

PUBLISHING

Magazines, printed and online, deliver one of the most trusted brand alignments media can offer. Trusted mastheads such as Australian Women's Weekly, Better Homes & Gardens and more are sought after through subscriptions or regular retail purchasing. Magazine readership is entrenched in the emotional connectors, with readers reporting 'time-out', 'escapism' and 'trusted influencer' that is welcomed and engaged with actively by readers.

85%

of Magazine readers, agree that Magazines help them to 'escape from their day'

(MBG, 2019).

89%

of Magazines readers report they help them to 'keep up to date'

(BMG, 2019).

- Australians, of all ages, read and are connected to magazines – Over 15.6 million Australians read magazines in print or online, of this 13.1 million Australians aged 14+ read print magazines (Roy Morgan, 2020).
- Over 6.8M Australians subscribe to consumer magazines across the country. Receiving paid-for content weekly and monthly. A strong audience reach and readership for communication with an engaged and loyal customer (TRMC, 2020).
- 78% and 54% of New Zealanders read or access newspapers or magazines, respectively, in an average 7 day period via print and online platforms (Roy Morgan, 2019).
- 83% of Magazine readers report Magazines give them 'advice they can trust'. (BMG, 2019).
- 57% of Australian consumer agree that advertising in magazines is part of the experience (BMG, 2019)
- Better Homes & Gardens is Australia's most widely read paid magazine with print readership up 8.4 per cent to 1,698,000 ahead of the Women's Weekly with a print readership of 1,398,000 (Roy Morgan, 2020).