



Roy Morgan Readership 12 months to March 2026 Additional Analysis

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Magazines Ranked by Readership

MAGAZINE CATEGORIES						
	Mar-25	Mar-26	%	Mar-25	Mar-26	
(popn. 14+ '000)	000's	000's	change	% of popn. 14+	% of popn. 14+	Gain/Loss
	22,821	23,211				
Mass Women's Magazines	2,526	2,364	-6.4%	11.1	10.2	-0.9
Women's Lifestyle Magazines	403	503	25.0%	1.8	2.2	0.4
Women's Fashion Magazines	939	918	-2.3%	4.1	4.0	-0.2
Home & Garden Magazines	4,140	3,972	-4.0%	18.1	17.1	-1.0
Food & Entertainment Magazines	7,175	6,300	-12.2%	31.4	27.1	-4.3
Business, Financial & Airline Magazines	1,372	1,437	4.7%	6.0	6.2	0.2
Men's Lifestyle Magazines	38	80	110.5%	0.2	0.3	0.2
Sports Magazines	498	585	17.4%	2.2	2.5	0.3
Motoring Magazines	917	1,092	19.1%	4.0	4.7	0.7
Computing, Gaming & Info Tech Magazines	248	274	10.3%	1.1	1.2	0.1
General Interest Magazines	3,969	3,949	-0.5%	17.4	17.0	-0.4
Health & Family Magazines	1,216	1,231	1.2%	5.3	5.3	0.0
TV Magazines	541	376	-30.5%	2.4	1.6	-0.8
Read Any Magazine (excl NIMs)	11,229	10,788	-3.9%	49.2	46.5	-2.7

Source: Roy Morgan Single Source 12m to March 2025 and 12m to March 2026

MAGAZINES BY CATEGORY			
	Mar-25	Mar-26	%
	000's	000's	change
(popn. 14+ '000)	22,821	23,211	
Australian Women's Weekly	1,180	1,199	1.6%
Woman's Day	678	586	-13.5%
New Idea	484	460	-4.9%
Take 5 (Weekly)	427	401	-6.0%
Take 5 Bumper Monthly	488	481	-1.6%
That's Life!	438	378	-13.8%
That's Life! Mega Monthly	512	481	-5.9%
Royals Monthly (by New Idea)	209	-	-
Mass Women's Magazines	2,526	2,364	-6.4%
Who	129	104	-19.5%
English Woman's Weekly	83	106	28.1%
MindFood	115	138	19.9%
Cosmopolitan	245	209	-14.7%
Women's Lifestyle Magazines	403	503	25.0%
Marie Claire	248	228	-8.2%
Vogue Australia	420	445	6.0%
Harper's Bazaar	153	160	4.3%
Elle Australia (from Jan25)	-	171	-
Frankie	252	236	-6.5%
InStyle Australia	99	-	-
Women's Fashion Magazines	939	918	-2.3%
House & Garden	709	731	3.1%
Better Homes and Gardens	1,744	1,624	-6.9%
Home Beautiful	338	414	22.3%
Belle	122	192	57.1%
Vogue Living	221	262	18.5%
Country Style	228	312	37.0%
Home Design	101	146	43.8%
Gardening Australia	456	457	0.3%
Bunnings Magazine	1,840	1,741	-5.4%
Organic Gardener	151	199	31.9%
Grand Designs Australia	146	176	20.5%
Kitchens & Bathrooms	43	-	-
Australian Country	73	121	66.4%
Good Organic Gardening	118	139	17.1%
Australian Country Homes	117	-	-
Home & Garden Magazines	4,140	3,972	-4.0%
Australian Gourmet Traveller	233	333	43.2%
Delicious	304	-	-
Coles Magazine (revised Dec24)	5,245	4,437	-
Fresh Ideas (revised Dec24)	4,645	4,084	-
New Idea Food	115	129	12.1%
Eat Well	102	168	63.7%
Food & Entertainment Magazines	7,175	6,300	-12.2%
Time	206	137	-33.4%
The Monthly	136	194	43.0%
Money Magazine	179	219	22.7%
New Scientist	201	195	-3.0%
Qantas Magazine	525	580	10.6%
Forbes Australia	286	371	29.8%
Business, Financial & Airline Magazines	1,372	1,437	4.7%
Esquire Australia	38	80	110.5%
Men's Lifestyle Magazines	38	80	110.5%
Australian Golf Digest	131	204	55.3%
Golf Australia	139	223	60.2%
AFL Record (Apr-Sep)	330	247	-25.3%
Sports Magazines	498	585	17.4%
Wheels	267	284	6.3%
Street Machine	317	374	18.1%
Unique Cars	191	261	36.4%
Just Cars	227	310	36.4%

