

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: GB Adults 15+

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Frequency<br>(Print) | Monthly       |            |                                       |                 |         | Increase with<br>PC<br>% | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|---------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 |                      | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s |         |                          | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |         |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 2857          | 51         | 2904                                  | 47              | +1.6    | 1510                     | 25            | 1534       | 24                                    | +1.6            |                          |  |
| OK!                       | ok.co.uk                        | W                    | 2545          | 742        | 3243                                  | 698             | +27.4   | 938                      | 267           | 1199       | 261                                   | +27.8           |                          |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 2335          | 221        | 2552                                  | 216             | +9.3    | 819                      | 89            | 908        | 89                                    | +10.9           |                          |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 1510          | 45         | 1554                                  | 44              | +2.9    | 548                      | 24            | 571        | 23                                    | +4.3            |                          |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 1256          | 78         | 1329                                  | 73              | +5.8    | 486                      | 28            | 514        | 27                                    | +5.6            |                          |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |         |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 371           | 35         | 406                                   | 35              | +9.5    | 159                      | 17            | 176        | 17                                    | +10.8           |                          |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |         |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 5220          | 5209       | 9860                                  | 4640            | +88.9   | 1625                     | 1905          | 3472       | 1847                                  | +113.7          |                          |  |
| Waitrose Food             | waitrose.com                    | M                    | 2818          | 394        | 3177                                  | 359             | +12.7   | 887                      | 117           | 1000       | 113                                   | +12.7           |                          |  |
| Asda Good Living          | asda.com                        | M                    | 1709          | 2898       | 4500                                  | 2791            | +163.3  | 503                      | 1121          | 1615       | 1111                                  | +220.8          |                          |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 1326          | 189        | 1507                                  | 180             | +13.6   | 388                      | 94            | 480        | 92                                    | +23.6           |                          |  |
| Vogue                     | vogue.co.uk                     | M                    | 1162          | 177        | 1321                                  | 159             | +13.7   | 327                      | 97            | 417        | 90                                    | +27.6           |                          |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 1119          | 313        | 1403                                  | 284             | +25.4   | 334                      | 117           | 447        | 113                                   | +33.9           |                          |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 1059          | 1610       | 2598                                  | 1540            | +145.4  | 304                      | 594           | 894        | 590                                   | +193.9          |                          |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 754           | 157        | 905                                   | 150             | +19.9   | 181                      | 91            | 272        | 91                                    | +50.4           |                          |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 752           | 126        | 873                                   | 121             | +16.0   | 161                      | 61            | 221        | 61                                    | +37.8           |                          |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 520           | 231        | 745                                   | 225             | +43.2   | 103                      | 111           | 214        | 111                                   | +108.4          |                          |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 517           | 126        | 643                                   | 126             | +24.3   | 111                      | 61            | 171        | 61                                    | +54.7           |                          |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 505           | 68         | 571                                   | 66              | +13.1   | 154                      | 29            | 183        | 29                                    | +19.0           |                          |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 468           | 72         | 540                                   | 72              | +15.4   | 89                       | 36            | 125        | 36                                    | +39.9           |                          |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 417           | 95         | 512                                   | 95              | +22.7   | 145                      | 51            | 195        | 51                                    | +35.1           |                          |  |
| Jamie                     | jamieoliver.com                 | M                    | 361           | 564        | 917                                   | 556             | +154.0  | 108                      | 231           | 339        | 231                                   | +213.6          |                          |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 342           | 126        | 467                                   | 125             | +36.5   | 77                       | 61            | 137        | 61                                    | +79.2           |                          |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 333           | 126        | 459                                   | 126             | +37.7   | 64                       | 61            | 125        | 61                                    | +94.7           |                          |  |
| Vanity Fair               | vanityfair.com                  | M                    | 247           | 164        | 410                                   | 163             | +66.1   | 60                       | 68            | 128        | 68                                    | +112.2          |                          |  |
| Style at Home             | idealhome.co.uk                 | M                    | 213           | 126        | 338                                   | 125             | +58.5   | 63                       | 61            | 123        | 60                                    | +96.2           |                          |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 189           | 155        | 342                                   | 154             | +81.5   | 57                       | 68            | 125        | 68                                    | +119.7          |                          |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 174           | 126        | 299                                   | 125             | +72.1   | 45                       | 61            | 106        | 61                                    | +134.5          |                          |  |
| Olive                     | bbcgoodfood.com                 | M                    | 157           | 1610       | 1757                                  | 1600            | +1017.5 | 37                       | 594           | 631        | 593                                   | +1588.8         |                          |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 155           | 1610       | 1760                                  | 1605            | +1036.9 | 56                       | 594           | 649        | 593                                   | +1055.8         |                          |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |         |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 1297          | 385        | 1669                                  | 372             | +28.7   | 548                      | 137           | 684        | 136                                   | +24.8           |                          |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 98            | 73         | 171                                   | 73              | +75.0   | 33                       | 33            | 65         | 33                                    | +99.7           |                          |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |         |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 504           | 2434       | 2900                                  | 2396            | +475.0  | 134                      | 836           | 969        | 835                                   | +624.9          |                          |  |

| KEY:                       |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

