4%
English Woman's Weekly	79	102	28.8%
MindFood	116	125	7.9%
Cosmopolitan	292	203	-30.3%
Women's Lifestyle Magazines	367	491	33.8%
Marie Claire	263	235	-10.6%
Vogue Australia	448	432	-3.5%
Harper's Bazaar	151	161	6.4%
Elle Australia (from Jan25)	-	179	-
Frankie	261	218	-16.4%
InStyle Australia	103	-	-
Women's Fashion Magazines	960	911	-5.1%
House & Garden	723	734	1.6%
Better Homes and Gardens	1,809	1,593	-11.9%
Home Beautiful	354	400	13.1%
Belle	131	185	40.9%
Vogue Living	230	256	11.4%
Country Style	229	306	33.9%
Inside Out	105	-	-
Home Design	104	137	31.7%
Gardening Australia	439	464	5.8%
Bunnings Magazine	1,874	1,735	-7.4%
Organic Gardener	155	188	21.3%
Grand Designs Australia	149	171	14.3%
Kitchens & Bathrooms	47	-	-
Australian Country	68	116	69.9%
Good Organic Gardening	117	140	19.3%
Australian Country Homes	116	-	-
Home & Garden Magazines	4,240	3,920	-7.6%
Australian Gourmet Traveller	239	313	30.6%
Delicious	316	-	-
Coles Magazine (revised Dec24)	5,399	4,386	-
Fresh Ideas (revised Dec24)	4,786	4,118	-
New Idea Food	116	134	15.7%
Eat Well	111	161	44.8%
Food & Entertainment Magazines	7,373	6,296	-14.6%
Time	228	140	-38.8%
The Monthly	149	173	16.1%
Money Magazine	184	211	14.9%
New Scientist	196	192	-2.1%
Qantas Magazine	524	567	8.0%
Forbes Australia	280	340	21.6%
Business, Financial & Airline Magazines	1,400	1,385	-1.0%
Esquire Australia	44	75	71.7%
Men's Lifestyle Magazines	44	75	71.7%
Australian Golf Digest	147	195	33.0%
Golf Australia	158	207	31.3%
AFL Record (Apr-Sep)	330	247	-25.3%
Sports Magazines	530	556	4.9%
Wheels	280	272	-3.1%
Street Machine	314	383	22.3%
Unique Cars	192	263	37.1%

MAGAZINES BY CATEGORY			
	Dec-24	Dec-25	%
	000's	000's	change
(popn. 14+ '000)	22,699	23,115	
Just Cars	220	308	39.9%
4X4 Australia	229	285	24.7%
Motoring Magazines	905	1,079	19.1%
Play Australia Magazine	79	-	-
APC	84	123	46.3%
PC PowerPlay	114	137	20.1%
Computing, Gaming & Info Tech Magazines	268	296	10.6%
Rolling Stone	232	224	-3.3%
Music & Movies Magazines	232	224	-3.3%
Reader's Digest Australia	356	-	-
Big Issue	259	307	18.9%
National Geographic	1,067	1,001	-6.2%
Australian Geographic	480	559	16.4%
Cosmos	110	-	-
RM Williams Outback	226	286	26.5%
Australian Traveller	135	217	60.6%
Road Ahead (RACQ) (Qld/NSW)	577	548	-4.9%
SA Move (was SA Motor) (RAA) (SA/NT/WA)	147	92	-37.4%
Horizons (RAC) (WA)	298	276	-7.7%
Journeys (RACT) (Tas)	32	-	-
Vacations & Travel	110	187	69.5%
T Australia: The New York Times Style Magazine	70	106	52.3%
Open Road (NRMA) (NSW/Vic/Qld)	1,295	1,205	-6.9%
General Interest Magazines	4,092	3,895	-4.8%
WellBeing	237	260	9.9%
Diabetic Living	309	334	7.9%
Healthy Food Guide	182	209	14.9%
Prevention	94	134	42.7%
Health & Family Magazines	1,237	1,203	-2.7%
TV Week	355	297	-16.4%
Foxtel Magazine	233	-	-
TV Magazines	559	429	-23.3%

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

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Dec-24 000's	Dec-25 000's
	Rank		Rank
Australian Women's Weekly	1	1,222	1 1,172
Woman's Day	2	694	2 606
Take 5 Bumper Monthly	3	532	3 488
That's Life! Mega Monthly	4	528	4 477
New Idea	5	494	5 468
That's Life!		461	437
Take 5 (Weekly)		430	408
Royals Monthly (by New Idea)		225	-

