

NRS Readership Estimates - General Magazines  
 AIR - Latest 12 Months: January - December 2013

	Adults					Men		Women	
	Total	ABC1	C2DE	15-34	35+	Total	Total		
UNWEIGHTED SAMPLE	36029	21454	14575	8709	27320	16081	19948		
EST.POPULATION 15+ (000s)	51454	27607	23847	16599	34855	25116	26338		
	(000s)	%	(000s)	%	(000s)	%	(000s)	%	

General Weekly Magazines

What's on TV	H	2986	5.8	1059	3.8	1926	8.1	990	6.0	1996	5.7	974	3.9	2012
Radio Times	H	1973	3.8	1486	5.4	488	2.0	300	1.8	1673	4.8	957	3.8	1016
TV Choice	H	1948	3.8	694	2.5	1254	5.3	544	3.3	1404	4.0	676	2.7	1272
TV Times	H	1246	2.4	551	2.0	695	2.9	369	2.2	877	2.5	491	2.0	755
Time Out	Y	529	1.0	426	1.5	103	0.4	283	1.7	246	0.7	273	1.1	256
TV & Satellite Week	Y	524	1.0	235	0.9	290	1.2	157	0.9	367	1.1	263	1.0	262
Total TV Guide	Y	496	1.0	196	0.7	300	1.3	178	1.1	318	0.9	177	0.7	319
The Big Issue	Y	426	0.8	330	1.2	96	0.4	117	0.7	308	0.9	192	0.8	234
Motorcycle News	Y	377	0.7	183	0.7	195	0.8	119	0.7	259	0.7	324	1.3	53
Nuts	Y	366	0.7	131	0.5	235	1.0	272	1.6	94	0.3	336	1.3	30
The Week	Y	364	0.7	328	1.2	36	0.2	85	0.5	279	0.8	195	0.8	169
New Scientist	Y	361	0.7	310	1.1	52	0.2	160	1.0	201	0.6	238	0.9	124
TV Easy	Y	353	0.7	119	0.4	234	1.0	101	0.6	253	0.7	131	0.5	222
The TES/Times Ed Sup	Y	349	0.7	329	1.2	20	0.1	125	0.8	225	0.6	141	0.6	208
Kerrang!	Y	293	0.6	129	0.5	164	0.7	214	1.3	80	0.2	183	0.7	110
Zoo	T	287	0.6	114	0.4	173	0.7	212	1.3	75	0.2	241	1.0	46
Angling Times	T	260	0.5	102	0.4	158	0.7	103	0.6	157	0.5	229	0.9	31
Autocar	Y	236	0.5	138	0.5	98	0.4	76	0.5	160	0.5	206	0.8	30
NME/New Musical Exp	T	235	0.5	138	0.5	98	0.4	160	1.0	75	0.2	166	0.7	69
Match!	T	208	0.4	110	0.4	99	0.4	125	0.8	84	0.2	177	0.7	32
Auto Express	T	208	0.4	102	0.4	106	0.4	58	0.3	150	0.4	180	0.7	28
Country Life	Y	206	0.4	155	0.6	51	0.2	29	0.2	178	0.5	110	0.4	97
Horse and Hound	Y	203	0.4	127	0.5	76	0.3	69	0.4	134	0.4	67	0.3	137
Angler's Mail	T	188	0.4	62	0.2	125	0.5	55	0.3	132	0.4	164	0.7	23
Autosport	T	134	0.3	91	0.3	44	0.2	65	0.4	69	0.2	115	0.5	20
Amateur Gardening	T	109	0.2	49	0.2	60	0.3	4	0.0	105	0.3	39	0.2	69

General Fortnightly Magazines

Private Eye	H	834	1.6	712	2.6	121	0.5	178	1.1	655	1.9	562	2.2	272
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	(000s)	%	(000s)	%	(000s)	%	(000s)	%	