MAGAZINES BY CATEGORY			
	Mar-25	Mar-26	%
(popn. 14+ '000)	000's	000's	change
	22,821	23,211	
4X4 Australia	229	293	27.8%
Motoring Magazines	917	1,092	19.1%
APC	84	132	56.8%
PC PowerPlay	97	-	-
Computing, Gaming & Info Tech Magazines	248	274	10.3%
Reader's Digest Australia	316	-	-
Big Issue	251	320	27.6%
National Geographic	1,047	1,024	-2.3%
Australian Geographic	487	602	23.7%
Cosmos	113	-	-
RM Williams Outback	232	277	19.0%
Australian Traveller	144	229	59.6%
Road Ahead (RACQ) (Qld/NSW)	558	541	-2.9%
SA Move (was SA Motor) (RAA) (SA/NT/WA)	128	94	-26.8%
Horizons (RAC) (WA)	298	275	-7.8%
Journeys (RACT) (Tas)	33	-	-
Vacations & Travel	111	201	81.9%
T Australia: The New York Times Style Magazine	67	116	73.9%
Open Road (NRMA) (NSW/Vic/Qld)	1,224	1,215	-0.8%
General Interest Magazines	3,969	3,949	-0.5%
WellBeing	205	293	42.8%
Diabetic Living	301	333	10.8%
Healthy Food Guide	167	218	30.9%
Prevention	90	147	63.3%
Health & Family Magazines	1,216	1,231	1.2%
TV Week	358	281	-21.4%
Foxtel Magazine	213	-	-
TV Magazines	541	376	-30.5%

Source: Roy Morgan Single Source 12m to March 2025 and 12m to March 2026

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines		Mar-25 000's		Mar-26 000's
		Rank		Rank
Australian Women's Weekly	1	1,180	Australian Women's Weekly	1 1,199
Woman's Day	2	678	Woman's Day	2 586
That's Life! Mega Monthly	3	512	That's Life! Mega Monthly	3 481
Take 5 Bumper Monthly	4	488	Take 5 Bumper Monthly	4 481
New Idea	5	484	New Idea	5 460
That's Life!		438	Take 5 (Weekly)	401
Take 5 (Weekly)		427	That's Life!	378
Royals Monthly (by New Idea)		209	Royals Monthly (by New Idea)	-

Women's Lifestyle Magazines		Mar-25 000's		Mar-26 000's
		Rank		Rank
Cosmopolitan	1	245	Cosmopolitan	1 209
Who	2	129	MindFood	2 138
MindFood	3	115	English Woman's Weekly	3 106
English Woman's Weekly	4	83	Who	4 104

Women's Fashion Magazines		Mar-25 000's		Mar-26 000's
		Rank		Rank
Vogue Australia	1	420	Vogue Australia	1 445
Frankie	2	252	Frankie	2 236
Marie Claire	3	248	Marie Claire	3 228
Harper's Bazaar	4	153	Elle Australia (from Jan25)	4 171
InStyle Australia	5	99	Harper's Bazaar	5 160
Elle Australia (from Jan25)	6	-	InStyle Australia	6 -

Home & Garden Magazines		Mar-25 000's		Mar-26 000's
		Rank		Rank
Bunnings Magazine	1	1,840	Bunnings Magazine	1 1,741
Better Homes and Gardens	2	1,744	Better Homes and Gardens	2 1,624
House & Garden	3	709	House & Garden	3 731
Gardening Australia	4	456	Gardening Australia	4 457
Home Beautiful	5	338	Home Beautiful	5 414
Country Style		228	Country Style	312
Vogue Living		221	Vogue Living	262
Organic Gardener		151	Organic Gardener	199
Grand Designs Australia		146	Belle	192
Belle		122	Grand Designs Australia	176
Good Organic Gardening		118	Home Design	146
Australian Country Homes		117	Good Organic Gardening	139
Home Design		101	Australian Country	121
Australian Country		73	Australian Country Homes	-

