

ABC SPECIAL

Tween mags hit; food and health mags prosper

Magazine sales continue to be hit with just 38 of the 104 magazines that have been given an audit showing a positive increase in the six months to June this year.

Kids and tween titles continue to show significant declines according to figures from the Audit Bureau of Circulations, with *Disney Adventures* from ACP Magazines recording the largest ABC percentage drop of 21.9%. Pacific Magazines' *Girlfriend* fared only marginally better with a six month drop of 16.6% to 90,165, while ACP's *Disney Girl*

was down 13.2% and Next Media's *Girl Power* fell by 12.8%.

Following ACP's decision to axe lads mag *Ralph* earlier this year, News Magazines will undoubtedly be taking a hard look at its sports title *Alpha* which recorded a sales drop of 21.4%, equating to a decline of nearly 20,000 copies in the six months to June compared with the same period last year. *Alpha* is now selling an average of 73,325 copies a month.

Health and food titles continued to fare well on the whole. ACP's *Australian Good Food*

magazine saw the second biggest circulation rise of all magazines, posting a 13.8% rise to 83,270. *Healthy Food Guide* was up 11.5% while *Donna Hay* increased by 7.6%.

ACP remains the largest magazine group maintaining a 52.4% overall share. Phil Scott, group publishing director at ACP said: "The magazine market is alive and kicking. Almost \$1bn was spent buying them in the last 12 months – that is an outstanding result when you consider this has been the toughest economic period in decades."

Pacific Magazines has seen its market share increase to 29.8% from 27.8% a year ago, with continued strong performances from *Better Homes and Gardens* and its weeklies *Famous, Who* and *That's Life*.

News Magazines saw its share rise to 13.8% from 12.4% with continued strong performance from its food titles, including the launch of *MasterChef* which has been given a preliminary audit of 150,000.

For full monthly magazine circulations, see page 3

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Newspaper sales continue downward trend

Sales of newspapers have continued to fall with Monday to Sunday metropolitan titles down 2.5% in the June quarter compared to the same period last year, according to the latest Audit Bureau of Circulations figures.

The Monday to Friday edition of *The Financial Review* from Fairfax Media was again hit hard in the latest audit, down 5.9% to 77,046 from the previous corresponding period, with its Saturday edition also down, but by a more modest 1.1%. Its *AFR Smart Investor* magazine posted a double digit decline of 17.3% to 54,085, which it has attributed to continued uncertainty among investor audiences.

News Limited's *The Australian* fell slightly by 0.5% to 135,115,

but its weekend edition slid by a more substantial 2.3% in the period to 300,389.

Across the metropolitan titles, most newspapers, with the exception of *The West Australian* posted declines or remained flat. In Victoria, the Monday to Friday edition of *The Age* was down by 4.5% to 197,500, while its Saturday edition fared only slightly better recording a 4% fall in sales to 279,900. News' *Herald-Sun* weekday and Saturday editions were down 2.1%.

In New South Wales, *The Daily Telegraph* dropped 3.8% to 374,395, while its Saturday issue remained flat with a small 0.8% rise. *The Sydney Morning Herald* Monday to Friday was down by 1.4%, while the Saturday edition remained unchanged

on 359,200.

The weekday *Courier Mail* also fell in Queensland, down 1.4%, while on Saturdays it was down by 3.9%. The Monday to Friday edition of *The West Australian* was the only major metro title to see significant increases in its circulation with a 3.3% increase to 203,304. This was countered somewhat on Saturdays where it saw a 2.8% decrease.

All Sunday newspapers continued their downward trend with News' *Sunday Mail* in Queensland showing the largest percentage fall of 6.8%. The *Sun-Herald* fell 3.2% in New South Wales, while rival *The Sunday Telegraph* slumped by 2.9% in the June quarter compared to the same time last year. *The Sunday Times* in WA fell by

5.4% to 303,581.

The Newspaper Works, which promotes the interests of the four main publishing groups claimed the results were in line with expectations, blaming the continued tough retail environment for the declines.

