

NRS Readership Estimates - Newspapers and Supplements  
 AIR - Latest 12 Months: July 2011 - June 2012

Adults  
 Total ABC1 C2DE 15-44 45+ Men  
 Total

UNWEIGHTED SAMPLE  
 EST.POPULATION 15+ (000s)

	35901	21260	14641	14425	21476	15964
	50429	27095	23335	24405	26024	24640
	(000s)	%	(000s)	%	(000s)	%

Daily Newspapers - 6 Day AIR

		7244	14.4	2651	9.8	4593	19.7	3824	15.7	3420	13.1	4251	17.3
The Sun	H A	7244	14.4	2651	9.8	4593	19.7	3824	15.7	3420	13.1	4251	17.3
Daily Mail	H A	4385	8.7	2793	10.3	1593	6.8	1057	4.3	3328	12.8	2061	8.4
Daily Mirror/Record	H AM	3995	7.9	1545	5.7	2450	10.5	1610	6.6	2385	9.2	2144	8.7
Daily Mirror	H A	3178	6.3	1239	4.6	1939	8.3	1307	5.4	1871	7.2	1704	6.9
Daily Record	H A	846	1.7	312	1.2	534	2.3	309	1.3	536	2.1	460	1.9
Daily Star	H A	1439	2.9	391	1.4	1049	4.5	824	3.4	615	2.4	966	3.9
The Daily Telegraph	H A	1387	2.8	1223	4.5	163	0.7	237	1.0	1150	4.4	720	2.9
Daily Express	H A	1304	2.6	767	2.8	537	2.3	296	1.2	1008	3.9	688	2.8
The Times	H A	1302	2.6	1168	4.3	134	0.6	507	2.1	795	3.1	743	3.0
The Guardian	H A	1081	2.1	978	3.6	104	0.4	541	2.2	540	2.1	576	2.3
i	Y N	564	1.1	430	1.6	135	0.6	212	0.9	352	1.4	334	1.4
The Independent	H A	537	1.1	435	1.6	102	0.4	282	1.2	255	1.0	325	1.3
Financial Times	Y A	300	0.6	275	1.0	25	0.1	174	0.7	126	0.5	203	0.8
Net natnl dailies	H P	18466	36.6	9876	36.4	8590	36.8	6993	28.7	11474	44.1	9933	40.3
Gross natnl dailies	H P	23004	45.6	12231	45.1	10773	46.2	9359	38.3	13645	52.4	12696	51.5
Metro	H L	3629	7.2	2132	7.9	1497	6.4	2521	10.3	1108	4.3	2101	8.5
London Ev. Standard	H L A	1538	3.0	1086	4.0	452	1.9	1017	4.2	521	2.0	953	3.9
Press & Jnl-Ab'deen	Y R	193	0.4	99	0.4	94	0.4	49	0.2	144	0.6	101	0.4
The Herald-Scotland	Y R	165	0.3	127	0.5	38	0.2	42	0.2	123	0.5	95	0.4
The Scotsman	T R A	136	0.3	94	0.3	42	0.2	37	0.2	98	0.4	64	0.3
Yorkshire Post	T R	135	0.3	83	0.3	52	0.2	38	0.2	97	0.4	80	0.3
Cour & Adtsr-Dundee	Y R	129	0.3	72	0.3	57	0.2	35	0.1	95	0.4	61	0.2
Evening Times-Glasgw	T R	150	0.3	61	0.2	89	0.4	56	0.2	95	0.4	81	0.3
Any reg_morn/eveng	H J	7615	15.1	4241	15.7	3375	14.5	3978	16.3	3637	14.0	4178	17.0
Any regional evening	H J	3732	7.4	2074	7.7	1658	7.1	1864	7.6	1868	7.2	2077	8.4
Sunday Newspapers													
The Sun (Sunday)	H X	6012	11.9	2136	7.9	3876	16.6	3488	14.3	2524	9.7	3216	13.1
The Mail on Sunday	H A	4926	9.8	3111	11.5	1814	7.8	1533	6.3	3392	13.0	2345	9.5
Sunday Mirror	H A	3939	7.8	1558	5.8	2381	10.2	1774	7.3	2165	8.3	1993	8.1
The Sunday Times	H A	2525	5.0	2151	7.9	374	1.6	1111	4.6	1414	5.4	1408	5.7
The People	H A	1434	2.8	486	1.8	948	4.1	437	1.8	997	3.8	764	3.1
Sunday Express	H A	1416	2.8	847	3.1	569	2.4	368	1.5	1057	4.1	713	2.9
The Sunday Telegraph	H A	1384	2.7	1215	4.5	168	0.7	363	1.5	1021	3.9	671	2.7
Daily Star Sunday	H A	1147	2.3	350	1.3	798	3.4	675	2.8	472	1.8	710	2.9
The Observer	H A	1056	2.1	920	3.4	136	0.6	510	2.1	547	2.1	580	2.4
Sunday Mail	H A	1011	2.0	422	1.6	589	2.5	369	1.5	642	2.5	519	2.1
The Sunday Post	H	800	1.6	321	1.2	479	2.1	120	0.5	680	2.6	376	1.5
The Indepndnt on Sun	H A	544	1.1	433	1.6	112	0.5	312	1.3	233	0.9	317	1.3
Scotland on Sunday	Y A	146	0.3	119	0.4	27	0.1	47	0.2	99	0.4	78	0.3
Sunday Herald-Scot	Y	126	0.2	97	0.4	29	0.1	61	0.3	65	0.2	72	0.3
Net natnl Sundays	H P	15953	31.6	9386	34.6	6567	28.1	5809	23.8	10144	39.0	8106	32.9
Gross natnl Sundays	H P	20183	40.0	11815	43.6	8368	35.9	7562	31.0	12620	48.5	10396	42.2

