

MAGAZINE BRANDS - CONSUMER

Media brands, mastheads, publishing, magazines and more, the evolving media landscape is cross-platform and here to stay – most critically it is growing with readership numbers on the rise.

TOP FACTS

A total of 15,189,000 Australians aged 14+ (74.2%) read magazines whether in print or online. That's an impressive 1.2% increase, or 183,000 more Australians.



TOP 10

Cross-platform readership is increasing. The strongest increase amongst the top 10 leading magazines by cross-platform audience was 'Good Health' increased its cross-platform audience by 18.2%.

12.6 MILLION

Australians read a print magazine in the year up to December 2018

9 OUT OF 15

9 out of Australia's top 15 magazines grew their print readership in 2018.

Women's Weekly is now Australia's most widely read paid magazine after growing readership by 5.1 per cent to 1,570,000 in 2018.

Top 5 mastheads with strongest readership increase are Healthy Food Guide (up 72%), Australian Motorcycle News (up 45.2%), Weight Watchers Magazine (up 41.5%), Harper's Bazaar (up 31.5%) and PC & Tech Authority (up 30.8%).

National Geographic had the biggest improvement of Australia's leading magazines growing print readership by a stunning 20.5 per cent to 1,279,000 on the back of the special 'Plastic or Planet' edition in June 2018.

Source: Roy Morgan Research, 2018

