



AUSTRALIAN MAGAZINES TOTAL AUDIENCE REPORT

Data Period: April 2017- March 2018 (Digital, Nielsen DRM March 2018)

Total monthly (any of last 4 weeks) audience by platform in '000

MAGAZINE BRAND	PRINT (monthly)	DIGITAL (monthly)	TOTAL (monthly)
Taste.com.au	790	3,141	3,734
New Idea	2,667	473	3,003
Better Homes and Gardens	2,256	209	2,435
That's Life	1,259	213	1,448
Who	1,032	201	1,208
Reader's Digest Australia	491	284	763
Vogue	433	175	594
Australian Gourmet Traveller	338	156	485
Cosmopolitan	360	200	552
Marie Claire	390	108	486
Girlfriend	132	37	169

Source: emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending March 2018, Nielsen DRM March 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 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

