

## ABC CIRCULATION RESULTS - FEB 2014

**METROPOLITAN NEWSPAPERS, ALL MAGAZINES AND NIMS**

AUSTRALIAN AVERAGE NET PAID SALES

**METROPOLITAN NEWSPAPERS**

TITLE	PUBLISHER	DAYS	DEC-13	SEP-13	JUN-13	MAR-13	DEC-12	% YOY
<b>NATIONAL</b>								
Austr Financial Review	Fairfax	M-F	62455	64270	66220	64861	66709	-6.38
Austr Financial Review	Fairfax	Sat	71733	62278	64478	81606	78978	-9.17
Australian	News Corp	M-F	112269	116854	116655	119490	122428	-8.30
Weekend Australian	News Corp	Sat	242158	250186	254891	264547	266696	-9.20
<b>NSW</b>								
Daily Telegraph	News Corp	M-F	293512	289839	310724	305132	333424	-11.97
Daily Telegraph	News Corp	Sat	286683	274050	290922	304254	320505	-10.55
Sydney Morning Herald	Fairfax	M-F	131737	136623	141699	148037	157931	-16.59
Sydney Morning Herald	Fairfax	Sat	228392	231989	233335	253240	272849	-16.29
Sunday Telegraph	News Corp	Sun	525123	516584	541749	559026	599165	-12.36
Sun-Herald	Fairfax	Sun	264434	273790	276172	290174	313477	-15.64
<b>VICTORIA</b>								
Age	Fairfax	M-F	130767	133981	142050	144277	157480	-16.96
Age	Fairfax	Sat	196051	198537	203753	219696	227836	-13.95
Herald Sun	News Corp	M-F	394597	399638	416027	425253	450090	-12.33
Herald Sun	News Corp	Sat	395105	399730	416662	433365	444250	-11.06
Sunday Age	Fairfax	Sun	164243	167775	171255	178141	191139	-14.07
Sunday Herald-Sun	News Corp	Sun	453268	470326	485943	501642	514671	-11.93
<b>QUEENSLAND</b>								
Courier Mail	News Corp	M-F	167172	172816	173095	172801	185770	-10.01
Courier Mail	News Corp	Sat	214603	221572	223443	228650	237798	-9.75
Sunday Mail	News Corp	Sun	397481	415184	415808	423488	438994	-9.46
<b>SOUTH AUSTRALIA</b>								
Advertiser	News Corp	M-F	150583	148430	155635	160842	166178	-9.38
Advertiser	News Corp	Sat	197900	200456	208624	213378	218669	-9.50
Sunday Mail	News Corp	Sun	236261	239488	246007	251444	259791	-9.06

## METROPOLITAN NEWSPAPERS

TITLE	PUBLISHER	DAYS	MAR-13	DEC-12	SEP-12	JUN-12	MAR-12	% YOY
<b>WESTERN AUSTRALIA</b>								
West Australian	WAN	M-F	166468	172188	178385	176189	176105	-5.47
West Australian	WAN	Sat	279334	278332	290536	302250	306479	-8.86
Sunday Times	News Corp	Sun	237721	240486	250290	257330	267279	-11.06
<b>TASMANIA</b>								
Mercury	News Corp	M-F	36616	35821	37419	39227	40033	-8.54
Mercury	News Corp	Sat	49671	49440	51302	53762	54047	-8.10
Sunday Tasmanian	News Corp	Sun	46909	46901	48605	50505	50976	-7.98
<b>ACT</b>								
Canberra Times	Fairfax	M-F	24851	25228	26153	27132	27974	-11.16
Canberra Times	Fairfax	Sat	36829	37319	40475	42797	43641	-15.61
Canberra Times	Fairfax	Sun	24424	25335	26138	28371	27717	-11.88
<b>NORTHERN TERRITORY</b>								
Northern Territory News	News Corp	M-F	15485	16757	16508	16539	17782	-12.92
Northern Territory News	News Corp	Sat	23193	25315	25375	26163	26926	-13.86
Sunday Territorian	News Corp	Sun	16691	18182	18087	18620	19990	-16.50
<b>Total</b>			<b>6274719</b>				<b>7083777</b>	<b>-11.42</b>

