

NRS Readership Estimates - Newspapers and Supplements
 AIR - Latest 12 Months- October 2015 - September 2016

Adults
 Total ABC1 C2DE 15-34 35+ Men
 Total

UNWEIGHTED SAMPLE	27484	15900	11584	6654	20830	12259
EST.POPULATION 15+ (000s)	52171	28278	23893	16381	35790	25502
	(000s)	%	(000s)	%	(000s)	%

Daily Newspapers - 6 Day AIR

The Sun	HA	4188	8.0	1329	4.7	2859	12.0	1027	6.3	3161	8.8	2401	9.4
Daily Mail	HA	3354	6.4	2082	7.4	1273	5.3	414	2.5	2941	8.2	1548	6.1
Daily Mirror/Record	HAM	2283	4.4	781	2.8	1502	6.3	342	2.1	1941	5.4	1219	4.8
Daily Mirror	HA	1818	3.5	637	2.3	1181	4.9	296	1.8	1522	4.3	980	3.8
Daily Record	HA	484	0.9	148	0.5	336	1.4	54	0.3	431	1.2	251	1.0
The Daily Telegraph	HA	1183	2.3	972	3.4	211	0.9	123	0.8	1060	3.0	622	2.4
The Times	HA	1047	2.0	888	3.1	159	0.7	170	1.0	877	2.5	581	2.3
The Guardian	HA	865	1.7	690	2.4	174	0.7	226	1.4	639	1.8	445	1.7
Daily Express	HA	842	1.6	476	1.7	367	1.5	69	0.4	773	2.2	431	1.7
Daily Star	HA	800	1.5	199	0.7	601	2.5	203	1.2	598	1.7	525	2.1
i	HA	541	1.0	391	1.4	150	0.6	79	0.5	462	1.3	319	1.3
Net national dailies	H P	12592	24.1	6551	23.2	6041	25.3	2039	12.4	10553	29.5	6632	26.0
Gross national dailies	H P	15124	29.0	7812	27.6	7312	30.6	2660	16.2	12463	34.8	8103	31.8
Metro	H L A	3067	5.9	1697	6.0	1369	5.7	1375	8.4	1692	4.7	1722	6.8
London Evening Standard	H L A	1640	3.1	1046	3.7	595	2.5	677	4.1	963	2.7	1000	3.9
The Press and Journal	Y R	142	0.3	89	0.3	53	0.2	21	0.1	121	0.3	66	0.3
The Courier - Dundee	Y R	136	0.3	72	0.3	65	0.3	18	0.1	119	0.3	58	0.2
The Herald-Scotland	T R	109	0.2	80	0.3	29	0.1	14	0.1	95	0.3	73	0.3
Yorkshire Post	T R	106	0.2	78	0.3	28	0.1	19	0.1	87	0.2	73	0.3
The Scotsman	T R	73	0.1	57	0.2	16	0.1	10	0.1	64	0.2	42	0.2
Any regional morning/evening	H J	6701	12.8	3644	12.9	3057	12.8	2046	12.5	4655	13.0	3621	14.2
Any regional evening	H J	3610	6.9	1954	6.9	1656	6.9	976	6.0	2633	7.4	2007	7.9

Aggregate Daily Newspapers - Net AIR

The National	H M	3003	5.8	1688	6.0	1314	5.5	890	5.4	2113	5.9	1719	6.7
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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.

Sunday Newspapers

The Sun on Sunday	HA	3640	7.0	1263	4.5	2377	9.9	1004	6.1	2636	7.4	2016	7.9
The Mail on Sunday	HA	3608	6.9	2195	7.8	1413	5.9	471	2.9	3137	8.8	1751	6.9
The Sunday Times	HA	1834	3.5	1550	5.5	283	1.2	294	1.8	1539	4.3	973	3.8
Sunday Mirror	HA	1804	3.5	694	2.5	1110	4.6	378	2.3	1425	4.0	905	3.5
The Sunday Telegraph	HA	1113	2.1	941	3.3	172	0.7	120	0.7	993	2.8	591	2.3
Sunday Express	HA	826	1.6	492	1.7	334	1.4	99	0.6	727	2.0	434	1.7
The Observer	HA	764	1.5	663	2.3	101	0.4	146	0.9	618	1.7	414	1.6
Daily Star Sunday	HA	584	1.1	150	0.5	435	1.8	168	1.0	416	1.2	347	1.4
Sunday Mail	HA	558	1.1	184	0.7	374	1.6	61	0.4	497	1.4	276	1.1
Sunday People	HA	458	0.9	130	0.5	328	1.4	59	0.4	399	1.1	228	0.9
Sunday Post	H D	446	0.9	175	0.6	271	1.1	25	0.2	421	1.2	208	0.8
Sunday Herald-Scotland	T	109	0.2	76	0.3	33	0.1	29	0.2	80	0.2	58	0.2
Scotland on Sunday	T A	72	0.1	60	0.2	13	0.1	11	0.1	61	0.2	35	0.1
Net national Sundays	H P	12549	24.1	6851	24.2	5698	23.8	2129	13.0	10420	29.1	6412	25.1
Gross national Sundays	H P	15635	30.0	8437	29.8	7198	30.1	2826	17.3	12809	35.8	8142	31.9

