

NRS Readership Estimates - General Magazines
 AIR - Latest 12 Months- April 2009 - March 2010

		Adults						Men		Women					
		Total	ABC1	C2DE	15-44	45+	Total	Total							
UNWEIGHTED SAMPLE		36856	22215	14641	14891	21965	16383	20473							
EST. POPULATION 15+ (000s)		49675	27586	22090	24557	25118	24218	25458							
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%				
General Weekly Periodicals															
What's on TV	H	3438	6.9	1369	5.0	2069	9.4	1938	7.9	1500	6.0	1231	5.1	2207	8.7
Radio Times	H	2479	5.0	1841	6.7	638	2.9	767	3.1	1712	6.8	1145	4.7	1334	5.2
TV Choice	H	1687	3.4	673	2.4	1014	4.6	772	3.1	915	3.6	592	2.4	1095	4.3
TV Times	H	1624	3.3	704	2.6	921	4.2	737	3.0	888	3.5	666	2.8	958	3.8
Auto Trader	H	1296	2.6	624	2.3	672	3.0	1017	4.1	279	1.1	1023	4.2	273	1.1
TV Quick	H	970	2.0	401	1.5	569	2.6	485	2.0	485	1.9	348	1.4	622	2.4
Nuts	H	833	1.7	368	1.3	464	2.1	749	3.0	84	0.3	738	3.0	95	0.4
The Big Issue	H	643	1.3	464	1.7	179	0.8	297	1.2	346	1.4	274	1.1	369	1.4
Zoo	H	632	1.3	286	1.0	346	1.6	584	2.4	47	0.2	579	2.4	53	0.2
TV & Satellite Week	Y	505	1.0	258	0.9	247	1.1	245	1.0	260	1.0	252	1.0	253	1.0
Total TV Guide	Y	474	1.0	209	0.8	265	1.2	274	1.1	200	0.8	197	0.8	277	1.1
New Scientist	Y	454	0.9	403	1.5	52	0.2	300	1.2	154	0.6	301	1.2	153	0.6
TV Easy	H	405	0.8	127	0.5	277	1.3	186	0.8	218	0.9	140	0.6	265	1.0
Kerrang!	Y	402	0.8	218	0.8	184	0.8	364	1.5	37	0.1	263	1.1	138	0.5
Motorcycle News	Y	393	0.8	208	0.8	185	0.8	229	0.9	164	0.7	324	1.3	69	0.3
The TES/Times Ed Sup	Y	371	0.7	354	1.3	18	0.1	225	0.9	147	0.6	132	0.5	239	0.9
NME/New Musical Exp	Y	353	0.7	225	0.8	128	0.6	321	1.3	32	0.1	259	1.1	94	0.4
The Week	Y	315	0.6	288	1.0	28	0.1	157	0.6	159	0.6	154	0.6	161	0.6
Angling Times	T	313	0.6	108	0.4	205	0.9	158	0.6	155	0.6	247	1.0	66	0.3
Autocar	Y	281	0.6	182	0.7	100	0.5	175	0.7	106	0.4	251	1.0	30	0.1
Auto Express	Y	244	0.5	170	0.6	74	0.3	139	0.6	104	0.4	210	0.9	34	0.1
Match!	T	243	0.5	126	0.5	116	0.5	186	0.8	57	0.2	196	0.8	47	0.2
Time Out	Y	230	0.5	193	0.7	37	0.2	155	0.6	75	0.3	126	0.5	104	0.4
Horse and Hound	Y	217	0.4	139	0.5	77	0.4	128	0.5	89	0.4	48	0.2	169	0.7
Country Life	Y	215	0.4	165	0.6	51	0.2	73	0.3	142	0.6	101	0.4	114	0.4
Angler's Mail	T	213	0.4	85	0.3	128	0.6	114	0.5	99	0.4	192	0.8	21	0.1
Autosport	T	148	0.3	94	0.3	55	0.2	102	0.4	46	0.2	127	0.5	22	0.1
Amateur Gardening	T	131	0.3	72	0.3	59	0.3	32	0.1	99	0.4	46	0.2	85	0.3
Garden News	T	112	0.2	40	0.1	73	0.3	17	0.1	95	0.4	58	0.2	54	0.2
General Fortnightly Periodicals															
Private Eye	H	816	1.6	712	2.6	104	0.5	369	1.5	448	1.8	553	2.3	264	1.0

