

Roy Morgan Readership: April 2007 - March 2008

<u>All People 14+ years</u>	Mar 08 (000's)	Dec 07 (000's)	Mar 07 (000's)	Mar 08 vs Dec 07 # change	Mar 08 vs Mar 07 # change	Mar 08 vs Dec 07 % change	Mar 08 vs Mar 07 % change
WOMENS WEEKLIES							
New Idea	1,966	1,987	2,262	-21	-296	-1.1%	-13.1%
That's Life	1,104	1,134	1,172	-30	-68	-2.6%	-5.8%
FAMOUS	315	310	292	5	23	1.6%	7.9%
Who	778	763	798	15	-20	2.0%	-2.5%
NW	547	563	625	-16	-78	-2.8%	-12.5%
OK (weekly from Nov06)	408	386	317	22	91	5.7%	28.7%
Take 5	869	886	878	-17	-9	-1.9%	-1.0%
Woman's Day	2,397	2,416	2,665	-19	-268	-0.8%	-10.1%
English Woman's Weekly	181	179	196	2	-15	1.1%	-7.7%
CATEGORY TOTAL	8,565	8,624	9,205	-59	-640	-0.7%	-7.0%
MASS MONTHLIES							
Australian Women's Weekly	2,532	2,621	2,587	-89	-55	-3.4%	-2.1%
Notebook	340	314	339	26	1	8.3%	0.3%
Australian Reader's Digest	912	930	910	-18	2	-1.9%	0.2%
CATEGORY TOTAL	3,784	3,865	3,836	-81	-52	-2.1%	-1.4%
HOME & LIFESTYLE							
Better Homes and Gardens	1653	1556	1,421	97	232	6.2%	16.3%
Home Beautiful	339	347	363	-8	-24	-2.3%	-6.6%
Australian Country Style	246	247	267	-1	-21	-0.4%	-7.9%
Belle	102	96	106	6	-4	6.3%	-3.8%
Australian Handyman	138	136	164	2	-26	1.5%	-15.9%
House & Garden	613	600	715	13	-102	2.2%	-14.3%
Inside Out	139	140	130	-1	9	-0.7%	6.9%
Luxury Home Design	59	68	75	-9	-16	-13.2%	-21.3%
Real Living	128	116	119	12	9	10.3%	7.6%
Vogue Living	165	163	151	2	14	1.2%	9.3%
Category Total	3,582	3,469	3,511	113	71	3.3%	2.0%
GARDENING							
Your Garden	205	177	172	28	33	15.8%	19.2%
Burke's Backyard	478	444	493	34	-15	7.7%	-3.0%
Gardening Australia	526	496	486	30	40	6.0%	8.2%
Category Total	1,209	1,117	1,151	92	58	8.2%	5.0%
TEEN GIRLS							
Girlfriend	319	339	417	-20	-98	-5.9%	-23.5%
Dolly	370	377	478	-7	-108	-1.9%	-22.6%
CATEGORY TOTAL	689	716	895	-27	-206	-3.8%	-23.0%
MUSIC							
Empire	146	142	139	4	7	2.8%	5.0%
Rolling Stone	301	300	296	1	5	0.3%	1.7%
CATEGORY TOTAL	447	442	435	5	12	1.1%	2.8%
WOMEN'S FASHION							
marie claire	503	466	506	37	-3	7.9%	-0.6%
InStyle	249	272	283	-23	-34	-8.5%	-12.0%
Harper's Bazaar	258	268	234	-10	24	-3.7%	10.3%
madison	252	259	317	-7	-65	-2.7%	-20.5%
Vogue Australia	347	337	341	10	6	3.0%	1.8%
CATEGORY TOTAL	1,609	1,602	1,681	7	-72	0.4%	-4.3%
WOMEN'S LIFESTYLE							
Cleo	517	551	690	-34	-173	-6.2%	-25.1%
Cosmopolitan	694	685	809	9	-115	1.3%	-14.2%
New Woman	closed	203	278	-	-	-	-
Women's Health	315	-	-	-	-	-	-
Shop Til You Drop	200	192	183	8	17	4.2%	9.3%
CATEGORY TOTAL	1,726	1,631	1,960	95	-234	5.8%	-11.9%
WOMEN'S BRIDAL							
Bride to Be	88	81	82	7	6	8.6%	7.3%
Modern Wedding	62	50	57	12	5	24.0%	8.8%
CATEGORY TOTAL	150	131	139	19	11	14.5%	7.9%
MEN'S LIFESTYLE							
Men's Health	358	350	292	8	66	2.3%	22.6%
Alpha	286	322	386	-36	-100	-11.2%	-25.9%
Inside Sport	118	102	129	16	-11	15.7%	-8.5%
Men's Style Australia	84	76	63	8	21	10.5%	33.3%
GQ	58	56	44	2	14	3.6%	31.8%
CATEGORY TOTAL	904	906	914	-2	-10	-0.2%	-1.1%
MEN'S INTEREST							
FHM	310	332	375	-22	-65	-6.6%	-17.3%
Ralph	373	365	390	8	-17	2.2%	-4.4%
Zoo Weekly	519	494	448	25	71	5.1%	15.8%
People	203	195	221	8	-18	4.1%	-8.1%
Picture	201	200	222	1	-21	0.5%	-9.5%
CATEGORY TOTAL	1,606	1,586	1,656	20	-50	1.3%	-3.0%
AIRLINE							
Virgin Blue Voyeur	327	331	357	-4	-30	-1.2%	-8.4%
Jetstar	166	159	130	7	36	4.4%	27.7%
Qantas The Australian Way	478	449	483	29	-5	6.5%	-1.0%
CATEGORY TOTAL	971	939	970	32	1	3.4%	0.1%
BUSINESS							
Bulletin	closed	242	275	-	-	-	-
BRW	160	168	205	-8	-45	-4.8%	-22.0%
Money Magazine	191	187	183	4	8	2.1%	4.4%
Smart Investor	171	170	181	1	-10	0.6%	-5.5%
Time	268	283	328	-15	-60	-5.3%	-18.3%
Wealth Creator Magazine	57	62	64	-5	-7	-8.1%	-10.9%
CATEGORY TOTAL	847	1,112	1,236	-265	-389	-23.8%	-31.5%

