

NRS Readership Estimates - Newspapers and Supplements
 AIR - Latest 12 Months: January - December 2009

		Adults								Men		Women			
		Total	ABC1	C2DE	15-44	45+			Total	Total					
UNWEIGHTED SAMPLE		37038	37038	22334	22334	14704	14704	14980	14980	22058	22058	16563	16563	20475	20475
EST.POPULATION 15+ (000s)		49594	49594	27620	27620	21974	21974	24574	24574	25020	25020	24170	24170	25424	25424
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%
Daily Newspapers - 6 Day AIR															
The Sun	H A	7761	15.6	2928	10.6	4832	22.0	4384	17.8	3376	13.5	4302	17.8	3459	13.6
Daily Mail	H A	4934	9.9	3246	11.8	1688	7.7	1285	5.2	3649	14.6	2409	10.0	2525	9.9
Daily Mirror/Record	H AM	4404	8.9	1721	6.2	2684	12.2	1845	7.5	2559	10.2	2302	9.5	2102	8.3
Daily Mirror	H A	3425	6.9	1341	4.9	2085	9.5	1395	5.7	2031	8.1	1797	7.4	1628	6.4
Daily Record	H A	1026	2.1	394	1.4	632	2.9	476	1.9	551	2.2	538	2.2	488	1.9
The Daily Telegraph	H A	1905	3.8	1673	6.1	232	1.1	422	1.7	1483	5.9	1012	4.2	893	3.5
The Times	H A	1773	3.6	1523	5.5	249	1.1	799	3.3	974	3.9	1040	4.3	732	2.9
Daily Star	H A	1577	3.2	488	1.8	1089	5.0	965	3.9	612	2.4	1051	4.3	526	2.1
Daily Express	H A	1577	3.2	933	3.4	644	2.9	367	1.5	1209	4.8	780	3.2	797	3.1
The Guardian	H A	1147	2.3	1011	3.7	136	0.6	598	2.4	548	2.2	607	2.5	540	2.1
The Independent	H A	671	1.4	583	2.1	89	0.4	393	1.6	278	1.1	382	1.6	289	1.1
Financial Times	Y A	434	0.9	384	1.4	50	0.2	227	0.9	207	0.8	320	1.3	114	0.4
Net natnl dailies	H P	20574	41.5	11384	41.2	9190	41.8	8288	33.7	12286	49.1	10773	44.6	9801	38.5
Gross natnl dailies	H P	26228	52.9	14503	52.5	11726	53.4	11310	46.0	14918	59.6	14237	58.9	11991	47.2
Metro	H L	3597	7.3	2210	8.0	1387	6.3	2624	10.7	973	3.9	1996	8.3	1601	6.3
London Ev. Standard	H L A D X	1394	2.8	1066	3.9	328	1.5	874	3.6	515	2.1	902	3.7	492	1.9
Press & Jnl-Ab'deen	Y R	212	0.4	115	0.4	98	0.4	78	0.3	135	0.5	111	0.5	101	0.4
Cour & Adtsr-Dundee	H R	180	0.4	88	0.3	93	0.4	47	0.2	133	0.5	77	0.3	103	0.4
Yorkshire Post	T R	169	0.3	121	0.4	48	0.2	49	0.2	120	0.5	83	0.3	86	0.3
The Herald-Scotland	Y R	164	0.3	131	0.5	33	0.2	44	0.2	120	0.5	93	0.4	71	0.3
The Scotsman	Y R A	164	0.3	132	0.5	32	0.1	68	0.3	96	0.4	103	0.4	60	0.2
Evening Times-Glasgw	Y R	157	0.3	62	0.2	94	0.4	79	0.3	77	0.3	79	0.3	77	0.3
Any reg morn/eveng	H J	7399	14.9	4353	15.8	3046	13.9	4053	16.5	3346	13.4	3975	16.4	3424	13.5
Any regional evening	H J	2924	5.9	1620	5.9	1304	5.9	1393	5.7	1531	6.1	1577	6.5	1347	5.3
Sunday Newspapers															
News of the World	H A	7650	15.4	3024	10.9	4626	21.1	4321	17.6	3329	13.3	4000	16.5	3650	14.4
The Mail on Sunday	H A	5387	10.9	3565	12.9	1822	8.3	1805	7.3	3582	14.3	2646	10.9	2741	10.8
