



AUSTRALIAN MAGAZINES TOTAL AUDIENCE REPORT JULY 2018

Total monthly (any of last 4 weeks) audience by platform in '000
Data Period: August 2017- July 2018 (Digital, NDP Nielsen Digital Panel, July 2018)

MAGAZINE BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
Australian Gourmet Traveller	289	147	420
Better Homes and Gardens	2,113	319	2,364
Cosmopolitan	312	64	371
Girlfriend	127	16	143
Marie Claire	337	77	410
New Idea	2,648	661	3,179
Reader's Digest Australia	474	289	752
Taste.com.au	814	2,814	3,447
That's Life	1,214	135	1,334
sVogue	417	120	524
Who	993	203	1,173

Source: emmaTM conducted by Ipsos MediaCT, People 14+ for the 12 months ending July 2018, NDP Nielsen Digital Panel July 2018, People 14+ only

Notes: Print audience in this report is shown as a total over a period of 4 weeks for consistency with Nielsen NDP figures. These print figures are therefore larger than those shown in the separate Print Audience report, which are for a single issue. All Figures in '000's

