

Detailed below are the Roy Morgan Readership results for the year ending September 2009.

Roy Morgan Research 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.

Magazines

Magazines	September 2008		September 2009		Gain/Loss %
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
4X4 Australia	0.8	136	0.8	137	0
AFL Record (Apr-Sep)	1.3	225	1.0	172	-0.3
Alpha	1.6	284	1.2	218	-0.4
APC	1.0	180	0.9	161	-0.1
Austar	2.5	440	2.3	408	-0.2
Australian 4WD Action	1.2	202	1.0	174	-0.2
Australian Auto Action	0.3	52	0.4	72	0.1
Australian Geographic	2.5	428	2.3	408	-0.2
Australian Golf Digest	0.5	92	0.5	87	0
Australian Good Food	-	-	1.7	296	-
Australian Gourmet Traveller	1.5	264	1.6	274	0.1
Australian Handyman	0.9	160	0.9	156	0
Australian Motorcycle News	0.9	151	0.8	133	-0.1
Australian PC User	1.8	313	1.5	271	-0.3
Australian Traveller	0.3	55	0.4	64	0.1
Belle	0.6	105	0.6	99	0
Better Homes and Gardens	10.0	1,732	9.9	1,749	-0.1
Big Issue	0.9	164	0.7	131	-0.2
Big League (Apr-Sep)	0.5	93	0.5	86	0
Bride To Be	0.5	86	0.4	77	-0.1

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Magazines (continued)

Magazines	September 2008		September 2009		Gain/Loss %
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
BRW	1.0	168	0.9	162	-0.1
Burke's Backyard	2.8	482	2.0	360	-0.8
Cleo	3.0	515	2.1	377	-0.9
Cosmopolitan	4.0	684	3.4	597	-0.6
Cosmos	0.4	76	0.4	70	0
Country Style	1.3	227	1.0	184	-0.3
Delicious	2.9	498	3.0	526	0.1
Diabetic Living	1.1	198	1.1	195	0
Dolly	2.1	362	1.9	343	-0.2
Donna Hay	2.2	373	2.2	381	0
Empire	0.9	153	0.9	165	0
English Woman's Weekly	1.0	180	1.0	175	0
Famous	1.7	296	1.5	270	-0.2
Fast Fours & Rotaries	0.9	152	0.7	132	-0.2
FHM	1.8	304	1.1	193	-0.7
Fishing World	1.0	180	1.0	175	0
Fitness First (from Nov08)	-	-	0.7	127	-
Foxtel Magazine	6.4	1,104	5.7	1,005	-0.7
Fresh Water Fishing Aust.	0.6	99	0.6	111	0
Gardening Australia	2.9	508	2.5	437	-0.4
Girlfriend	1.8	307	2.0	349	0.2
Golf Australia	0.4	74	0.5	91	0.1
Golf Magazine	0.3	52	0.3	46	0
Good Health	1.6	273	1.6	277	0
Gourmet Traveller Wine	0.5	90	0.6	97	0.1
GQ	0.3	50	0.5	81	0.2
Grazia	-	-	1.1	186	-
Harper's Bazaar	1.2	210	1.2	207	0
Health Smart	0.6	97	0.6	98	0
Healthy Food Guide	0.9	150	0.7	121	-0.2
Home Beautiful	2.2	379	1.7	303	-0.5
Horizons (WA) (was Road Patrol)	0.4	69	0.4	63	0
Hot 4s	1.1	191	0.8	145	-0.3
House & Garden	3.5	611	3.0	535	-0.5

Magazines (continued)

