

NRS Readership Estimates - General Magazines  
 AIR - Latest 12 Months- October 2015 - September 2016

		Adults					Men		Women						
		Total	ABC1	C2DE	15-34	35+	Total	Total							
		(000s)	%	(000s)	%	(000s)	%	(000s)	%						
UNWEIGHTED SAMPLE		27484		15900		11584		6654		20830		12259		15225	
EST.POPULATION 15+ (000s)		52171		28278		23893		16381		35790		25502		26669	
General Weekly Magazines															
What's on TV	H	2356	4.5	904	3.2	1452	6.1	610	3.7	1746	4.9	726	2.8	1630	6.1
Radio Times	H	1852	3.6	1394	4.9	459	1.9	226	1.4	1626	4.5	869	3.4	983	3.7
TV Choice	H	1627	3.1	604	2.1	1023	4.3	348	2.1	1280	3.6	494	1.9	1133	4.2
TV Times	H	1063	2.0	432	1.5	632	2.6	256	1.6	808	2.3	432	1.7	632	2.4
Total TV Guide	Y	502	1.0	206	0.7	296	1.2	176	1.1	327	0.9	208	0.8	294	1.1
Time Out	Y	454	0.9	370	1.3	84	0.4	231	1.4	223	0.6	221	0.9	232	0.9
TV & Satellite Week	Y	379	0.7	151	0.5	228	1.0	82	0.5	298	0.8	195	0.8	184	0.7
The Week	Y	326	0.6	308	1.1	18	0.1	64	0.4	262	0.7	155	0.6	172	0.6
The Big Issue	Y	313	0.6	229	0.8	84	0.4	84	0.5	229	0.6	148	0.6	165	0.6
NME/New Musical Express	Y	274	0.5	203	0.7	71	0.3	148	0.9	126	0.4	188	0.7	86	0.3
Motorcycle News	Y	232	0.4	120	0.4	112	0.5	56	0.3	176	0.5	179	0.7	52	0.2
Country Life	Y	219	0.4	140	0.5	79	0.3	36	0.2	183	0.5	99	0.4	120	0.5
Kerrang!	T	208	0.4	97	0.3	111	0.5	148	0.9	60	0.2	119	0.5	89	0.3
Angling Times	T	187	0.4	55	0.2	132	0.6	51	0.3	136	0.4	168	0.7	19	0.1
Auto Express	T	166	0.3	103	0.4	63	0.3	50	0.3	116	0.3	146	0.6	19	0.1
Autocar	Y	160	0.3	93	0.3	67	0.3	66	0.4	94	0.3	144	0.6	17	0.1
Horse and Hound	Y	158	0.3	102	0.4	56	0.2	54	0.3	105	0.3	36	0.1	122	0.5
Match!	T	144	0.3	71	0.2	74	0.3	80	0.5	65	0.2	127	0.5	17	0.1
Angler's Mail	T	133	0.3	32	0.1	101	0.4	24	0.1	109	0.3	121	0.5	11	0.0
Autosport	T	121	0.2	81	0.3	40	0.2	45	0.3	76	0.2	108	0.4	14	0.1
Amateur Gardening	T	92	0.2	64	0.2	29	0.1	4	0.0	88	0.2	48	0.2	45	0.2
General Fortnightly Magazines															
Private Eye	H	835	1.6	708	2.5	127	0.5	171	1	664	1.9	601	2.4	235	0.9