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FOOD & ENTERTAINING							
Australian Good Taste	674	655	622	19	52	2.9%	8.4%
Australian Gourmet Traveller	274	294	298	-20	-24	-6.8%	-8.1%
Australian Table	214	223	232	-9	-18	-4.0%	-7.8%
Delicious	489	476	420	13	69	2.7%	16.4%
Donna Hay	347	341	321	6	26	1.8%	8.1%
Gourmet Traveller Wine	86	78	93	8	-7	10.3%	-7.5%
Healthy Food Guide	153	152	212	1	-59	0.7%	-27.8%
Recipes+	188	174	-	14	-	8.0%	-
Super Food Ideas	968	892	838	76	130	8.5%	15.5%
Vogue Entertaining & Travel	170	161	139	9	31	5.6%	22.3%
CATEGORY TOTAL	3,563	3,446	3,175	117	388	3.4%	12.2%
HEALTH							
Weight Watchers	176	170	143	6	33	3.5%	23.1%
Diabetic Living	192	210	-	-18	-	-8.6%	-
Good Health & Medicine	310	313	317	-3	-7	-1.0%	-2.2%
Slimming & Health	79	80	80	-1	-1	-1.3%	-1.3%
Health Smart	74	72	-	2	-	2.8%	-
Nature & Health	79	69	76	10	3	14.5%	3.9%
WellBeing	140	151	152	-11	-12	-7.3%	-7.9%
Women's Health & Fitness	125	113	103	12	22	10.6%	21.4%
CATEGORY TOTAL	1,175	1,178	871	-3	304	-0.3%	34.9%
PARENTS							
Practical Parenting	104	106	116	-2	-12	-1.9%	-10.3%
Mother & Baby	170	156	146	14	24	9.0%	16.4%
Parents	77	77	63	0	14	0.0%	22.2%
CATEGORY TOTAL	351	339	325	12	26	3.5%	8.0%
MOTORING							
4x4 Australia	137	133	123	4	14	3.0%	11.4%
Australian Auto Action	57	56	47	1	10	1.8%	21.3%
Australian Motorcycle News	139	137	121	2	18	1.5%	14.9%
Fast Fours	136	140	174	-4	-38	-2.9%	-21.8%
Hot 4s and Performance Cars	170	171	212	-1	-42	-0.6%	-19.8%
Just Cars	211	235	311	-24	-100	-10.2%	-32.2%
Live to Ride	71	75	86	-4	-15	-5.3%	-17.4%
Motor	221	230	264	-9	-43	-3.9%	-16.3%
Overlander 4WD	79	79	78	0	1	0.0%	1.3%
Street Machine	419	432	441	-13	-22	-3.0%	-5.0%
Two Wheels	94	104	120	-10	-26	-9.6%	-21.7%
Unique Cars	246	258	239	-12	7	-4.7%	2.9%
Wheels	441	413	378	28	63	6.8%	16.7%
Australian 4WD Action	184	-	-	-	-	-	-
CATEGORY TOTAL	2,605	2,463	2,594	142	11	5.8%	0.4%
NEWSPAPER INSERTS							
Boss	180	179	179	1	1	0.6%	0.6%
Weekend Australian Magazine	841	844	851	-3	-10	-0.4%	-1.2%
Financial Review Magazine	244	254	253	-10	-9	-3.9%	-3.6%
Good Weekend (NSW/Vic)	1,714	1,726	1,789	-12	-75	-0.7%	-4.2%
Sunday Life (NSW/Vic)	1,359	1,360	1,383	-1	-24	-0.1%	-1.7%
Sunday Magazine (NSW/Vic)	2,114	2,114	2,106	0	8	0.0%	0.4%
STM - Sunday Times Magazine (WA)	536	542	546	-6	-10	-1.1%	-1.8%
Sydney Magazine	530	544	490	-14	40	-2.6%	8.2%
