

# AUSTRALIA

## AT A GLANCE



Capital Canberra  
 Population 21,262,641 (July 2010 est.)  
 Median age 37.5 years  
 GDP (USD) \$997.2 billion (2009 est.)  
 Official language English  
 Other languages Italian, Greek  
 Literacy 99%  
 Currency Australian Dollar (AUD)  
 VAT or other tax imposed on magazine purchases 10%

## FIPP MEMBERS

### NATIONAL ASSOCIATION

» Publishers Australia  
 (business/consumer/customer)

### PUBLISHERS

» ACP Magazines  
 » BBC Worldwide Australia  
 » Haymarket Media  
 » IDG Communications  
 » News Magazines  
 » Pacific Magazines  
 » Reader's Digest Australia  
 » Time Inc. South Pacific

### SUPPLIERS

» Lagardère Services Asia Pacific  
 » Media Convergence Asia Pacific  
 » Picdesk Image Library  
 » Sappi Trading Australia  
 » UPM-Kymmene

## COMMENTARY

By Didier Guérin, President and CEO, Media Convergence Asia-Pacific

Australia has one of the best performing economies among industrial countries.

First, the country technically escaped a recession in 2009 with only one quarter of negative growth (it takes two consecutive negative quarters to respond to the definition of a recession) and it enjoyed its 19<sup>th</sup> consecutive year of economic expansion.

Second, Australia's economy should experience a gross domestic growth of 3% in 2010 and 3.75% in 2011. Third, inflation is controlled at between 2 and 3% and unemployment remains at around 5%. Finally, Australians are relatively wealthy (US\$39,000 income per capita) and avid consumers (pushing Australia to carry one of the highest levels of household debt in the world).

### High media spend

All these are good news for advertisers and, despite its relatively small population base (22 million), Australia has one of the highest media spend per capita in the world: US\$481 in 2009, compared with US\$479 in the US and US\$285 in the UK.

For the first half 2010, overall advertising spending in Australia has grown by 9.6% compared with the same period the year before to a level of A\$6.7 billion.

The biggest winners were television (with innovative programmes like *MasterChef*, generating audiences close to the Olympic Games closing cer-



emonies) and online with increases of 20.2% and 19.3%. Unfortunately, Australia's A\$2 billion magazine industry did not perform as well and grew by only 3% during the first semester 2010.

### Inflation hits weeklies

It is clear the "annus horribilis" of 2009 is over: unlike the economy, the magazine industry suffered then a steep decline in advertising of 18.5%. The year 2011 looks brighter with projections of magazine advertising expenditure increasing by 2.3% compared with 2010.

Contrary to the increase in advertising during

the first half of 2010, single-copy sales were challenged by interest rate rises, higher petrol and cigarette prices and fell by 7% over the same period in 2009. The weekly magazines – which represent 56% of magazine sales in Australia – were the most affected with a drop of 9%, while monthly titles contained the fall to 3.9%.

### Healthy figures from food titles

However, food and home magazines appeared to be bucking the trend with *Australian Good Food* (+13.8%) and *Australian House and Garden* (+9.3%), along with celebrity magazine *Famous* (+9.8%).

In terms of readership a slight erosion of 2.7% occurred during the 12-month period ending in June 2010. The three magazines with the highest penetration remain *Australian Women's Weekly* (a monthly magazine despite its title) with 2,188,000 readers, *Woman's Day* (with 2,014,000 readers a week) and *Better Homes & Gardens* (1,867,000 readers a month).

Australians are known to be early adopters of new technology and they enthusiastically embraced the arrival of the iPad which went on sale in May 2010. Finally, the Australian Government is engaged in an ambitious programme (A\$45 billion) to expand a national network of high-speed broadband (100 Mbps) fibre connection to 94% of the country.

