

NRS Readership Estimates - General Magazines
 AIR - Latest 12 Months: April 2013 - March 2014

	Adults					Men		Women	
	Total	ABC1	C2DE	15-34	35+	Total	Total		
UNWEIGHTED SAMPLE	36102	21246	14856	8809	27293	16052	20050		
EST.POPULATION 15+ (000s)	51526	27619	23907	16587	34939	25152	26374		
	(000s)	%	(000s)	%	(000s)	%	(000s)		

General Weekly Magazines

Magazine	Category	Total	%	ABC1	%	C2DE	%	15-34	%	35+	%	Men	%	Women
What's on TV	H	2803	5.4	991	3.6	1813	7.6	889	5.4	1915	5.5	914	3.6	1890
Radio Times	H	1978	3.8	1451	5.3	528	2.2	328	2	1650	4.7	955	3.8	1023
TV Choice	H	1977	3.8	728	2.6	1249	5.2	504	3	1473	4.2	681	2.7	1296
TV Times	H	1163	2.3	495	1.8	669	2.8	327	2	836	2.4	472	1.9	692
Time Out	Y	514	1	414	1.5	100	0.4	279	1.7	235	0.7	285	1.1	229
Total TV Guide	Y	509	1	191	0.7	319	1.3	189	1.1	321	0.9	182	0.7	327
TV & Satellite Week	Y	488	0.9	214	0.8	275	1.1	139	0.8	349	1	246	1	243
Motorcycle News	Y	408	0.8	199	0.7	209	0.9	132	0.8	276	0.8	355	1.4	53
The Big Issue	Y	399	0.8	316	1.1	83	0.3	110	0.7	290	0.8	183	0.7	217
New Scientist	Y	374	0.7	329	1.2	45	0.2	178	1.1	196	0.6	240	1	135
The Week	Y	363	0.7	333	1.2	30	0.1	95	0.6	269	0.8	192	0.8	172
The TES/Times Ed Sup	Y	343	0.7	322	1.2	21	0.1	127	0.8	215	0.6	133	0.5	210
TV Easy	Y	333	0.6	121	0.4	212	0.9	87	0.5	246	0.7	118	0.5	216
Nuts	Y	319	0.6	110	0.4	209	0.9	229	1.4	90	0.3	300	1.2	19
Zoo	T	290	0.6	114	0.4	176	0.7	197	1.2	93	0.3	248	1	42
Kerrang!	Y	254	0.5	118	0.4	136	0.6	188	1.1	65	0.2	156	0.6	97
Angling Times	T	248	0.5	101	0.4	147	0.6	85	0.5	163	0.5	216	0.9	32
Autocar	Y	236	0.5	138	0.5	98	0.4	78	0.5	158	0.5	198	0.8	38
Country Life	Y	220	0.4	165	0.6	55	0.2	34	0.2	186	0.5	117	0.5	102
NME/New Musical Exp	T	216	0.4	129	0.5	88	0.4	155	0.9	61	0.2	156	0.6	60
Auto Express	T	208	0.4	109	0.4	99	0.4	46	0.3	162	0.5	188	0.7	20
Match!	T	204	0.4	109	0.4	95	0.4	119	0.7	85	0.2	177	0.7	27
Horse and Hound	Y	200	0.4	132	0.5	68	0.3	71	0.4	128	0.4	59	0.2	141
Angler's Mail	T	187	0.4	77	0.3	110	0.5	44	0.3	143	0.4	159	0.6	28
Autosport	T	134	0.3	83	0.3	51	0.2	67	0.4	67	0.2	113	0.4	21
Amateur Gardening	T	104	0.2	46	0.2	57	0.2	4	0	100	0.3	37	0.1	67

General Fortnightly Magazines

Private Eye	H	839	1.6	718	2.6	121	0.5	190	1.1	650	1.9	570	2.3	270
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General Monthly Magazines

