CLAIMS

1. A magnetic recording medium comprising a substrate and a magnetic recording layer, said magnetic recording layer comprising an ordered alloy having Fe, Pt and Rh, wherein said ordered alloy having Fe, Pt, and Rh has an Fe/Pt ratio of 1.2 or more, and wherein a Rh content in said ordered alloy having Fe, Pt and Rh is 1.5 at% or more to 9.6 at% or less.

2. The magnetic recording medium according to claim 1, wherein said ordered alloy having Fe, Pt and Rh has an Fe content of 50 at% or more.