

NRS Readership Estimates - General Magazines
 AIR - Latest 12 Months: April 2010 - March 2011

		Adults					Men		Women						
		Total	ABC1	C2DE	15-44	45+	Total	Total							
UNWEIGHTED SAMPLE		36463	21807	14656	14696	21767	16095	20368							
EST. POPULATION 15+ (000s)		50000	27416	22584	24484	25515	24403	25596							
		(000s)	%	(000s)	%	(000s)	%	(000s)	%						
General Weekly Magazines															
What's on TV	H	3370	6.7	1277	4.7	2093	9.3	1824	7.5	1545	6.1	1170	4.8	2200	8.6
Radio Times	H	2295	4.6	1712	6.2	583	2.6	569	2.3	1726	6.8	1079	4.4	1216	4.8
TV Choice	H	1886	3.8	720	2.6	1166	5.2	796	3.3	1090	4.3	630	2.6	1256	4.9
TV Times	H	1562	3.1	662	2.4	900	4.0	717	2.9	845	3.3	619	2.5	943	3.7
Auto Trader	H	1203	2.4	567	2.1	636	2.8	954	3.9	248	1.0	956	3.9	247	1.0
Nuts	H	647	1.3	283	1.0	364	1.6	604	2.5	43	0.2	577	2.4	70	0.3
The Economist	H	562	1.1	526	1.9	35	0.2	365	1.5	197	0.8	400	1.6	161	0.6
The Big Issue	H	521	1.0	350	1.3	172	0.8	238	1.0	284	1.1	207	0.8	314	1.2
New Scientist	Y	472	0.9	409	1.5	63	0.3	295	1.2	177	0.7	288	1.2	184	0.7
The TES/Times Ed Sup	Y	439	0.9	397	1.4	42	0.2	254	1.0	185	0.7	165	0.7	274	1.1
TV & Satellite Week	Y	439	0.9	209	0.8	230	1.0	189	0.8	250	1.0	227	0.9	212	0.8
Zoo	Y	411	0.8	196	0.7	216	1.0	377	1.5	35	0.1	369	1.5	42	0.2
TV Easy	Y	403	0.8	170	0.6	233	1.0	211	0.9	192	0.8	126	0.5	278	1.1
Kerrang!	Y	396	0.8	215	0.8	182	0.8	355	1.4	42	0.2	268	1.1	128	0.5
Total TV Guide	Y	380	0.8	112	0.4	268	1.2	202	0.8	178	0.7	146	0.6	234	0.9
Motorcycle News	Y	376	0.8	178	0.7	198	0.9	200	0.8	176	0.7	319	1.3	57	0.2
The Week	Y	326	0.7	299	1.1	27	0.1	124	0.5	203	0.8	148	0.6	179	0.7
Angling Times	Y	302	0.6	100	0.4	201	0.9	159	0.6	142	0.6	275	1.1	27	0.1
NME/New Musical Exp	Y	282	0.6	174	0.6	109	0.5	242	1.0	41	0.2	202	0.8	80	0.3
Autocar	Y	271	0.5	149	0.5	122	0.5	180	0.7	91	0.4	230	0.9	41	0.2
Horse and Hound	Y	244	0.5	169	0.6	75	0.3	139	0.6	105	0.4	53	0.2	191	0.7
Time Out	Y	234	0.5	188	0.7	46	0.2	154	0.6	80	0.3	98	0.4	136	0.5
Match!	T	231	0.5	126	0.5	105	0.5	177	0.7	54	0.2	176	0.7	55	0.2
Angler's Mail	T	224	0.4	63	0.2	161	0.7	111	0.5	113	0.4	204	0.8	19	0.1
Auto Express	Y	207	0.4	136	0.5	72	0.3	114	0.5	93	0.4	189	0.8	18	0.1
Country Life	Y	189	0.4	130	0.5	59	0.3	64	0.3	125	0.5	97	0.4	92	0.4
Autosport	T	147	0.3	80	0.3	68	0.3	98	0.4	49	0.2	121	0.5	27	0.1
Amateur Gardening	T	132	0.3	64	0.2	68	0.3	30	0.1	102	0.4	63	0.3	69	0.3
Garden News	T	113	0.2	39	0.1	74	0.3	19	0.1	94	0.4	53	0.2	60	0.2
General Fortnightly Magazines															
Private Eye	H	711	1.4	627	2.3	84	0.4	299	1.2	412	1.6	485	2.0	226	0.9