Magazine	Type	Total	ABC1	C2DE	15-34	35+	Men	Women
National Geographic	H	1980	3.8	1490	5.4	490	2.1	679
BBC Top Gear	H	1672	3.2	904	3.3	769	3.2	921
BBC Gardeners' World	H	1231	2.4	771	2.8	460	1.9	95
Saga Magazine	H	1169	2.3	894	3.2	275	1.1	9
Men's Health	H	1041	2	671	2.4	370	1.5	611
What Car?	H	906	1.8	628	2.3	278	1.2	292
Reader's Digest	H	752	1.5	488	1.8	264	1.1	88
Empire	H	704	1.4	485	1.8	219	0.9	408
FHM	H Z	655	1.3	322	1.2	333	1.4	395
Men's Fitness	Y	593	1.2	364	1.3	230	1	372
FourFourTwo	H	584	1.1	373	1.3	211	0.9	375
Classic Cars	Y	547	1.1	270	1	277	1.2	146
F1 Racing	Y	474	0.9	226	0.8	249	1	220
Rugby World	Y	457	0.9	300	1.1	157	0.7	184
Golf Monthly	H	456	0.9	283	1	172	0.7	91
GQ	Y Z	412	0.8	303	1.1	109	0.5	229
Runner's World	Y	409	0.8	324	1.2	85	0.4	118
Q	Y Z	323	0.6	248	0.9	74	0.3	174
Practical Classics	Y	298	0.6	157	0.6	141	0.6	57
World Soccer	Y	295	0.6	144	0.5	151	0.6	161
BBC Wildlife	Y	287	0.6	175	0.6	112	0.5	79
BBC History Magazine	Y	275	0.5	202	0.7	72	0.3	77
Bike	Y	271	0.5	144	0.5	127	0.5	90
Golf World	Y	266	0.5	166	0.6	100	0.4	58
Sporting Gun	Y	261	0.5	125	0.5	136	0.6	93
Today's Golfer	Y	257	0.5	159	0.6	98	0.4	75
Land Rover Owner Int	T	253	0.5	135	0.5	117	0.5	68
Digital Photo	Y	251	0.5	145	0.5	106	0.4	72
High Life	Y	250	0.5	219	0.8	31	0.1	57
Stuff	T	232	0.4	150	0.5	81	0.3	116
Practical Photography	Y	231	0.4	153	0.6	78	0.3	53
BBC Music Magazine	T	225	0.4	129	0.5	97	0.4	102
Ride	T	213	0.4	107	0.4	106	0.4	78
Car	T	206	0.4	109	0.4	96	0.4	89
Mojo	T	205	0.4	141	0.5	64	0.3	87
Performance Bikes	T	196	0.4	71	0.3	125	0.5	86
Evo	T	176	0.3	127	0.5	49	0.2	92
The Field	T	155	0.3	112	0.4	43	0.2	33
Top of the Pops Mag	T	153	0.3	63	0.2	90	0.4	104
Practical Boat Owner	T	143	0.3	86	0.3	57	0.2	30
Trout and Salmon	T	127	0.2	91	0.3	36	0.1	33
Esquire	T	122	0.2	91	0.3	31	0.1	64
Garden Answers	T	93	0.2	55	0.2	38	0.2	10

Aggregate General Monthly Magazines - Net AIR

Magazine	Type	Total	ABC1	C2DE	15-34	35+	Men	Women
Archant Life (Net)	H M	523	1	387	1.4	135	0.6	57
The combined figures for the ARCHANT TITLES are net readership figures for Cheshire Life, Lancashire Life, Derbyshire Life and Countryside and Yorkshire Life.								

General Quarterly Magazines

Magazine	Type	Total	ABC1	C2DE	15-34	35+	Men	Women
The Nat Trust Mag	H	3545	6.9	2878	10.4	668	2.8	365
Nature's Home	H D	819	1.6	603	2.2	216	0.9	104
Eng Heritage Memb Mag	H D	553	1.1	470	1.7	84	0.4	48

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 SUN ON SUNDAY. The Sun (Sunday) has changed its name to The Sun on Sunday, effective on the questionnaire from November 2013.