Sunday Mirror	H A	3884	7.8	1609	5.8	2275	10.4	1820	7.4	2064	8.2	1955	8.1	1929	7.6
The Sunday Times	H A	3238	6.5	2754	10.0	484	2.2	1565	6.4	1673	6.7	1804	7.5	1433	5.6
The Sunday Telegraph	H AD	1708	3.4	1471	5.3	238	1.1	529	2.2	1180	4.7	852	3.5	856	3.4
Sunday Express	H A	1628	3.3	965	3.5	663	3.0	481	2.0	1147	4.6	793	3.3	835	3.3
The People	H A	1345	2.7	486	1.8	859	3.9	468	1.9	877	3.5	720	3.0	626	2.5
The Observer	H A	1291	2.6	1141	4.1	150	0.7	704	2.9	588	2.3	655	2.7	636	2.5
Sunday Mail	H A	1170	2.4	500	1.8	669	3.0	506	2.1	664	2.7	582	2.4	588	2.3
Daily Star Sunday	H A	943	1.9	308	1.1	636	2.9	636	2.6	308	1.2	601	2.5	342	1.3
The Sunday Post	H	901	1.8	375	1.4	526	2.4	175	0.7	727	2.9	400	1.7	502	2.0
The Independnt on Sun	H A	612	1.2	506	1.8	105	0.5	385	1.6	227	0.9	340	1.4	272	1.1
Scotland on Sunday	Y A	207	0.4	174	0.6	33	0.2	94	0.4	113	0.5	117	0.5	90	0.4
Sunday Herald-Scot	Y	140	0.3	116	0.4	24	0.1	63	0.3	76	0.3	74	0.3	66	0.3
Net natnl Sundays	H P	21952	44.3	12529	45.4	9423	42.9	9496	38.6	12456	49.8	11000	45.5	10952	43.1
Gross natnl Sundays	H P	29758	60.0	16704	60.5	13054	59.4	13394	54.5	16364	65.4	15348	63.5	14410	56.7

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 AIR - Latest 12 Months- January - December 2009

		Adults								Men		Women	
		Total	ABC1	C2DE	15-44	45+	Total	Total	Total	Total	Total	Total	
UNWEIGHTED SAMPLE		37038	37038	22334	22334	14704	14704	14980	14980	22058	22058	16563	20475
EST.POPULATION 15+ (000s)		49594	49594	27620	27620	21974	21974	24574	24574	25020	25020	24170	25424
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%
Newspaper Supplements - Weekday/Saturday													
LONDON EV. STANDARD:		1394	2.8	1066	3.9	328	1.5	874	3.6	515	2.1	902	3.7
ES Magazine	H X	843	1.7	615	2.2	228	1.0	537	2.2	305	1.2	460	1.9
THE SUN ON SATURDAYS:		7837	15.8	2822	10.2	5016	22.8	4257	17.3	3581	14.3	4148	17.2
The TV Mag	H	6743	13.6	2299	8.3	4443	20.2	3554	14.5	3189	12.7	3311	13.5
DAILY MAIL ON SATURDAYS:		5919	11.9	3841	13.9	2078	9.5	1529	6.2	4390	17.5	2804	11.6
Weekend	H	5381	10.9	3504	12.7	1877	8.5	1291	5.3	4090	16.3	2417	10.0
THE GUARDIAN ON SATURDAYS:		1373	2.8	1232	4.5	141	0.6	755	3.1	618	2.5	677	2.8
Weekend	H	1203	2.4	1075	3.9	128	0.6	635	2.6	568	2.3	565	2.3
Money	H	761	1.5	685	2.5	77	0.3	376	1.5	386	1.5	405	1.7
The Guide	H	1153	2.3	1040	3.8	113	0.5	608	2.5	545	2.2	559	2.3
FINANCIAL TIMES ON SATURDAYS:		310	0.6	274	1.0	35	0.2	136	0.6	174	0.7	205	0.8
FT Money	Y	258	0.5	228	0.8	30	0.1	112	0.5	147	0.6	181	0.7
THE INDEPENDENT ON SATURDAYS:		579	1.2	503	1.8	76	0.3	327	1.3	253	1.0	327	1.4
The Independent Mag	H Z	461	0.9	409	1.5	52	0.2	253	1.0	208	0.8	252	1.0
