NRS Readership Estimates - Women's Magazines
AIR - Latest 12 Months: January - December 2011

		Adults										Men		Women	
		Total		ABC1		C2DE		15-44		45+		Total		Total	
UNWEIGHTED SAMPLE		37039		21838		15201		14997		22042		16316		20723	
EST.POPULATION 15+ (000s)		50239		27180		23059		24421		25818		24529		25710	
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%
Women's Weekly Magazines															
Take a Break	H	2769	5.5	932	3.4	1837	8.0	1316	5.4	1453	5.6	425	1.7	2344	9.1
OK!	H Z	2187	4.4	1088	4.0	1099	4.8	1577	6.5	610	2.4	331	1.4	1855	7.2
Closer	H	1631	3.2	807	3.0	824	3.6	1309	5.4	323	1.2	150	0.6	1482	5.8
Hello!	H	1516	3.0	886	3.3	630	2.7	858	3.5	658	2.5	260	1.1	1256	4.9
Heat	H	1468	2.9	798	2.9	671	2.9	1283	5.3	186	0.7	206	0.8	1263	4.9
Chat	H	1192	2.4	336	1.2	855	3.7	622	2.5	570	2.2	144	0.6	1047	4.1
Pick Me Up	H	974	1.9	260	1.0	714	3.1	689	2.8	285	1.1	92	0.4	881	3.4
Now	H	915	1.8	457	1.7	458	2.0	770	3.2	145	0.6	91	0.4	824	3.2
Woman's Own	H	912	1.8	413	1.5	499	2.2	299	1.2	613	2.4	63	0.3	849	3.3
Woman's Weekly	H	889	1.8	410	1.5	479	2.1	204	0.8	685	2.7	92	0.4	797	3.1
That's Life!	H	792	1.6	205	0.8	587	2.5	435	1.8	357	1.4	81	0.3	711	2.8
Reveal	H	779	1.5	365	1.3	413	1.8	661	2.7	118	0.5	54	0.2	724	2.8
New!	H	686	1.4	299	1.1	387	1.7	602	2.5	84	0.3	47	0.2	640	2.5
Woman	H	658	1.3	328	1.2	329	1.4	196	0.8	461	1.8	32	0.1	626	2.4
Bella	H	652	1.3	272	1.0	379	1.6	206	0.8	446	1.7	58	0.2	594	2.3
Look	H	618	1.2	363	1.3	255	1.1	530	2.2	88	0.3	26	0.1	592	2.3
Love It!	Y	618	1.2	198	0.7	420	1.8	520	2.1	98	0.4	36	0.1	582	2.3
Best	H	581	1.2	216	0.8	365	1.6	198	0.8	383	1.5	41	0.2	540	2.1
Inside Soap	Y	569	1.1	173	0.6	396	1.7	419	1.7	150	0.6	79	0.3	489	1.9
Star	Y	492	1.0	197	0.7	295	1.3	413	1.7	79	0.3	79	0.3	413	1.6
People's Friend	H	490	1.0	198	0.7	292	1.3	35	0.1	455	1.8	68	0.3	422	1.6
Real People	Y	470	0.9	138	0.5	332	1.4	337	1.4	133	0.5	30	0.1	440	1.7
Grazia	H	461	0.9	334	1.2	127	0.6	357	1.5	104	0.4	46	0.2	415	1.6
More	Y	455	0.9	256	0.9	199	0.9	413	1.7	42	0.2	38	0.2	417	1.6
My Weekly	Y	342	0.7	159	0.6	182	0.8	49	0.2	293	1.1	30	0.1	312	1.2
Full House	Y	333	0.7	68	0.3	265	1.1	231	0.9	102	0.4	26	0.1	307	1.2
Women's Fortnightly Magazines															
Yours	H	502	1.0	218	0.8	284	1.2	33	0.1	468	1.8	72	0.3	430	1.7
All About Soap	Y	486	1.0	153	0.6	332	1.4	355	1.5	131	0.5	65	0.3	420	1.6
Soaplife	Y	437	0.9	147	0.5	290	1.3	337	1.4	99	0.4	46	0.2	391	1.5

