



Roy Morgan Readership 12 months to December 2021 Additional Analysis

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MAGAZINE CATEGORIES						
	Dec-20	Dec-21	%	Dec-20	Dec-21	
(popn. 14+ '000)	000's	000's	change	% of popn. 14+	% of popn. 14+	Gain/Loss
	21,069	21,149				
Mass Women's Magazines	2,897	2,779	-4.1%	13.8	13.1	-0.7
Women's Lifestyle Magazines	343	305	-11.1%	1.6	1.4	-0.2
Women's Fashion Magazines	837	757	-9.6%	4.0	3.6	-0.4
Home & Garden Magazines	3,472	3,745	7.9%	16.5	17.7	1.2
Crafts Magazines	55	109	98.2%	0.3	0.5	0.2
Food & Entertainment Magazines	6,644	7,120	7.2%	31.5	33.7	2.2
Business, Financial & Airline Magazines	1,086	930	-14.4%	5.2	4.4	-0.8
Men's Lifestyle Magazines	372	267	-28.2%	1.8	1.3	-0.5
Sports Magazines	262	493	88.2%	1.2	2.3	1.1
Fishing Magazines	199	231	16.1%	0.9	1.1	0.2
Motoring Magazines	713	871	22.2%	3.4	4.1	0.7
Motorcycle Magazines	101	161	59.4%	0.5	0.8	0.3
Computing, Gaming & Info Tech Magazines	321	282	-12.1%	1.5	1.3	-0.2
Music & Movies Magazines	124	205	65.3%	0.6	1.0	0.4
General Interest Magazines	3,823	4,082	6.8%	18.1	19.3	1.2
Health & Family Magazines	898	1,051	17.0%	4.3	5.0	0.7
TV Magazines	637	646	1.4%	3.0	3.1	0.1
Read Any Magazine (excl NIMs)	10,929	11,078	1.4%	51.9	52.4	0.5

Source: Roy Morgan Single Source 12m to December 2020 and 12m to December 2021

MAGAZINES BY CATEGORY			
	Dec-20	Dec-21	%
(popn. 14+ '000)	000's	000's	change
	21,069	21,149	
Women's Weekly	1,289	1,291	0.2%
Woman's Day	722	733	1.5%
New Idea	630	580	-7.9%
Take 5 Bumper Monthly	492	562	14.2%
Take 5 (Weekly)	483	471	-2.5%
That's Life!	479	479	0.0%
That's Life! Mega Monthly	496	543	9.5%
New Idea Royals Monthly	367	271	-26.2%
New Idea Retro	133	118	-11.3%
Mass Women's Magazines	2,897	2,779	-4.1%
Who	168	135	-19.6%
English Woman's Weekly	112	85	-24.1%
MindFood	97	93	-4.1%
Women's Lifestyle Magazines	343	305	-11.1%
Marie Claire	247	243	-1.6%
Vogue Australia	331	337	1.8%
Frankie	253	238	-5.9%
Women's Fashion Magazines	837	757	-9.6%
House & Garden	487	632	29.8%
Better Homes and Gardens	1,578	1,621	2.7%
Home Beautiful	268	349	30.2%
Belle	122	130	6.6%
Vogue Living	208	224	7.7%
Country Style	229	200	-12.7%
Real Living	86	67	-22.1%
Inside Out	90	112	24.4%
Home Design	92	106	15.2%
Gardening Australia	454	468	3.1%
Bunnings Magazine	1,422	1,499	5.4%
Organic Gardener	154	146	-5.2%
Backyard & Outdoor Living	70	67	-4.3%
Grand Designs Australia	130	146	12.3%
Kitchens & Bathrooms	80	84	5.0%
Australian Country	108	71	-34.3%
Home & Garden Magazines	3,472	3,745	7.9%
Homespun	37	56	51.4%
Quilters Companion	18	69	283.3%
Crafts Magazines	55	109	98.2%
Australian Gourmet Traveller	208	188	-9.6%
Gourmet Traveller Wine	69	80	15.9%
Selector	38	34	-10.5%
Halliday (was Wine Companion)	26	37	42.3%
Delicious	344	272	-20.9%
Coles Magazine	4,688	4,997	6.6%
Fresh Ideas	4,193	4,643	10.7%
Taste.com.au Magazine	535	794	48.4%
Cooking With The Australian Women's Weekly (was Women's Weekly Food)	225	93	-58.7%
New Idea Food	97	74	-23.7%
Family Circle	141	71	-49.6%
Eat Well	24	140	483.3%
Food & Entertainment Magazines	6,644	7,120	7.2%
Time	182	182	0.0%
The Monthly	120	139	15.8%
Money Magazine	172	201	16.9%
New Scientist	199	188	-5.5%
Qantas Magazine	291	292	0.3%
Business, Financial & Airline Magazines	1,086	930	-14.4%

