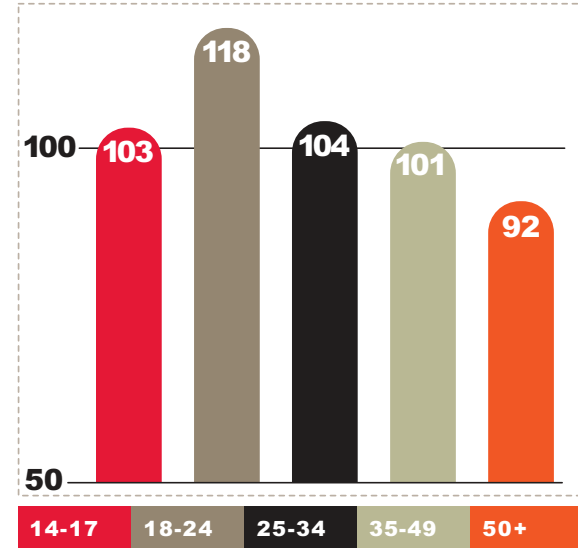


10

Magazines Reach the New GENs

- Magazines are still a favourite of teens and young adults.
- Eight out of 10 teens aged 14-17 yrs read 1+ magazines.
- They are more likely to be heavy readers of magazines, indexing at 107 vs. the population average.
- 18-24 year olds are the heaviest magazine readers with an index score of 117. Almost 3 in 10 read 4+ issues.

Index of Heavy Magazine Readers in Age Groups (Pop. =100) Excl. NIMs



	Read any Magazine (Last Issue)	Watch Commercial TV Normal Weekday	Access the Internet at Least Monthly	Listen Commercial Radio Normal Weekday	Read any Newspaper Last 7 Days	Watch PayTV Last 7 Days
Pop 14+	80%	93%	77%	62%	73%	20%
14-17 y/o	77%	96%	88%	71%	56%	17%
18-24 y/o	77%	90%	82%	64%	66%	17%

Source: Roy Morgan Single Source Apr 09-Mar 10