General Monthly Magazines

Magazine	Category	Total	%	ABC1	%	C2DE	%	15-34	%	35+	%	Men	%	Women	%
National Geographic	H	1975	3.8	1462	5.3	513	2.1	676	4.1	1299	3.7	1197	4.8	778	
BBC Top Gear	H	1675	3.3	908	3.3	767	3.2	962	5.8	713	2.0	1426	5.7	249	
Saga Magazine	H	1235	2.4	945	3.4	290	1.2	8	0.1	1226	3.5	493	2.0	742	
BBC Gardeners' World	H	1198	2.3	760	2.8	438	1.8	96	0.6	1103	3.2	441	1.8	757	
Men's Health	H	1039	2.0	665	2.4	374	1.6	638	3.8	401	1.2	891	3.5	148	
What Car?	H	884	1.7	585	2.1	299	1.3	294	1.8	590	1.7	755	3.0	129	
Reader's Digest	H Z	840	1.6	542	2.0	298	1.3	93	0.6	747	2.1	386	1.5	454	
Empire	H	753	1.5	521	1.9	232	1.0	450	2.7	303	0.9	546	2.2	207	
FHM	H Z	678	1.3	349	1.3	329	1.4	440	2.7	238	0.7	613	2.4	65	
FourFourTwo	H	647	1.3	397	1.4	250	1.0	436	2.6	211	0.6	604	2.4	43	
Men's Fitness	Y	590	1.1	358	1.3	232	1.0	373	2.2	217	0.6	548	2.2	42	
Classic Cars	Y Z	541	1.1	254	0.9	287	1.2	150	0.9	391	1.1	447	1.8	94	
F1 Racing	Y	484	0.9	236	0.9	247	1.0	253	1.5	231	0.7	384	1.5	100	
Golf Monthly	H	480	0.9	322	1.2	158	0.7	98	0.6	383	1.1	427	1.7	54	
Rugby World	Y	451	0.9	311	1.1	140	0.6	187	1.1	265	0.8	376	1.5	75	
Runner's World	Y	406	0.8	323	1.2	83	0.3	128	0.8	278	0.8	225	0.9	181	
GQ	Y Z	359	0.7	266	1.0	92	0.4	205	1.2	153	0.4	296	1.2	63	
Q	Y Z	339	0.7	238	0.9	101	0.4	190	1.1	149	0.4	251	1.0	88	
World Soccer	Y	331	0.6	157	0.6	174	0.7	189	1.1	142	0.4	288	1.1	43	
Bike	Y	303	0.6	166	0.6	137	0.6	122	0.7	181	0.5	251	1.0	52	
BBC History Magazine	Y	296	0.6	204	0.7	92	0.4	89	0.5	206	0.6	171	0.7	124	
BBC Wildlife	Y	295	0.6	185	0.7	110	0.5	85	0.5	210	0.6	136	0.5	159	
Golf World	Y	281	0.5	184	0.7	97	0.4	59	0.4	223	0.6	252	1.0	29	
Digital Photo	Y	277	0.5	163	0.6	114	0.5	110	0.7	167	0.5	190	0.8	87	
Practical Classics	Y	271	0.5	130	0.5	141	0.6	59	0.4	212	0.6	234	0.9	37	
Today's Golfer	Y	270	0.5	185	0.7	85	0.4	86	0.5	184	0.5	248	1.0	22	
Sporting Gun	Y	268	0.5	128	0.5	140	0.6	100	0.6	168	0.5	222	0.9	45	
High Life	Y	266	0.5	240	0.9	26	0.1	49	0.3	217	0.6	172	0.7	95	
Land Rover Owner Int	T	252	0.5	130	0.5	122	0.5	70	0.4	182	0.5	220	0.9	31	
Practical Photography	Y	251	0.5	183	0.7	69	0.3	63	0.4	188	0.5	179	0.7	72	
Stuff	T	236	0.5	179	0.6	57	0.2	138	0.8	98	0.3	219	0.9	16	
BBC Music Magazine	T	232	0.5	134	0.5	97	0.4	115	0.7	116	0.3	142	0.6	90	
Ride	T	219	0.4	107	0.4	112	0.5	78	0.5	140	0.4	181	0.7	38	
Mojo	T	210	0.4	150	0.5	60	0.3	89	0.5	121	0.3	170	0.7	40	
Car	T	197	0.4	111	0.4	86	0.4	96	0.6	101	0.3	181	0.7	16	
Performance Bikes	T	192	0.4	83	0.3	109	0.5	91	0.5	101	0.3	174	0.7	17	
Evo	T	180	0.3	127	0.5	52	0.2	99	0.6	81	0.2	164	0.7	16	
Top of the Pops Mag	T	155	0.3	61	0.2	94	0.4	107	0.6	48	0.1	60	0.2	96	
The Field	T	155	0.3	114	0.4	41	0.2	30	0.2	125	0.4	99	0.4	57	
Practical Boat Owner	T	147	0.3	94	0.3	53	0.2	25	0.1	122	0.4	126	0.5	21	
Trout and Salmon	T	135	0.3	91	0.3	45	0.2	31	0.2	105	0.3	115	0.5	20	
Esquire	T	125	0.2	91	0.3	34	0.1	68	0.4	57	0.2	88	0.4	36	
Garden Answers	T	96	0.2	56	0.2	40	0.2	13	0.1	82	0.2	40	0.2	56	

