

ACP Magazines holds readership lead in vibrant Oz market

SYDNEY, AUSTRALIA: Highlights of the latest Roy Morgan Research readership survey in Australia reveal that ACP magazines are continuing their good performance.



Overall magazine readership grows 5.2% year-on-year (YOY) ACP Magazines retains leadership in key categories with Australia's #1 Monthly, Weekly, Youth, Men's Lifestyle, Motoring, Women's Lifestyle and In-flight titles *Woman's Day's* lead over *New Idea* widens to a six-year high of 556 000 as challenger leaks 163 000 readers (-10.1%) and hits new 25+ year low.

The *Australian Women's Weekly* gains 44 000 readers (+2.0%) YOY, reaching 2.228 million each issue

This is *The Weekly's* third consecutive YOY and fifth consecutive POP readership gain

Dolly puts on 27 000 readers (+7.4%), boosts overall Youth category

House & Garden posts highest absolute increase of any magazine (+180 000 readers), up an extraordinary +32.7%

Top Gear confirms position as Australia's Motoring category leader and #1 monthly Men's magazine, surpasses 500 000 readers monthly

All ACP food titles gain readers despite major new competing title launch

Good Health hits new four-year high, adding 50 000 readers (+17.9%) to reach 329 000 monthly

16 ACP titles post 5%+ YOY readership gains, including *House & Garden*, *Rugby League Week*, *Motor*, *Top Gear*, *Good Health*, *Australian Gourmet Traveller*, *Qantas*, *belle*, *CLEO*, *Good Food*, *Dolly*, *Unique Cars*, *Gourmet Traveller Wine*, *Harpers BAZAAR*, *APC* and *real living*.

Australian magazine market overview

In an increasingly competitive environment, ACP holds 44.1% market share, leading Pacific Magazines' 22.5% and News Magazines' 15.0% share.

Phil Scott, managing director of ACP Magazines, said: "Magazines continue to demonstrate their resilience and vibrancy even in a period of economic uncertainty and weak consumer spending.

"Australian magazines boosted readership by more than 5% during 2010, which is testament to product innovation, successful new launches and the pass-on behaviour of customers.

"We are also leading the way in offering readers choice - such as tablet applications - in the way they can enjoy our titles, with 20 digital magazines, far and away the biggest contribution to the future by any Australian publisher.

"16 ACP titles have added 5% or more to their readership over the past year, which is a credit to our talented editorial teams and reflects our ongoing belief in content.

"We also continue to focus on marketing, both to the trade and consumers, with individual masthead campaigns as well as our I Love Magazines initiative. In 2011 alone our marketing spend is approximately A\$20 million [about R142 million] - double that of a year ago."

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