

# 03

## Magazines Reach National Audiences

- In a single media buy using magazines, advertisers can reach large national audiences – no need for complex and expensive network schedules.
- FACT: Australia’s top 10 consumer magazines combined reach:
  - almost 4 in 10 people 14+ yrs
  - more than 1 in 2 females 14+ yrs
  - more than 1 in 5 males 18+ yrs.
- AND: they deliver a representative 59:41 Cap. City/Regional audience split.

One Insertion in each	Pop. 14+	Females 14+	Females 25-49	Males 18+
<b>Women's Weekly + Woman's Day + Better Homes and Gardens + New Idea + That's Life + TV Week + Super Food Ideas + Take 5 + Reader's Digest + Who</b>				
<b>Net Reach (mill)</b>	<b>6.757</b>	<b>4.819</b>	<b>2.029</b>	<b>1.829</b>
<b>Net Reach (%)</b>	<b>37.8%</b>	<b>53.3%</b>	<b>52.4%</b>	<b>22.3%</b>

Source: Roy Morgan Single Source Apr 09-Mar 10