

the(numbers)



circulation 371,499
readership 622,000

sydney only

circulation 194,599
readership 359,000

melbourne only

circulation 176,900
readership 262,000

reader profile

male/female split **47/53**

core target audience **35–64yrs**

ABs **300,000**

\$130K+ HHI **182,000**

average HHI **\$130,710** (population average **\$88,400**)

Don't read fashion magazines **522,000**

Don't read food & wine magazines **455,000**

Don't read men's lifestyle magazines **547,000**

“We know that not only do the customers we have, but the customers we want to have, treat these magazines as more than just an “insert”. They read them, they keep them, they like being seen reading them and having them in their homes. All that plus they give us enough space and quality reproduction to make a decent image. Should I ask for more?”

Andrew Caie, National Marketing Communications Manager,
Lexus Australia

Source: Roy Morgan March 2011, ABC Jan – Mar 2011. Fashion magazines = marie claire, Harper's Bazaar, Vogue, InStyle, Madison and Grazia. Food & Wine magazines = Australian Good Taste, Gourmet Traveller, Gourmet Traveller Wine, Delicious, Donna Hay, Australian Good Food, Super Food Ideas. Men's lifestyle magazines = Inside Sport, GQ, Men's Health, Men's Style, FHM, Alpha, Men's Fitness.

