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ROY MORGAN

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Magazine brands reach more than 13.8 million Australians across print and digital

Magazine brands continue to reach almost three in five Australians aged 18+, with a combined print and digital audience of more than 13.8 million people (59.3%), according to the latest Roy Morgan Australian Readership results for the 12 months to September 2026.

Print remains a significant part of the magazine landscape, reaching more than 10.8 million Australians, while digital platforms extend the reach of many of Australia's best-known magazine brands.

The latest results are based on Roy Morgan's Single Source survey of 60,255 Australians aged 14+.

Seven Australian magazines reach more than 1.5 million people across print and digital

Are Media's Better Homes and Gardens and Woman's Day lead the rankings, each with a total cross-platform audience of more than 2.2 million Australians aged 18+.

Five other titles reach more than 1.5 million people each: Take 5 (weekly), TV Week, New Idea, Take 5 Bumper Monthly and The Australian Women's Weekly.

National Geographic reaches more than 1.2 million people, while House & Garden and Vogue Australia** each reach more than 700,000 across print and digital.

Top 10 Magazines – Total Cross-Platform Audience (People 18+)*

Publication/Website brands	Print (4 weeks) 12m to Sept. 2026 (000's)	Digital (4 weeks) (incl. Apple News) 12m to Sept. 2026 (000's)	Total CPA (4 weeks) (incl. Apple News) 12m to Sept. 2026 (000's)
Better Homes and Gardens	1,569	888	2,228
Woman's Day/Now to Love	1,155	1,249	2,223
Take 5 (weekly)/Now to Love	576	1,249	1,721
TV Week/Now to Love	514	1,249	1,656
New Idea	872	823	1,598
Take 5 Bumper Monthly/Now to Love	427	1,249	1,576
The Australian Women's Weekly	1,114	549	1,520
National Geographic #	1,027	329	1,241
House & Garden	687	261	900
Vogue**	434	363	725

**Total cross-platform audience includes print (average issue readership) and digital (website visitation and app usage), in an average 4 weeks 12m to September 2026. All people 18+. **Vogue Australia digital numbers Roy Morgan iris from Jan 23; #National Geographic digital numbers Roy Morgan methodology; all other digital numbers Roy Morgan iris from Oct 25.*
***Base**: People 18+, 4-week audience*

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Seven magazine categories have a print readership of at least 1 million people 14+

Food & Entertainment is by far Australia's largest magazine category, reaching 6.25 million Australians, over 2 million ahead of any other category and reaching well over one-in-four Australians.

General Interest and Home & Garden magazines each reach almost 4 million Australians – equivalent to more than one-in-six Australians, while Mass Women's magazines reach more than 2.2 million.

Business, Financial & Airline magazines reach over 1.5 million Australians (up a significant 9.8 per cent on a year ago), followed by Health & Family at more than 1.2 million (up 6.2 per cent on a year ago) and Motoring at almost 1.1 million and up an impressive 9.2 per cent on a year ago.

There were increases in readership for Sports Magazines, up 10.3 per cent to 575,000, and Men's Lifestyle Magazines, 2.7 per cent to 67,000.

Better Homes and Gardens, The Australian Women's Weekly and National Geographic lead paid magazine readership – each with over 1 million readers aged 14+

Better Homes & Gardens is Australia's most widely read paid magazine, with a print readership of 1.57 million, followed by The Australian Women's Weekly, 1.11 million, and National Geographic, 1.03 million, and up 1.4 per cent on a year ago.

Filling out the top ten paid magazines are House & Garden with a readership of 687,000, Australian Geographic on 602,000, and up a large 19.6 per cent on a year ago, Woman's Day on 535,000, Gardening Australia on 465,000, That's Life Mega Monthly on 460,000, Vogue Australia on 434,000, and up 1.4 per cent on a year ago, and Take 5 Bumper Monthly on 427,000

Coles Magazine & Fresh Ideas remain Australia's most widely read magazines

Australia's two most widely read free magazines are Coles Magazine and Fresh Ideas. Coles has a print readership of 4,423,000 ahead of Fresh Ideas (from Woolworths) with a print readership of 3,998,000.

Bunnings Magazine is the third most widely read free magazine with a print readership of 1,724,000 ahead of the NRMA's Open Road with a readership of 1,268,000, and up 5.6 per cent on a year ago.