PC includes website data from PC's and laptops only

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Base: Men

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Monthly              |               |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 | Frequency<br>(Print) | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 346           | 15         | 360                                   | 14              | +4.1                     | 218           | 7          | 225                                   | 7               | +3.2                     |  |
| OK!                       | ok.co.uk                        | W                    | 303           | 335        | 631                                   | 329             | +108.7                   | 101           | 114        | 214                                   | 113             | +111.3                   |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 237           | 88         | 325                                   | 88              | +37.1                    | 90            | 44         | 134                                   | 44              | +48.3                    |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 131           | 27         | 157                                   | 27              | +20.4                    | 46            | 11         | 57                                    | 11              | +22.9                    |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 80            | 11         | 91                                    | 11              | +14.1                    | 42            | 5          | 47                                    | 5               | +12.0                    |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 39            | 19         | 58                                    | 19              | +47.0                    | 20            | 8          | 28                                    | 8               | +40.1                    |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 1523          | 2343       | 3729                                  | 2205            | +144.8                   | 475           | 816        | 1276                                  | 802             | +168.9                   |  |
| Waitrose Food             | waitrose.com                    | M                    | 899           | 134        | 1026                                  | 128             | +14.2                    | 282           | 43         | 324                                   | 42              | +15.0                    |  |
| Asda Good Living          | asda.com                        | M                    | 400           | 1118       | 1493                                  | 1093            | +273.2                   | 122           | 407        | 526                                   | 404             | +330.0                   |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 292           | 714        | 991                                   | 699             | +239.8                   | 91            | 257        | 348                                   | 257             | +283.5                   |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 173           | 87         | 257                                   | 84              | +48.3                    | 34            | 49         | 82                                    | 48              | +143.2                   |  |
| Vogue                     | vogue.co.uk                     | M                    | 156           | 51         | 205                                   | 49              | +31.8                    | 42            | 23         | 64                                    | 22              | +52.8                    |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 145           | 43         | 186                                   | 41              | +28.6                    | 35            | 17         | 52                                    | 17              | +50.1                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 133           | 43         | 176                                   | 43              | +32.4                    | 24            | 17         | 41                                    | 17              | +72.6                    |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 122           | 23         | 145                                   | 23              | +19.1                    | 18            | 14         | 32                                    | 14              | +77.5                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 88            | 273        | 361                                   | 273             | +311.1                   | 37            | 135        | 172                                   | 135             | +369.7                   |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 72            | 43         | 115                                   | 43              | +60.2                    | 9             | 17         | 26                                    | 17              | +202.1                   |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 58            | 106        | 163                                   | 105             | +181.6                   | 16            | 39         | 55                                    | 39              | +239.1                   |  |
| Vanity Fair               | vanityfair.com                  | M                    | 50            | 96         | 146                                   | 96              | +192.1                   | 14            | 43         | 57                                    | 43              | +314.8                   |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 49            | 23         | 72                                    | 23              | +47.5                    | 22            | 14         | 36                                    | 14              | +61.9                    |  |
| Olive                     | bbcgoodfood.com                 | M                    | 42            | 714        | 755                                   | 713             | +1703.2                  | 6             | 257        | 263                                   | 257             | +4401.8                  |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 41            | 43         | 85                                    | 43              | +104.1                   | 3             | 17         | 20                                    | 17              | +662.4                   |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 38            | 43         | 81                                    | 43              | +112.9                   | 20            | 17         | 37                                    | 17              | +86.9                    |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 38            | 714        | 752                                   | 714             | +1886.1                  | 13            | 257        | 270                                   | 257             | +2051.4                  |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 35            | 72         | 107                                   | 72              | +206.8                   | 8             | 27         | 35                                    | 27              | +336.1                   |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 31            | 28         | 59                                    | 28              | +91.2                    | 3             | 12         | 16                                    | 12              | +364.3                   |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 28            | 50         | 79                                    | 50              | +176.8                   | 9             | 26         | 34                                    | 26              | +290.5                   |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 26            | 114        | 140                                   | 114             | +430.4                   | 8             | 54         | 62                                    | 54              | +698.5                   |  |
| Style at Home             | idealhome.co.uk                 | M                    | 18            | 43         | 61                                    | 43              | +245.9                   | 1             | 17         | 19                                    | 17              | +1495.4                  |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 121           | 92         | 213                                   | 92              | +76.3                    | 66            | 31         | 96                                    | 31              | +46.6                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 14            | 21         | 36                                    | 21              | +145.8                   | 9             | 11         | 20                                    | 11              | +113.6                   |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 152           | 1044       | 1188                                  | 1037            | +683.6                   | 38            | 358        | 395                                   | 357             | +941.9                   |  |

KEY:

|                            |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
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Base: Women

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

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|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 | Frequency<br>(Print) | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
|                           |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 2511          | 36         | 2544                                  | 33              | +1.3                     | 1293          | 18         | 1310                                  | 17              | +1.3                     |  |
| OK!                       | ok.co.uk                        | W                    | 2242          | 407        | 2612                                  | 370             | +16.5                    | 837           | 153        | 985                                   | 148             | +17.7                    |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 2098          | 133        | 2227                                  | 128             | +6.1                     | 729           | 46         | 774                                   | 45              | +6.2                     |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 1430          | 33         | 1463                                  | 33              | +2.3                     | 506           | 19         | 524                                   | 18              | +3.7                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 1125          | 51         | 1171                                  | 46              | +4.1                     | 440           | 18         | 457                                   | 17              | +3.8                     |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 332           | 17         | 349                                   | 17              | +5.0                     | 139           | 9          | 149                                   | 9               | +6.7                     |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 3697          | 2866       | 6132                                  | 2435            | +65.9                    | 1150          | 1089       | 2195                                  | 1045            | +90.9                    |  |
| Waitrose Food             | waitrose.com                    | M                    | 1920          | 260        | 2151                                  | 231             | +12.0                    | 606           | 75         | 677                                   | 71              | +11.7                    |  |
| Asda Good Living          | asda.com                        | M                    | 1309          | 1780       | 3007                                  | 1698            | +129.7                   | 381           | 714        | 1088                                  | 707             | +185.8                   |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 1153          | 102        | 1250                                  | 97              | +8.4                     | 355           | 45         | 398                                   | 43              | +12.2                    |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 1061          | 207        | 1240                                  | 179             | +16.9                    | 317           | 78         | 392                                   | 74              | +23.4                    |  |
| Vogue                     | vogue.co.uk                     | M                    | 1007          | 126        | 1116                                  | 110             | +10.9                    | 285           | 73         | 353                                   | 68              | +23.8                    |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 767           | 896        | 1608                                  | 841             | +109.6                   | 213           | 336        | 546                                   | 333             | +155.9                   |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 726           | 106        | 826                                   | 100             | +13.8                    | 172           | 66         | 238                                   | 66              | +38.1                    |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 607           | 83         | 686                                   | 79              | +13.0                    | 126           | 43         | 169                                   | 43              | +34.4                    |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 494           | 117        | 604                                   | 111             | +22.4                    | 95            | 57         | 153                                   | 57              | +60.4                    |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 474           | 41         | 513                                   | 38              | +8.1                     | 151           | 17         | 168                                   | 17              | +11.2                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 384           | 83         | 466                                   | 83              | +21.5                    | 87            | 43         | 130                                   | 43              | +49.8                    |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 368           | 72         | 440                                   | 72              | +19.5                    | 123           | 37         | 160                                   | 37              | +30.2                    |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 346           | 49         | 395                                   | 49              | +14.0                    | 71            | 21         | 92                                    | 21              | +30.3                    |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 292           | 83         | 374                                   | 83              | +28.3                    | 61            | 43         | 105                                   | 43              | +70.5                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 273           | 291        | 556                                   | 283             | +103.6                   | 72            | 96         | 168                                   | 96              | +133.9                   |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 270           | 83         | 352                                   | 82              | +30.2                    | 68            | 43         | 111                                   | 43              | +63.7                    |  |
| Vanity Fair               | vanityfair.com                  | M                    | 197           | 68         | 264                                   | 67              | +34.1                    | 47            | 24         | 71                                    | 24              | +52.2                    |  |
| Style at Home             | idealhome.co.uk                 | M                    | 196           | 83         | 278                                   | 82              | +41.7                    | 61            | 43         | 104                                   | 43              | +69.7                    |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 154           | 83         | 235                                   | 82              | +53.1                    | 49            | 41         | 90                                    | 41              | +83.9                    |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 136           | 83         | 218                                   | 82              | +60.6                    | 25            | 43         | 68                                    | 43              | +172.5                   |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 117           | 896        | 1008                                  | 891             | +761.8                   | 44            | 336        | 379                                   | 335             | +769.5                   |  |
| Olive                     | bbcgoodfood.com                 | M                    | 115           | 896        | 1003                                  | 887             | +768.7                   | 32            | 336        | 368                                   | 336             | +1067.1                  |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 1176          | 292        | 1456                                  | 280             | +23.8                    | 482           | 107        | 587                                   | 105             | +21.8                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 83            | 52         | 136                                   | 52              | +62.7                    | 23            | 22         | 45                                    | 22              | +94.2                    |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 353           | 1390       | 1712                                  | 1359            | +385.3                   | 96            | 479        | 573                                   | 478             | +499.1                   |  |