Magazines	September 2008		September 2009		Gain/Loss %
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
Hyper	0.5	83	0.3	60	-0.2
Inside Football (Apr-Sep)	0.4	73	0.3	59	-0.1
Inside Out	0.8	137	0.7	115	-0.1
Inside Sport	0.7	121	0.4	79	-0.3
InStyle	1.4	239	1.4	239	0
Jetstar	1.0	166	0.9	160	-0.1
Just Cars	1.4	242	1.3	233	-0.1
Life etc	0.4	71	0.4	71	0
Limelight	0.3	44	0.3	46	0
Live To Ride	0.4	76	0.4	68	0
Luxury Home Design	0.4	63	0.3	59	-0.1
Madison	1.4	243	1.3	225	-0.1
Marie Claire	3.1	531	2.8	502	-0.3
Men's Fitness	-	-	0.6	102	-
Men's Health	1.9	331	2.0	350	0.1
Men's Style Australia	0.5	78	0.3	57	-0.2
Modern Fishing	0.9	157	0.9	162	0
Modern Wedding	0.4	61	0.4	66	0
Money Magazine	1.1	188	1.0	181	-0.1
The Monthly	0.5	90	0.7	119	0.2
Mother & Baby	1.1	183	0.7	131	-0.4
Motor	1.2	204	0.9	163	-0.3
Motor News Journeys (Tas)	0.5	85	0.5	80	0
National Geographic	4.2	724	3.9	689	-0.3
Nature & Health	0.5	94	0.4	79	-0.1
Net Guide	0.6	99	0.6	103	0
New Idea	11.4	1,971	9.1	1,615	-2.3
New Scientist	1.5	259	1.6	282	0.1
Notebook	2.0	338	1.4	241	-0.6
NW	2.9	501	1.9	341	-1
Official Xbox 360	0.7	128	0.7	123	0
OK (weekly)	2.5	437	2.2	395	-0.3
Open Road (NSW)	6.6	1,138	6.9	1,219	0.3
Optus	0.8	130	0.4	74	-0.4
Overlander 4WD	0.5	82	0.4	66	-0.1
PC Authority	0.9	158	1.0	169	0.1

Magazines (continued)

	September 2008		September 2009		Gain/Loss %
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
Magazines					
PC PowerPlay	0.7	115	0.6	100	-0.1
People	1.1	195	1.0	182	-0.1
Picture	1.1	192	0.9	154	-0.2
PlayStation	0.7	126	0.7	115	0
Practical Parenting	0.7	113	0.6	106	-0.1
Qantas The Australian Way	2.7	461	2.1	372	-0.6
Ralph	2.0	354	1.5	263	-0.5
Reader's Digest Australia	5.5	958	5.0	878	-0.5
Real Living	0.7	123	0.7	119	0
Recipes+	1.5	264	1.9	342	0.4
RM Williams Outback	1.3	232	1.1	197	-0.2
Road Ahead (Qld)	3.5	610	3.2	571	-0.3
Rolling Stone	1.7	300	1.6	282	-0.1
Royal Auto (Vic)	6.4	1,106	5.8	1,031	-0.6
Rugby League Week (Apr-Sep)	1.1	193	0.9	162	-0.2
SA Motor (SA)	0.9	158	1.4	240	0.5
Selector (from Dec08)	-	-	0.4	64	-
Shop Til You Drop	1.2	212	1.0	174	-0.2
Slimming & Health	0.5	92	0.4	73	-0.1
Smart Investor	1.1	186	0.9	160	-0.2
Soap World	0.8	142	0.6	112	-0.2
Street Machine	2.5	426	1.9	343	-0.6
Super Food Ideas	6.0	1,041	5.1	898	-0.9
Take 5	5.1	878	5.0	875	-0.1
That's Life	6.5	1,119	6.4	1,123	-0.1
Time	1.5	260	1.7	302	0.2
Top Gear	-	-	2.4	428	-
Travel + Leisure	0.5	83	0.4	67	-0.1
TV Hits	0.9	153	0.8	141	-0.1
TV Soap	1.7	303	1.6	281	-0.1
TV Week	4.9	843	5.3	932	0.4
Two Wheels	0.5	95	0.5	96	0
Unique Cars	1.4	244	1.3	231	-0.1
Virgin Blue Voyeur	1.9	329	1.6	286	-0.3
Vogue Australia	2.0	341	2.0	348	0
Vogue Entertaining & Travel	0.9	162	0.9	154	0
Vogue Living	0.9	149	0.9	166	0

Magazines (continued)

	September 2008		September 2009		Gain/Loss %
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
Magazines					
Wealth Creator Magazine	0.3	58	0.3	47	0
Weight Watchers Magazine	1.0	172	0.9	151	-0.1
WellBeing	0.7	122	0.7	125	0
Western Australian Business News (WA)	0.2	34	0.2	37	0
Wheels	2.6	446	2.0	350	-0.6
Who	4.6	801	3.5	619	-1.1
Woman's Day	13.6	2,348	11.6	2,047	-2
Women's Health	1.9	330	2.4	425	0.5
Women's Health & Fitness	0.9	162	0.6	103	-0.3
Women's Weekly	13.4	2,324	12.1	2,141	-1.3
Woolworths Good Taste	4.1	705	3.4	597	-0.7
Your Garden	1.2	203	0.8	145	-0.4
Zoo Weekly	3.2	554	2.8	489	-0.4

