



## AUSTRALIAN MAGAZINES TOTAL AUDIENCE REPORT MAY 2018

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

MAGAZINE BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
Australian Gourmet Traveller	309	97	397
Better Homes and Gardens	2,201	277	2,419
Cosmopolitan	337	154	478
Girlfriend	127	25	152
Marie Claire	363	107	466
New Idea	2,620	402	2,922
Reader's Digest Australia	466	367	826
Taste.com.au	804	3,094	3,688
That's Life	1,215	185	1,382
Vogue	429	137	560
Who	994	194	1,153

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