MAGAZINES BY CATEGORY			
	Dec-20 000's	Dec-21 000's	% change
(popn. 14+ '000)	21,069	21,149	
Men's Health	160	258	61.3%
Men's Lifestyle Magazines	372	267	-28.2%
Australian Golf Digest	79	173	119.0%
Golf Australia	75	171	128.0%
AFL Record	-	187	-
Sports Magazines	262	493	88.2%
Fishing World	145	166	14.5%
Fresh Water Fishing Aust.	83	88	6.0%
Fishing Magazines	199	231	16.1%
Wheels	193	210	8.8%
Motor	104	137	31.7%
Street Machine	194	280	44.3%
Unique Cars	136	187	37.5%
Just Cars	151	219	45.0%
4X4 Australia	203	278	36.9%
Motoring Magazines	713	871	22.2%
Australian Motorcycle News	85	102	20.0%
Dirt Action	-	44	-
Road Rider	-	43	-
Motorcycle Magazines	101	161	59.4%
Play Australia Magazine	98	164	67.3%
APC	98	71	-27.6%
PC PowerPlay	63	81	28.6%
Computing, Gaming & Info Tech Magazines	321	282	-12.1%
Rolling Stone	132	191	44.7%
Music & Movies Magazines	124	205	65.3%
Reader's Digest Australia	417	416	-0.2%
Big Issue	206	240	16.5%
National Geographic	863	920	6.6%
Australian Geographic	473	486	2.7%
Cosmos	50	112	124.0%
RM Williams Outback	192	271	41.1%
Australian Traveller	99	141	42.4%
Open Road (NSW)	909	1,169	28.6%
Road Ahead (Qld)	518	668	29.0%
SA Motor (SA)	201	208	3.5%
Horizons (WA)	244	289	18.4%
Journeys (Tas)	31	32	3.2%
Vacations & Travel	79	129	63.3%
T Australia: The New York Times Style Magazine	-	112	-
Escape Magazine	-	214	-
General Interest Magazines	3,823	4,082	6.8%
WellBeing	114	127	11.4%
Women's Health	197	230	16.8%
Diabetic Living	143	176	23.1%
Healthy Food Guide	181	205	13.3%
Prevention	66	70	6.1%
Wellbeing Wild	-	53	-
Health & Family Magazines	898	1,051	17.0%
TV Week	316	348	10.1%
Foxtel Magazine	212	318	50.0%
TV Magazines	637	646	1.4%

Source: Roy Morgan Single Source 12m to December 2020 and 12m to December 2021

TOP 5 MAGAZINES BY CATEGORY

Mass Women's Magazines	Dec-20		Dec-21	
	000's		000's	
	Rank		Rank	
Women's Weekly	1	1,289	Women's Weekly	1 1,291
Woman's Day	2	722	Woman's Day	2 733
New Idea	3	630	New Idea	3 580
That's Life! Mega Monthly	4	496	Take 5 Bumper Monthly	4 562
Take 5 Bumper Monthly	5	492	That's Life! Mega Monthly	5 543
Take 5 (Weekly)		483	That's Life!	479
That's Life!		479	Take 5 (Weekly)	471
New Idea Royals Monthly		367	New Idea Royals Monthly	271
New Idea Retro		133	New Idea Retro	118

Women's Lifestyle Magazines	Dec-20		Dec-21	
	000's		000's	
	Rank		Rank	
Who	1	168	Who	1 135
English Woman's Weekly	2	112	MindFood	2 93
MindFood	3	97	English Woman's Weekly	3 85

Women's Fashion Magazines	Dec-20		Dec-21	
	000's		000's	
	Rank		Rank	
Vogue Australia	1	331	Vogue Australia	1 337
Frankie	2	253	Marie Claire	2 243
Marie Claire	3	247	Frankie	3 238

Home & Garden Magazines	Dec-20		Dec-21	
	000's		000's	
	Rank		Rank	
Better Homes and Gardens	1	1,578	Better Homes and Gardens	1 1,621
Bunnings Magazine	2	1,422	Bunnings Magazine	2 1,499
House & Garden	3	487	House & Garden	3 632
Gardening Australia	4	454	Gardening Australia	4 468
Home Beautiful	5	268	Home Beautiful	5 349
Country Style		229	Vogue Living	224
Vogue Living		208	Country Style	200
Organic Gardener		154	Organic Gardener	146
Grand Designs Australia		130	Grand Designs Australia	146
Belle		122	Belle	130
Australian Country		108	Inside Out	112
Home Design		92	Home Design	106
Inside Out		90	Kitchens & Bathrooms	84
Real Living		86	Australian Country	71
Kitchens & Bathrooms		80	Real Living	67
Backyard & Outdoor Living		70	Backyard & Outdoor Living	67