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	(000s)	%	(000s)	%	(000s)	%	(000s)	%		

General Monthly Magazines

Magazine	Category	Total	ABC1	C2DE	15-44	45+	Men	Women							
Sky Magazine	H Z	8195	16.4	4911	17.9	3284	14.5	4580	18.7	3615	14.2	4182	17.1	4013	15.7
National Geographic	H	2088	4.2	1571	5.7	517	2.3	1007	4.1	1081	4.2	1237	5.1	851	3.3
BBC Top Gear	H	1781	3.6	1055	3.8	727	3.2	1347	5.5	434	1.7	1516	6.2	266	1.0
Saga Magazine	H	1493	3.0	1107	4.0	386	1.7	28	0.1	1465	5.7	566	2.3	927	3.6
Reader's Digest	H Z	1220	2.4	780	2.8	439	1.9	300	1.2	920	3.6	594	2.4	626	2.4
Men's Health	H	1216	2.4	852	3.1	364	1.6	1032	4.2	184	0.7	1055	4.3	161	0.6
BBC Gardeners' World	H	1207	2.4	792	2.9	415	1.8	270	1.1	936	3.7	469	1.9	738	2.9
FHM	H Z	1072	2.1	559	2.0	513	2.3	974	4.0	98	0.4	945	3.9	127	0.5
Xbox360 Off Xbox Mag	H	1012	2.0	435	1.6	577	2.6	949	3.9	63	0.2	860	3.5	153	0.6
Empire	H	763	1.5	522	1.9	241	1.1	659	2.7	103	0.4	579	2.4	184	0.7
What Car?	H	708	1.4	503	1.8	205	0.9	359	1.5	349	1.4	586	2.4	122	0.5
Men's Fitness	Y	698	1.4	453	1.7	245	1.1	615	2.5	83	0.3	637	2.6	61	0.2
FourFourTwo	H	680	1.4	445	1.6	235	1.0	567	2.3	113	0.4	631	2.6	50	0.2
Q	H Z	537	1.1	369	1.3	168	0.7	449	1.8	87	0.3	393	1.6	144	0.6
Total Film	Y	527	1.1	303	1.1	224	1.0	479	2.0	48	0.2	405	1.7	122	0.5
F1 Racing	Y	517	1.0	264	1.0	253	1.1	334	1.4	183	0.7	445	1.8	72	0.3
PC Gamer	Y	479	1.0	242	0.9	237	1.1	429	1.8	50	0.2	424	1.7	55	0.2
Golf Monthly	H	450	0.9	313	1.1	136	0.6	160	0.7	290	1.1	380	1.6	69	0.3
Rugby World	Y	416	0.8	272	1.0	144	0.6	247	1.0	169	0.7	335	1.4	81	0.3
Loaded	Y	413	0.8	203	0.7	210	0.9	370	1.5	43	0.2	376	1.5	37	0.1
GQ	Y Z	400	0.8	291	1.1	109	0.5	324	1.3	76	0.3	349	1.4	52	0.2
Runner's World	Y	390	0.8	302	1.1	87	0.4	257	1.0	133	0.5	237	1.0	152	0.6
Classic Cars	Y Z	385	0.8	208	0.8	177	0.8	145	0.6	240	0.9	317	1.3	68	0.3
World Soccer	Y	378	0.8	178	0.6	200	0.9	271	1.1	108	0.4	333	1.4	46	0.2
Superbike	Y	330	0.7	151	0.6	179	0.8	224	0.9	106	0.4	277	1.1	54	0.2
Digital Photo	Y	312	0.6	197	0.7	116	0.5	193	0.8	119	0.5	206	0.8	107	0.4
Bike	Y	303	0.6	177	0.6	126	0.6	199	0.8	104	0.4	266	1.1	37	0.1
Practical Photography	Y	293	0.6	188	0.7	105	0.5	128	0.5	165	0.6	208	0.9	85	0.3
BBC History Magazine	Y	281	0.6	205	0.7	77	0.3	113	0.5	169	0.7	167	0.7	115	0.4
Golf World	Y	280	0.6	182	0.7	98	0.4	114	0.5	166	0.7	250	1.0	31	0.1
Classic and Sportscar	Y	269	0.5	180	0.7	88	0.4	126	0.5	142	0.6	236	1.0	33	0.1
BBC Wildlife	Y	264	0.5	164	0.6	100	0.4	124	0.5	141	0.6	152	0.6	112	0.4
What Hi-Fi? Snd&Vis	Y	262	0.5	149	0.5	113	0.5	166	0.7	95	0.4	238	1.0	23	0.1
