

emma™ Total Audience Report - Magazines

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

Data Period: Jan 2016-Dec 2016 (Web – Dec 2016)

MAGAZINE BRAND	Print (monthly)	Web (monthly)	Total (monthly)
Australian Gourmet Traveller	344	245	582
Australian Women's Weekly	1,902	640	2,433
Better Homes and Gardens	2,151	193	2,300
Cosmopolitan	362	83	443
Girlfriend	142	54	195
Marie Claire	349	74	421
New Idea	2,657	175	2,801
Reader's Digest Australia	504	665	1,151
Taste.com.au	728	3,485	4,004
That's Life	1,218	217	1,413
Vogue	408	141	539
Who	1,061	195	1,244
Woman's Day	2,758	248	2,942

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 Dec 2016, Nielsen DRM Dec 2016, People 14+ only

