

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 this report should not be compared with previous periods of NRS data.

**Data are strictly embargoed until 08:59 on Thursday 21st September 2017**

NRS Readership Estimates - General Magazines  
 AIR - Latest 12 Months - July 2016 - June 2017

|                               |   | Adults |       |        |       |        | Men   |        | Women |      |     |     |     |      |     |
|-------------------------------|---|--------|-------|--------|-------|--------|-------|--------|-------|------|-----|-----|-----|------|-----|
|                               |   | Total  | ABC1  | C2DE   | 15-34 | 35+    | Total | Total  |       |      |     |     |     |      |     |
| UNWEIGHTED SAMPLE             |   | 31014  | 18483 | 12531  | 7072  | 23942  | 13945 | 17069  |       |      |     |     |     |      |     |
| EST.POPULATION 15+ (000s)     |   | 52555  | 29072 | 23483  | 16407 | 36148  | 25707 | 26848  |       |      |     |     |     |      |     |
|                               |   | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     |      |     |     |     |      |     |
| General Weekly Magazines      |   |        |       |        |       |        |       |        |       |      |     |     |     |      |     |
| What's on TV                  | H | 2092   | 4.0   | 809    | 2.8   | 1283   | 5.5   | 473    | 2.9   | 1619 | 4.5 | 717 | 2.8 | 1375 | 5.1 |
| Radio Times                   | H | 1705   | 3.2   | 1309   | 4.5   | 396    | 1.7   | 186    | 1.1   | 1519 | 4.2 | 781 | 3.0 | 924  | 3.4 |
| TV Choice                     | H | 1464   | 2.8   | 542    | 1.9   | 923    | 3.9   | 247    | 1.5   | 1218 | 3.4 | 463 | 1.8 | 1001 | 3.7 |
| TV Times                      | H | 860    | 1.6   | 366    | 1.3   | 494    | 2.1   | 223    | 1.4   | 637  | 1.8 | 330 | 1.3 | 530  | 2.0 |
| Time Out                      | Y | 452    | 0.9   | 363    | 1.2   | 89     | 0.4   | 241    | 1.5   | 211  | 0.6 | 219 | 0.9 | 232  | 0.9 |
| The Big Issue                 | Y | 406    | 0.8   | 288    | 1.0   | 119    | 0.5   | 94     | 0.6   | 313  | 0.9 | 191 | 0.7 | 215  | 0.8 |
| The Week                      | Y | 357    | 0.7   | 317    | 1.1   | 41     | 0.2   | 78     | 0.5   | 279  | 0.8 | 158 | 0.6 | 199  | 0.7 |
| Total TV Guide                | Y | 333    | 0.6   | 135    | 0.5   | 198    | 0.8   | 79     | 0.5   | 253  | 0.7 | 131 | 0.5 | 202  | 0.8 |
| TV & Satellite Week           | Y | 316    | 0.6   | 156    | 0.5   | 160    | 0.7   | 53     | 0.3   | 263  | 0.7 | 168 | 0.7 | 148  | 0.6 |
| Motorcycle News               | Y | 235    | 0.4   | 126    | 0.4   | 109    | 0.5   | 52     | 0.3   | 183  | 0.5 | 199 | 0.8 | 35   | 0.1 |
| NME                           | Y | 208    | 0.4   | 163    | 0.6   | 45     | 0.2   | 125    | 0.8   | 83   | 0.2 | 135 | 0.5 | 73   | 0.3 |
| Autocar                       | T | 192    | 0.4   | 115    | 0.4   | 77     | 0.3   | 58     | 0.4   | 134  | 0.4 | 158 | 0.6 | 34   | 0.1 |
| Country Life                  | Y | 184    | 0.4   | 149    | 0.5   | 36     | 0.2   | 35     | 0.2   | 150  | 0.4 | 83  | 0.3 | 101  | 0.4 |
| Kerrang!                      | T | 182    | 0.3   | 97     | 0.3   | 85     | 0.4   | 126    | 0.8   | 55   | 0.2 | 99  | 0.4 | 83   | 0.3 |
| Auto Express                  | T | 172    | 0.3   | 96     | 0.3   | 76     | 0.3   | 39     | 0.2   | 134  | 0.4 | 147 | 0.6 | 25   | 0.1 |
| Angling Times                 | T | 168    | 0.3   | 73     | 0.3   | 94     | 0.4   | 55     | 0.3   | 112  | 0.3 | 151 | 0.6 | 17   | 0.1 |
| Horse and Hound               | Y | 149    | 0.3   | 100    | 0.3   | 49     | 0.2   | 46     | 0.3   | 103  | 0.3 | 34  | 0.1 | 115  | 0.4 |
| Angler's Mail                 | T | 118    | 0.2   | 39     | 0.1   | 79     | 0.3   | 28     | 0.2   | 90   | 0.2 | 103 | 0.4 | 15   | 0.1 |
| Autosport                     | T | 106    | 0.2   | 73     | 0.2   | 33     | 0.1   | 38     | 0.2   | 68   | 0.2 | 89  | 0.3 | 17   | 0.1 |
| Amateur Gardening             | T | 94     | 0.2   | 53     | 0.2   | 41     | 0.2   | 18     | 0.1   | 76   | 0.2 | 40  | 0.2 | 54   | 0.2 |
| General Fortnightly Magazines |   |        |       |        |       |        |       |        |       |      |     |     |     |      |     |
| Private Eye                   | H | 873    | 1.7   | 781    | 2.7   | 92     | 0.4   | 177    | 1.1   | 697  | 1.9 | 572 | 2.2 | 301  | 1.1 |