Land Rover Owner Int	Y	260	0.5	152	0.6	109	0.5	159	0.6	101	0.4	213	0.9	48	0.2
Sporting Gun	Y	260	0.5	130	0.5	130	0.6	133	0.5	127	0.5	227	0.9	33	0.1
Stuff	Y	257	0.5	183	0.7	74	0.3	210	0.9	47	0.2	228	0.9	29	0.1
Ride	T	243	0.5	135	0.5	108	0.5	182	0.7	61	0.2	212	0.9	31	0.1
Evo	T	225	0.4	150	0.5	75	0.3	196	0.8	29	0.1	198	0.8	27	0.1
Mojo	Y	223	0.4	148	0.5	75	0.3	139	0.6	84	0.3	174	0.7	49	0.2
Practical Classics	Y	223	0.4	138	0.5	85	0.4	110	0.4	113	0.4	199	0.8	24	0.1
Today's Golfer	Y	222	0.4	143	0.5	79	0.4	111	0.5	111	0.4	185	0.8	37	0.1
High Life	Y	220	0.4	190	0.7	30	0.1	104	0.4	116	0.5	143	0.6	77	0.3
Classic FM Magazine	Y	213	0.4	154	0.6	59	0.3	51	0.2	162	0.6	126	0.5	87	0.3
BBC Music Magazine	T	210	0.4	141	0.5	69	0.3	126	0.5	84	0.3	137	0.6	73	0.3
Car	T	184	0.4	113	0.4	71	0.3	140	0.6	44	0.2	156	0.6	28	0.1
Performance Bikes	T	179	0.4	96	0.4	82	0.4	134	0.5	44	0.2	160	0.7	19	0.1
Practical Boat Owner	T	173	0.3	111	0.4	63	0.3	65	0.3	108	0.4	116	0.5	57	0.2
The Field	T	152	0.3	100	0.4	53	0.2	45	0.2	107	0.4	89	0.4	63	0.2
Top of the Pops Mag	T	148	0.3	55	0.2	93	0.4	128	0.5	20	0.1	43	0.2	104	0.4
Esquire	T	147	0.3	118	0.4	29	0.1	117	0.5	30	0.1	135	0.6	12	0.0
Moneywise	T	133	0.3	80	0.3	53	0.2	47	0.2	85	0.3	80	0.3	53	0.2
Garden Answers	T	127	0.3	78	0.3	49	0.2	27	0.1	100	0.4	40	0.2	86	0.3
Trout and Salmon	T	122	0.2	74	0.3	48	0.2	42	0.2	80	0.3	102	0.4	20	0.1

General Quarterly Magazines

The Nat Trust Mag	H	3463	6.9	2772	10.1	692	3.1	807	3.3	2657	10.4	1504	6.2	1960	7.7
Heritage Today	H	429	0.9	352	1.3	78	0.3	114	0.5	315	1.2	201	0.8	228	0.9
Books Quarterly	Y	249	0.5	188	0.7	61	0.3	113	0.5	136	0.5	73	0.3	175	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 WAITROSE KITCHEN. Waitrose Food Illustrated changed its name to Waitrose Kitchen in April 2010, effective on the questionnaire from July 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.

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

JOHN LEWIS EDITION (November 2009 - March 2011)

REAL FOOD (October 2010 - March 2011)

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 Observer Food Monthly are available from May 2010. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 11 months May 2010 – March 2011.

Figures for Real Food are available from October 2010. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 6 months October 2010 - March 2011.

Figures for Buzz (The Sun) are available from November 2010. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 5 months November 2010 – March 2011.

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.