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		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%
Women's Monthly Magazines															
Asda Magazine	H	5883	11.7	2642	9.7	3241	14.1	3103	12.7	2780	10.8	1611	6.6	4272	16.6
Sainsbury's Magazine	H	3296	6.6	2048	7.5	1247	5.4	1625	6.7	1671	6.5	1024	4.2	2272	8.8
Cosmopolitan	H	1560	3.1	1002	3.7	559	2.4	1229	5.0	331	1.3	198	0.8	1362	5.3
Waitrose Kitchen	H	1506	3.0	1145	4.2	361	1.6	554	2.3	952	3.7	502	2.0	1003	3.9
Good Housekeeping	H	1494	3.0	1101	4.0	393	1.7	430	1.8	1064	4.1	174	0.7	1320	5.1
Glamour	H	1316	2.6	834	3.1	483	2.1	1174	4.8	143	0.6	98	0.4	1218	4.7
Vogue	H	1303	2.6	875	3.2	428	1.9	960	3.9	344	1.3	161	0.7	1143	4.4
BBC Good Food	H	1294	2.6	903	3.3	391	1.7	639	2.6	655	2.5	380	1.6	914	3.6
Weight Watchers Mag	H	1004	2.0	591	2.2	413	1.8	521	2.1	483	1.9	108	0.4	896	3.5
Ideal Home	H	949	1.9	642	2.4	307	1.3	461	1.9	488	1.9	222	0.9	727	2.8
Marie Claire	H	895	1.8	588	2.2	307	1.3	629	2.6	266	1.0	69	0.3	826	3.2
Elle	H	828	1.6	570	2.1	258	1.1	649	2.7	178	0.7	47	0.2	781	3.0
Woman & Home	H	817	1.6	565	2.1	252	1.1	195	0.8	622	2.4	33	0.1	784	3.0
Country Living	H	785	1.6	576	2.1	209	0.9	296	1.2	489	1.9	261	1.1	524	2.0
Homes & Gardens	H	783	1.6	523	1.9	260	1.1	274	1.1	509	2.0	209	0.9	574	2.2
House & Garden	H	686	1.4	486	1.8	200	0.9	226	0.9	460	1.8	201	0.8	486	1.9
Prima	H	634	1.3	402	1.5	232	1.0	177	0.7	458	1.8	33	0.1	601	2.3
Hair	H	617	1.2	263	1.0	354	1.5	412	1.7	205	0.8	23	0.1	594	2.3
Company	H	563	1.1	399	1.5	164	0.7	495	2.0	68	0.3	45	0.2	518	2.0
Red	H	560	1.1	429	1.6	131	0.6	346	1.4	214	0.8	48	0.2	512	2.0
Mother And Baby	Y	551	1.1	257	0.9	294	1.3	466	1.9	85	0.3	34	0.1	517	2.0
House Beautiful	H	516	1.0	364	1.3	152	0.7	201	0.8	314	1.2	65	0.3	451	1.8
25 Beautiful Homes	Y	393	0.8	261	1.0	131	0.6	146	0.6	247	1.0	76	0.3	316	1.2
Country Homes/Inters	Y	387	0.8	247	0.9	140	0.6	165	0.7	222	0.9	127	0.5	261	1.0
Good Homes	Y	380	0.8	266	1.0	114	0.5	209	0.9	171	0.7	92	0.4	288	1.1
Candis	Y	373	0.7	180	0.7	193	0.8	114	0.5	259	1.0	84	0.3	289	1.1
InStyle	Y	310	0.6	234	0.9	76	0.3	249	1.0	62	0.2	10	0.0	301	1.2
Psychologies Mag	Y	304	0.6	221	0.8	84	0.4	197	0.8	107	0.4	55	0.2	249	1.0
Easy Living	Y	298	0.6	213	0.8	85	0.4	165	0.7	134	0.5	38	0.2	261	1.0
Coast	Y	289	0.6	204	0.7	85	0.4	88	0.4	200	0.8	132	0.5	157	0.6
BBC Olive	Y	286	0.6	226	0.8	60	0.3	149	0.6	137	0.5	59	0.2	226	0.9
BBC Homes & Antiques	Y	272	0.5	165	0.6	107	0.5	66	0.3	206	0.8	88	0.4	184	0.7
Vanity Fair	Y	243	0.5	183	0.7	60	0.3	155	0.6	89	0.3	50	0.2	193	0.8
Delicious	Y	242	0.5	163	0.6	79	0.3	135	0.6	107	0.4	44	0.2	198	0.8
Real Homes	T	215	0.4	133	0.5	82	0.4	108	0.4	107	0.4	76	0.3	139	0.5
Living etc	Y	204	0.4	163	0.6	41	0.2	115	0.5	89	0.3	43	0.2	161	0.6
Essentials	T	200	0.4	121	0.4	78	0.3	81	0.3	118	0.5	18	0.1	182	0.7
Elle Decoration	T	198	0.4	153	0.6	45	0.2	122	0.5	76	0.3	47	0.2	151	0.6