Age Melbourne Magazine	340	344	369	-4	-29	-1.2%	-7.9%
West Weekend Magazine (WA)	486	486	-	-	-	-	-
Wish	115	121	117	-6	-2	-5.0%	-1.7%
Oweekend (Old)	530	520	513	10	17	1.9%	3.3%
Paradise (Old)	75	78	81	-3	-6	-3.8%	-7.4%
Adelaide Magazine	155	153	-	2	N/A	1.3%	-
CATEGORY TOTAL	9,219	9,265	8,677	-46	542	-0.5%	6.2%
COMPUTING							
APC	181	176	190	5	-9	2.8%	-4.7%
Australian PC User	282	276	307	6	-25	2.2%	-8.1%
Hyper	74	65	48	9	26	13.8%	54.2%
Net Guide	97	95	110	2	-13	2.1%	-11.8%
PC Authority	148	145	161	3	-13	2.1%	-8.1%
PC Powerplay	121	114	91	7	30	6.1%	33.0%
PlayStation	117	120	131	-3	-14	-2.5%	-10.7%
Xbox 360 (from May06)	119	115	99	4	20	3.5%	20.2%
CATEGORY TOTAL	1,139	1,106	1,137	33	2	3.0%	0.2%
SPORTING							
Australian Golf Digest	103	94	91	9	12	9.6%	13.2%
Golf Magazine	53	52	37	1	16	1.9%	43.2%
Golf Australia	82	79	60	3	22	3.8%	36.7%
Inside Football (Apr-Sep)	60	60	71	0	-11	0.0%	-15.5%
Big League (Apr-Sep)	118	118	106	0	12	0.0%	11.3%
Rugby League Week (Apr-Sep)	227	227	224	0	3	0.0%	1.3%
AFL Record (Apr-Sep)	184	184	212	0	-28	0.0%	-13.2%
Fishing World	183	175	190	8	-7	4.6%	-3.7%
Modern Fishing	159	153	142	6	17	3.9%	12.0%
Fresh Water Fishing Aust.	100	95	90	5	10	5.3%	11.1%
CATEGORY TOTAL	1,269	1,237	1,223	32	46	2.6%	3.8%
TV MAGAZINES							
TV Week	897	917	1,032	-20	-135	-2.2%	-13.1%
Foxtel Magazine	1,045	1,033	1,044	12	1	1.2%	0.1%
Optus	121	121	148	0	-27	0.0%	-18.2%
Austar	464	461	508	3	-44	0.7%	-8.7%
Soap World	157	153	166	4	-9	2.6%	-5.4%
TV Soap	337	345	387	-8	-50	-2.3%	-12.9%
Limelight	48	48	37	0	11	0.0%	29.7%
CATEGORY TOTAL	3,069	3,078	3,322	-9	-253	-0.3%	-7.6%
OTHER							
Big Issue	174	174	164	0	10	0.0%	6.1%
National Geographic	743	724	749	19	-6	2.6%	-0.8%
Australian Geographic	443	468	451	-25	-8	-5.3%	-1.8%
RM Williams Outback	203	188	216	15	-13	8.0%	-6.0%
Australian Traveller	65	65	68	0	-3	0.0%	-4.4%
New Scientist	265	248	253	17	12	6.9%	4.7%
Cosmos (from Jul06)	74	67	69	7	5	10.4%	7.2%
Travel + Leisure	77	73	82	4	-5	5.5%	-6.1%
The Monthly	86	67	47	19	-	28.4%	-
Life, etc. (from Apr07)	80	81	-	-1	-	-1.2%	-
CATEGORY TOTAL	2,210	2,155	2,099	55	111	2.6%	5.3%
MARKET TOTAL (EXCL NIMS)	41,470	41,142	42,335	328	-865	0.8%	-2.0%

Source: Roy Morgan Readership. Base: All people.

NB: This spreadsheet excludes the following: Motoring Club magazines; the Child Publications (Syd/Mel/Bris/Adel), TV Guide Inserts & Rural Publications