|                            |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
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| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: ABC1 Adults

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Monthly              |               |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 | Frequency<br>(Print) | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 1020          | 27         | 1047                                  | 27              | +2.7                     | 503           | 12         | 515                                   | 12              | +2.4                     |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 1400          | 177        | 1573                                  | 173             | +12.4                    | 441           | 71         | 512                                   | 70              | +15.9                    |  |
| OK!                       | ok.co.uk                        | W                    | 1318          | 534        | 1824                                  | 506             | +38.4                    | 427           | 180        | 603                                   | 176             | +41.3                    |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 750           | 35         | 785                                   | 35              | +4.6                     | 253           | 18         | 271                                   | 18              | +7.1                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 650           | 56         | 705                                   | 55              | +8.4                     | 236           | 22         | 258                                   | 22              | +9.2                     |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 119           | 28         | 147                                   | 28              | +23.4                    | 34            | 13         | 48                                    | 13              | +38.4                    |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 2728          | 3663       | 6014                                  | 3285            | +120.4                   | 788           | 1328       | 2081                                  | 1293            | +164.2                   |  |
| Waitrose Food             | waitrose.com                    | M                    | 2217          | 297        | 2483                                  | 266             | +12.0                    | 684           | 85         | 765                                   | 81              | +11.9                    |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 1030          | 161        | 1183                                  | 152             | +14.8                    | 297           | 78         | 373                                   | 76              | +25.6                    |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 803           | 1183       | 1924                                  | 1121            | +139.7                   | 232           | 439        | 667                                   | 435             | +187.8                   |  |
| Vogue                     | vogue.co.uk                     | M                    | 799           | 112        | 900                                   | 101             | +12.6                    | 217           | 67         | 281                                   | 64              | +29.4                    |  |
| Asda Good Living          | asda.com                        | M                    | 795           | 2061       | 2784                                  | 1989            | +250.3                   | 212           | 790        | 995                                   | 782             | +368.5                   |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 737           | 220        | 937                                   | 200             | +27.1                    | 210           | 81         | 287                                   | 77              | +36.8                    |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 512           | 88         | 596                                   | 84              | +16.5                    | 110           | 43         | 153                                   | 43              | +39.2                    |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 473           | 112        | 578                                   | 105             | +22.3                    | 97            | 66         | 163                                   | 66              | +67.7                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 371           | 88         | 458                                   | 88              | +23.7                    | 79            | 43         | 122                                   | 43              | +54.6                    |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 362           | 56         | 417                                   | 56              | +15.4                    | 67            | 27         | 94                                    | 27              | +40.5                    |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 356           | 153        | 505                                   | 149             | +41.9                    | 64            | 74         | 138                                   | 74              | +115.5                   |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 333           | 62         | 395                                   | 62              | +18.5                    | 109           | 27         | 136                                   | 27              | +24.5                    |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 255           | 88         | 342                                   | 87              | +34.1                    | 55            | 43         | 98                                    | 43              | +78.1                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 246           | 425        | 664                                   | 418             | +169.6                   | 69            | 168        | 237                                   | 168             | +244.9                   |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 225           | 88         | 313                                   | 88              | +38.9                    | 42            | 43         | 85                                    | 43              | +103.3                   |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 221           | 83         | 304                                   | 83              | +37.4                    | 70            | 44         | 114                                   | 44              | +63.0                    |  |
| Vanity Fair               | vanityfair.com                  | M                    | 173           | 104        | 276                                   | 103             | +59.2                    | 49            | 41         | 91                                    | 41              | +83.5                    |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 154           | 113        | 266                                   | 112             | +72.9                    | 48            | 52         | 99                                    | 52              | +108.5                   |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 148           | 88         | 235                                   | 87              | +59.1                    | 36            | 43         | 79                                    | 43              | +117.9                   |  |
| Style at Home             | idealhome.co.uk                 | M                    | 125           | 88         | 212                                   | 87              | +69.6                    | 34            | 43         | 77                                    | 42              | +124.3                   |  |
| Olive                     | bbcgoodfood.com                 | M                    | 119           | 1183       | 1295                                  | 1175            | +984.9                   | 32            | 439        | 471                                   | 438             | +1359.0                  |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 89            | 1183       | 1268                                  | 1178            | +1320.6                  | 33            | 439        | 470                                   | 438             | +1330.2                  |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 722           | 295        | 1005                                  | 283             | +39.2                    | 274           | 107        | 380                                   | 106             | +38.5                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 64            | 58         | 123                                   | 58              | +91.1                    | 26            | 26         | 52                                    | 26              | +98.4                    |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 408           | 1838       | 2209                                  | 1801            | +441.0                   | 95            | 645        | 739                                   | 644             | +680.1                   |  |

|                            |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| <b>KEY:</b>                |                                                                                |
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: C2DE Adults

