



AUSTRALIAN MAGAZINES TOTAL AUDIENCE REPORT DECEMBER 2018

Total monthly (any of the last 4 weeks) audience by platform in '000s
Data Period: January 2018 - December 2018

Titles Calibrated to DCR Ratings – December 2018

MAGAZINE BRANDS	Print Audience (Dec 18)	Digital Audience (Dec 18)	Total Audience (Dec 18)
Australian Geographic	709	307	1,001
Australian Gourmet Traveller	264	392	644
Australian 4WD Action	436	107	533
Better Homes and Gardens	2,051	428	2,389
Delicious	608	866	1,413
Golf Australia	130	203	330
Healthy Food Guide	235	64	299
Homes to Love	1,228	210	1,415
Marie Claire	289	221	491
MiNDFOOD	84	167	250
New Idea	2,678	864	3,350
Now to love	4,578	713	5,062
Reader's Digest Australia	458	370	812
That's Life	1,240	68	1,300
Vogue Australia	403	326	703
Weight Watchers	115	213	327
Which Car	1075	464	1,500

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2018, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings December 2018.

Notes:

Print audience in this report is shown as a total over a period of 4 weeks for consistency with NDP.

Now To Love print unduplicated audience: Australian Women's Weekly, Woman's Day, Take 5, Good Health, OK!, NW, TV Week.

Homes To Love print unduplicated audience: Australian House & Garden, Belle, Country Style, Inside Out, Real Living.

Which Car print unduplicated audience: Wheels, Motor, 4x4 Australia, Street Machine, Unique Cars.



Titles Reported from NDP Ratings – December 2018

MAGAZINE BRANDS	Print Audience (Dec 18)	Digital Audience (Dec 18)	Total Audience (Dec 18)
GQ	112	140	250
Men's Health	459	132	587
Who	961	364	1,294
Women's Health	316	103	416

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending December 2018, 14+ Nielsen Digital Panel data December 2018.

Notes:

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