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35901		21260		14641		14425		21476		15964	
50429		27095		23335		24405		26024		24640	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Newspaper Supplements - Weekday/Saturday

		1538	3.0	1086	4.0	452	1.9	1017	4.2	521	2.0	953	3.9
LONDON EV. STANDARD:													
ES Magazine	H	675	1.3	468	1.7	207	0.9	417	1.7	258	1.0	334	1.4
THE SUN ON SATURDAYS:		7146	14.2	2547	9.4	4599	19.7	3627	14.9	3519	13.5	3912	15.9
TV Buzz (The Sun)	H D	5236	10.4	1818	6.7	3417	14.6	2497	10.2	2739	10.5	2518	10.2
DAILY MAIL ON SATURDAYS:		5268	10.4	3365	12.4	1904	8.2	1180	4.8	4088	15.7	2418	9.8
Weekend	H	4685	9.3	2987	11.0	1698	7.3	878	3.6	3807	14.6	1993	8.1
THE GUARDIAN ON SATURDAYS:		1270	2.5	1163	4.3	107	0.5	596	2.4	674	2.6	664	2.7
Weekend	H	1106	2.2	1024	3.8	81	0.3	512	2.1	594	2.3	567	2.3
Money	H	719	1.4	670	2.5	49	0.2	287	1.2	432	1.7	399	1.6
The Guide	H	1060	2.1	982	3.6	78	0.3	510	2.1	550	2.1	579	2.3
FINANCIAL TIMES ON SATURDAYS:		246	0.5	213	0.8	32	0.1	91	0.4	154	0.6	148	0.6
FT Money	Y	197	0.4	169	0.6	27	0.1	69	0.3	128	0.5	131	0.5
THE INDEPENDENT ON SATURDAYS:		447	0.9	375	1.4	72	0.3	202	0.8	245	0.9	259	1.1
The Independent Mag	H	364	0.7	301	1.1	63	0.3	156	0.6	208	0.8	203	0.8
The Information	H	321	0.6	265	1.0	56	0.2	130	0.5	192	0.7	182	0.7
THE DAILY TELEGRAPH ON SATURDAYS:		1747	3.5	1510	5.6	236	1.0	310	1.3	1437	5.5	875	3.6
Telegraph Magazine	H	1447	2.9	1253	4.6	194	0.8	216	0.9	1231	4.7	687	2.8
Your Money	H	1022	2.0	908	3.4	114	0.5	119	0.5	903	3.5	604	2.5
THE TIMES ON SATURDAYS:		1353	2.7	1168	4.3	184	0.8	494	2.0	859	3.3	743	3.0
The Times Magazine	H	1073	2.1	941	3.5	131	0.6	347	1.4	726	2.8	547	2.2
Saturday Review	H	1033	2.0	920	3.4	113	0.5	304	1.2	728	2.8	542	2.2
THE TIMES ON WEEKDAYS:		1290	2.6	1153	4.3	137	0.6	507	2.1	783	3.0	728	3.0
Eureka (Monthly)	H	552	1.1	484	1.8	68	0.3	165	0.7	387	1.5	307	1.2
DAILY EXPRESS ON SATURDAYS:		1416	2.8	820	3.0	596	2.6	301	1.2	1114	4.3	699	2.8
Saturday	H	1206	2.4	727	2.7	479	2.1	235	1.0	971	3.7	566	2.3
DAILY RECORD ON SATURDAYS:		910	1.8	317	1.2	593	2.5	336	1.4	574	2.2	474	1.9
Saturday Plus	H	736	1.5	270	1.0	467	2.0	229	0.9	507	1.9	343	1.4
DAILY MIRROR ON SATURDAYS:		3215	6.4	1234	4.6	1981	8.5	1176	4.8	2038	7.8	1635	6.6
We Love Telly!	H	2389	4.7	855	3.2	1534	6.6	743	3.0	1647	6.3	1092	4.4
DAILY STAR ON SATURDAYS:		1250	2.5	320	1.2	930	4.0	669	2.7	581	2.2	751	3.0
Hot TV	H	919	1.8	206	0.8	713	3.1	478	2.0	441	1.7	505	2.1

