

emma™ Total Audience Report - Magazines

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

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

MAGAZINE BRAND	Print (monthly)	Web (monthly)	Total (monthly)
Australian Gourmet Traveller	369	207	567
Better Homes and Gardens	2,294	115	2,383
Cosmopolitan	363	106	461
Girlfriend	137	60	195
Marie Claire	379	87	464
New Idea	2,738	277	2,956
Reader's Digest Australia	509	488	984
Taste.com.au	763	3,213	3,775
That's Life	1,266	222	1,460
Vogue	421	194	610
Who	1,040	93	1,125

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

