



AUSTRALIAN MAGAZINES TOTAL AUDIENCE REPORT OCTOBER 2018

Total monthly (any of the last 4 weeks) audience by platform in '000s
Data Period: November 2017- October 2018

Titles Calibrated to DCR Ratings– October 2018

MAGAZINE BRANDS	Print Audience (Oct 18)	Digital Audience (Oct 18)	Total Audience (Oct 18)
Australian Gourmet Traveller	277	196	464
Better Homes and Gardens	2,080	502	2,507
Delicious	630	670	1,263
Homes to Love	1,226	289	1,489
Marie Claire	313	347	650
New Idea	2,647	1,070	3,520
Now to love	4,539	1,164	5,341
Readers Digest Australia	462	434	886
Taste.com.au	830	3,922	4,496
That's Life	1,223	102	1,316
Vogue	393	482	839
Which Car	1,060	471	1,488

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

Notes:

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

The figure for taste.com.au does not include the newspaper sections, only the magazine.

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 – October 2018

MAGAZINE BRANDS	Print Audience (Oct 18)	Digital Audience (Oct 18)	Total Audience (Oct 18)
Australian Geographic	706	348	1,041
Australian_4WD Action	419	107	523
GQ	121	233	349
Golf Australia	128	139	265
Healthy Food Guide	244	112	353
MiNDFOOD	74	127	201
RM Williams Outback	378	93	469
The Monthly	109	212	319
Weight Watchers	111	311	419
Who	961	551	1,471
Women's Health	300	221	513

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

Notes:

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

Titles may have been withdrawn from this report due to inconsistent NDP sample, please contact the publisher for any audience requests.