Women's Lifestyle Magazines		Dec-24 000's	Dec-25 000's
	Rank		Rank
Cosmopolitan	1	292	1 203
Who	2	138	2 125
MindFood	3	116	3 116
English Woman's Weekly	4	79	4 102

Women's Fashion Magazines		Dec-24 000's	Dec-25 000's
	Rank		Rank
Vogue Australia	1	448	1 432
Marie Claire	2	263	2 235
Frankie	3	261	3 218
Harper's Bazaar	4	151	4 179
InStyle Australia	5	103	5 161
Elle Australia (from Jan25)	6	-	6 -

Home & Garden Magazines		Dec-24 000's	Dec-25 000's
	Rank		Rank
Bunnings Magazine	1	1,874	1 1,735
Better Homes and Gardens	2	1,809	2 1,593
House & Garden	3	723	3 734
Gardening Australia	4	439	4 464
Home Beautiful	5	354	5 400
Vogue Living		230	306
Country Style		229	256
Organic Gardener		155	188
Grand Designs Australia		149	185
Belle		131	171
Good Organic Gardening		117	140
Australian Country Homes		116	137
Inside Out		105	116
Home Design		104	-

TOP 5 MAGAZINES BY CATEGORY

Australian Country	68	Kitchens & Bathrooms	-
Kitchens & Bathrooms	47	Australian Country Homes	-

Food & Entertainment Magazines	Dec-24		Dec-25
	000's		000's

	Rank			Rank	
Coles Magazine (revised Dec24)	1	5,399	Coles Magazine (revised Dec24)	1	4,386
Fresh Ideas (revised Dec24)	2	4,786	Fresh Ideas (revised Dec24)	2	4,118
Delicious	3	316	Australian Gourmet Traveller	3	313
Australian Gourmet Traveller	4	239	Eat Well	4	161
New Idea Food	5	116	New Idea Food	5	134
Eat Well		111	Delicious		-

Business, Financial & Airline Magazines	Dec-24		Dec-25
	000's		000's

	Rank			Rank	
Qantas Magazine	1	524	Qantas Magazine	1	567
Forbes Australia	2	280	Forbes Australia	2	340
Time	3	228	Money Magazine	3	211
New Scientist	4	196	New Scientist	4	192
Money Magazine	5	184	The Monthly	5	173
The Monthly	6	149	Time	6	140

Men's Lifestyle Magazines	Dec-24		Dec-25
	000's		000's

	Rank			Rank	
Esquire Australia	1	44	Esquire Australia	1	75

Sports Magazines	Dec-24		Dec-25
	000's		000's

	Rank			Rank	
AFL Record (Apr-Sep)	1	330	AFL Record (Apr-Sep)	1	247
Golf Australia	2	158	Golf Australia	2	207
Australian Golf Digest	3	147	Australian Golf Digest	3	195

Motoring Magazines	Dec-24		Dec-25
	000's		000's

	Rank			Rank	
Street Machine	1	314	Street Machine	1	383
Wheels	2	280	Just Cars	2	308
4X4 Australia	3	229	4X4 Australia	3	285
Just Cars	4	220	Wheels	4	272
Unique Cars	5	192	Unique Cars	5	263

Computing, Gaming & Info Tech Magazines	Dec-24		Dec-25
	000's		000's

TOP 5 MAGAZINES BY CATEGORY

	Rank			Rank	
PC PowerPlay	1	114	PC PowerPlay	1	137
APC	2	84	APC	2	123
Play Australia Magazine	3	79	Play Australia Magazine	3	-

Music & Movies Magazines

	Dec-24 000's			Dec-25 000's	
	Rank			Rank	
Rolling Stone	1	232	Rolling Stone	1	224

TOP 5 MAGAZINES BY CATEGORY

General Interest Magazines		Dec-24 000's	Dec-25 000's
	Rank		Rank
Open Road (NRMA) (NSW/Vic/Qld)	1	1,295	1,205
National Geographic	2	1,067	1,001
Road Ahead (RACQ) (Qld/NSW)	3	577	559
Australian Geographic	4	480	548
Reader's Digest Australia	5	356	307
Horizons (RAC) (WA)		298	286
Big Issue		259	276
RM Williams Outback		226	217
SA Move (was SA Motor) (RAA) (SA/NT/WA)		147	187
Australian Traveller		135	106
Vacations & Travel		110	92
Cosmos		110	-
T Australia: The New York Times Style Magazine		70	-
Journeys (RACT) (Tas)		32	-

Health & Family Magazines		Dec-24 000's	Dec-25 000's
	Rank		Rank
Diabetic Living	1	309	334
WellBeing	2	237	260
Healthy Food Guide	3	182	209
Prevention	4	94	134

