

emma™ Total Audience Report - Magazines

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

Data Period: Feb 2016-Jan 2017 (Web – Jan 2017)

MAGAZINE BRAND	Print (monthly)	Web (monthly)	Total (monthly)
Australian Gourmet Traveller	365	165	524
Australian Women's Weekly	1,959	732	2,595
Better Homes and Gardens	2,241	290	2,487
Cosmopolitan	374	49	421
Girlfriend	142	134	275
Marie Claire	358	83	438
New Idea	2,704	186	2,846
Reader's Digest Australia	515	742	1,234
Taste.com.au	761	3,260	3,810
That's Life	1,241	225	1,443
Vogue	406	239	635
Who	1,074	95	1,159
Woman's Day	2,796	269	3,003

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 Jan 2017, Nielsen DRM Jan 2017, People 14+ only