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Frequency<br>(Print) | Monthly       |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 |                      | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 1837          | 23         | 1857                                  | 20              | +1.1                     | 1007          | 13         | 1019                                  | 12              | +1.2                     |  |
| OK!                       | ok.co.uk                        | W                    | 1227          | 208        | 1419                                  | 193             | +15.7                    | 511           | 88         | 596                                   | 85              | +16.6                    |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 935           | 45         | 979                                   | 43              | +4.6                     | 378           | 19         | 397                                   | 19              | +5.0                     |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 760           | 9          | 769                                   | 9               | +1.2                     | 294           | 6          | 300                                   | 6               | +1.9                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 606           | 22         | 624                                   | 18              | +3.0                     | 250           | 7          | 256                                   | 6               | +2.2                     |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 252           | 7          | 260                                   | 7               | +2.9                     | 125           | 4          | 129                                   | 4               | +3.2                     |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 2492          | 1546       | 3847                                  | 1355            | +54.4                    | 837           | 577        | 1391                                  | 554             | +66.1                    |  |
| Asda Good Living          | asda.com                        | M                    | 915           | 837        | 1717                                  | 802             | +87.7                    | 291           | 331        | 620                                   | 329             | +113.1                   |  |
| Waitrose Food             | waitrose.com                    | M                    | 602           | 97         | 694                                   | 92              | +15.3                    | 204           | 32         | 235                                   | 32              | +15.5                    |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 382           | 93         | 467                                   | 85              | +22.2                    | 124           | 36         | 160                                   | 36              | +29.0                    |  |
| Vogue                     | vogue.co.uk                     | M                    | 364           | 66         | 422                                   | 58              | +16.0                    | 110           | 30         | 136                                   | 26              | +23.9                    |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 296           | 28         | 324                                   | 28              | +9.5                     | 92            | 16         | 107                                   | 16              | +17.0                    |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 281           | 45         | 326                                   | 45              | +15.9                    | 84            | 25         | 109                                   | 25              | +30.3                    |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 256           | 427        | 675                                   | 418             | +163.4                   | 72            | 155        | 226                                   | 154             | +213.5                   |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 240           | 38         | 276                                   | 36              | +15.1                    | 51            | 18         | 69                                    | 18              | +34.8                    |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 196           | 12         | 209                                   | 12              | +6.3                     | 75            | 7          | 81                                    | 7               | +8.8                     |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 172           | 7          | 176                                   | 5               | +2.6                     | 45            | 2          | 47                                    | 2               | +5.5                     |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 164           | 77         | 240                                   | 76              | +45.9                    | 39            | 37         | 76                                    | 37              | +96.6                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 146           | 38         | 184                                   | 38              | +25.9                    | 32            | 18         | 50                                    | 18              | +55.1                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 115           | 139        | 253                                   | 139             | +120.7                   | 40            | 63         | 103                                   | 63              | +159.4                   |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 108           | 38         | 146                                   | 38              | +35.2                    | 22            | 18         | 40                                    | 18              | +78.9                    |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 106           | 16         | 122                                   | 16              | +15.4                    | 22            | 8          | 31                                    | 8               | +38.4                    |  |
| Style at Home             | idealhome.co.uk                 | M                    | 88            | 38         | 126                                   | 38              | +42.9                    | 28            | 18         | 46                                    | 18              | +62.3                    |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 87            | 38         | 125                                   | 38              | +43.6                    | 22            | 18         | 39                                    | 18              | +82.2                    |  |
| Vanity Fair               | vanityfair.com                  | M                    | 74            | 61         | 134                                   | 61              | +82.3                    | 11            | 26         | 37                                    | 26              | +242.3                   |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 66            | 427        | 493                                   | 427             | +650.9                   | 23            | 155        | 178                                   | 155             | +667.4                   |  |
| Olive                     | bbcgoodfood.com                 | M                    | 38            | 427        | 463                                   | 425             | +1120.0                  | 5             | 155        | 160                                   | 155             | +3044.5                  |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 35            | 41         | 76                                    | 41              | +119.5                   | 9             | 16         | 26                                    | 16              | +177.2                   |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 26            | 38         | 64                                    | 38              | +146.2                   | 9             | 18         | 26                                    | 18              | +205.0                   |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 575           | 89         | 664                                   | 89              | +15.5                    | 274           | 30         | 304                                   | 30              | +11.0                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 34            | 15         | 49                                    | 15              | +44.4                    | 6             | 7          | 13                                    | 7               | +104.9                   |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 96            | 596        | 691                                   | 595             | +619.6                   | 39            | 191        | 230                                   | 191             | +490.6                   |  |

| KEY:                       |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Adults 15 - 34