TOP 5 MAGAZINES BY CATEGORY

Kitchens & Bathrooms	43	Kitchens & Bathrooms	-
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Food & Entertainment Magazines	Mar-25		Mar-26
	000's		000's
	Rank		Rank
Coles Magazine (revised Dec24)	1	5,245	Coles Magazine (revised Dec24) 1 4,437
Fresh Ideas (revised Dec24)	2	4,645	Fresh Ideas (revised Dec24) 2 4,084
Delicious	3	304	Australian Gourmet Traveller 3 333
Australian Gourmet Traveller	4	233	Eat Well 4 168
New Idea Food	5	115	New Idea Food 5 129
Eat Well		102	Delicious -

Business, Financial & Airline Magazines	Mar-25		Mar-26
	000's		000's
	Rank		Rank
Qantas Magazine	1	525	Qantas Magazine 1 580
Forbes Australia	2	286	Forbes Australia 2 371
Time	3	206	Money Magazine 3 219
New Scientist	4	201	New Scientist 4 195
Money Magazine	5	179	The Monthly 5 194
The Monthly	6	136	Time 6 137

Men's Lifestyle Magazines	Mar-25		Mar-26
	000's		000's
	Rank		Rank
Esquire Australia	1	38	Esquire Australia 1 80

Sports Magazines	Mar-25		Mar-26
	000's		000's
	Rank		Rank
AFL Record (Apr-Sep)	1	330	AFL Record (Apr-Sep) 1 247
Golf Australia	2	139	Golf Australia 2 223
Australian Golf Digest	3	131	Australian Golf Digest 3 204

Motoring Magazines	Mar-25		Mar-26
	000's		000's
	Rank		Rank
Street Machine	1	317	Street Machine 1 374
Wheels	2	267	Just Cars 2 310
4X4 Australia	3	229	4X4 Australia 3 293
Just Cars	4	227	Wheels 4 284
Unique Cars	5	191	Unique Cars 5 261

Computing, Gaming & Info Tech Magazines	Mar-25		Mar-26
	000's		000's
	Rank		Rank

TOP 5 MAGAZINES BY CATEGORY

PC PowerPlay	1	97	APC	1	132
APC	2	84	PC PowerPlay	2	-

TOP 5 MAGAZINES BY CATEGORY

General Interest Magazines		Mar-25 000's	Mar-26 000's
	Rank		Rank
Open Road (NRMA) (NSW/Vic/Qld)	1	1,224	Open Road (NRMA) (NSW/Vic/Qld) 1 1,215
National Geographic	2	1,047	National Geographic 2 1,024
Road Ahead (RACQ) (Qld/NSW)	3	558	Australian Geographic 3 602
Australian Geographic	4	487	Road Ahead (RACQ) (Qld/NSW) 4 541
Reader's Digest Australia	5	316	Big Issue 5 320
Horizons (RAC) (WA)		298	RM Williams Outback 277
Big Issue		251	Horizons (RAC) (WA) 275
RM Williams Outback		232	Australian Traveller 229
Australian Traveller		144	Vacations & Travel 201
SA Move (was SA Motor) (RAA) (SA/NT/WA)		128	T Australia: The New York Times Style Magazine 116
Cosmos		113	SA Move (was SA Motor) (RAA) (SA/NT/WA) 94
Vacations & Travel		111	Reader's Digest Australia -
T Australia: The New York Times Style Magazine		67	Cosmos -
Journeys (RACT) (Tas)		33	Journeys (RACT) (Tas) -

Health & Family Magazines		Mar-25 000's	Mar-26 000's
	Rank		Rank
Diabetic Living	1	301	Diabetic Living 1 333
WellBeing	2	205	WellBeing 2 293
Healthy Food Guide	3	167	Healthy Food Guide 3 218
Prevention	4	90	Prevention 4 147

TV Magazines		Mar-25 000's	Mar-26 000's
	Rank		Rank
TV Week	1	358	TV Week 1 281
Foxtel Magazine	2	213	Foxtel Magazine 2 -