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General Monthly Periodicals															
Sky Magazine	H Z D	7398	14.9	4439	16.1	2960	13.4	4176	17.0	3222	12.8	3719	15.4	3679	14.5
Sky Sports	H	3200	6.4	1895	6.9	1305	5.9	1997	8.1	1203	4.8	2391	9.9	808	3.2
Sky Movies	H	2244	4.5	1336	4.8	908	4.1	1360	5.5	884	3.5	1203	5.0	1041	4.1
BBC Top Gear	H	2047	4.1	1147	4.2	900	4.1	1590	6.5	457	1.8	1654	6.8	392	1.5
National Geographic	H	2037	4.1	1520	5.5	517	2.3	994	4.0	1043	4.2	1181	4.9	856	3.4
Saga Magazine	H	1541	3.1	1120	4.1	420	1.9	48	0.2	1492	5.9	626	2.6	914	3.6
Reader's Digest	H Z	1434	2.9	928	3.4	506	2.3	354	1.4	1080	4.3	659	2.7	775	3.0
FHM	H Z	1403	2.8	789	2.9	614	2.8	1243	5.1	160	0.6	1194	4.9	209	0.8
BBC Gardeners' World	H	1365	2.7	906	3.3	460	2.1	340	1.4	1026	4.1	538	2.2	827	3.2
Men's Health	H	1075	2.2	693	2.5	383	1.7	898	3.7	178	0.7	934	3.9	142	0.6
Xbox360 Off Xbox Mag	H	866	1.7	438	1.6	428	1.9	809	3.3	57	0.2	725	3.0	141	0.6
Empire	H	857	1.7	608	2.2	249	1.1	766	3.1	92	0.4	594	2.5	263	1.0
What Car?	H	837	1.7	565	2.0	272	1.2	449	1.8	388	1.5	701	2.9	136	0.5
Q	H Z	625	1.3	450	1.6	175	0.8	544	2.2	81	0.3	448	1.8	177	0.7
FourFourTwo	H	600	1.2	401	1.5	199	0.9	523	2.1	77	0.3	552	2.3	48	0.2
PC Gamer	Y	599	1.2	325	1.2	275	1.2	526	2.1	73	0.3	555	2.3	45	0.2
Men's Fitness	Y	597	1.2	359	1.3	237	1.1	514	2.1	83	0.3	529	2.2	67	0.3
Total Film	Y	589	1.2	338	1.2	250	1.1	519	2.1	69	0.3	429	1.8	160	0.6
Loaded	H	568	1.1	280	1.0	288	1.3	506	2.1	62	0.2	507	2.1	61	0.2
Rugby World	Y	548	1.1	358	1.3	190	0.9	327	1.3	222	0.9	466	1.9	82	0.3
F1 Racing	Y	543	1.1	292	1.1	251	1.1	383	1.6	160	0.6	436	1.8	108	0.4
Max Power	H	503	1.0	190	0.7	313	1.4	465	1.9	38	0.2	442	1.8	61	0.2
Golf Monthly	H	434	0.9	291	1.1	143	0.6	168	0.7	266	1.1	360	1.5	75	0.3
Superbike	Y	401	0.8	181	0.7	220	1.0	274	1.1	127	0.5	344	1.4	57	0.2
Classic Cars	Y Z	398	0.8	227	0.8	171	0.8	194	0.8	204	0.8	333	1.4	65	0.3
World Soccer	Y	392	0.8	180	0.7	212	1.0	278	1.1	113	0.5	361	1.5	31	0.1
GQ	Y Z	385	0.8	304	1.1	81	0.4	331	1.3	54	0.2	327	1.4	57	0.2
BBC Wildlife	Y	344	0.7	212	0.8	132	0.6	120	0.5	224	0.9	165	0.7	179	0.7
Digital Photo	Y	342	0.7	219	0.8	123	0.6	161	0.7	181	0.7	227	0.9	115	0.5
Runner's World	Y	341	0.7	277	1.0	64	0.3	217	0.9	125	0.5	214	0.9	127	0.5
Stuff	Y	332	0.7	210	0.8	121	0.5	293	1.2	38	0.2	295	1.2	37	0.1
Practical Photography	Y	329	0.7	226	0.8	104	0.5	150	0.6	179	0.7	223	0.9	106	0.4
Bike	Y	315	0.6	158	0.6	157	0.7	216	0.9	99	0.4	263	1.1	52	0.2
What Hi-Fi? Snd&Vis	Y	307	0.6	215	0.8	92	0.4	199	0.8	108	0.4	278	1.1	29	0.1
Golf World	Y	289	0.6	214	0.8	75	0.3	129	0.5	160	0.6	243	1.0	46	0.2
High Life	Y	288	0.6	251	0.9	36	0.2	138	0.6	150	0.6	194	0.8	94	0.4
Today's Golfer	Y	286	0.6	192	0.7	94	0.4	152	0.6	134	0.5	252	1.0	33	0.1
Land Rover Owner Int	Y	281	0.6	171	0.6	110	0.5	151	0.6	130	0.5	222	0.9	58	0.2
BBC History Magazine	Y	268	0.5	205	0.7	64	0.3	151	0.6	118	0.5	165	0.7	104	0.4
Classc and Sportscar	Y	264	0.5	175	0.6	89	0.4	159	0.6	105	0.4	237	1.0	27	0.1
Practical Classics	Y	263	0.5	153	0.6	111	0.5	131	0.5	132	0.5	241	1.0	22	0.1
Sporting Gun	T	261	0.5	122	0.4	139	0.6	138	0.6	122	0.5	230	0.9	31	0.1
Mojo	Y	250	0.5	166	0.6	84	0.4	183	0.7	67	0.3	195	0.8	54	0.2
Classic FM Magazine	Y	242	0.5	178	0.6	64	0.3	101	0.4	140	0.6	147	0.6	95	0.4
Evo	T	231	0.5	159	0.6	72	0.3	198	0.8	33	0.1	206	0.9	26	0.1
Ride	T	229	0.5	126	0.5	103	0.5	160	0.7	70	0.3	202	0.8	27	0.1
Car	T	194	0.4	115	0.4	79	0.4	149	0.6	45	0.2	163	0.7	30	0.1
Practical Boat Owner	T	186	0.4	125	0.5	61	0.3	43	0.2	143	0.6	142	0.6	44	0.2
BBC Music Magazine	T	172	0.3	107	0.4	65	0.3	107	0.4	65	0.3	103	0.4	69	0.3
The Field	T	161	0.3	95	0.3	66	0.3	36	0.1	124	0.5	92	0.4	69	0.3
Top of the Pops Mag	T	161	0.3	61	0.2	100	0.5	126	0.5	35	0.1	51	0.2	110	0.4
Garden Answers	T	154	0.3	78	0.3	77	0.3	37	0.2	117	0.5	60	0.2	94	0.4
Performance Bikes	T D	152	0.3	74	0.3	78	0.4	99	0.4	53	0.2	132	0.5	20	0.1
Esquire	T	147	0.3	110	0.4	36	0.2	125	0.5	22	0.1	115	0.5	32	0.1
Moneywise	T	143	0.3	104	0.4	39	0.2	55	0.2	88	0.3	75	0.3	68	0.3
Trout and Salmon	T	130	0.3	79	0.3	51	0.2	44	0.2	86	0.3	108	0.4	22	0.1
General Quarterly Periodicals															
The Nat Trust Mag	H	3502	7.0	2838	10.3	663	3.0	840	3.4	2661	10.6	1504	6.2	1997	7.8
Heritage Today	H	476	1.0	378	1.4	98	0.4	132	0.5	344	1.4	194	0.8	282	1.1
Books Quarterly	Y	274	0.6	229	0.8	45	0.2	114	0.5	160	0.6	104	0.4	170	0.7