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Monthly              |               |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 | Frequency<br>(Print) | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| OK!                       | ok.co.uk                        | W                    | 1080          | 276        | 1337                                  | 257             | +23.7                    | 441           | 80         | 520                                   | 79              | +17.8                    |  |
| Take a Break              | takeabreak.co.uk                | W                    | 763           | 8          | 771                                   | 7               | +0.9                     | 365           | 4          | 368                                   | 3               | +0.9                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 749           | 50         | 794                                   | 46              | +6.1                     | 285           | 16         | 300                                   | 15              | +5.3                     |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 724           | 19         | 743                                   | 19              | +2.7                     | 256           | 10         | 266                                   | 10              | +3.8                     |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 662           | 88         | 748                                   | 86              | +13.0                    | 250           | 30         | 280                                   | 30              | +11.9                    |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 185           | 20         | 205                                   | 20              | +10.7                    | 83            | 8          | 91                                    | 8               | +9.6                     |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 1491          | 1365       | 2741                                  | 1249            | +83.8                    | 539           | 458        | 983                                   | 444             | +82.4                    |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 694           | 171        | 844                                   | 150             | +21.6                    | 254           | 55         | 306                                   | 52              | +20.5                    |  |
| Vogue                     | vogue.co.uk                     | M                    | 638           | 104        | 726                                   | 89              | +13.9                    | 196           | 60         | 251                                   | 55              | +27.8                    |  |
| Waitrose Food             | waitrose.com                    | M                    | 543           | 121        | 659                                   | 116             | +21.4                    | 193           | 33         | 226                                   | 33              | +17.1                    |  |
| Asda Good Living          | asda.com                        | M                    | 500           | 746        | 1215                                  | 716             | +143.2                   | 167           | 281        | 444                                   | 277             | +166.3                   |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 483           | 73         | 550                                   | 66              | +13.7                    | 126           | 43         | 169                                   | 43              | +34.0                    |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 364           | 471        | 810                                   | 446             | +122.5                   | 111           | 177        | 287                                   | 176             | +159.3                   |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 223           | 24         | 245                                   | 22              | +9.8                     | 75            | 10         | 86                                    | 10              | +13.8                    |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 203           | 115        | 317                                   | 114             | +56.0                    | 46            | 59         | 105                                   | 59              | +128.2                   |  |
| Jamie                     | jamieoliver.com                 | M                    | 148           | 203        | 348                                   | 200             | +135.8                   | 42            | 89         | 131                                   | 89              | +211.4                   |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 146           | 27         | 172                                   | 27              | +18.3                    | 46            | 12         | 58                                    | 12              | +26.2                    |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 145           | 27         | 173                                   | 27              | +18.8                    | 32            | 10         | 42                                    | 10              | +30.7                    |  |
| Vanity Fair               | vanityfair.com                  | M                    | 132           | 60         | 193                                   | 60              | +45.7                    | 38            | 28         | 66                                    | 28              | +75.5                    |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 125           | 13         | 138                                   | 13              | +10.4                    | 51            | 8          | 59                                    | 8               | +14.7                    |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 79            | 27         | 106                                   | 26              | +33.1                    | 23            | 12         | 35                                    | 12              | +52.2                    |  |
| Style at Home             | idealhome.co.uk                 | M                    | 72            | 27         | 99                                    | 27              | +36.9                    | 24            | 12         | 36                                    | 12              | +51.4                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 70            | 27         | 96                                    | 27              | +38.4                    | 25            | 12         | 37                                    | 12              | +49.3                    |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 69            | 27         | 96                                    | 27              | +38.9                    | 7             | 12         | 19                                    | 12              | +167.6                   |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 60            | 471        | 530                                   | 470             | +785.0                   | 21            | 177        | 198                                   | 177             | +824.0                   |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 57            | 9          | 67                                    | 9               | +16.4                    | 10            | 4          | 14                                    | 4               | +39.0                    |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 45            | 26         | 70                                    | 26              | +57.4                    | 13            | 9          | 22                                    | 9               | +72.9                    |  |
| Olive                     | bbcgoodfood.com                 | M                    | 38            | 471        | 506                                   | 467             | +1216.7                  | 10            | 177        | 187                                   | 177             | +1750.4                  |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 24            | 27         | 51                                    | 27              | +109.5                   | 9             | 12         | 21                                    | 12              | +134.9                   |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 409           | 115        | 521                                   | 112             | +27.4                    | 166           | 35         | 200                                   | 34              | +20.3                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 50            | 34         | 84                                    | 34              | +69.3                    | 16            | 16         | 32                                    | 16              | +97.8                    |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 108           | 725        | 820                                   | 713             | +661.5                   | 34            | 244        | 277                                   | 243             | +721.6                   |  |

| KEY:                       |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Adults 35+

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Monthly              |               |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 | Frequency<br>(Print) | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 2093          | 43         | 2133                                  | 40              | +1.9                     | 1145          | 21         | 1166                                  | 21              | +1.8                     |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 1673          | 133        | 1803                                  | 130             | +7.8                     | 569           | 59         | 629                                   | 59              | +10.4                    |  |
| OK!                       | ok.co.uk                        | W                    | 1464          | 466        | 1906                                  | 442             | +30.2                    | 497           | 187        | 679                                   | 182             | +36.7                    |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 786           | 25         | 811                                   | 25              | +3.2                     | 291           | 14         | 305                                   | 14              | +4.7                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 507           | 28         | 535                                   | 27              | +5.4                     | 201           | 12         | 214                                   | 12              | +6.1                     |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 186           | 15         | 202                                   | 15              | +8.3                     | 76            | 9          | 85                                    | 9               | +12.1                    |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 3729          | 3844       | 7120                                  | 3391            | +90.9                    | 1086          | 1447       | 2489                                  | 1403            | +129.2                   |  |
| Waitrose Food             | waitrose.com                    | M                    | 2275          | 273        | 2518                                  | 242             | +10.6                    | 695           | 84         | 774                                   | 80              | +11.5                    |  |
| Asda Good Living          | asda.com                        | M                    | 1210          | 2152       | 3285                                  | 2075            | +171.5                   | 337           | 840        | 1171                                  | 834             | +247.8                   |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 1181          | 162        | 1334                                  | 153             | +13.0                    | 356           | 84         | 438                                   | 82              | +22.9                    |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 695           | 1139       | 1789                                  | 1094            | +157.5                   | 193           | 417        | 607                                   | 414             | +213.7                   |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 606           | 99         | 700                                   | 94              | +15.5                    | 114           | 49         | 163                                   | 49              | +42.4                    |  |
| Vogue                     | vogue.co.uk                     | M                    | 525           | 73         | 595                                   | 70              | +13.4                    | 130           | 36         | 166                                   | 35              | +27.1                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 447           | 99         | 546                                   | 99              | +22.1                    | 86            | 49         | 135                                   | 49              | +56.3                    |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 425           | 142        | 559                                   | 135             | +31.8                    | 80            | 62         | 141                                   | 61              | +76.6                    |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 410           | 62         | 473                                   | 62              | +15.2                    | 79            | 32         | 111                                   | 32              | +40.1                    |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 317           | 116        | 428                                   | 111             | +34.9                    | 57            | 52         | 109                                   | 52              | +92.2                    |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 292           | 82         | 374                                   | 82              | +28.0                    | 93            | 43         | 137                                   | 43              | +46.2                    |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 282           | 44         | 326                                   | 44              | +15.7                    | 79            | 19         | 97                                    | 19              | +24.0                    |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 271           | 84         | 355                                   | 84              | +31.0                    | 55            | 48         | 103                                   | 48              | +88.3                    |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 264           | 99         | 363                                   | 99              | +37.4                    | 57            | 49         | 105                                   | 49              | +85.4                    |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 262           | 99         | 361                                   | 99              | +37.5                    | 53            | 49         | 102                                   | 49              | +91.0                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 213           | 360        | 569                                   | 356             | +166.7                   | 66            | 142        | 209                                   | 142             | +215.1                   |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 149           | 99         | 248                                   | 99              | +66.0                    | 36            | 49         | 85                                    | 49              | +134.5                   |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 144           | 129        | 272                                   | 128             | +88.9                    | 44            | 59         | 104                                   | 59              | +132.9                   |  |
| Style at Home             | idealhome.co.uk                 | M                    | 141           | 99         | 239                                   | 98              | +69.6                    | 39            | 49         | 87                                    | 48              | +123.2                   |  |
| Olive                     | bbcgoodfood.com                 | M                    | 119           | 1139       | 1252                                  | 1133            | +953.2                   | 27            | 417        | 444                                   | 417             | +1529.0                  |  |
| Vanity Fair               | vanityfair.com                  | M                    | 115           | 104        | 218                                   | 103             | +89.5                    | 23            | 39         | 62                                    | 39              | +173.0                   |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 95            | 1139       | 1231                                  | 1136            | +1195.6                  | 35            | 417        | 451                                   | 416             | +1199.0                  |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 888           | 270        | 1148                                  | 260             | +29.3                    | 382           | 102        | 484                                   | 102             | +26.7                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 48            | 39         | 87                                    | 39              | +80.8                    | 17            | 17         | 33                                    | 17              | +101.6                   |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 397           | 1709       | 2080                                  | 1683            | +424.3                   | 100           | 593        | 692                                   | 592             | +592.2                   |  |