"It has impacted us just like it has impacted other paid media, but the five year trend remains relatively stable," Tony Hale, CEO at The Newspaper Works said.

Hale pointed to the fact that 331,000 branded apps for the iPhone and iPad have been downloaded in the last five months as an indication people were still supporting newspaper mastheads.

For full newspaper circulations, see page 7

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ACP's weekly magazines hit by circ drops

ACP Magazine's stable of celebrity weeklies has been rocked by double digit sales declines in the three months to June, in what has been a period of overall decline for the weekly market.

Figures from the Audit Bureau of Circulations (ABC) for April to June 2010 saw all of ACP's nine weekly titles experience sales decreases compared to the same period last year, with *OK* magazine the worst hit at -15.5%, equating to a sales drop of more than 18,500 to 101,562.

The publisher's other titles *NW*, *People*, *Picture*, *TV Week* and *Zoo Weekly* were also hit by

double digit declines. *NW* fell 12.1% to 123,248 in the three months to June, year-on-year, with *TV Week* shedding about 25,450 copies (-11.4%) to 198,186 and *Zoo* falling 10.5% to 100,530 in the second quarter of the year. Sales of fashion weekly *Grazia*, also published by ACP, fell 7.8% to 61,086 year-on-year.

Meanwhile, the growth of Pacific Magazines' star weekly performer *Famous* slowed to under 10% in the latest results, following double digit-growth over the previous three quarters. However, the celebrity gos-

sip weekly continued to lead the pack with sales growth of 9.8% to 88,519, its seventh consecutive circulation increase. It was one of only three weekly titles to see a lift in circulation, with Pac Mag's market leader *New Idea* edging forward slightly at 0.3% to 326,137 and Fairfax Media's business title *BRW* seeing a 0.9% lift to 42,777 in the June quarter.

While *Famous*'s sales are still strong, growth is down on previous quarters, with the title rising 14.4% year-on-year in the first quarter of the year, 15.3% in the last three months of 2009 and

35% in the July to September quarter last year.

Nick Chan, CEO of Pacific Magazines, said: "Pacific Magazines has posted a robust circulation result, to grow overall share and record market leading results for key titles. Pacific continues to deliver strategic wins that strengthens our position in key categories – including *New Idea* posting growth, as its major competitor [*Woman's Day*] falls to its lowest circulation in 30 years."

For full weekly magazine circulations, see page 6.

