

Thursday, 8 May 2014

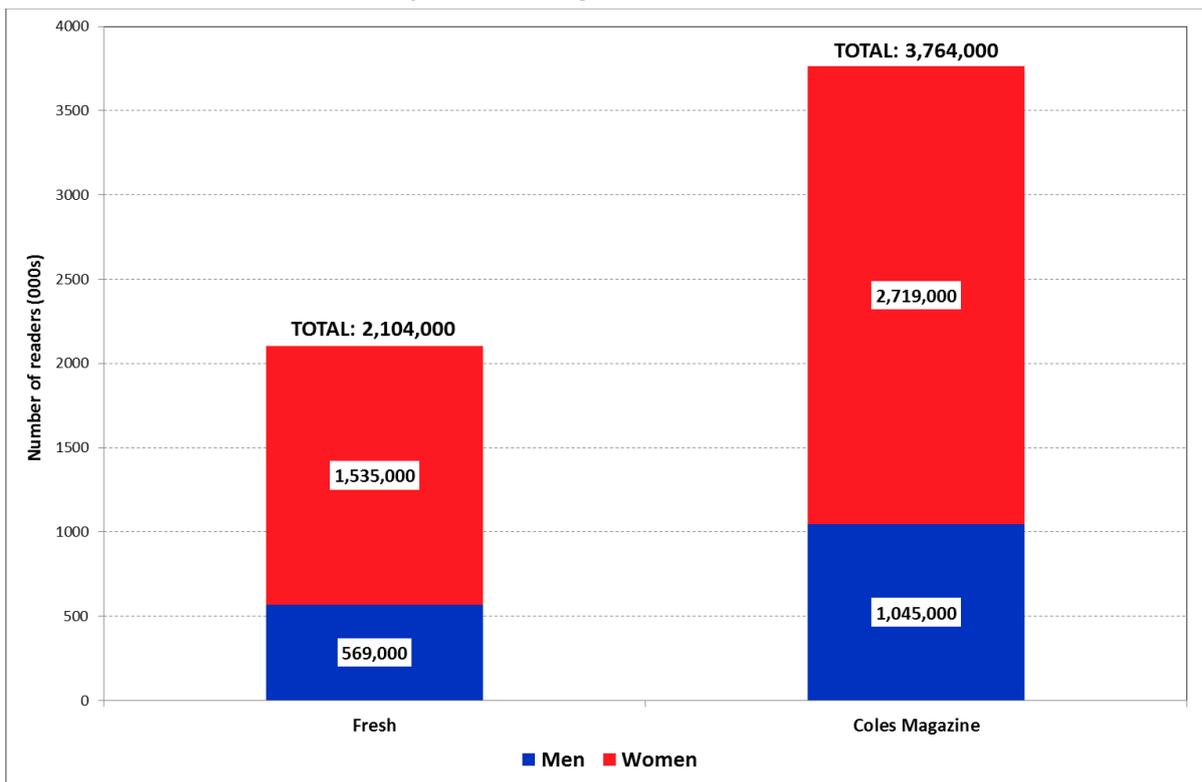
## Supermarket magazines dish up the perfect recipe for reaching readers

Around 1 in 5 Australians aged 14+ (3.8 million) read *Coles Magazine*, ahead of 2.1 million for Woolworth's *Fresh*, the latest readership figures from Roy Morgan Research show.

As you'd expect, the vast majority of readers of these magazines are their household's main grocery buyer, with women comprising around three quarters of each magazine's readership. Around a third of readers of either magazine are parents with children under 16 in the home.

Readership of *Coles Magazine* is highest in Victoria, with 1,135,000 readers (compared with 472,000 for *Fresh*), just ahead of the 1,119,000 readers in NSW (702,000 for *Fresh*).

Readership of Coles Magazine vs Woolworth's Fresh



Source: Roy Morgan Single Source (Australia), April 2013 – March 2014: n = 48,059

A new entrant in the Roy Morgan Readership Survey, the *Coles Magazine* readership figure is for January to March 2014 only, during which period *Fresh* experienced above average readership.

**Tim Martin, General Manager - Media, Roy Morgan Research, says:**

*"The media industry is a dynamic place to be right now, with all manner of new alliances, partnerships and relationships. Digital and non traditional tie-ups are stretching the boundaries and disrupting the media industry as we know it!"*

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*“In this example, Coles has successfully extended their brand into the print medium and all those involved, including the publisher Bauer Media, should be rightly pleased of the rapid takeup by readers and this success story for print.*

*“By reaching 1 in 5 Australians in a month, Coles is able to deliver to stocked brands and other advertisers a massive audience of predominantly main household grocery buyers seeking relaxed and informative content.”*

**For comments or more information please contact:**

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**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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