## NEWSPAPER INSERTED MAGAZINES

TITLE	PUBLISHER	DEC-13	SEP-13	JUN-13	MAR-13	DEC-12	%YOY
<b>NATIONAL</b>							
Australian Magazine	News Corp		242158	250186	254891	264962	266696 -9.20
Boss Magazine	Fairfax	69775	71545	73777	73417	74058	-5.78
The Deal	News Corp		90190	90949	90990	93460	95367 -5.43
Wish	News Corp		89856	92209	92568	95067	96395 -6.78
<b>NSW</b>							
Good Weekend	Fairfax	228392	231989	233335	254865	272849	-16.29
Sunday Life	Fairfax	264261	273521	275900	289885	313270	-15.64
Sunday Magazine	News Corp		514537	504565	539093	551547	595305 -13.57
TV Guide	News Corp		525123	516584	541749	559026	599165 -12.36
<b>VICTORIA</b>							
Good Weekend	Fairfax	196051	198537	203753	221460	227836	-13.95
Sunday Life	Fairfax	164243	167775	171255	178524	186308	-11.84
Sunday Magazine	News Corp		443795	459832	460816	475698	501072 -11.43
TV Guide	News Corp		443795	459832	460816	475698	501072 -11.43
<b>QUEENSLAND</b>							
Qweekend	News Corp		214603	221572	223443	228650	237798 -9.75
TV Guide	News Corp		397481	415184	415808	423488	438994 -9.46
<b>SOUTH AUSTRALIA</b>							
TV Guide	News Corp		236261	239488	246007	251444	259791 -9.06
<b>WESTERN AUSTRALIA</b>							
TV Guide	News Corp		237721	240486	250290	257330	267279 -11.067
<b>TASMANIA</b>							
TV Guide	News Corp		46909	46901	48605	50505	50976 -7.98
<b>Total</b>			<b>4405151</b>			<b>4984231</b>	<b>-11.62</b>

## ALL MAGAZINES

TITLE	PUBLISHER	CATEGORY	DEC-13	JUN-13	DEC-12	% YOY
4 x 4 Australia	Bauer	Motoring	13687	15100	15299	-10.54
AFL Record	AFL Media	Sports	20995	28415	23383	-10.21
AFR Smart Investor	Fairfax Media	Business & finance	35045	44850	50105	-30.06
APC	Bauer	Computing, games & info tech	18467	21643	20605	-10.38
Australasian Dirt Bike	Bauer	Motoring	19942	20934	22034	-9.50
Australian 4WD Action	Express	Motoring	49251	51256	50983	-3.40
Australian Auto Action	Bauer	Motoring	10030	10549	10478	-4.28
Australian Geographic	Bauer	General interest	75530	79053	82339	-8.27
Australian Gourmet Traveller	Bauer	Food & entertainment	65517	68108	71525	-8.40
Australian Handyman	Readers Digest	Home & garden	55666	55659	53255	4.53
Australian Home Beautiful	Pacific	Home & garden	86210	84120	79580	8.33
Australian House & Garden	Bauer	Home & garden	113730	113569	113105	0.55
Australian Men's Fitness	Odysseus	Men's lifestyle	28668	29817	30117	-4.81
Australian Motorcycle News	Bauer	Motoring	16366	17479	19017	-13.94
Australian Motorcycle Trader	Bauer	Motoring	17261	17163	20011	-13.74
Australian Photography	Yaffa	Craft & hobbies	9866	9684	10410	-5.23
Australian Property Investor	Australian Commercial	Business & finance	26582	28196	23845	11.48
Australian Traveller	Australian Traveller Media	General interest	10015	10850	10484	-4.47
Australian Women's Weekly	Bauer	Mass women's	451235	459175	470331	-4.06
Belle	Bauer	Home & garden	45055	44534	43124	4.48
Better Homes and Gardens	Pacific	Home & garden	384750	362150	388110	-0.87
Big League	NewsLifeMedia	Sports	10241	11840	11642	-12.03
Campertrailer Australia	Bauer	Motoring	8432	8697	8889	-5.14
Caravan & Motorhomes	Express	Motoring	23005	24882	25713	-10.53
Caravan World	Bauer	Motoring	13114	13054	12529	4.67
Cleo	Bauer	Women's lifestyle & fashion	66325	76163	80321	-17.43
Club Marine	Club Marine	Buying & selling	85711	87316	85004	0.83
Cosmopolitan	Bauer	Women's lifestyle & fashion	90450	98294	105212	-14.03
Country Home Ideas	Express	Home & garden	18433	18608	20368	-9.50
Country Style	NewsLifeMedia	Home & garden	62015	65272	64389	-3.69
Deals on Wheels	Bauer	Buying & selling	18071	20100	20814	-13.18
Delicious	NewsLifeMedia	Food & entertainment	101363	115621	115162	-11.98
Diabetic Living	Pacific	Health & family	63127	59007	58662	7.61
Dolly	Bauer	Women's youth	70083	80315	90175	-22.28
Donna Hay	NewsLifeMedia	Food & entertainment	87374	94861	97033	-9.95
Earthmovers & Excavators	Bauer	Buying & selling	8570	9100	9209	-6.94

