

## emma™ Total Audience Report - Magazines

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

Data Period: Apr 2016-Mar 2017 (Web – Mar 2017)

MAGAZINE BRAND	Print (monthly)	Web (monthly)	Total (monthly)
Australian Gourmet Traveller	368	130	492
Better Homes and Gardens	2,266	161	2,395
Cosmopolitan	353	153	499
Girlfriend	142	75	217
Marie Claire	367	43	410
New Idea	2,713	351	2,993
Reader's Digest Australia	516	634	1,131
Taste.com.au	756	3,167	3,732
That's Life	1,246	192	1,414
Vogue	422	257	669
Who	1,053	92	1,138

### 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 Mar 2017, Nielsen DRM Mar 2017, People 14+ only