Newspapers

Newspapers	M-F September 2008 R'ship ('000s)	M-F September 2009 R'ship ('000s)	Sat September 2008 R'ship ('000s)	Sat September 2009 R'ship ('000s)	Sun September 2008 R'ship ('000s)	Sun September 2009 R'ship ('000s)
National						
The Australian	453	441	868	885	-	-
Aust. Financial Review	265	280	164	185	-	-
NSW						
Daily Telegraph	1,136	1,008	926	852	-	-
Sydney Morning Herald	912	813	1,162	1,075	-	-
Sunday Telegraph	-	-	-	-	1,722	1,567
The Sun-Herald	-	-	-	-	1,318	1,190
MX	105	134	-	-	-	-
Newcastle Herald	137	131	201	186	-	-
Illawarra Mercury	74	75	97	102	-	-
Canberra Times	99	92	155	149	93	96
VIC						
Herald Sun	1,486	1,344	1,475	1,358	-	-
The Age	738	695	963	937	-	-
Sunday Herald Sun	-	-	-	-	1,569	1,486
The Sunday Age	-	-	-	-	725	716
MX	124	182	-	-	-	-
Geelong Advertiser	83	78	126	114	-	-
QLD						
Courier-Mail	656	595	876	815	-	-
The Sunday Mail	-	-	-	-	1,388	1,272
MX	46	64	-	-	-	-
Cairns Post	87	82	108	117	-	-
Gold Coast Bulletin	109	115	154	160	-	-
Townsville Bulletin	78	87	106	110	-	-

Newspapers (Continued)

Newspapers	M-F September 2008 R'ship ('000s)	M-F September 2009 R'ship ('000s)	Sat September 2008 R'ship ('000s)	Sat September 2009 R'ship ('000s)	Sun September 2008 R'ship ('000s)	Sun September 2009 R'ship ('000s)
SA						
Adelaide Advertiser	508	476	638	619	-	-
Sunday Mail	-	-	-	-	727	677
WA						
West Australian	573	528	895	836	-	-
Sunday Times	-	-	-	-	820	727
Tasmania						
The Mercury	107	116	148	138	-	-
The Examiner	84	81	100	97	-	-
The Advocate	54	61	62	65	-	-
Sunday Tasmanian (Tas)	-	-	-	-	131	130
Sunday Examiner	-	-	-	-	103	101
Northern Territory						
Northern Territory News	47	43	55	57	-	-
Sunday Territorian	-	-	-	-	40	42

Newspaper Insert Magazines

Newspaper Insert Magazines	September 2008		September 2009		Gain/Loss %
	% of Population 14+	Readership ('000s)	% of Population 14+	Readership ('000s)	
Wish	0.6	108	0.6	107	0
Weekend Australian Magazine	5.0	864	5.1	905	0.1
Financial Review Magazine	1.5	265	1.4	248	-0.1
Boss	1.0	177	1.0	172	0
Good Weekend (NSW & Vic)	10.0	1,734	9.6	1,693	-0.4
Sunday Magazine (NSW & Vic)	12.5	2,164	11.7	2,058	-0.8
Sunday Life (NSW & Vic)	7.8	1,353	7.2	1,269	-0.6
Sydney Magazine	2.8	479	2.5	442	-0.3
Age Melbourne Magazine	2.1	368	2.0	346	-0.1
Adelaide Magazine	0.9	157	1.0	175	0.1
Sun-Herald Television (NSW)	4.5	783	4.2	734	-0.3
Sunday Telegraph TV Guide (NSW)	7.0	1,206	6.2	1,099	-0.8
Sunday Herald Sun TV Guide (Vic)	6.7	1,156	6.1	1,082	-0.6
Qweekend (Qld)	3.4	592	3.2	567	-0.2
Sunday Mail TV Guide (Qld)	6.1	1,060	5.5	970	-0.6
Paradise (Qld)	0.5	87	0.6	105	0.1
Cairns Eye (Qld)	0.3	60	0.4	63	0.1
Townsville Eye (Qld)	0.3	48	0.3	59	0
Sunday Mail TV Guide (SA)	3.5	614	3.2	564	-0.3
SA Weekend (from Mar09)	-	-	1.2	217	-
Sunday Times TV Guide (WA)	3.9	668	3.2	571	-0.7
STM - Sunday Times Magazine (WA)	3.1	537	2.8	489	-0.3
Seven Days (WA)	3.6	624	3.3	587	-0.3
WestWeekend Magazine (WA)	2.9	506	2.9	507	0