NRS Readership Estimates - General Magazines  
 AIR - Latest 12 Months - July 2016 - June 2017

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|----------------------------|--------|-------|--------|-------|--------|--------|--------|-------|--|
|                            | Total  | ABC1  | C2DE   | 15-34 | 35+    | Total  | Total  |       |  |
|                            |        |       |        |       |        | (000s) | (000s) |       |  |
| UNWEIGHTED SAMPLE          | 31014  | 18483 | 12531  | 7072  | 23942  | 13945  | 17069  |       |  |
| EST. POPULATION 15+ (000s) | 52555  | 29072 | 23483  | 16407 | 36148  | 25707  | 26848  |       |  |
|                            | (000s) | %     | (000s) | %     | (000s) | %      | (000s) | %     |  |

General Monthly Magazines

| Magazine                       | Category | Total | ABC1 | C2DE | 15-34 | 35+ | Men | Women |     |     |     |     |     |     |     |
|--------------------------------|----------|-------|------|------|-------|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|
| BBC Gardeners' World           | H        | 1046  | 2.0  | 736  | 2.5   | 310 | 1.3 | 72    | 0.4 | 974 | 2.7 | 472 | 1.8 | 574 | 2.1 |
| BBC Top Gear                   | H        | 947   | 1.8  | 487  | 1.7   | 460 | 2.0 | 502   | 3.1 | 445 | 1.2 | 790 | 3.1 | 157 | 0.6 |
| Men's Health                   | H        | 910   | 1.7  | 621  | 2.1   | 289 | 1.2 | 492   | 3.0 | 418 | 1.2 | 624 | 3.2 | 86  | 0.3 |
| Empire                         | H        | 608   | 1.2  | 460  | 1.6   | 148 | 0.6 | 346   | 2.1 | 261 | 0.7 | 423 | 1.6 | 185 | 0.7 |
| What Car?                      | H        | 574   | 1.1  | 404  | 1.4   | 170 | 0.7 | 132   | 0.8 | 442 | 1.2 | 474 | 1.8 | 100 | 0.4 |
| Men's Fitness                  | H        | 550   | 1.0  | 343  | 1.2   | 207 | 0.9 | 316   | 1.9 | 234 | 0.6 | 507 | 2.0 | 43  | 0.2 |
| Saga Magazine                  | H        | 489   | 0.9  | 373  | 1.3   | 116 | 0.5 | 2     | 0.0 | 487 | 1.3 | 202 | 0.8 | 287 | 1.1 |
| FourFourTwo                    | Y        | 459   | 0.9  | 327  | 1.1   | 132 | 0.6 | 272   | 1.7 | 188 | 0.5 | 435 | 1.7 | 24  | 0.1 |
| Classic Cars                   | H        | 441   | 0.8  | 250  | 0.9   | 191 | 0.8 | 137   | 0.8 | 304 | 0.8 | 362 | 1.4 | 78  | 0.3 |
| GQ                             | Y Z      | 404   | 0.8  | 324  | 1.1   | 80  | 0.3 | 227   | 1.4 | 177 | 0.5 | 332 | 1.3 | 72  | 0.3 |