Period Living	T	189	0.4	155	0.6	34	0.1	87	0.4	102	0.4	47	0.2	142	0.6
R Conley Diet/Fit Mg	T	189	0.4	121	0.4	68	0.3	83	0.3	106	0.4	17	0.1	172	0.7
Top Sante	T	176	0.4	129	0.5	47	0.2	71	0.3	105	0.4	9	0.0	167	0.7
Pregnancy & Birth	T	167	0.3	76	0.3	91	0.4	156	0.6	12	0.0	28	0.1	139	0.5
Zest	T	166	0.3	125	0.5	41	0.2	126	0.5	41	0.2	13	0.1	153	0.6
Harper's Bazaar	Y	165	0.3	138	0.5	26	0.1	73	0.3	92	0.4	21	0.1	143	0.6
Tatler	Y	161	0.3	131	0.5	31	0.1	74	0.3	87	0.3	27	0.1	134	0.5
World of Interiors	T	161	0.3	111	0.4	50	0.2	75	0.3	86	0.3	70	0.3	91	0.4
Prima Baby & Preg	T	145	0.3	84	0.3	61	0.3	134	0.6	10	0.0	14	0.1	131	0.5
Women's Bimonthly Magazines															
Tesco Magazine	H	6734	13.4	3582	13.2	3152	13.7	3409	14.0	3324	12.9	2135	8.7	4598	17.9
Your M&S	H	3896	7.8	2491	9.2	1405	6.1	1555	6.4	2341	9.1	1019	4.2	2877	11.2
Boots Hlth & Beauty	H	3148	6.3	1811	6.7	1337	5.8	2028	8.3	1121	4.3	278	1.1	2870	11.2
Slimming World Mag	H	1025	2.0	544	2.0	481	2.1	506	2.1	519	2.0	97	0.4	928	3.6
John Lewis Edition	H N	816	1.6	649	2.4	167	0.7	338	1.4	479	1.9	261	1.1	556	2.2
Brides	Y	301	0.6	188	0.7	113	0.5	190	0.8	111	0.4	28	0.1	273	1.1
You & Your Wedding	Y	255	0.5	151	0.6	105	0.5	204	0.8	52	0.2	24	0.1	231	0.9
BBC Easy Cook	Y	239	0.5	121	0.4	118	0.5	106	0.4	133	0.5	43	0.2	195	0.8
Special Reading															
ASOS	H XZ	588	1.2	409	1.5	179	0.8	489	2.0	99	0.4	132	0.5	456	1.8

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 MONEY (THE SUNDAY TELEGRAPH). Money & Jobs changed its name to Money in January 2011, effective on the questionnaire from April 2011.

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

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 titles appeared on a Masthead screen for New Titles during the past 12 months:
JOHN LEWIS EDITION (November 2009 - March 2011)
i (November 2010 - September 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 ASOS are available from April 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 9 months April - December 2011.

Figures for Saturday Review (The Times) are available from July 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 6 months July - December 2011.

Figures for Fabulous (The Sun) are available from September 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 4 months September - December 2011.

Figures for Birds are available from October 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 3 months October - December 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.

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

i - The figures shown for this publication under the heading 'Daily Newspapers - 6 Day AIR' are based on Monday-Friday AIR for the period January-June 2011 and Monday-Saturday AIR for the period July-December 2011.

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