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

Newspaper Supplements - Sunday

		4926	9.8	3111	11.5	1814	7.8	1533	6.3	3392	13.0	2345	9.5
THE MAIL ON SUNDAY:													
You	H	3798	7.5	2443	9.0	1355	5.8	984	4.0	2814	10.8	1535	6.2
Live	H	3399	6.7	2179	8.0	1220	5.2	875	3.6	2525	9.7	1483	6.0
THE SUNDAY TIMES:		2525	5.0	2151	7.9	374	1.6	1111	4.6	1414	5.4	1408	5.7
The Sunday Times Mag	H	2036	4.0	1741	6.4	296	1.3	806	3.3	1230	4.7	1080	4.4
Style	H	1652	3.3	1427	5.3	225	1.0	645	2.6	1007	3.9	729	3.0
Culture	H	1828	3.6	1600	5.9	228	1.0	686	2.8	1142	4.4	942	3.8
Business	H	1401	2.8	1238	4.6	163	0.7	516	2.1	885	3.4	943	3.8
Money	H	1445	2.9	1272	4.7	173	0.7	501	2.1	944	3.6	907	3.7
THE PEOPLE:		1434	2.8	486	1.8	948	4.1	437	1.8	997	3.8	764	3.1
Take It Easy!	H	1067	2.1	358	1.3	709	3.0	311	1.3	756	2.9	492	2.0
SUNDAY MAIL:		1011	2.0	422	1.6	589	2.5	369	1.5	642	2.5	519	2.1
Seven Days	H	777	1.5	320	1.2	457	2.0	240	1.0	537	2.1	352	1.4
THE SUNDAY TELEGRAPH:		1384	2.7	1215	4.5	168	0.7	363	1.5	1021	3.9	671	2.7
Business	H	711	1.4	649	2.4	62	0.3	147	0.6	564	2.2	471	1.9
Money	H	748	1.5	669	2.5	78	0.3	145	0.6	603	2.3	456	1.9
Stella	H	855	1.7	757	2.8	98	0.4	171	0.7	684	2.6	318	1.3
Seven	H	873	1.7	776	2.9	95	0.4	148	0.6	725	2.8	397	1.6
THE INDEPENDENT ON SUNDAY:		544	1.1	433	1.6	112	0.5	312	1.3	233	0.9	317	1.3
The New Review	H	347	0.7	278	1.0	68	0.3	158	0.6	189	0.7	191	0.8
THE OBSERVER:		1056	2.1	920	3.4	136	0.6	510	2.1	547	2.1	580	2.4
The Observer Mag	H	782	1.6	701	2.6	81	0.3	338	1.4	444	1.7	425	1.7
Obs. Food Monthly	H	761	1.5	686	2.5	76	0.3	339	1.4	422	1.6	356	1.4
SUNDAY MIRROR:		3939	7.8	1558	5.8	2381	10.2	1774	7.3	2165	8.3	1993	8.1
Celebs on Sunday	H	2565	5.1	1007	3.7	1559	6.7	1053	4.3	1512	5.8	1034	4.2
Homes & Holidays	H	2284	4.5	926	3.4	1358	5.8	810	3.3	1475	5.7	952	3.9
DAILY STAR SUNDAY:		1147	2.3	350	1.3	798	3.4	675	2.8	472	1.8	710	2.9
OK! Extra	H X	701	1.4	193	0.7	508	2.2	360	1.5	341	1.3	344	1.4
SUNDAY EXPRESS:		1416	2.8	847	3.1	569	2.4	358	1.5	1057	4.1	713	2.9
'S' Magazine	H	1048	2.1	633	2.3	415	1.8	200	0.8	848	3.3	480	1.9
Sun Express Financial	H	688	1.4	431	1.6	256	1.1	114	0.5	574	2.2	387	1.6
THE SUN (SUNDAY):		6012	11.9	2136	7.9	3876	16.6	3488	14.3	2524	9.7	3216	13.1
Fabulous	H X	4163	8.3	1479	5.5	2684	11.5	2119	8.7	2044	7.9	1760	7.1
Local Weekly Newspapers													
Any Free	H W	13842	27.4	7693	28.4	6149	26.4	5675	23.3	8167	31.4	6482	26.3
Any Paid For	H W	9441	18.7	4997	18.4	4443	19.0	3372	13.8	6069	23.3	4464	18.1