## ALL MAGAZINES

TITLE	PUBLISHER	CATEGORY	JUN-13	DEC-12	JUN-12	% YOY
Elle Australia	Bauer	Women's lifestyle & fashion	61061	n/a	n/a	n/a
Family Circle	Pacific	Food & entertainment	106600	61600	84358	26.37
Famous	Pacific	Mass women's	70304	80045	86056	-18.30
Farms & Farm Machinery	Bauer	Buying & selling	8769	9050	9083	-3.46
Feast	Pacific	Food & entertainment	37090	35658	35625	4.11
Fishing World	Yaffa	Sports	14131	12835	14472	-2.36
Frankie	Morrison Media	Women's lifestyle & fashion	63645	64931	60852	4.60
Freshwater Fishing Australia	Australian Fishing Network	Sports	10677	12031	11257	-5.15
Game Informer	Citrus Media	Computing, games & info tech	40926	45090	52816	-22.51
Gardening Australia	NewsLifeMedia	Home & garden	64532	66027	69469	-7.107
Girl Power	Nextmedia	Women's youth	14923	17538	19839	-24.78
Girlfriend	Pacific	Women's youth	55012	70002	71686	-23.26
Good Health	Bauer	Health & family	67188	67132	66601	0.88
Grand Designs Australia	Universal	Home & garden	20848	20909	19626	6.23
Harpers Bazaar	Bauer	Women's lifestyle & fashion	52856	52642	52635	0.42
Healthy Food Guide	Healthy Life Media	Health & family	37716	39802	40783	-7.52
Inside Out	NewsLifeMedia	Home & garden	45051	44354	44038	2.30
Instyle	Pacific	Women's lifestyle & fashion	53158	53150	53536	-0.71
James Halliday's Wine Companion	Hardie Grant	Food & entertainment	23755	n/a	n/a	n/a
Just 4x4s	Just Magazines	Motoring	9775	10165	11847	-17.49
Just Bikes	Just Magazines	Motoring	21556	22648	26875	-19.79
Just Cars	Just Magazines	Motoring	50026	50160	54775	-8.670
Just Trucks & Heavy Equipment	Just Magazines	Motoring	10550	11351	11731	-10.07
K-zone	Pacific	Children's	40002	40004	42048	-4.87
Little Angel	Nextmedia	Children's	17282	18552	21136	-18.23
Mania	Nextmedia	Children's	14765	14508	17307	-14.69
Marie Claire	Pacific	Women's lifestyle & fashion	88971	90092	90519	-1.71
Men's Health	Pacific	Men's lifestyle	65311	70080	71053	-8.08
Modern Fishing	Express	Sports	11989	11934	13306	-9.90
Money Magazine	Bauer	Business & finance	50077	52037	51970	-3.64
Motor	Bauer	Motoring	20449	22221	22139	-7.63
New Idea	Pacific	Mass women's	281189	290049	293031	-4.04
NW	Bauer	Mass women's	86077	95237	100494	-14.35
OK!	Bauer	Women's lifestyle & fashion	73048	83195	90096	-18.92
PC & Tech Authority	Haymarket	Computing, games & info tech	13843	15175	16633	-16.77
Prevention	Pacific	Health & family	48127	50184	52192	-7.79