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EST.POPULATION 15+ (000s)		52171	28278	23893	16381	35790	25502	26669							
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%				
General Monthly Magazines															
BBC Top Gear	H	1185	2.3	708	2.5	476	2.0	637	3.9	547	1.5	986	3.9	198	0.7
Men's Health	H	1130	2.2	732	2.6	398	1.7	662	4.0	468	1.3	995	3.9	136	0.5
BBC Gardeners' World	H	1096	2.1	716	2.5	380	1.6	113	0.7	983	2.7	492	1.9	604	2.3
Saga Magazine	H	752	1.4	559	2.0	192	0.8	10	0.1	742	2.1	291	1.1	461	1.7
Empire	H	735	1.4	502	1.8	234	1.0	383	2.3	352	1.0	548	2.1	187	0.7
What Car?	H	731	1.4	489	1.7	242	1.0	257	1.6	474	1.3	644	2.5	87	0.3
Men's Fitness	H	663	1.3	416	1.5	247	1.0	385	2.3	279	0.8	604	2.4	59	0.2
Classic Cars	H	539	1.0	288	1.0	251	1.1	161	1.0	378	1.1	448	1.8	91	0.3
Rugby World	Y	502	1.0	318	1.1	183	0.8	179	1.1	323	0.9	400	1.6	101	0.4
FourFourTwo	Y	464	0.9	273	1.0	191	0.8	278	1.7	186	0.5	449	1.8	15	0.1
Reader's Digest	H	463	0.9	298	1.1	165	0.7	76	0.5	387	1.1	178	0.7	285	1.1
GQ	Y Z	435	0.8	296	1.0	139	0.6	266	1.6	169	0.5	367	1.4	68	0.3
Golf Monthly	Y	347	0.7	256	0.9	91	0.4	57	0.3	291	0.8	283	1.1	64	0.2
Runner's World	Y	346	0.7	266	0.9	79	0.3	92	0.6	254	0.7	203	0.8	143	0.5
Sporting Gun	Y	314	0.6	160	0.6	153	0.6	95	0.6	219	0.6	280	1.1	34	0.1
BBC History Magazine	Y	313	0.6	254	0.9	59	0.2	76	0.5	236	0.7	157	0.6	156	0.6
BBC Wildlife	Y	262	0.5	154	0.5	109	0.5	87	0.5	176	0.5	117	0.5	146	0.5
BBC Music Magazine	T	262	0.5	162	0.6	100	0.4	148	0.9	115	0.3	134	0.5	128	0.5
World Soccer	Y	247	0.5	119	0.4	128	0.5	120	0.7	128	0.4	221	0.9	26	0.1
Bike	Y	246	0.5	136	0.5	110	0.5	63	0.4	183	0.5	194	0.8	51	0.2
Car	T	242	0.5	135	0.5	108	0.5	109	0.7	133	0.4	222	0.9	20	0.1
Practical Photography	Y	229	0.4	155	0.5	73	0.3	61	0.4	167	0.5	144	0.6	85	0.3
Today's Golfer	Y	226	0.4	169	0.6	57	0.2	53	0.3	173	0.5	201	0.8	26	0.1
Land Rover Owner International	Y	224	0.4	126	0.4	97	0.4	59	0.4	165	0.5	177	0.7	47	0.2
Practical Classics	Y	224	0.4	150	0.5	73	0.3	44	0.3	179	0.5	214	0.8	9	0.0
Golf World	Y	219	0.4	141	0.5	78	0.3	35	0.2	185	0.5	188	0.7	31	0.1
What Hi-Fi? Sound & Vision	T	207	0.4	159	0.6	48	0.2	57	0.3	150	0.4	200	0.8	7	0.0
Digital Photo	T	205	0.4	112	0.4	93	0.4	72	0.4	133	0.4	137	0.5	68	0.3
Q	Y Z	202	0.4	150	0.5	52	0.2	102	0.6	100	0.3	154	0.6	48	0.2
Stuff	T	181	0.3	133	0.5	48	0.2	88	0.5	93	0.3	169	0.7	12	0.0
Ride	T	178	0.3	95	0.3	83	0.3	68	0.4	110	0.3	158	0.6	20	0.1
Esquire	T	152	0.3	127	0.4	26	0.1	69	0.4	84	0.2	113	0.4	40	0.1
Mojo	T	145	0.3	85	0.3	60	0.3	39	0.2	107	0.3	113	0.4	32	0.1
Performance Bikes	T	143	0.3	59	0.2	84	0.4	52	0.3	91	0.3	120	0.5	23	0.1
Evo	T	137	0.3	101	0.4	37	0.2	80	0.5	57	0.2	128	0.5	9	0.0
The Field	T	125	0.2	83	0.3	42	0.2	24	0.1	102	0.3	76	0.3	49	0.2
Practical Boat Owner	T	123	0.2	81	0.3	42	0.2	13	0.1	110	0.3	105	0.4	19	0.1
Trout and Salmon	T	112	0.2	56	0.2	56	0.2	13	0.1	99	0.3	87	0.3	24	0.1

General Quarterly Magazines

The National Trust Magazine	H	3748	7.2	3006	10.6	742	3.1	364	2.2	3384	9.5	1591	6.2	2157	8.1
Nature's Home	H N	809	1.6	575	2.0	234	1.0	112	0.7	697	1.9	337	1.3	472	1.8
English Heritage Members' Magazine	H	730	1.4	632	2.2	98	0.4	54	0.3	675	1.9	316	1.2	413	1.6

#### PUBLICATION SYMBOLS

The notes below refer to the publication symbols which follow the publication names in this report.

**H** May be analysed on a base of 6 months or longer.

**Y** May be analysed on a base of 12 months or longer.

**T** May be analysed on a base of 24 months or longer.

**A** Publications suffixed by the letter 'A' have suffered significant losses in circulation during the period covered by the report and the published data have been adjusted.

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

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

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

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

**F** BBC EASY COOK. Due to a change in its publication frequency, BBC Easy Cook has been treated by NRS as a monthly since July 2016; prior to that it was treated as a bi-monthly. The estimates published for this period are based on a combination of a bi-monthly frequency for October 2015 - June 2016 and a monthly frequency for July - September 2016.

**J** REGIONAL DAILY NEWSPAPERS. Net readership figures are shown for two groups of regional titles: ANY REGIONAL MORNING OR EVENING and ANY REGIONAL EVENING. For titles which are not published on a Saturday, claims for Monday interviewed respondents are simulated based on Tuesday-Saturday results.

**L** Published data for the LONDON EVENING STANDARD and METRO relate to Monday - Friday readership (Tuesday - Saturday interviews). Claims for Monday interviewed participants have been simulated, based on Tuesday - Saturday results.

**M** The combined figures for the DAILY MIRROR/RECORD are net readership figures for the Daily Mirror and the Daily Record.

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

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

**P** Net and gross readership figures for NATIONAL DAILY NEWSPAPERS include all national daily newspapers with a recommended minimum analysis base of 6 months.

Net and gross readership figures for NATIONAL SUNDAY NEWSPAPERS include all national Sunday newspapers with a recommended minimum analysis base of 6 months.

**R** INDIVIDUAL REGIONAL MORNING and EVENING NEWSPAPERS. Data for certain regional morning and evening newspapers are published individually in this report.

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

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