The Information	H	410	0.8	370	1.3	40	0.2	207	0.8	203	0.8	231	1.0
THE DAILY TELEGRAPH ON SATURDAYS:		2185	4.4	1881	6.8	303	1.4	459	1.9	1726	6.9	1109	4.6
Telegraph Magazine	H	1827	3.7	1604	5.8	223	1.0	358	1.5	1469	5.9	877	3.6
Your Money	H	1285	2.6	1140	4.1	145	0.7	210	0.9	1074	4.3	764	3.2
THE TIMES ON SATURDAYS:		1773	3.6	1533	5.5	240	1.1	775	3.2	998	4.0	1007	4.2
The Times Magazine	H	1454	2.9	1260	4.6	194	0.9	582	2.4	872	3.5	754	3.1
Playlist	H X	1085	2.2	924	3.3	161	0.7	448	1.8	637	2.5	590	2.4
DAILY EXPRESS ON SATURDAYS:		1583	3.2	936	3.4	647	2.9	368	1.5	1214	4.9	736	3.0
Saturday	H	1385	2.8	810	2.9	576	2.6	285	1.2	1100	4.4	635	2.6
DAILY RECORD ON SATURDAYS:		1065	2.1	423	1.5	641	2.9	485	2.0	579	2.3	539	2.2
Saturday Plus	H	908	1.8	355	1.3	554	2.5	401	1.6	507	2.0	436	1.8
DAILY MIRROR ON SATURDAYS:		3410	6.9	1286	4.7	2123	9.7	1326	5.4	2084	8.3	1692	7.0
We Love Telly!	H	2630	5.3	930	3.4	1700	7.7	908	3.7	1722	6.9	1169	4.8
DAILY STAR ON SATURDAYS:		1426	2.9	477	1.7	950	4.3	868	3.5	558	2.2	906	3.7
Hot TV	H	1054	2.1	316	1.1	738	3.4	625	2.5	429	1.7	619	2.6

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EST.POPULATION 15+ (000s)		49594	49594	27620	27620	21974	21974	24574	24574	25020	25020	24170	24170	25424	25424
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%
Newspaper Supplements - Sunday															
THE MAIL ON SUNDAY:		5387	10.9	3565	12.9	1822	8.3	1805	7.3	3582	14.3	2646	10.9	2741	10.8
You	H	4277	8.6	2861	10.4	1416	6.4	1236	5.0	3041	12.2	1825	7.5	2453	9.6
Live	H	3870	7.8	2576	9.3	1294	5.9	1130	4.6	2740	11.0	1806	7.5	2064	8.1
THE SUNDAY TIMES:		3238	6.5	2754	10.0	484	2.2	1565	6.4	1673	6.7	1804	7.5	1433	5.6
The Sunday Times Mag	H	2741	5.5	2359	8.5	383	1.7	1269	5.2	1472	5.9	1452	6.0	1289	5.1
Style	H	2187	4.4	1892	6.9	295	1.3	1026	4.2	1161	4.6	1003	4.1	1184	4.7
Culture	H	2472	5.0	2146	7.8	326	1.5	1114	4.5	1358	5.4	1324	5.5	1148	4.5
Business	H	1833	3.7	1591	5.8	241	1.1	757	3.1	1076	4.3	1226	5.1	607	2.4
Money	H	1918	3.9	1657	6.0	261	1.2	771	3.1	1147	4.6	1229	5.1	689	2.7
THE PEOPLE:		1345	2.7	486	1.8	859	3.9	468	1.9	877	3.5	720	3.0	626	2.5
Take It Easy!	H	1025	2.1	362	1.3	663	3.0	343	1.4	682	2.7	477	2.0	548	2.2
SUNDAY MAIL:		1170	2.4	500	1.8	669	3.0	506	2.1	664	2.7	582	2.4	588	2.3
Seven Days	H	1008	2.0	422	1.5	586	2.7	445	1.8	562	2.2	472	2.0	536	2.1
THE SUNDAY POST:		901	1.8	375	1.4	526	2.4	175	0.7	727	2.9	400	1.7	502	2.0
Post Plus	H	840	1.7	361	1.3	479	2.2	140	0.6	700	2.8	335	1.4	506	2.0
NEWS OF THE WORLD:		7650	15.4	3024	10.9	4626	21.1	4321	17.6	3329	13.3	4000	16.5	3650	14.4
Fabulous	H	5314	10.7	2044	7.4	3270	14.9	2932	11.9	2382	9.5	2241	9.3	3073	12.1