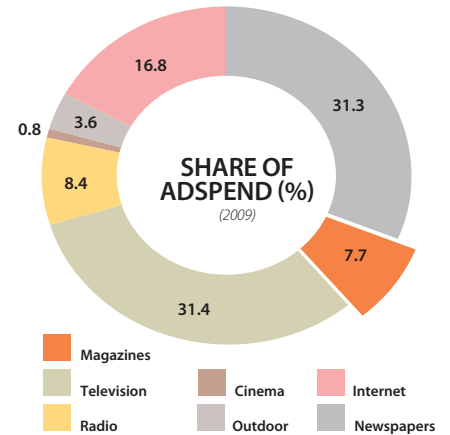
# adspend data

Source: ZenithOptimedia

## ADVERTISING EXPENDITURE BY MEDIUM (USD million)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Newspapers	2,585	2,812	2,956	2,904	3,179	3,211	2,707	2,843	2,928	3,045
Magazines	641	698	763	775	806	805	668	676	709	740
Television	2,280	2,547	2,633	2,667	2,925	2,908	2,717	2,997	3,120	3,245
Radio	575	656	700	721	768	773	730	745	767	798
Cinema	51	58	65	67	73	75	69	71	73	75
Outdoor	231	255	276	295	340	354	312	356	373	388
Internet	184	303	484	781	1,050	1,334	1,459	1,706	1,916	2,121
Total	6,547	7,329	7,876	8,210	9,140	9,461	8,664	9,394	9,885	10,412

## MAGAZINE ADSPEND GROWTH 2003–2012 (USD million)



# consumer magazines

## HEADLINE FIGURES

	2005	2006	2007	2008	2009	2010
Number of copies sold or distributed in a year	-	33,969,555	31,838,011	31,774,181	30,383,622	-

Source: NDD Distribution - Australian Magazine Audit Report - July to December 2009

### NUMBER OF PUBLISHERS

	2005	2006	2007	2008	2009	2010
Total	-	-	-	-	-	-

Source:

### REVENUE SOURCES (%)

	2005	2006	2007	2008	2009	2010
Print ads	-	-	-	-	-	-
Copy sales	-	-	-	-	-	-
Digital sales	-	-	-	-	-	-

Source:

### NUMBER OF TITLES

	2005	2006	2007	2008	2009	2010
Total	895	1,100	1,150	1,200	1,200	1,200
Paid for	-	-	-	-	-	-
Free	-	-	-	-	-	-

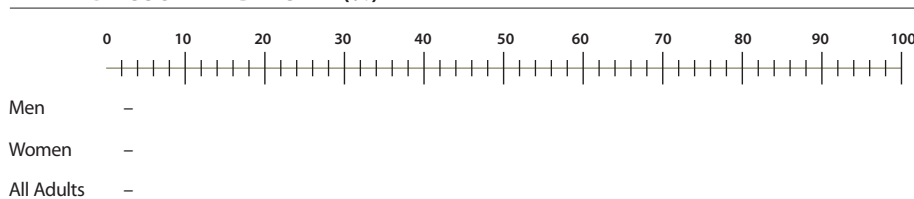
Source: ABC

### AVERAGE COVER PRICE

	2005	2006	2007	2008	2009	2010
Total	-	-	-	-	-	-

Source:

### AVERAGE ISSUE READERSHIP (%)



Source:

### SALES DISTRIBUTION BREAKDOWN (%)

	2005	2006	2007	2008	2009	2010
Subscription	-	-	-	12	10	10
Retail sales	-	-	-	88	90	90

Source: ABC

### TOP PUBLISHING COMPANIES

1	ACP Magazines
2	Pacific Magazines
3	News Magazines
4	Reader's Digest Australia
5	Express Publications
6	Knockout Media
7	Just Magazines
8	Reed Business Information
9	Text Pacific Publishing
10	Next Media

Source: NDD Distribution - Australian Magazine Audit Report July to December 2009

## ADVERTISING DATA

### TOP ADVERTISERS

1	Nestlé/L'Oréal
2	Telstra Corp
3	Wesfarmers
4	Procter & Gamble
5	Government Commonwealth
6	Harvey Holdings
7	SingTel Group
8	Woolworths
9	Village Roadshow Group
10	Unilever

Source: The Nielsen Company

### TOP ADVERTISING CATEGORIES

1	Retail
2	Toiletries/cosmetics
3	Motor vehicles
4	Real estate
5	Clothing/accessories
6	Entertainment/leisure
7	Travel/accommodation
8	Food
9	Appliances home & outdoor
10	Communications

Source: The Nielsen Company

### ADVERTISING RESTRICTIONS

	Banned by law	Voluntarily stopped	Restricted by law	Restricted voluntarily
Tobacco	*			
Alcohol (beer, wines and spirits)			*	
Advertising to children				*
Over-the-counter drugs			*	
Other				

Source: Media Convergence Asia-Pacific

## DIGITAL DATA

Internet penetration: (% of population): 9.1m (41.3%)

Magazine websites:

Mobile phone subscriptions (% of population):

