

## emma™ Total Audience Report - Magazines

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

Data Period: Dec 2015-Nov 2016 (Web – Nov 2016)

MAGAZINE BRAND	Print (monthly)	Web (monthly)	Total (monthly)
Australian Gourmet Traveller	356	149	501
Australian Women's Weekly	1,891	663	2,449
Better Homes and Gardens	2,161	181	2,309
Cosmopolitan	367	79	442
Marie Claire	365	45	408
New Idea	2,658	258	2,855
Reader's Digest Australia	507	731	1,215
Taste.com.au	740	2,992	3,539
That's Life	1,203	178	1,365
Vogue	405	222	620
Who	1,086	87	1,162
Woman's Day	2,777	281	2,987

### 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.

### Measures:

Print - emma™; Number of people reading a print version in last 4 weeks

Digital - Nielsen DRM; Number of people accessing web site across all devices in last calendar month

\*\* (These figures may vary slightly from official DRM figures due to differences in universe. Please refer to DRM for official rankings)

Total - emma™ / Nielsen DRM; Total number of people accessing brand via any platform in the last 4 weeks (Digital - last calendar month)

### Source:

emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending Nov 2016, Nielsen DRM Nov 2016, People 14+ only