Aggregate General Monthly Magazines - Net AIR

Magazine	Category	Total	%	ABC1	%	C2DE	%	15-34	%	35+	%	Men	%	Women	%
Archant Life (Net)	H M	524	1.0	390	1.4	134	0.6	62	0.4	462	1.3	209	0.8	316	

The combined figures for the ARCHANT TITLES are net readership figures for Cheshire Life, Lancashire Life, Derbyshire Life and Countryside and Yorkshire Life.

General Quarterly Magazines

Magazine	Category	Total	%	ABC1	%	C2DE	%	15-34	%	35+	%	Men	%	Women	%
The Nat Trust Mag	H	3558	6.9	2884	10.4	673	2.8	374	2.3	3184	9.1	1503	6.0	2055	
Nature's Home	H D	1041	2.0	767	2.8	274	1.1	118	0.7	923	2.6	482	1.9	559	
Eng Heritage Memb Mag	H D	480	0.9	392	1.4	88	0.4	48	0.3	432	1.2	206	0.8	274	

#### PUBLICATION SYMBOLS

The notes below refer to the publication symbols which follow the publication names in this report.

**H** May be analysed on a base of 6 months or longer.

**Y** May be analysed on a base of 12 months or longer.

**T** May be analysed on a base of 24 months or longer.

**A** Publications suffixed by the letter 'A' have suffered significant losses in circulation during the period covered by the report and the published data have been adjusted.

**D** ENGLISH HERITAGE MEMBERS' MAGAZINE. Heritage Today has changed its name to English Heritage Members' Magazine, effective on the questionnaire from October 2013.

EVENT (THE MAIL ON SUNDAY). Live has changed its name to Event, effective on the questionnaire from May 2013.

HOMES & ANTIQUES. BBC Homes & Antiques has changed its name to Homes & Antiques, effective on the questionnaire from April 2013.

OLIVE. BBC Olive has changed its name to Olive, effective on the questionnaire from April 2013.

**J** REGIONAL DAILY NEWSPAPERS. Net readership figures are shown for two groups of regional titles: ANY REGIONAL MORNING OR EVENING and ANY REGIONAL EVENING. For titles which are not published on a Saturday, claims for Monday interviewed respondents are simulated based on Tuesday-Saturday results.

**L** Published data for the LONDON EVENING STANDARD and METRO relate to Monday - Friday readership (Tuesday - Saturday interviews). Claims for Monday interviewed respondents have been simulated, based on Tuesday - Saturday results.

**M** The combined figures for the DAILY MIRROR/RECORD are net readership figures for the Daily Mirror and the Daily Record.