THE SUNDAY TELEGRAPH:		1708	3.4	1471	5.3	238	1.1	529	2.2	1180	4.7	852	3.5	856	3.4
Business	H	924	1.9	820	3.0	104	0.5	244	1.0	680	2.7	582	2.4	342	1.3
Money & Jobs	H	834	1.7	727	2.6	107	0.5	233	0.9	601	2.4	508	2.1	326	1.3
Stella	H	1064	2.1	930	3.4	134	0.6	298	1.2	766	3.1	408	1.7	657	2.6
Seven	H	1081	2.2	943	3.4	137	0.6	263	1.1	818	3.3	503	2.1	578	2.3
THE INDEPENDENT ON SUNDAY:		612	1.2	506	1.8	105	0.5	385	1.6	227	0.9	340	1.4	272	1.1
The New Review	H	393	0.8	351	1.3	42	0.2	222	0.9	170	0.7	213	0.9	180	0.7
THE OBSERVER:		1291	2.6	1141	4.1	150	0.7	704	2.9	588	2.3	655	2.7	636	2.5
The Observer Mag	H	1027	2.1	919	3.3	108	0.5	552	2.2	475	1.9	484	2.0	543	2.1
Business & Media	H	668	1.3	604	2.2	64	0.3	341	1.4	327	1.3	382	1.6	286	1.1
SUNDAY MIRROR:		3884	7.8	1609	5.8	2275	10.4	1820	7.4	2064	8.2	1955	8.1	1929	7.6
Celebs on Sunday	H	2684	5.4	1095	4.0	1589	7.2	1181	4.8	1503	6.0	1128	4.7	1556	6.1
Homes & Holidays	H	2371	4.8	980	3.5	1391	6.3	960	3.9	1412	5.6	1053	4.4	1319	5.2
DAILY STAR SUNDAY:		943	1.9	308	1.1	636	2.9	636	2.6	308	1.2	601	2.5	342	1.3
Take 5	H	588	1.2	167	0.6	421	1.9	382	1.6	207	0.8	326	1.3	263	1.0
SUNDAY EXPRESS:		1628	3.3	965	3.5	663	3.0	481	2.0	1147	4.6	793	3.3	835	3.3
'S' Magazine	H	1268	2.6	770	2.8	497	2.3	327	1.3	941	3.8	563	2.3	705	2.8
Sun Exprss Financial	H	885	1.8	554	2.0	330	1.5	200	0.8	684	2.7	502	2.1	382	1.5
Local Weekly Newspapers															
Any Free	H W	18227	36.8	10112	36.6	8115	36.9	8272	33.7	9955	39.8	8578	35.5	9649	38.0
Any Paid For	H W	11127	22.4	6079	22.0	5048	23.0	4539	18.5	6588	26.3	5171	21.4	5956	23.4

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.
- 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 January – April 2009 and a monthly frequency for May – December 2009.
- 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 Playlist (The Times on Saturday) are available from March 2009. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 10 months March – December 2009.
- 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 3 months October – December 2009.
- 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 3 months October – December 2009.
- 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.
- SKYMAG (Sky The Magazine until September 2007 and Sky Customer Magazine until September 2002) and CLASSIC CARS (Thoroughbred and Classic Cars until September 2001). Please refer to the cautions in Bulletin 127 regarding analysis of data for these publications.
- THE INDEPENDENT MAGAZINE. Data for this title have been modelled for the period November 2008 – March 2009, further to its removal in error from the questionnaire in November 2008.