Source: Roy Morgan Single Source 12m to March 2025 and 12m to March 2026

MAGAZINES TOP 20 INCREASES			
	Mar-25 000's	Mar-26 000's	% change
(popn. 14+ '000)	22,821	23,211	
Esquire Australia	38	80	110.5%
Vacations & Travel	111	201	81.9%
T Australia: The New York Times Style Magazine	67	116	73.9%
Australian Country	73	121	66.4%
Eat Well	102	168	63.7%
Prevention	90	147	63.3%
Golf Australia	139	223	60.2%
Australian Traveller	144	229	59.6%
Belle	122	192	57.1%
APC	84	132	56.8%
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WellBeing	205	293	42.8%
Country Style	228	312	37.0%
Just Cars	227	310	36.4%
Unique Cars	191	261	36.4%
Organic Gardener	151	199	31.9%
Healthy Food Guide	167	218	30.9%

MAGAZINES TOP 20 DECREASES			
	Mar-25 000's	Mar-26 000's	% change
(popn. 14+ '000)	22,821	23,211	
Time	206	137	-33.4%
SA Move (was SA Motor) (RAA) (SA/NT/WA)	128	94	-26.8%
AFL Record (Apr-Sep)	330	247	-25.3%
TV Week	358	281	-21.4%
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Cosmopolitan	245	209	-14.7%
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Better Homes and Gardens	1744	1624	-6.9%
Frankie	252	236	-6.5%
Take 5 (Weekly)	427	401	-6.0%
That's Life! Mega Monthly	512	481	-5.9%
Bunnings Magazine	1840	1741	-5.4%
New Idea	484	460	-4.9%
New Scientist	201	195	-3.0%
Road Ahead (RACQ) (Qld/NSW)	558	541	-2.9%
National Geographic	1047	1024	-2.3%
Take 5 Bumper Monthly	488	481	-1.6%

Source: Roy Morgan Single Source 12m to March 2025 and 12m to March 2026

MAGAZINES RANKED BY READERSHIP

	Mar-26 000's
(popn. 14+ '000)	23,211
Coles Magazine (revised Dec24)	4,437
Fresh Ideas (revised Dec24)	4,084
Bunnings Magazine	1,741
Better Homes and Gardens	1,624
Open Road (NRMA) (NSW/Vic/Qld)	1,215
Australian Women's Weekly	1,199
National Geographic	1,024
House & Garden	731
Australian Geographic	602
Woman's Day	586
Qantas Magazine	580
Road Ahead (RACQ) (Qld/NSW)	541
That's Life! Mega Monthly	481
Take 5 Bumper Monthly	481
New Idea	460
Gardening Australia	457
Vogue Australia	445
Home Beautiful	414
Take 5 (Weekly)	401
That's Life!	378
Street Machine	374
Forbes Australia	371
Australian Gourmet Traveller	333
Diabetic Living	333
Big Issue	320
Country Style	312
Just Cars	310
WellBeing	293
4X4 Australia	293
Wheels	284
TV Week	281
RM Williams Outback	277
Horizons (RAC) (WA)	275
Vogue Living	262
Unique Cars	261
AFL Record (Apr-Sep)	247
Frankie	236
Australian Traveller	229
Marie Claire	228
Golf Australia	223
Money Magazine	219
Healthy Food Guide	218
Cosmopolitan	209
Australian Golf Digest	204
Vacations & Travel	201
Organic Gardener	199
New Scientist	195
The Monthly	194
Belle	192
Grand Designs Australia	176
Elle Australia (from Jan25)	171
Eat Well	168
Harper's Bazaar	160
Prevention	147
Home Design	146
Good Organic Gardening	139
MindFood	138
Time	137
APC	132

MAGAZINES RANKED BY READERSHIP	
	Mar-26 000's
(popn. 14+ '000)	23,211
New Idea Food	129
Australian Country	121
T Australia: The New York Times Style Magazine	116
English Woman's Weekly	106
Who	104
SA Move (was SA Motor) (RAA) (SA/NT/WA)	94
Esquire Australia	80

Source: Roy Morgan Single Source 12m to March 2026