|                            |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| <b>KEY:</b>                |                                                                                |
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Greater London

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Monthly              |               |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 | Frequency<br>(Print) | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
|                           |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| OK!                       | ok.co.uk                        | W                    | 408           | 132        | 531                                   | 123             | +30.2                    | 168           | 41         | 209                                   | 40              | +24.0                    |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 392           | 48         | 438                                   | 46              | +11.7                    | 165           | 18         | 183                                   | 18              | +10.7                    |  |
| Take a Break              | takeabreak.co.uk                | W                    | 252           | 6          | 257                                   | 5               | +1.8                     | 124           | 3          | 126                                   | 2               | +1.6                     |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 225           | 14         | 239                                   | 13              | +6.0                     | 100           | 6          | 107                                   | 6               | +6.1                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 191           | 12         | 203                                   | 12              | +6.3                     | 96            | 3          | 100                                   | 3               | +3.5                     |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 43            | 1          | 44                                    | 1               | +3.2                     | 13            | 1          | 14                                    | 1               | +7.7                     |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 872           | 765        | 1552                                  | 680             | +78.1                    | 348           | 274        | 611                                   | 263             | +75.6                    |  |
| Waitrose Food             | waitrose.com                    | M                    | 566           | 101        | 656                                   | 90              | +15.8                    | 180           | 26         | 206                                   | 25              | +13.9                    |  |
| Vogue                     | vogue.co.uk                     | M                    | 428           | 58         | 477                                   | 49              | +11.5                    | 145           | 29         | 170                                   | 25              | +16.9                    |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 257           | 50         | 299                                   | 42              | +16.4                    | 76            | 16         | 91                                    | 15              | +19.7                    |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 198           | 20         | 218                                   | 20              | +10.2                    | 48            | 11         | 60                                    | 11              | +23.5                    |  |
| Asda Good Living          | asda.com                        | M                    | 173           | 380        | 547                                   | 374             | +215.8                   | 70            | 140        | 210                                   | 140             | +199.5                   |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 172           | 38         | 209                                   | 36              | +20.9                    | 38            | 18         | 56                                    | 18              | +48.3                    |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 172           | 279        | 437                                   | 266             | +155.0                   | 54            | 101        | 154                                   | 100             | +186.0                   |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 142           | 16         | 158                                   | 16              | +11.1                    | 35            | 6          | 41                                    | 6               | +18.1                    |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 129           | 13         | 140                                   | 11              | +8.8                     | 28            | 6          | 34                                    | 6               | +21.8                    |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 124           | 13         | 134                                   | 11              | +8.8                     | 39            | 6          | 45                                    | 6               | +15.2                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 123           | 13         | 136                                   | 13              | +10.5                    | 29            | 6          | 35                                    | 6               | +21.2                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 119           | 120        | 235                                   | 116             | +97.9                    | 27            | 46         | 74                                    | 46              | +168.3                   |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 115           | 11         | 126                                   | 11              | +9.6                     | 22            | 7          | 29                                    | 7               | +29.8                    |  |
| Vanity Fair               | vanityfair.com                  | M                    | 100           | 29         | 128                                   | 28              | +28.3                    | 26            | 11         | 36                                    | 11              | +41.2                    |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 99            | 11         | 110                                   | 11              | +11.2                    | 36            | 6          | 42                                    | 6               | +16.7                    |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 63            | 13         | 76                                    | 13              | +20.6                    | 11            | 6          | 17                                    | 6               | +56.4                    |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 59            | 13         | 72                                    | 13              | +21.9                    | 10            | 6          | 16                                    | 6               | +58.8                    |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 59            | 279        | 336                                   | 278             | +473.5                   | 27            | 101        | 127                                   | 101             | +377.5                   |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 38            | 13         | 51                                    | 13              | +33.8                    | 8             | 6          | 14                                    | 6               | +76.6                    |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 36            | 20         | 55                                    | 20              | +54.6                    | 8             | 9          | 18                                    | 9               | +114.7                   |  |
| Olive                     | bbcgoodfood.com                 | M                    | 34            | 279        | 311                                   | 277             | +806.1                   | 8             | 101        | 109                                   | 100             | +1245.8                  |  |
| Style at Home             | idealhome.co.uk                 | M                    | 34            | 13         | 47                                    | 13              | +38.5                    | 5             | 6          | 12                                    | 6               | +110.9                   |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 90            | 30         | 119                                   | 30              | +33.2                    | 40            | 11         | 51                                    | 11              | +26.2                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 16            | 15         | 31                                    | 15              | +95.9                    | 6             | 8          | 14                                    | 8               | +134.7                   |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 133           | 494        | 611                                   | 478             | +359.3                   | 39            | 172        | 211                                   | 172             | +435.5                   |  |

| KEY:                       |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