The combined figures for the ARCHANT TITLES are net readership figures for Cheshire Life, Lancashire Life, Derbyshire Life and Countryside and Yorkshire Life.

The combined figures for THE NATIONAL are net readership figures for Birmingham Mail, Hull Daily Mail, The Chronicle (Newcastle), Express and Star (West Midlands), Lancashire Evening Post, Leicester Mercury, Liverpool Echo, London Evening Standard, Manchester Evening News, Nottingham Post, Bristol Post, The Sentinel (Staffordshire), South Wales Echo, South Wales Evening Post, The Star (Sheffield, Doncaster) and Yorkshire Evening Post.

The combined figures for 1 LOCAL are net readership figures for Birmingham Mail, Burton Mail, Cambridge News, Coventry Telegraph, Daily Echo (Bournemouth), Daily Echo (Southampton), Daily Gazette (Colchester), Daily Post (Wales), Derby Telegraph, Dorset Echo, East Anglian Daily Times, Eastern Daily Press, Echo (Basildon), Echo (Southend), Edinburgh Evening News, Evening Chronicle (Newcastle), Evening Express (Aberdeen), Evening Gazette (Teesside), Middlesbrough, Stockton, Evening Telegraph (Dundee), Evening Times (Glasgow), Express & Star (West Midlands), Gloucestershire Echo, Greenock Telegraph, Grimsby Telegraph, Harrogate Mail, Hull Daily Mail, Ipswich Star, Lancashire Evening Post, Lancashire Telegraph, Leicester Mercury, Liverpool Echo, Manchester Evening News, News & Star (Carlisle), North West Evening Mail, Norwich Evening News, Nottingham Post, Nuneaton News, Oldham Evening Chronicle, Oxford Mail, Paisley Daily Express, Shropshire Star, South Wales Argus, South Wales Echo, South Wales Evening Post, Sunderland Echo, Swindon Advertiser, Telegraph & Argus (Bradford), The Argus (Brighton, East/West Sussex), The Bolton News, The Citizen (Gloucester), The Courier (Dundee), The Gazette (Blackpool), The Herald (Plymouth), The Herald (Scotland), The Huddersfield Daily Examiner, The Journal (Newcastle), The Leader (Chester), The Leader (Wrexham), The News (Portsmouth), The Northern Echo, Bristol Post, The Press (York), The Press and Journal (Aberdeen), The Scotsman, The Sentinel (Staffordshire), The Shields Gazette, The Star (Sheffield), Western Daily Press, Western Mail (Wales), Western Morning News (Plymouth), Wigan Evening Post, Worcester News, Yorkshire Evening Post, Yorkshire Post.

**N** The following title appeared on a Masthead screen for New Titles during the past 12 months: n/a

**P** Net and gross readership figures for NATIONAL DAILY NEWSPAPERS include all national daily newspapers with a recommended minimum analysis base of 6 months.

Net and gross readership figures for NATIONAL SUNDAY NEWSPAPERS include all national Sunday newspapers with a recommended minimum analysis base of 6 months.

**R** INDIVIDUAL REGIONAL MORNING and EVENING NEWSPAPERS. Data for certain regional morning and evening newspapers are published individually in this report.

**X** Figures for Notebook (Sunday Mirror) are available from July 2013. The figures shown for this publication under the

heading 'DATA FOR OTHER PERIODS' are based on 6 months July - December 2013.

Figures for Tesco - Food Family Living are available from November 2013. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 2 months November - December 2013.

**Z** FHM, GQ, OK! and Q are shown on the publication screen in larger type-face, and in inverted commas.

THE INDEPENDENT continues to be included in the six-month NRS database to enable combined analysis with i, as the two newspapers are jointly packaged for media sales and promotions. Users wishing to conduct a stand-alone analysis of data for The Independent are recommended to do so on a 12-month base, in accordance with standard NRS rules.<sup>4</sup>

ASOS - The figures shown for this publication are derived from a 'Special Reading' question asked in the NRS interview from April 2011.

%

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4.8
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%

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