Source: Media Convergence Asia-Pacific (based on total population)

Source:

Source:

## TOP-SELLING TITLES

Title	Publisher	Frequency	Circulation	Audited (yes/no)	Average readership	Cover price (AUD)	Website address	e-reader applications (yes/no)
<b>AUTOMOTIVE/MOTOR RACING/MOTORCYCLE</b>								
Top Gear	ACP	Monthly	74,051	Yes	448	8.95	-	-
Just Cars	Just Cars	Monthly	65,396	Yes	251	4.95	-	-
Unique Cars	ACP	Monthly	60,769	Yes	240	7.95	-	-
Wheels	ACP	Monthly	56,338	Yes	309	8.75	-	-
Street Machine	ACP	Monthly	50,840	Yes	330	8.75	-	-
Australian 4WD Action	Express	Monthly	45,723	Yes	187	9.95	-	-
Motor	ACP	Monthly	33,011	Yes	166	8.75	-	-
Just Bikes	Just Cars	Monthly	32,501	Yes	N/A	4.95	-	-
Australasian Dirt Bike	ACP	Monthly	26,074	Yes	N/A	7.95	-	-
Australian Road Rider	Universal	Monthly	21,504	Yes	N/A	7.95	-	-
<b>BUSINESS/FINANCIAL/NEWS</b>								
AFR Smart Investor	Fairfax	Monthly	54,085	Yes	153	7.95	-	-
Money Magazine	ACP	Monthly	50,208	Yes	176	6.95	-	-
BRW	Fairfax	Weekly	45,040	Yes	194	6.95	-	-
The Monthly	The Monthly	Monthly	24,613	Yes	90	7.95	-	-
New Scientist	Reed Business Information	Weekly	21,353	Yes	314	7.50	-	-
Time	Time Inc	Weekly	-	Yes	290	5.95	-	-
<b>CHILDREN'S/COMICS/TEENAGE</b>								
Dolly	ACP	Monthly	120,265	Yes	387	5.60	-	-
Girlfriend	Pacific Magazines	Monthly	90,165	Yes	325	5.50	-	-
Total Girl	Pacific Magazines	Monthly	51,566	Yes	230	5.50	-	-
K-Zone	Pacific Magazines	Monthly	50,272	Yes	240	5.50	-	-
Dmag	Smartyantz	Monthly	24,627	Yes	155	5.95	-	-
Disney Girl	ACP	Monthly	23,514	Yes	141	5.95	-	-
Disney Adventure	ACP	Monthly	22,307	Yes	120	5.95	-	-
Girl Power	Next Media	Monthly	20,935	Yes	164	5.50	-	-
Little Angel	Next Media	Monthly	20,768	Yes	165	4.95	-	-
Mania	Next Media	Monthly	20,287	Yes	118	5.50	-	-
<b>GENERAL INTEREST</b>								
Reader's Digest	Reader's Digest	Monthly	286,115	Yes	827	5.99	-	-
Australian Geographic	ACP	Quarterly	126,275	Yes	410	6.50	-	-
Health Smart	Readers Digest	Bi-Monthly	75,000	Yes	95	6.50	-	-
RM Williams Outback	RM Williams Publishing	Bi-Monthly	65,232	Yes	220	8.95	-	-
Diabetic Living	Pacific Magazines	Monthly	53,591	Yes	236	7.95	-	-
Healthy Food Guide	Healthy Life Media	Monthly	40,652	Yes	149	4.95	-	-
Empire	ACP	Monthly	23,708	Yes	167	8.95	-	-
Rolling Stone	ACP	Monthly	21,881	Yes	253	7.80	-	-
Limelight	Haymarket	Monthly	11,059	Yes	41	8.50	-	-
<b>HOME INTEREST</b>								
Better Homes & Garden	Pacific Magazines	Monthly	382,973	Yes	1,867	5.95	-	-
Australian House & Garden	ACP	Monthly	105,623	Yes	647	6.95	-	-
Gardening Australia	News Magazines	Monthly	85,260	Yes	455	5.95	-	-
Australian Home Beautiful	Pacific Magazines	Monthly	73,597	Yes	323	6.95	-	-
Australian Handyman	Reader's Digest	Monthly	67,013	Yes	199	6.50	-	-
Real Living	ACP	Monthly	62,283	Yes	123	6.50	-	-
Burke's Backyard	ACP	Monthly	58,513	Yes	377	6.75	-	-
Country Style	News Magazines	Monthly	57,443	Yes	207	7.95	-	-
Inside Out	News Magazines	Bi-Monthly	51,993	Yes	127	7.95	-	-
Your Garden	Pacific Magazines	Quarterly	48,014	Yes	141	6.95	-	-
<b>MEN'S MONTHLIES/WEEKLIES</b>								
Zoo Weekly	ACP	Weekly	100,530	Yes	462	4.25	-	-
Men's Health	Pacific Magazines	Monthly	75,579	Yes	383	8.50	-	-
Alpha	News Magazines	Monthly	73,325	Yes	176	2.95	-	-
Ralph**	ACP	Monthly	63,155	Yes	241	8.95	-	-
Picture	ACP	Weekly	57,142	Yes	160	4.25	-	-
FHM	ACP	Monthly	50,020	Yes	186	8.50	-	-