PC includes website data from PC's and laptops only

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Base: Scotland

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Monthly              |               |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 | Frequency<br>(Print) | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
|                           |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 325           | 5          | 329                                   | 4               | +1.4                     | 178           | 2          | 180                                   | 2               | +1.1                     |  |
| OK!                       | ok.co.uk                        | W                    | 258           | 45         | 301                                   | 43              | +16.7                    | 103           | 14         | 116                                   | 14              | +13.4                    |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 239           | 13         | 253                                   | 13              | +5.6                     | 84            | 7          | 90                                    | 7               | +7.9                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 142           | 1          | 142                                   | 1               | +0.6                     | 50            | 1          | 50                                    | 1               | +1.0                     |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 174           | 3          | 177                                   | 3               | +1.8                     | 50            | 1          | 51                                    | 1               | +1.8                     |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 36            | 0          | 36                                    | 0               | +1.4                     | 13            | 0          | 13                                    | 0               | +2.2                     |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 522           | 402        | 873                                   | 351             | +67.3                    | 132           | 143        | 271                                   | 139             | +105.1                   |  |
| Asda Good Living          | asda.com                        | M                    | 206           | 235        | 424                                   | 219             | +106.3                   | 40            | 99         | 138                                   | 98              | +242.6                   |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 91            | 116        | 203                                   | 112             | +122.6                   | 20            | 49         | 68                                    | 48              | +237.3                   |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 90            | 10         | 100                                   | 10              | +11.1                    | 23            | 4          | 28                                    | 4               | +17.6                    |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 90            | 15         | 104                                   | 14              | +15.0                    | 24            | 6          | 30                                    | 6               | +24.2                    |  |
| Waitrose Food             | waitrose.com                    | M                    | 82            | 6          | 88                                    | 6               | +7.1                     | 18            | 1          | 20                                    | 1               | +8.1                     |  |
| Vogue                     | vogue.co.uk                     | M                    | 62            | 5          | 66                                    | 3               | +5.5                     | 13            | 2          | 15                                    | 1               | +11.5                    |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 59            | 3          | 62                                    | 3               | +4.8                     | 13            | 2          | 15                                    | 2               | +15.7                    |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 51            | 18         | 69                                    | 18              | +34.9                    | 19            | 8          | 26                                    | 8               | +41.7                    |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 50            | 17         | 67                                    | 17              | +34.2                    | 12            | 7          | 19                                    | 7               | +55.7                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 37            | 17         | 54                                    | 17              | +46.1                    | 7             | 7          | 14                                    | 7               | +94.8                    |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 28            | 6          | 34                                    | 6               | +22.7                    | 8             | 2          | 11                                    | 2               | +26.1                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 27            | 46         | 73                                    | 46              | +167.9                   | 7             | 19         | 26                                    | 19              | +257.1                   |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 23            | 8          | 31                                    | 8               | +34.8                    | 4             | 5          | 8                                     | 5               | +114.8                   |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 21            | 17         | 38                                    | 17              | +81.1                    | 2             | 7          | 9                                     | 7               | +285.2                   |  |
| Vanity Fair               | vanityfair.com                  | M                    | 20            | 5          | 24                                    | 5               | +24.6                    | 10            | 1          | 11                                    | 1               | +12.8                    |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 20            | 4          | 24                                    | 4               | +22.7                    | 6             | 2          | 7                                     | 2               | +29.1                    |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 20            | 17         | 36                                    | 17              | +84.8                    | 2             | 7          | 9                                     | 7               | +387.8                   |  |
| Style at Home             | idealhome.co.uk                 | M                    | 15            | 17         | 32                                    | 17              | +117.1                   | 5             | 7          | 12                                    | 7               | +136.7                   |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 13            | 116        | 129                                   | 116             | +881.2                   | 3             | 49         | 51                                    | 49              | +1630.1                  |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 10            | 17         | 27                                    | 17              | +170.5                   | 6             | 7          | 12                                    | 7               | +121.1                   |  |
| Olive                     | bbcgoodfood.com                 | M                    | 9             | 116        | 124                                   | 115             | +1273.0                  | 0             | 49         | 49                                    | 49              | +11306.8                 |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 7             | 10         | 17                                    | 10              | +143.5                   | 1             | 4          | 6                                     | 4               | +278.1                   |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 99            | 38         | 136                                   | 37              | +37.6                    | 30            | 14         | 44                                    | 14              | +48.1                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 10            | 11         | 21                                    | 11              | +111.9                   | 2             | 5          | 6                                     | 5               | +299.1                   |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 25            | 172        | 194                                   | 169             | +686.1                   | 4             | 62         | 66                                    | 62              | +1441.2                  |  |

| KEY:                       |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
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PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Rest of GB

Only PC websites with comScore sample of 40+ are included

NB Entries are shown in red where the website is not specific to the one print title but a portal or website serving more than one title.