## ALL MAGAZINES

TITLE	PUBLISHER	CATEGORY	JUN-13	DEC-12	JUN-12	% YOY
Quokka	WAN	General interest	19641	22181	28297	-30.59
Real Living	Bauer	Home & garden	81103	80061	75047	8.07
Recipes+	Bauer	Food & entertainment	107522	107026	110027	-2.28
RM Williams Outback	Outback Publishing	General interest	62133	63276	64524	-3.71
Rotary Down Under	Rotary Down Under	General interest	28636	29487	30297	-5.48
Rugby League Week	Bauer	Sports	12859	14589	15211	-15.46
Runner's World	The Run Fit Group	Sports	13990	16120	14971	-6.55
Russh	Switzer	Women's lifestyle & fashion	19957	19457	18905	5.56
Shop Til You Drop	Bauer	Women's lifestyle & fashion	40155	n/a	n/a	n/a
Sport Fishing Australia Magazine	Australian Fishing Network	Sports	6964	9712	7369	-5.50
Street Machine	Bauer	Motoring	39212	39072	43213	-9.26
Super Food Ideas	NewsLifeMedia	Food & entertainment	170176	170396	163292	4.22
Take 5	Bauer	Mass women's	167718	174816	180110	-6.88
Taste.com.au Magazine	NewsLifeMedia	Food & entertainment	80583	n/a	n/a	n/a
Tech Life (formerly PC User)	Bauer	Computing, games & info tech	14894	20899	27219	-45.28
That's Life	Pacific	Mass women's	197236	203137	218161	-9.59
The Big Issue	Big Issue	General interest	29026	27296	33475	-13.29
The Monthly	The Monthly	General interest	31104	30955	31391	-0.91
Top Gear	Bauer	Motoring	50229	54107	60007	-16.29
Total Girl	Pacific	Children's	41291	49020	49222	-16.11
Trade a Boat	Bauer	Buying & selling	12022	12233	12169	-1.21
TV Week	Bauer	Mass women's	148551	158518	155664	-4.57
Unique Cars	Bauer	Motoring	41707	45024	48782	-14.50
Vogue Australia	NewsLifeMedia	Women's lifestyle & fashion	50129	51305	51291	-2.27
Vogue Living	NewsLifeMedia	Home & garden	40746	42014	41834	-2.60
Weight Watchers	Pacific+	Health & family	50559	53844	53618	-5.70
Wheels	Bauer	Motoring	43402	45864	47008	-7.67
Who	Pacific	Mass women's	115263	120081	126124	-8.61
Woman's Day	Bauer	Mass women's	335112	345356	350495	-4.39
Women's Fitness	Bauer	Health & family	61143	55137	50372	21.39
Women's Health	Pacific	Health & family	86080	90267	92596	-7.04
Your Garden	Pacific	Home & garden	42757	41894	45157	-5.31
Zoo Weekly	Bauer	Men's lifestyle	37882	46871	58165	-34.87

## METROPOLITAN NEWSPAPERS - TOTAL MASTHEAD SALES\*

TITLE	PUBLISHER	DAYS	DEC-13	SEP-13	JUN-13	MAR-13	DEC-12	% YOY
<b>NATIONAL</b>								
Australian	News Corp	M-F	165288	169035	164439	162210	158325	4.40
Weekend Australian	News Corp	Sat	288725	296181	296819	301723	296434	-2.60
<b>NSW</b>								
Sydney Morning Herald	Fairfax	M-F	215295	200612	164288	172057	186000	15.75
Sydney Morning Herald	Fairfax	Sat	285798	276318	250554	272191	292989	-2.45
Sun-Herald	Fairfax	Sun	325301	321636	295141	309732	334063	-2.62
<b>VICTORIA</b>								
Age	Fairfax	M-F	207987	194527	168409	164266	174079	19.48
Age	Fairfax	Sat	247735	239439	222504	234415	237450	4.33
Herald Sun	News Corp	M-F	427703	432841	446651	449571	n/a	n/a
Herald Sun	News Corp	Sat	423169	428194	443245	454047	n/a	n/a
Sunday Age	Fairfax	Sun	216097	209024	190023	190335	199892	8.11
Sunday Herald-Sun	News Ltd	Sun	479622	497481	512248	522359	n/a	n/a
<b>NORTHERN TERRITORY</b>								
Northern Territory News	News Corp	M-F	16011	17296	16961	n/a	n/a	n/a
Northern Territory News	News Corp	Sat	23728	25858	25841	n/a	n/a	n/a
Sunday Territorian	News Corp	Sun	17226	18725	18553	n/a	n/a	n/a

\*Total masthead sales are Print Only + Digital Only Sales + Print-Digital Packaged Subscriptions