Other magazines to increase their print readership are Qantas Magazine, up 13.8 per cent to 616,000, Forbes Australia, up a large 27 per cent to 395,000, Home Beautiful, up 1.5 per cent to 384,000, Street Machine, up 1.2 per cent to 350,000, Big Issue, up 17.1 per cent to 316,000, Wheels, up 13.9 per cent to 303,000, and Australian Gourmet Traveller, up 3.8 per cent to a readership of 299,000.

The seven most read categories of magazines by print readership

- *Food & Entertainment (6,250,000 Australians, 26.7% of the population);*
- *General Interest (3,993,000 Australians, 17.1% of the population);*
- *Home & Garden (3,969,000 Australians, 17.0% of the population);*
- *Mass Women's (2,216,000 Australians, 9.5% of the population);*
- *Business, Financial & Airline (1,503,000 Australians, 6.4% of the population).*
- *Health & Family (1,264,000 Australians, 5.4% of the population);*
- *Motoring (1,097,000 Australians, 4.7% of the population).*

Top 25 Magazines – Print readership (People 14+)

(Magazines in bold are up on a year ago)

Publication	Sept. 2025	Sept. 2026	% Change
	'000s	**'000s**	**%**
Coles Magazine (revised Dec. 2024)*	n/a	4,423	n/a
Fresh Ideas (revised Dec. 2024)*	n/a	3,998	n/a
Bunnings Magazine	1,731	1,724	-0.4%
Better Homes and Gardens	1,658	1,569	-5.4%
Open Road (NRMA) (NSW/Vic/Qld)	**1,201**	**1,268**	**5.6%**
The Australian Women's Weekly	1,180	1,114	-5.5%
National Geographic	**1,013**	**1,027**	**1.4%**
House & Garden	718	687	-4.4%
Qantas Magazine	**541**	**616**	**13.8%**
Australian Geographic	**504**	**602**	**19.6%**
Woman's Day	640	535	-16.4%
Road Ahead (RACQ) (Qld/NSW)	584	525	-10.1%
Gardening Australia	473	465	-1.6%
That's Life! Mega Monthly	499	460	-7.9%
Vogue Australia	**428**	**434**	**1.4%**
Take 5 Bumper Monthly	481	427	-11.2%
New Idea	508	405	-20.2%
Forbes Australia	**311**	**395**	**27.0%**
Home Beautiful	**379**	**384**	**1.5%**
Street Machine	**345**	**350**	**1.2%**
Take 5 (Weekly)	445	319	-28.4%
Big Issue	**270**	**316**	**17.1%**
Diabetic Living	307	305	-0.9%
Wheels	**266**	**303**	**13.9%**
Australian Gourmet Traveller	**288**	**299**	**3.8%**

**The methodology revision in December 2024 means the figures for these magazines are not directly comparable year-over-year.*
***Base**: People 14+, average issue readership, print*

Overall, a total of 11 of the top 25 (top 23 comparable year-over-year – around half) most widely read magazines increased their readership over the last year.

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Michele Levine, CEO, Roy Morgan, says over 59% of Australians read magazines in print or online – including eight magazines with cross-platform audiences of over 1 million people:

> *"The latest Roy Morgan results demonstrate the continuing strength and breadth of magazine audiences in Australia.*
>
> *"More than 13.8 million Australians aged 18+ – around three-fifths of the population – engage with magazine brands across print and digital, while print alone reaches over 10.8 million Australians.*
>
> *"There are standout results for several magazines with eight magazines reaching over 1 million people via their cross-platform audiences. Better Homes and Gardens, Woman's Day, Take 5 (weekly), TV Week, New Idea, Take 5 Bumper Monthly and The Australian Women's Weekly are standouts each with cross-platform audiences over 1.5 million.*
>
> "*For advertisers, the combination of mass reach, highly engaged audiences and clearly defined areas of interest continues to make magazine brands an important part of Australia's media landscape. The strength of their digital audiences extends that opportunity further, with eight magazine brands now reaching more than one million Australians across print and digital."*

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Update to Digital and Cross-Platform Audience Reporting – People 18+

Following the transition of Roy Morgan iris digital news and social media audience reporting to People 18+, Roy Morgan has aligned its digital and cross-platform audience measures to the same age base.

All digital website and app audiences are now reported for People 18+, with the same age restriction applied retrospectively to historical data to maintain consistency in trend reporting.

Where audience measures combine print and digital readership, the total cross-platform audience is also reported for People 18+.

Importantly, individual print readership figures remain unchanged and continue to be reported for People 14+, including readers aged 14–17.

The changes relate only to the age base used for reporting digital and combined audiences. There has been no change to the underlying measurement of print readership.

To learn more about Roy Morgan's Readership research, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2