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Newspaper Supplements - Weekday/Saturday

		1640	3.1	1046	3.7	595	2.5	677	4.1	963	2.7	1000	3.9
LONDON EVENING STANDARD:													
ES Magazine	H DZ	755	1.4	540	1.9	214	0.9	243	1.5	511	1.4	329	1.3
THE SUN ON SATURDAYS:		4496	8.6	1369	4.8	3127	13.1	1106	6.8	3389	9.5	2488	9.8
TV Magazine	H	3447	6.6	965	3.4	2482	10.4	703	4.3	2743	7.7	1697	6.7
DAILY MAIL ON SATURDAYS:		4154	8.0	2489	8.8	1664	7.0	456	2.8	3698	10.3	1833	7.2
Weekend	H	3644	7.0	2183	7.7	1461	6.1	276	1.7	3368	9.4	1483	5.8
THE GUARDIAN ON SATURDAYS:		1140	2.2	942	3.3	197	0.8	242	1.5	897	2.5	546	2.1
Weekend	H	892	1.7	781	2.8	111	0.5	129	0.8	764	2.1	382	1.5
The Guide	H	811	1.6	699	2.5	112	0.5	114	0.7	697	1.9	345	1.4
THE DAILY TELEGRAPH ON SATURDAYS:		1425	2.7	1190	4.2	235	1.0	105	0.6	1320	3.7	743	2.9
Telegraph Magazine	H	1164	2.2	988	3.5	176	0.7	60	0.4	1104	3.1	558	2.2
Your Money	H	899	1.7	765	2.7	134	0.6	36	0.2	863	2.4	532	2.1
THE TIMES ON SATURDAYS:		1175	2.3	1024	3.6	151	0.6	176	1.1	999	2.8	598	2.3
The Times Magazine	H	928	1.8	819	2.9	109	0.5	86	0.5	843	2.4	438	1.7
Saturday Review	H	912	1.7	809	2.9	103	0.4	77	0.5	835	2.3	446	1.7
DAILY EXPRESS ON SATURDAYS:		926	1.8	508	1.8	418	1.8	74	0.4	853	2.4	454	1.8
Saturday	H	767	1.5	417	1.5	350	1.5	43	0.3	724	2.0	340	1.3
DAILY RECORD ON SATURDAYS:		511	1.0	164	0.6	347	1.5	50	0.3	461	1.3	266	1.0
Saturday Plus	H	393	0.8	115	0.4	278	1.2	27	0.2	367	1.0	179	0.7
DAILY MIRROR ON SATURDAYS:		2020	3.9	693	2.4	1328	5.6	309	1.9	1712	4.8	1010	4.0
We Love TV!	H	1499	2.9	489	1.7	1010	4.2	161	1.0	1339	3.7	666	2.6
DAILY STAR ON SATURDAYS:		741	1.4	159	0.6	583	2.4	160	1.0	581	1.6	447	1.8
Hot TV	H	494	0.9	101	0.4	394	1.6	99	0.6	396	1.1	266	1.0

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Newspaper Supplements - Sunday