#### 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** TV BUZZ (THE SUN ON SATURDAYS). Buzz changed its name to TV Buzz in August 2011, effective on the questionnaire from October 2011.

**F** JOHN LEWIS EDITION. Due to a change in its publication frequency, John Lewis Edition has been treated by NRS as a quarterly since January 2012; 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 July - December 2011 and a quarterly frequency for January - June 2012.

**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.

**N** The following titles appeared on a Masthead screen for New Titles during the past 12 months:  
i (July - September 2011 and January - June 2012)

**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 The Sun (Sunday) are available from April 2012. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 3 months April - June 2012

Figures for Fabulous (The Sun) are available from October 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 9 months October 2011 - June 2012.

Figures for OK! Extra (Daily Star Sunday) are available from October 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 9 months October 2011 - June 2012.

Figures for Birds are available from October 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 9 months October 2011 - June 2012.

**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.

CLASSIC CARS - Please refer to the caution in Bulletin 127 regarding analysis of data for this publication.

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

Women

Total

19937	
25789	
(000s)	%

2993	11.6
2324	9.0
1851	7.2
1473	5.7
386	1.5
473	1.8
667	2.6
616	2.4
560	2.2
506	2.0
230	0.9
212	0.8
98	0.4
8533	33.1
10307	40.0
1528	5.9
584	2.3
92	0.4
70	0.3
72	0.3
55	0.2
69	0.3
70	0.3
3437	13.3
1655	6.4
2800	10.9
2580	10.0
1946	7.5
1117	4.3
670	2.6
702	2.7
713	2.8
438	1.7
476	1.8
493	1.9
425	1.6
227	0.9
67	0.3
53	0.2
7847	30.4
9786	37.9

Women

Total

19937	
25789	
(000s)	%

584	2.3
341	1.3
3234	12.5
2718	10.5
2850	11.1
2693	10.4
606	2.4
539	2.1
320	1.2
482	1.9
98	0.4
66	0.3
188	0.7
160	0.6
139	0.5
872	3.4
760	2.9
418	1.6
610	2.4
525	2.0
491	1.9
562	2.2
245	1.0
717	2.8
640	2.5
436	1.7
393	1.5
1580	6.1
1297	5.0
499	1.9
413	1.6

Women

Total

19937	
25789	
(000s)	%

2580	10.0
2263	8.8
1917	7.4
1117	4.3
957	3.7
923	3.6
886	3.4
458	1.8
538	2.1
670	2.6
575	2.2
493	1.9
424	1.6
713	2.8
240	0.9
291	1.1
537	2.1
475	1.8
227	0.9
156	0.6
476	1.8
357	1.4
405	1.6
1946	7.5
1532	5.9
1333	5.2
438	1.7
357	1.4
702	2.7
568	2.2
301	1.2
2800	10.9
2403	9.3
7360	28.5
4977	19.3