Magazines

| Print Title(s)            | Website(s)                      | Frequency<br>(Print) | Monthly       |            |                                       |                 |                          | Weekly        |            |                                       |                 |                          |  |
|---------------------------|---------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|--|
|                           |                                 |                      | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% | Print<br>000s | PC<br>000s | Net Print + PC<br>Total (Net)<br>000s | PC Only<br>000s | Increase with<br>PC<br>% |  |
| <b>Womens Weekly</b>      |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Take a Break              | takeabreak.co.uk                | W                    | 2280          | 39         | 2318                                  | 38              | +1.7                     | 1208          | 21         | 1228                                  | 20              | +1.7                     |  |
| OK!                       | ok.co.uk                        | W                    | 1879          | 565        | 2411                                  | 532             | +28.3                    | 667           | 212        | 874                                   | 207             | +31.0                    |  |
| Hello!                    | HELLOMAGAZINE.COM*              | W                    | 1704          | 160        | 1861                                  | 157             | +9.2                     | 571           | 65         | 635                                   | 65              | +11.3                    |  |
| Closer                    | Closer Magazine - Lifestyle.One | W                    | 1111          | 28         | 1138                                  | 28              | +2.5                     | 397           | 16         | 414                                   | 16              | +4.1                     |  |
| Heat                      | Heatworld - Lifestyle.One       | W                    | 923           | 65         | 984                                   | 60              | +6.5                     | 340           | 24         | 363                                   | 23              | +6.9                     |  |
| <b>Womens Fortnightly</b> |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Soaplife                  | whatsonTV.co.uk                 | F                    | 292           | 33         | 326                                   | 33              | +11.4                    | 133           | 16         | 149                                   | 16              | +12.0                    |  |
| <b>Womens Monthly</b>     |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Tesco                     | tesco.com                       | M                    | 3827          | 4042       | 7435                                  | 3608            | +94.3                    | 1145          | 1489       | 2590                                  | 1445            | +126.2                   |  |
| Waitrose Food             | waitrose.com                    | M                    | 2170          | 287        | 2433                                  | 263             | +12.1                    | 689           | 90         | 775                                   | 86              | +12.5                    |  |
| Asda Good Living          | asda.com                        | M                    | 1330          | 2283       | 3529                                  | 2198            | +165.2                   | 393           | 882        | 1267                                  | 874             | +222.4                   |  |
| Good Housekeeping         | goodhousekeeping.co.uk          | M                    | 1094          | 163        | 1248                                  | 155             | +14.1                    | 330           | 84         | 412                                   | 81              | +24.6                    |  |
| BBC Good Food             | bbcgoodfood.com                 | M                    | 796           | 1215       | 1958                                  | 1162            | +146.0                   | 230           | 444        | 671                                   | 441             | +192.0                   |  |
| Cosmopolitan              | Cosmopolitan UK                 | M                    | 772           | 248        | 1001                                  | 229             | +29.6                    | 233           | 95         | 325                                   | 92              | +39.5                    |  |
| Vogue                     | vogue.co.uk                     | M                    | 672           | 114        | 778                                   | 106             | +15.8                    | 169           | 65         | 233                                   | 64              | +37.9                    |  |
| Ideal Home                | idealhome.co.uk                 | M                    | 574           | 96         | 666                                   | 92              | +16.1                    | 121           | 48         | 168                                   | 48              | +39.6                    |  |
| Glamour                   | glamourmagazine.co.uk           | M                    | 497           | 134        | 625                                   | 127             | +25.6                    | 119           | 78         | 197                                   | 78              | +65.3                    |  |
| Homes & Gardens           | idealhome.co.uk                 | M                    | 357           | 96         | 452                                   | 96              | +26.8                    | 75            | 48         | 123                                   | 48              | +63.7                    |  |
| Women's Health            | womenshealthmag.co.uk           | M                    | 354           | 49         | 403                                   | 49              | +13.9                    | 106           | 21         | 127                                   | 21              | +19.8                    |  |
| House & Garden            | houseandgarden.co.uk            | M                    | 329           | 53         | 382                                   | 53              | +16.0                    | 63            | 24         | 87                                    | 24              | +38.9                    |  |
| Weight Watchers Magazine  | weightwatchers.co.uk            | M                    | 299           | 79         | 378                                   | 79              | +26.6                    | 103           | 43         | 146                                   | 43              | +41.9                    |  |
| Marie Claire              | marieclaire.co.uk               | M                    | 296           | 175        | 466                                   | 170             | +57.6                    | 46            | 85         | 131                                   | 85              | +184.7                   |  |
| Country Homes & Interiors | idealhome.co.uk                 | M                    | 284           | 96         | 379                                   | 95              | +33.6                    | 67            | 48         | 115                                   | 48              | +71.4                    |  |
| 25 Beautiful Homes        | idealhome.co.uk                 | M                    | 249           | 96         | 345                                   | 96              | +38.4                    | 51            | 48         | 99                                    | 48              | +93.9                    |  |
| Jamie                     | jamieoliver.com                 | M                    | 215           | 398        | 609                                   | 394             | +183.2                   | 73            | 166        | 240                                   | 166             | +226.3                   |  |
| Style at Home             | idealhome.co.uk                 | M                    | 165           | 96         | 260                                   | 95              | +57.5                    | 52            | 48         | 99                                    | 47              | +90.8                    |  |
| Delicious                 | deliciousmagazine.co.uk         | M                    | 146           | 125        | 270                                   | 124             | +85.1                    | 47            | 55         | 102                                   | 55              | +115.6                   |  |
| Vanity Fair               | vanityfair.com                  | M                    | 128           | 130        | 258                                   | 130             | +101.9                   | 25            | 56         | 80                                    | 56              | +227.5                   |  |
| Olive                     | bbcgoodfood.com                 | M                    | 114           | 1215       | 1323                                  | 1209            | +1061.0                  | 29            | 444        | 473                                   | 444             | +1540.2                  |  |
| Living Etc.               | idealhome.co.uk                 | M                    | 105           | 96         | 200                                   | 95              | +91.2                    | 29            | 48         | 77                                    | 48              | +163.9                   |  |
| BBC Easy Cook             | bbcgoodfood.com                 | M                    | 83            | 1215       | 1295                                  | 1212            | +1459.0                  | 27            | 444        | 470                                   | 444             | +1673.7                  |  |
| <b>Womens Bi-Monthly</b>  |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| Slimming World Magazine   | slimmingworld.co.uk             | B                    | 1109          | 316        | 1414                                  | 305             | +27.5                    | 478           | 112        | 589                                   | 111             | +23.2                    |  |
| You & Your Wedding        | youandyourwedding.co.uk         | B                    | 72            | 47         | 119                                   | 47              | +65.3                    | 25            | 20         | 45                                    | 20              | +79.3                    |  |
| <b>Womens Quarterly</b>   |                                 |                      |               |            |                                       |                 |                          |               |            |                                       |                 |                          |  |
| John Lewis Edition        | johnlewis.com                   | Q                    | 347           | 1768       | 2096                                  | 1749            | +504.3                   | 90            | 603        | 692                                   | 602             | +669.1                   |  |

KEY:

|                            |                                                                                |
|----------------------------|--------------------------------------------------------------------------------|
| Print                      | Readers of the print title (but could also visit the website)                  |
| PC                         | Visitors to the PC website (but could also read the print title)               |
| Net Print + PC Total (Net) | Net reach of the title across print and PC website (de-duplicated)             |
| PC Website only            | Visitors to the PC website only (and do not read the print title)              |
| Increase with PC           | % readership increase to the print title when PC website visitors are included |

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