TOP 5 MAGAZINES BY CATEGORY

Crafts Magazines		Dec-20 000's	Dec-21 000's
Rank			Rank
Homespun	1	37	69
Quilters Companion	2	18	56

Food & Entertainment Magazines		Dec-20 000's	Dec-21 000's
Rank			Rank
Coles Magazine	1	4,688	4,997
Fresh Ideas	2	4,193	4,643
Taste.com.au Magazine	3	535	794
Delicious	4	344	272
Cooking With The Australian Women's Weekly (was Women's Weekly Food)	5	225	188
Australian Gourmet Traveller		208	140
Family Circle		141	93
New Idea Food		97	80
Gourmet Traveller Wine		69	74
Selector		38	71
Halliday (was Wine Companion)		26	37
Eat Well		24	34

Business, Financial & Airline Magazines		Dec-20 000's	Dec-21 000's
Rank			Rank
Qantas Magazine	1	291	292
New Scientist	2	199	201
Time	3	182	188
Money Magazine	4	172	182
The Monthly	5	120	139

Men's Lifestyle Magazines		Dec-20 000's	Dec-21 000's
Rank			Rank
Men's Health	1	160	258

Sports Magazines		Dec-20 000's	Dec-21 000's
Rank			Rank
Australian Golf Digest	1	79	187
Golf Australia	2	75	173
AFL Record	3	-	171

TOP 5 MAGAZINES BY CATEGORY

Fishing Magazines

	Dec-20 000's				Dec-21 000's	
	Rank			Rank		
Fishing World	1	145	Fishing World	1	166	
Fresh Water Fishing Aust.	2	83	Fresh Water Fishing Aust.	2	88	

Motoring Magazines

	Dec-20 000's				Dec-21 000's	
	Rank			Rank		
4X4 Australia	1	203	Street Machine	1	280	
Street Machine	2	194	4X4 Australia	2	278	
Wheels	3	193	Just Cars	3	219	
Just Cars	4	151	Wheels	4	210	
Unique Cars	5	136	Unique Cars	5	187	
Motor		104	Motor		137	

Motorcycle Magazines

	Dec-20 000's				Dec-21 000's	
	Rank			Rank		
Australian Motorcycle News	1	85	Australian Motorcycle News	1	102	
Dirt Action	2	-	Dirt Action	2	44	
Road Rider	3	-	Road Rider	3	43	

Computing, Gaming & Info Tech Magazines

	Dec-20 000's				Dec-21 000's	
	Rank			Rank		
Play Australia Magazine	1	98	Play Australia Magazine	1	164	
APC	2	98	PC PowerPlay	2	81	
PC PowerPlay	3	63	APC	3	71	

Music & Movies Magazines

	Dec-20 000's				Dec-21 000's	
	Rank			Rank		
Rolling Stone	1	132	Rolling Stone	1	191	

TOP 5 MAGAZINES BY CATEGORY

General Interest Magazines		Dec-20 000's		Dec-21 000's
	Rank			Rank
Open Road (NSW)	1	909	Open Road (NSW)	1 1,169
National Geographic	2	863	National Geographic	2 920
Road Ahead (Qld)	3	518	Road Ahead (Qld)	3 668
Australian Geographic	4	473	Australian Geographic	4 486
Reader's Digest Australia	5	417	Reader's Digest Australia	5 416
Horizons (WA)		244	Horizons (WA)	289
Big Issue		206	RM Williams Outback	271
SA Motor (SA)		201	Big Issue	240
RM Williams Outback		192	Escape Magazine	214
Australian Traveller		99	SA Motor (SA)	208
Vacations & Travel		79	Australian Traveller	141
Cosmos		50	Vacations & Travel	129
Journeys (Tas)		31	Cosmos	112
T Australia: The New York Times Style Magazine		-	T Australia: The New York Times Style Magazine	112
Escape Magazine		-	Journeys (Tas)	32

Health & Family Magazines		Dec-20 000's		Dec-21 000's
	Rank			Rank
Women's Health	1	197	Women's Health	1 230
Healthy Food Guide	2	181	Healthy Food Guide	2 205
Diabetic Living	3	143	Diabetic Living	3 176
WellBeing	4	114	WellBeing	4 127
Prevention	5	66	Prevention	5 70
Wellbeing Wild	6	-	Wellbeing Wild	6 53

TV Magazines		Dec-20 000's		Dec-21 000's
	Rank			Rank
TV Week	1	316	TV Week	1 348
Foxtel Magazine	2	212	Foxtel Magazine	2 318