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MONTHLY MAGAZINES

Magazine	Publisher	Jan-Jun 10	Jan-Jun 09	% change YoY
4 x 4 Australia	ACP Magazines	18,227	18,154	0.4
4WD Camper Trailer Touring	Express Publications	11,256	N/A	N/A
AFR Smart Investor	Fairfax Media	54,085	65,425	-17.3
Alpha	News Magazines	73,325	93,239	-21.4
APC	ACP Magazines	28,952	34,111	-15.1
Australasian Dirt Bike	ACP Magazines	26,074	26,236	-0.6
Australian 4WD Action	Express Publications	45,723	45,061	1.5
Australian Auto Action	ACP Magazines	12,006	12,500	-4.0
Australian Flying	Yaffa Publishing Group	7,377	7,907	-6.7
Australian Geographic	ACP Magazines	126,275	140,724	-10.3
Australian Good Food	ACP Magazines	83,270	73,161	13.8
Australian Gourmet Traveller	ACP Magazines	75,107	74,292	1.1
Australian Gourmet Traveller Wine	ACP Magazines	21,948	22,537	-2.6
Australian Handyman	Reader's Digest Australia	67,013	64,369	4.1
Australian Home Beautiful	Pacific Magazines	73,597	70,480	4.4
Australian House & Garden	ACP Magazines	105,623	96,554	9.4
Australian Men's Fitness	Odysseus Publishing	23,700	26,844	-11.7
Australian Motorcycle Trader	ACP Magazines	23,295	26,945	-13.5
Australian Motorcycle News	ACP Magazines	20,132	21,001	-4.1
Australian PC Authority	Haymarket Media	24,417	27,171	-10.1
Australian Photography	Yaffa Publishing Group	9,099	8,221	10.7
Australian Property Investor	Australian Commercial Publishing	28,296	25,943	9.1
Australian Road Rider	Universal Magazines	21,504	21,971	-2.1
Australian Sailing	Yaffa Publishing Group	4,416	4,252	3.9
Australian Traveller	Australian Traveller Media	FNR	13,802	N/A
Australian Women's Weekly	ACP Magazines	493,301	493,055	0.0
Belle	ACP Magazines	35,190	30,544	15.2
Better Homes & Gardens	Pacific Magazines	382,973	370,000+	3.5
Bicycling Australia	Lake Wangary Publishing	16,498	N/A	N/A
Big League	News Magazines	18,629	20,816	-10.5
Bowls NSW	Royal NSW Bowling Association	57,685	59,977	-3.8
Burke's Backyard	ACP Magazines	58,513	55,706	5.0
Campertrailer Australia	ACP Magazines	10,718	N/A	N/A
Capture	Yaffa Publishing Group	2,826+	3,198	-11.6
Caravan & Motorhomes	Express Publications	20,138	19,965	0.9
Caravan World	ACP Magazines	12,886	12,861	0.2
Cleo	ACP Magazines	120,051	134,286	-10.6
Club Marine	Club Marine	78,306	76,354	2.6
Cosmopolitan	ACP Magazines	151,213	166,208	-9.0
Country Home Ideas	Express Publications	20,414	20,199	1.1
Country Style	News Magazines	57,443	53,900	6.6
Cruising Helmsman	Yaffa Publishing Group	7,771	7,930	-2.0
Dance Australia	Yaffa Publishing Group	4,348	4,751	-8.5
Deals on Wheels	ACP Magazines	22,237	22,793	-2.4
Delicious	News Magazines	134,000+	129,626	3.4
Diabetic Living	Pacific Magazines	53,591	50,809	5.5
Digital Photography & Design	Yaffa Publishing Group	4,593+	4,440	3.4
Disney Adventures	ACP Magazines	22,307	28,548	-21.9
Disney Girl	ACP Magazines	23,514	27,098	-13.2
Dmag	Dmag	FNR	22,689	N/A