NATURE'S HOME. Birds has changed its name to Nature's Home, effective on the questionnaire from November 2013.

ENGLISH HERITAGE MEMBERS' MAGAZINE. Heritage Today has changed its name to English Heritage Members' Magazine, effective on the questionnaire from October 2013.

EVENT (THE MAIL ON SUNDAY). Live has changed its name to Event, effective on the questionnaire from May 2013.

F WOMEN'S HEALTH. Due to a change in its publication frequency, Women's Health has been treated by NRS as a monthly since January 2014; 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 - December 2013 and a monthly frequency for January - March 2014.

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.

The combined figures for THE NATIONAL are net readership figures for Birmingham Mail, Hull Daily Mail, The Chronicle (Newcastle), Coventry Telegraph, Derby Telegraph, Evening Gazette (Teesside), Express and Star (West Midlands), The Herald (Plymouth), Lancashire Evening Post, Leicester Mercury, Liverpool Echo, London Evening Standard, Manchester Evening News, Nottingham Post, Bristol Post, The Sentinel (Staffordshire), Shropshire Star, South Wales Echo, South Wales Evening Post, The Star (Sheffield, Doncaster) and Yorkshire Evening Post.

The combined figures for 1 LOCAL are net readership figures for Birmingham Mail, Burton Mail, Cambridge News, Coventry Telegraph, Daily Echo (Bournemouth), Daily Echo (Southampton), Daily Gazette (Colchester), Daily Post (Wales), Derby Telegraph, Dorset Echo, East Anglian Daily Times, Eastern Daily Press, Echo (Basildon), Echo (Southend), Edinburgh Evening News, Evening Chronicle (Newcastle), Evening Express (Aberdeen), Evening Gazette (Teesside), Middlesbrough, Stockton, Evening Telegraph (Dundee), Evening Times (Glasgow), Express & Star (West Midlands), Gloucestershire Echo, Greenock Telegraph, Grimsby Telegraph, Hartlepool Mail, Hull Daily Mail, Ipswich Star, Lancashire Evening Post, Lancashire Telegraph, Leicester Mercury, Liverpool Echo, Manchester Evening News, News & Star (Carlisle), North West Evening Mail, Norwich Evening News, Nottingham Post, Nuneaton News, Oldham Evening Chronicle, Oxford Mail, Paisley Daily Express, Shropshire Star, South Wales Argus, South Wales Echo, South Wales Evening Post, Sunderland Echo, Swindon Advertiser, Telegraph & Argus (Bradford), The Argus (Brighton, East/West Sussex), The Bolton News, The Citizen (Gloucester), The Courier (Dundee), The Gazette (Blackpool), The Herald (Plymouth), The Herald (Scotland), The Huddersfield Daily Examiner, The Journal (Newcastle), The Leader (Chester), The Leader (Wrexham), The News (Portsmouth), The Northern Echo, Bristol Post, The Press (York), The Press and Journal (Aberdeen), The Scotsman, The Sentinel (Staffordshire), The Shields Gazette, The Star (Sheffield), Western Daily Press, Western Mail (Wales), Western Morning News (Plymouth), Wigan Evening Post, Worcester News, Yorkshire Evening Post, Yorkshire Post.

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

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.

X Figures for Notebook (Sunday Mirror) are available from July 2013. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 9 months July 2013 - March 2014.

Figures for Tesco - Food Family Living are available from November 2013. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 5 months November 2013 - March 2014.

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

THE INDEPENDENT continues to be included in the six-month NRS database to enable combined analysis with i, as the two newspapers are jointly packaged for media sales and promotions. Users wishing to conduct a stand-alone analysis of data for The Independent are recommended to do so on a 12-month base, in accordance with standard NRS rules.⁴

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

%

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