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 THE SUNDAY TELEGRAPH. Sunday Telegraph changed its name to The Sunday Telegraph in April 2006, effective on the questionnaire from May 2009.

LONDON EVENING STANDARD. Evening Standard changed its name to London Evening Standard in May 2009, effective on the questionnaire from July 2009.

GOOD HOMES. BBC Good Homes changed its name to Good Homes in July 2009, effective on the questionnaire from August 2009.

PERFORMANCE BIKES. PB Performance Bikes changed its name to Performance Bikes in September 2008, effective on the questionnaire from October 2009.

SKY MAGAZINE. SkyMag changed its name to Sky Magazine in December 2009, effective on the questionnaire from February 2010.

F WEIGHT WATCHERS MAGAZINE. Due to a change in its publication frequency, Weight Watchers Magazine has been treated by NRS as a monthly since May 2009; prior to that it was treated as a bi-monthly. The estimates published for this period are based on a combination of a bi-monthly frequency for April 2009 and a monthly frequency for May 2009 – March 2010.

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.

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.

W Figures for FREE and PAID FOR LOCAL WEEKLY NEWSPAPERS are obtained by a special question. It should be noted that they are not obtained by the standard EML method. No individual titles are asked about. Results are shown for readership in the past seven days.

X Figures for London Evening Standard are available from October 2009. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 6 months October 2009 – March 2010 (only partial data available for October).

Figures for ES Magazine (London Evening Standard) are available from October 2009. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 6 months October 2009 – March 2010 (only partial data available for October).

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

Reader's Digest was part of an EML split-sample experiment during July 1999 - June 2000.

SKY MAGAZINE and CLASSIC CARS - Please refer to the cautions in Bulletin 127 regarding analysis of data for these publications.