THE MAIL ON SUNDAY:		3608	6.9	2195	7.8	1413	5.9	471	2.9	3137	8.8	1751	6.9
You	H	2700	5.2	1658	5.9	1042	4.4	261	1.6	2438	6.8	1088	4.3
Event	H	2435	4.7	1523	5.4	913	3.8	193	1.2	2242	6.3	1070	4.2
THE SUNDAY TIMES:		1834	3.5	1550	5.5	283	1.2	294	1.8	1539	4.3	973	3.8
The Sunday Times Magazine	H	1506	2.9	1280	4.5	226	0.9	191	1.2	1314	3.7	769	3.0
Style	H	1176	2.3	1010	3.6	166	0.7	160	1.0	1017	2.8	508	2.0
Culture	H	1382	2.6	1193	4.2	189	0.8	169	1.0	1213	3.4	704	2.8
Business	H	1049	2.0	914	3.2	135	0.6	110	0.7	940	2.6	701	2.7
Money	H	1053	2.0	928	3.3	126	0.5	99	0.6	955	2.7	665	2.6
SUNDAY PEOPLE:		458	0.9	130	0.5	328	1.4	59	0.4	399	1.1	228	0.9
Love Sunday	H	331	0.6	71	0.3	260	1.1	39	0.2	292	0.8	138	0.5
SUNDAY MAIL:		558	1.1	184	0.7	374	1.6	61	0.4	497	1.4	276	1.1
Seven Days	H	407	0.8	128	0.5	279	1.2	43	0.3	364	1.0	155	0.6
THE SUNDAY TELEGRAPH:		1113	2.1	941	3.3	172	0.7	120	0.7	993	2.8	591	2.3
Business	H	650	1.2	571	2.0	79	0.3	44	0.3	606	1.7	425	1.7
Money	H	635	1.2	552	2.0	84	0.4	34	0.2	601	1.7	405	1.6
Stella	H	650	1.2	554	2.0	96	0.4	31	0.2	619	1.7	273	1.1
THE OBSERVER:		764	1.5	663	2.3	101	0.4	146	0.9	618	1.7	414	1.6
The Observer Magazine	H	648	1.2	576	2.0	73	0.3	104	0.6	544	1.5	327	1.3
Observer Food Monthly	H	692	1.3	620	2.2	72	0.3	109	0.7	583	1.6	323	1.3
SUNDAY MIRROR:		1804	3.5	694	2.5	1110	4.6	378	2.3	1425	4.0	905	3.5
Notebook	H	1143	2.2	425	1.5	718	3.0	131	0.8	1013	2.8	478	1.9
DAILY STAR SUNDAY:		584	1.1	150	0.5	435	1.8	168	1.0	416	1.2	347	1.4
TV Extra	H	393	0.8	82	0.3	311	1.3	95	0.6	298	0.8	207	0.8
SUNDAY EXPRESS:		826	1.6	492	1.7	334	1.4	99	0.6	727	2.0	434	1.7
'S' Magazine	H	617	1.2	365	1.3	252	1.1	38	0.2	579	1.6	282	1.1
THE SUN ON SUNDAY:		3640	7.0	1263	4.5	2377	9.9	1004	6.1	2636	7.4	2016	7.9
Fabulous	H	2152	4.1	688	2.4	1465	6.1	488	3.0	1664	4.6	811	3.2
TV Soap	H	2222	4.3	680	2.4	1542	6.5	536	3.3	1686	4.7	907	3.6

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 FOOD. Waitrose Kitchen changed its name to Waitrose Food in September 2015, effective on the questionnaire from January 2016.

ASDA GOOD LIVING. Asda Magazine changed its name to Asda Good Living in January 2016, effective on the questionnaire from April 2016.

SUNDAY POST. The Sunday Post changed its name to Sunday Post in January 2016, effective on the questionnaire from April 2016.

ES MAGAZINE. ES - Evening Standard Magazine changed its name to ES Magazine in February 2016, effective on the questionnaire from April 2016.

F BBC EASY COOK. Due to a change in its publication frequency, BBC Easy Cook has been treated by NRS as a monthly since July 2016; 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 October 2015 - June 2016 and a monthly frequency for July - September 2016.

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 participants 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 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.

N The following title appeared on a Masthead screen for New Titles during the past 12 months:
Nature's Home (October 2015-June 2016)

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.

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

ES Magazine. For the period November 2014-September 2015, this title was measured and reported as a weekly stand-alone magazine. From October 2015 it has reverted to being measured and reported as a supplement of London Evening Standard.

Women

Total

15225	
26669	
(000s)	%

1787	6.7
1806	6.8
1064	4.0
838	3.1
234	0.9
561	2.1
466	1.7
419	1.6
411	1.5
276	1.0
222	0.8
5960	22.3
7021	26.3
1344	5.0
641	2.4
76	0.3
78	0.3
36	0.1
33	0.1
31	0.1
3080	11.5
1603	6.0

1284	4.8
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1624	6.1
1857	7.0
861	3.2
899	3.4
522	2.0
392	1.5
350	1.3
238	0.9
283	1.1
230	0.9
238	0.9
51	0.2
37	0.1
6137	23.0
7493	28.1

Women

Total

15225	
26669	
(000s)	%

641	2.4
426	1.6
2008	7.5
1749	6.6
2321	8.7
2161	8.1
593	2.2
510	1.9
466	1.7
682	2.6
607	2.3
367	1.4
577	2.2
490	1.8
466	1.7
472	1.8
427	1.6
246	0.9
214	0.8
1010	3.8
833	3.1
295	1.1
229	0.9

Women

Total

15225	
26669	
(000s)	%

1857	7.0
1612	6.0
1366	5.1
861	3.2
737	2.8
668	2.5
678	2.5
349	1.3
388	1.5
230	0.9
193	0.7
283	1.1
252	0.9
522	2.0
225	0.8
230	0.9
377	1.4
350	1.3
322	1.2
369	1.4
899	3.4
666	2.5
238	0.9
186	0.7
392	1.5
335	1.3
1624	6.1
1341	5.0
1315	4.9