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Dolly	ACP Magazines	120,265	125,169	-3.9
Donna Hay	News Magazines	89,192	82,910	7.6
Earth Garden	Earth Garden Publishing	15,841	17,702	-10.5
Earthmovers and Excavators	ACP Magazines	9,772	10,386	-5.9
Empire	ACP Magazines	23,708	24,149	-1.8
Farms & Farm Machinery	ACP Magazines	11,286	12,566	-10.2
Family Circle	Pacific Magazines	76,500	N/A	N/A
FHM	ACP Magazines	50,020	51,063	-2.0
Fishing World	Yaffa Publishing Group	14,218	16,034	-11.3
Frankie	Morrison Media	46,684	32,601	43.2
GameInformer	Citrus Media	23,062	N/A	N/A
Gardening Australia	News Magazines	85,260	94,868	-10.1
Girl Power	Next Media	20,935	23,999	-12.8
Girlfriend	Pacific Magazines	90,165	108,119	-16.6
Good Health & Medicine	ACP Magazines	65,047	66,115	-1.6
Harper's Bazaar	ACP Magazines	56,119	51,467	9.0
Health Smart	Reader's Digest Australia	75,000+	83,850	-10.6
Healthy Food Guide	Healthy Life Media	40,652	36,457	11.5
Inside Out	News Magazines	51,993	50,173	3.6
InStyle	Pacific Magazines	61,912	61,794	0.2
Just 4X4s	Just Magazines	15,016	N/A	N/A
Just Bikes	Just Magazines	32,501	33,692	-3.5
Just Cars	Just Magazines	65,396	67,016	-2.4
Just Trucks & Heavy Equipment	Just Magazines	14,164	14,308	-1.0
K-Zone	Pacific Magazines	50,272	55,445	-9.3
Lifestyle Options	Royal NSW Bowling Association	57,685	59,977	-3.8
Limelight	Haymarket Media	11,059	12,604	-12.3
Little Angel	Next Media	20,768	25,164	-17.5
Madison	ACP Magazines	89,118	90,673	-1.7
Mania	Next Media	20,287	24,068	-15.7
Marie Claire	Pacific Magazines	110,873	116,500+	-4.8
MasterChef Magazine	News Magazines	150,000+	N/A	N/A
Men's Health	Pacific Magazines	75,579	75,254	0.4
Modern Fishing	News Magazines	15,556	16,232	-4.2
Money Magazine	ACP Magazines	50,208	50,078	0.3
Motor	ACP Magazines	33,011	35,160	-6.1
Motorhome & Caravan Trader	ACP Magazines	14,951	N/A	N/A
Notebook	News Magazines	70,188	73,093	-4.0
PC User - Australian	ACP Magazines	40,084	42,011	-4.6
Prevention	Pacific Magazines	70,082	N/A	N/A
Reader's Digest	Reader's Digest Australia	286,115	325,028	-12.0
Real Living	ACP Magazines	62,283	57,205	8.9
Recipes +	ACP Magazines	127,060	134,251	-5.4
RM Williams Outback	Outback Publishing	65,232	69,077	-5.6
Rolling Stone	ACP Magazines	21,881	23,089	-5.2
Rotary Down Under	Rotary Down Under	33,406	34,165	-2.2
Runner's World	Dingoes Refrain	14,347	13,252	8.3
Russh	Switzer	FNR	25,299	N/A
Shop Til You Drop	ACP Magazines	81,311	80,964	0.4
Sporting Shooter	Yaffa Publishing Group	13,542	13,963	-3.0
Street Commodores	Express Publications	14,609	16,110	-9.3

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Street Machine	ACP Magazines	50,840	55,577	-8.5
Super Food Ideas	News Magazines	261,997	271,376	-3.5
The Monthly	The Monthly	24,613	25,238	-2.5
Top Gear	ACP Magazines	74,051	80,025	-7.5
Total Girl	Pacific Magazines	51,566	55,056	-6.3
Trade A Boat	ACP Magazines	15,968	17,185	-7.1
Trailer Boat	ACP Magazines	12,185	13,379	-8.9
Unique Cars	ACP Magazines	60,769	54,377	11.8
Vogue Australia	News Magazines	52,155	50,752	2.8
Vogue Living	News Magazines	43,758	43,664	0.2
Weight Watchers	Text Pacific Publishing	67,135	71,811	-6.5
Wheels	ACP Magazines	56,338	55,868	0.8
Women's Health	Pacific Magazines	92,666	90,000+	3.0
Woolworths Good Taste	News Magazines	121,612	134,003	-9.2
Your Garden	Pacific Magazines	48,014	53,824	-10.8

FNR = Figures not reported/received

N/A = Comparable audit figures not available

WEEKLY MAGAZINES

Weekly Magazines	Publisher	Apr - Jun 10	Apr - Jun 09	% change YoY
BRW	Fairfax Media	42,777	42,390	0.9
Famous	Pacific Magazines	88,519	80,593	9.8
Grazia	ACP Magazines	61,086	66,240	-7.8
New Idea	Pacific Magazines	326,137	325,181	0.3
NW	ACP Magazines	123,248	140,283	-12.1
OK	ACP Magazines	101,562	120,219	-15.5
People	ACP Magazines	40,291	47,123	-14.5
Picture	ACP Magazines	57,142	64,016	-10.7
Take 5	ACP Magazines	222,498	246,459	-9.7
That's Life	Pacific Magazines	274,106	302,137	-9.3
TV Week	ACP Magazines	198,186	223,643	-11.4
Who	Pacific Magazines	134,546	135,040	-0.4
Woman's Day	ACP Magazines	400,015	407,644	-1.9
Zoo Weekly	ACP Magazines	100,530	112,311	-10.5