Source: Roy Morgan Single Source 12m to December 2020 and 12m to December 2021

MAGAZINES TOP 20 INCREASES			
	Dec-20 000's	Dec-21 000's	% change
(popn. 14+ '000)	21,069	21,149	
Eat Well	24	140	483.3%
Quilters Companion	18	69	283.3%
Golf Australia	75	171	128.0%
Cosmos	50	112	124.0%
Australian Golf Digest	79	173	119.0%
Play Australia Magazine	98	164	67.3%
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Street Machine	194	280	44.3%
Australian Traveller	99	141	42.4%
Halliday (was Wine Companion)	26	37	42.3%
RM Williams Outback	192	271	41.1%
Unique Cars	136	187	37.5%
4X4 Australia	203	278	36.9%
Motor	104	137	31.7%

MAGAZINES TOP 20 DECREASES			
	Dec-20 000's	Dec-21 000's	% change
(popn. 14+ '000)	21,069	21,149	
Cooking With The Australian Women's Weekly (was Women's Weekly Food)	225	93	-58.7%
Family Circle	141	71	-49.6%
Australian Country	108	71	-34.3%
APC	98	71	-27.6%
New Idea Royals Monthly	367	271	-26.2%
English Woman's Weekly	112	85	-24.1%
New Idea Food	97	74	-23.7%
Real Living	86	67	-22.1%
Delicious	344	272	-20.9%
Who	168	135	-19.6%
Country Style	229	200	-12.7%
New Idea Retro	133	118	-11.3%
Selector	38	34	-10.5%
Australian Gourmet Traveller	208	188	-9.6%
New Idea	630	580	-7.9%
Frankie	253	238	-5.9%
New Scientist	199	188	-5.5%
Organic Gardener	154	146	-5.2%
Backyard & Outdoor Living	70	67	-4.3%
MindFood	97	93	-4.1%

Source: Roy Morgan Single Source 12m to December 2020 and 12m to December 2021

TOP 100 MAGAZINES RANKED BY READERSHIP	
	Dec-21 000's
(popn. 14+ '000)	21,149
Coles Magazine	4,997
Fresh Ideas	4,643
Better Homes and Gardens	1,621
Bunnings Magazine	1,499
Women's Weekly	1,291
Open Road (NSW)	1,169
National Geographic	920
Taste.com.au Magazine	794
Woman's Day	733
Road Ahead (Qld)	668
House & Garden	632
New Idea	580
Take 5 Bumper Monthly	562
That's Life! Mega Monthly	543
Australian Geographic	486
That's Life!	479
Take 5 (Weekly)	471
Gardening Australia	468
Reader's Digest Australia	416
Home Beautiful	349
TV Week	348
Vogue Australia	337
Foxtel Magazine	318
Qantas Magazine	292
Horizons (WA)	289
Street Machine	280
4X4 Australia	278
Delicious	272
New Idea Royals Monthly	271
RM Williams Outback	271
Men's Health	258
Marie Claire	243
Big Issue	240
Frankie	238
Women's Health	230
Vogue Living	224
Just Cars	219
Escape Magazine	214
Wheels	210
SA Motor (SA)	208
Healthy Food Guide	205
Money Magazine	201
Country Style	200
Rolling Stone	191
New Scientist	188
Australian Gourmet Traveller	188
AFL Record	187
Unique Cars	187
Time	182
Diabetic Living	176
Australian Golf Digest	173
Golf Australia	171
Fishing World	166
Play Australia Magazine	164
Organic Gardener	146
Grand Designs Australia	146
Australian Traveller	141
Eat Well	140
The Monthly	139
Motor	137
Who	135
Belle	130

TOP 100 MAGAZINES RANKED BY READERSHIP	
	Dec-21 000's
(popn. 14+ '000)	21,149
Vacations & Travel	129
WellBeing	127
New Idea Retro	118
Cosmos	112
T Australia: The New York Times Style Magazine	112
Inside Out	112
Home Design	106
Australian Motorcycle News	102
MindFood	93
Cooking With The Australian Women's Weekly (was Women's Weekly Food)	93
Fresh Water Fishing Aust.	88
English Woman's Weekly	85
Kitchens & Bathrooms	84
PC PowerPlay	81
Gourmet Traveller Wine	80
New Idea Food	74
Family Circle	71
Australian Country	71
APC	71
Prevention	70
Quilters Companion	69
Real Living	67
Backyard & Outdoor Living	67
Homespun	56
Wellbeing Wild	53
Dirt Action	44
Road Rider	43
Halliday (was Wine Companion)	37
Selector	34
Journeys (Tas)	32

Source: Roy Morgan Single Source 12m to December 2021