



## AUSTRALIAN MAGAZINES TOTAL AUDIENCE REPORT SEPTEMBER 2018

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

MAGAZINE BRAND	Print Audience (Sep18)	Digital Audience (Sep18)	Total Audience (Sep18)
Australian Gourmet Traveller	272	168	430
Better Homes and Gardens	2,097	250	2,302
Cosmopolitan	309	79	386
Girlfriend	134	40	173
Marie Claire	321	200	515
New Idea	2,621	565	3,044
Reader's Digest Australia	468	245	705
Taste.com.au	828	2,730	3,365
That's Life	1,208	157	1,351
Vogue	398	128	518
Who	968	275	1,213

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