NEWSPAPERS & INSERTED MAGAZINES

National Mon-Sat	Newspaper	Publisher	Days	Apr - Jun 10	Apr - Jun 09	% change YoY
	The Australian	News Limited	Mon-Fri	135,115	135,831	-0.5
	The Weekend Australian	News Limited	Sat	300,389	307,390	-2.3
	The Australian Financial Review	Fairfax Media	Mon-Fri	77,046	81,845	-5.9
	The Australian Financial Review	Fairfax Media	Sat	89,731	90,692	-1.1

Metropolitan Mon-Sat	Newspaper	Publisher	Days	Apr - Jun 10	Apr - Jun 09	% change YoY
ACT	The Canberra Times	Federal Capital Press of Australia	Mon-Fri	32,706	34,038	-3.9
	The Canberra Times	Federal Capital Press of Australia	Mon-Sat	36,408	38,035	-4.3
	The Canberra Times	Federal Capital Press of Australia	Sat	54,289	57,869	-6.2
NSW	The Daily Telegraph	News Limited	Mon-Fri	374,395	389,254	-3.8
	The Daily Telegraph	News Limited	Sat	339,621	337,000+	0.8
	The Sydney Morning Herald	Fairfax Media	Mon-Fri	207,013	210,000+	-1.4
	The Sydney Morning Herald	Fairfax Media	Sat	359,200+	359,200+	0.0
VIC	The Age	The Age Company	Mon-Fri	197,500+	206,700+	-4.5
	The Age	The Age Company	Sat	279,900+	291,600	-4.0
	Herald-Sun	Herald & Weekly Times	Mon-Fri	515,500+	526,500+	-2.1
	Herald-Sun	Herald & Weekly Times	Sat	503,500+	514,500+	-2.1
QLD	Courier Mail	Queensland Newspapers	Mon-Fri	216,638	219,811	-1.4
	Courier Mail	Queensland Newspapers	Sat	296,650	308,747	-3.9
SA	Advertiser	Advertiser Newspapers	Mon-Fri	180,091	187,841	-4.1
	Advertiser	Advertiser Newspapers	Mon-Sat	191,443	198,541	-3.6
	Advertiser	Advertiser Newspapers	Sat	245,406	251,098	-2.3
WA	The West Australian	West Australian Newspapers	Mon-Fri	203,304	196,761	3.3
	The West Australian	West Australian Newspapers	Mon-Sat	226,086	221,818	1.9
	The West Australian	West Australian Newspapers	Sat	333,768	343,460	-2.8
TAS	Mercury	Davies Brothers	Mon-Fri	45,339	46,056	-1.6
	Mercury	Davies Brothers	Mon-Sat	48,075	48,710	-1.3
	Mercury	Davies Brothers	Sat	61,173	61,624	-0.7
NT	Northern Territory News	Nationwide News	Mon-Fri	20,562	21,826+	-5.8
	Northern Territory News	Nationwide News	Mon-Sat	22,520	23,647+	-4.8
	Northern Territory News	Nationwide News	Sat	31,794	32,611	-2.5

Metropolitan Sundays	Newspaper	Publisher	Day	Apr - Jun 10	Apr - Jun 09	% change YoY
ACT	The Canberra Times	Federal Capital Press of Australia	Sun	33,197	34,804	-4.6
NSW	Sun-Herald	Fairfax Media	Sun	446,710	461,509	-3.2
	The Sunday Telegraph	News Limited	Sun	638,550	657,424	-2.9
VIC	The Sunday Age	The Age Company	Sun	224,600+	225,250	-0.3
	Sunday Herald-Sun	Herald & Weekly Times	Sun	597,000+	617,000+	-3.2
QLD	Sunday Mail	Queensland Newspapers	Sun	514,405	551,845	-6.8
SA	Sunday Mail	Advertiser Newspapers	Sun	300,856	305,808	-1.6
WA	Sunday Times	Sunday Times Press	Sun	303,581	320,901	-5.4
TAS	Sunday Tasmanian	Davies Brothers	Sun	58,682	60,163	-0.8
NT	Sunday Territorian	Nationwide News	Sun	22,056	23,372+	-5.6