## TOP-SELLING TITLES

Title	Publisher	Frequency	Circulation	Audited (yes/no)	Average readership	Cover price (AUD)	Website address	e-reader applications (yes/no)
People	ACP	Weekly	40,291	Yes	197	4.25	-	-
Australian Men's Fitness	Odysseus Publishing	Bi-Monthly	23,700	Yes	121	7.95	-	-
Inside Sport	Next	Monthly		No	96	7.95	-	-
GQ	News Magazines	Quarterly		No	101		-	-

## SPECIAL INTEREST

Super Food Ideas	News Magazines	Monthly	261,997	Yes	951	2.90	-	-
Delicious	News Magazines	Monthly	134,000	Yes	520	6.95	-	-
Recipes+	Knockout Media	Monthly	127,060	Yes	432	2.95	-	-
Donna Hay	News Magazines	Bi-Monthly	89,192	Yes	371	7.95	-	-
Australian Good Food	ACP	Monthly	83,270	Yes	315	4.95	-	-
Club Marine	Club Marine	Bi-Monthly	78,306	Yes	N/A	5.50	-	-
Australian Gourmet Traveller	ACP	Monthly	75,107	Yes	285	8.75	-	-
Health Smart	Readers Digest	Bi-Monthly	75,000	Yes	95	6.50	-	-
Weight Watchers	Pacific Magazines	Bi-Monthly	67,135	Yes	170	5.95	-	-

## TV GUIDES

TV Week*	ACP	Weekly	198,186	Yes	868	3.90	-	-
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## WOMEN'S MONTHLIES

Australian Women's Weekly	ACP	Monthly	493,055	Yes	2,188	6.80	-	-
Cosmopolitan	ACP	Monthly	151,213	Yes	535	7.20	-	-
Cleo	ACP	Monthly	120,051	Yes	390	7.20	-	-
Marie Claire	Pacific Magazines	Monthly	110,873	Yes	485	8.20	-	-
Women's Health	Pacific Magazines	Monthly	92,666	Yes	451	6.95	-	-
Madison	ACP	Monthly	89,118	Yes	205	8.30	-	-
Shop Till You Drop	ACP	Monthly	81,311	Yes	163	7.40	-	-
Notebook†	News Magazines	Monthly	70,188	Yes	250	6.95	-	-
InStyle	Pacific Magazines	Monthly	61,912	Yes	214	7.95	-	-
Harper's Bazaar	ACP	Monthly	56,119	Yes	199	7.95	-	-
Vogue	News Magazines	Monthly	52,155	Yes	344	7.95	-	-

## WOMEN'S WEEKLIES

Woman's Day	ACP	Weekly	400,015	Yes	2,014	4.00	-	-
New Idea	Pacific Magazines	Weekly	326,137	Yes	1,502	4.00	-	-
That's Life!	Pacific Magazines	Weekly	274,106	Yes	1,103	2.90	-	-
Take 5	ACP	Weekly	222,498	Yes	839	2.90	-	-
Who	Pacific Magazines	Weekly	134,546	Yes	630	4.70	-	-
NW	ACP	Weekly	123,248	Yes	326	4.95	-	-
OK!	ACP/Northern & Shell	Weekly	101,562	Yes	400	4.50	-	-
Famous	Pacific Magazines	Weekly	88,519	Yes	315	3.50	-	-
Grazia	ACP	Weekly	61,086	Yes	167	5.00	-	-

Sources: ABC Jan-June 2010

\* Roy Morgan Research Jan-June 2010

\*\* Closed after July 201 issue

† Closed after October 2010 issue