TV Magazines		Dec-24 000's	Dec-25 000's
	Rank		Rank
TV Week	1	355	297
Foxtel Magazine	2	233	-

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

MAGAZINES TOP 20 INCREASES			
	Dec-24 000's	Dec-25 000's	% change
(popn. 14+ '000)	22,699	23,115	
Esquire Australia	44	75	71.7%
Australian Country	68	116	69.9%
Vacations & Travel	110	187	69.5%
Australian Traveller	135	217	60.6%
T Australia: The New York Times Style Magazine	70	106	52.3%
APC	84	123	46.3%
Eat Well	111	161	44.8%
Prevention	94	134	42.7%
Belle	131	185	40.9%
Just Cars	220	308	39.9%
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Country Style	229	306	33.9%
Australian Golf Digest	147	195	33.0%
Home Design	104	137	31.7%
Golf Australia	158	207	31.3%
Australian Gourmet Traveller	239	313	30.6%
English Woman's Weekly	79	102	28.8%
RM Williams Outback	226	286	26.5%
4X4 Australia	229	285	24.7%
Street Machine	314	383	22.3%

MAGAZINES TOP 20 DECREASES			
	Dec-24 000's	Dec-25 000's	% change
(popn. 14+ '000)	22,699	23,115	
Time	228	140	-38.8%
SA Move (was SA Motor) (RAA) (SA/NT/WA)	147	92	-37.4%
Cosmopolitan	292	203	-30.3%
AFL Record (Apr-Sep)	330	247	-25.3%
Frankie	261	218	-16.4%
Who	138	116	-16.4%
TV Week	355	297	-16.4%
Woman's Day	694	606	-12.7%
Take 5 Bumper Monthly	532	468	-11.9%
Better Homes and Gardens	1809	1593	-11.9%
That's Life!	461	408	-11.6%
Marie Claire	263	235	-10.6%
That's Life! Mega Monthly	528	477	-9.6%
Horizons (RAC) (WA)	298	276	-7.7%
Bunnings Magazine	1874	1735	-7.4%
Open Road (NRMA) (NSW/Vic/Qld)	1295	1205	-6.9%
National Geographic	1067	1001	-6.2%
Road Ahead (RACQ) (Qld/NSW)	577	548	-4.9%
Australian Women's Weekly	1222	1172	-4.1%
Vogue Australia	448	432	-3.5%

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

MAGAZINES RANKED BY READERSHIP

	Dec-25 000's
(popn. 14+ '000)	23,115
Coles Magazine (revised Dec24)	4,386
Fresh Ideas (revised Dec24)	4,118
Bunnings Magazine	1,735
Better Homes and Gardens	1,593
Open Road (NRMA) (NSW/Vic/Qld)	1,205
Australian Women's Weekly	1,172
National Geographic	1,001
House & Garden	734
Woman's Day	606
Qantas Magazine	567
Australian Geographic	559
Road Ahead (RACQ) (Qld/NSW)	548
New Idea	488
That's Life! Mega Monthly	477
Take 5 Bumper Monthly	468
Gardening Australia	464
Take 5 (Weekly)	437
Vogue Australia	432
That's Life!	408
Home Beautiful	400
Street Machine	383
Forbes Australia	340
Diabetic Living	334
Australian Gourmet Traveller	313
Just Cars	308
Big Issue	307
Country Style	306
TV Week	297
RM Williams Outback	286
4X4 Australia	285
Horizons (RAC) (WA)	276
Wheels	272
Unique Cars	263
WellBeing	260
Vogue Living	256
AFL Record (Apr-Sep)	247
Marie Claire	235
Rolling Stone	224
Frankie	218
Australian Traveller	217
Money Magazine	211
Healthy Food Guide	209
Golf Australia	207
Cosmopolitan	203
Australian Golf Digest	195
New Scientist	192
Organic Gardener	188
Vacations & Travel	187
Belle	185
Elle Australia (from Jan25)	179
The Monthly	173
Grand Designs Australia	171
Eat Well	161
Harper's Bazaar	161
Good Organic Gardening	140
Time	140
PC PowerPlay	137
Home Design	137
New Idea Food	134

MAGAZINES RANKED BY READERSHIP	
	Dec-25 000's
(popn. 14+ '000)	23,115
Prevention	134
MindFood	125
APC	123
Who	116
Australian Country	116
T Australia: The New York Times Style Magazine	106
English Woman's Weekly	102
SA Move (was SA Motor) (RAA) (SA/NT/WA)	92
Esquire Australia	75

Source: Roy Morgan Single Source 12m to December 2025