



## AUSTRALIAN MAGAZINES TOTAL AUDIENCE REPORT JANUARY 2019

Total monthly (any of the last 4 weeks) audience by platform in '000s  
Data Period: February 2018 - January 2019

### Titles Calibrated to DCR Ratings – January 2019

MAGAZINE BRANDS	Print Audience (Jan 19)	Digital Audience (Jan 19)	Total Audience (Jan 19)
Australian Geographic	726	255	974
Australian Gourmet Traveller	258	266	512
Australian 4WD Action	441	71	509
Better Homes and Gardens	1,958	535	2,419
Delicious	608	698	1,273
Golf Australia	128	262	387
Healthy Food Guide	240	125	363
Homes to Love	1,214	311	1,504
Marie Claire	296	180	470
MiNDFOOD	91	77	168
New Idea	2,656	966	3,439
Now to love	4,545	1,073	5,289
Reader's Digest Australia	453	392	835
That's Life	1,219	70	1,284
Vogue Australia	424	354	744
Weight Watchers	112	297	408
Which Car	1,061	437	1,460

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending January 2019, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings January 2019.

#### 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.

*\*taste.com.au has been moved from the Magazines Total Audience Report to the Multiplatform Total Audience Report due to the title being available on various platforms and to avoid duplication of the title on multiple Total Audience Reports.*



**Titles Reported from NDP Ratings – January 2019**

<b>MAGAZINE BRANDS</b>	<b>Print Audience (Jan 19)</b>	<b>Digital Audience (Jan 19)</b>	<b>Total Audience (Jan 19)</b>
GQ	117	166	282
Men's Health	447	63	507
Who	988	500	1,449
Women's Health	334	240	569

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending January 2019, 14+ Nielsen Digital Panel data January 2019.

**Notes:**

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