

## emma™ Total Audience Report - Magazines

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

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

MAGAZINE BRAND	Print (monthly)	Web (monthly)	Total (monthly)
Australian Gourmet Traveller	367	136	497
Better Homes and Gardens	2,281	171	2,421
Cosmopolitan	353	74	424
New Idea	2,751	278	2,970
Reader's Digest Australia	516	585	1,082
Taste.com.au	762	2,993	3,562
That's Life	1,249	202	1,421
Vogue	420	169	582
Who	1,065	117	1,176

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