NEWSPAPERS & INSERTED MAGAZINES

Newspaper Inserted Magazines	Title	Publisher	Days	Apr - Jun 10	Apr - Jun 09	% change YoY
NATIONAL	Australian Magazine	News Limited	Sat	300,389	307,390	-2.3
	Wish	News Limited	Monthly	102,417	105,803	-3.2
	AFR Magazine	Fairfax Media	Monthly	87,862	93,084	-5.6
	Boss	Fairfax Media	Monthly	85,840	120,952	-29.0
	The Deal	News Limited	Monthly	99,640	103,266	-3.5
NSW	Good Weekend	Fairfax Media	Sat	359,200+	359,200+	0.0
	The Sydney Magazine	Fairfax Media	Monthly	184,785	184,200+	0.3
	Sport & Style	Fairfax Media	Monthly	182,733	155,546	17.5
	Sunday Life	Fairfax Media	Sun	443,638	460,725+	-3.7
	Television	Fairfax Media	Sun	443,638	460,725+	-3.7
	TV Guide	News Limited	Sun	638,550	657,424	-2.9
VIC	Good Weekend	Fairfax Media	Sun	279,900+	291,600	-4.0
	Age (Melbourne) Magazine	The Age Company	Monthly	177,000+	176,600	0.2
	Sport & Style	Fairfax Media	Monthly	151,500+	N/A	N/A
	Sunday Life	The Age Company	Sun	224,600+	225,250	-0.3
	Sunday Magazine	Herald & Weekly Times	Sun	580,100+	601,500+	-3.6
QLD	Qweekend	Queensland Newspapers	Sat	296,650	308,747	-3.9
	TV Guide	Queensland Newspapers	Sun	514,405	551,845	-6.8
WA	TV Guide	Sunday Times Press	Sun	303,581	320,901	-5.4
SA	TV Guide	Advertiser Newspapers	Sun	300,856	305,808	-1.6
TAS	TV Guide	Davies Brothers	Sun	58,682	59,140	-0.8

**Regional Dailies
Mon-Sat**

State	Newspaper	Publisher	Days	Apr - Jun 10	Apr - Jun 09	% change YoY
TAS	Advocate (Burnie)	Harris & Company	Mon-Sat	23,488	23,831	-1.4
NSW	Border Mail	Border Mail	Mon-Sat	24,729	25,184	-1.8
QLD	Cairns Post	Cairns Post	Mon-Fri	25,758	26,915	-4.3
QLD	Cairns Post	Cairns Post	Sat	42,833	44,572	-3.9
VIC	Geelong Advertiser	Geelong Advertiser	Mon-Sat	29,330	29,346	-0.1
VIC	Geelong Advertiser	Geelong Advertiser	Sat	45,370	45,499	-0.3
QLD	Gold Coast Bulletin	Gold Coast Publications	Mon-Sat	43,228	45,731	-5.5
QLD	Gold Coast Bulletin	Gold Coast Publications	Sat	63,998	70,348	-9.0
NSW	Illawarra Mercury	Illawarra Newspaper Holdings	Mon-Sat	27,057	27,601	-2.0
NSW	Illawarra Mercury	Illawarra Newspaper Holdings	Sat	36,564	38,172	-4.2
QLD	Sunshine Coast Daily	APN Australian Publishing	Mon-Sat	20,259	21,823	-7.2
QLD	Sunshine Coast Daily	APN Australian Publishing	Sat	30,794	33,884	-9.1
NSW	The Newcastle Herald	Newcastle Newspapers	Mon-Sat	49,300+	50,000+	-1.4
QLD	Townsville Bulletin	North Queensland Newspaper Co	Mon-Sat	28,679	29,310	-2.2
QLD	Townsville Bulletin	North Queensland Newspaper Co	Sat	40,096	41,698	-3.8