| Rugby World                    | Y        | 372   | 0.7  | 254  | 0.9   | 118 | 0.5 | 166   | 1.0 | 205 | 0.6 | 322 | 1.3 | 50  | 0.2 |
| Reader's Digest                | H        | 329   | 0.6  | 212  | 0.7   | 118 | 0.5 | 37    | 0.2 | 292 | 0.8 | 137 | 0.5 | 193 | 0.7 |
| BBC History Magazine           | Y        | 309   | 0.6  | 239  | 0.8   | 70  | 0.3 | 77    | 0.5 | 232 | 0.6 | 148 | 0.6 | 161 | 0.6 |
| Runner's World                 | Y        | 276   | 0.5  | 227  | 0.8   | 49  | 0.2 | 101   | 0.6 | 175 | 0.5 | 152 | 0.6 | 124 | 0.5 |
| BBC Music Magazine             | T        | 274   | 0.5  | 154  | 0.5   | 121 | 0.5 | 159   | 1.0 | 115 | 0.3 | 145 | 0.6 | 130 | 0.5 |
| BBC Wildlife                   | Y        | 266   | 0.5  | 174  | 0.6   | 92  | 0.4 | 89    | 0.5 | 177 | 0.5 | 127 | 0.5 | 139 | 0.5 |
| Golf Monthly                   | Y        | 258   | 0.5  | 194  | 0.7   | 64  | 0.3 | 46    | 0.3 | 212 | 0.6 | 214 | 0.8 | 44  | 0.2 |
| Practical Classics             | Y        | 236   | 0.4  | 150  | 0.5   | 87  | 0.4 | 41    | 0.2 | 196 | 0.5 | 204 | 0.8 | 32  | 0.1 |
| Sporting Gun                   | Y        | 236   | 0.4  | 130  | 0.4   | 106 | 0.5 | 81    | 0.5 | 155 | 0.4 | 197 | 0.8 | 39  | 0.1 |
| Practical Photography          | Y        | 220   | 0.4  | 157  | 0.5   | 63  | 0.3 | 62    | 0.4 | 158 | 0.4 | 144 | 0.6 | 76  | 0.3 |
| Car                            | T        | 219   | 0.4  | 117  | 0.4   | 101 | 0.4 | 76    | 0.5 | 142 | 0.4 | 195 | 0.8 | 24  | 0.1 |
| World Soccer                   | T        | 216   | 0.4  | 118  | 0.4   | 99  | 0.4 | 133   | 0.8 | 83  | 0.2 | 200 | 0.8 | 16  | 0.1 |
| Land Rover Owner International | Y        | 205   | 0.4  | 124  | 0.4   | 82  | 0.3 | 64    | 0.4 | 141 | 0.4 | 167 | 0.7 | 38  | 0.1 |
| Q                              | T Z      | 198   | 0.4  | 156  | 0.5   | 42  | 0.2 | 84    | 0.5 | 114 | 0.3 | 147 | 0.6 | 51  | 0.2 |
| What Hi-Fi?                    | T        | 192   | 0.4  | 111  | 0.4   | 80  | 0.3 | 48    | 0.3 | 143 | 0.4 | 171 | 0.7 | 21  | 0.1 |
| Today's Goffer                 | Y        | 190   | 0.4  | 153  | 0.5   | 37  | 0.2 | 50    | 0.3 | 140 | 0.4 | 167 | 0.6 | 23  | 0.1 |
| Stuff                          | T        | 184   | 0.4  | 128  | 0.4   | 56  | 0.2 | 83    | 0.5 | 101 | 0.3 | 169 | 0.7 | 15  | 0.1 |
| Bike                           | Y        | 182   | 0.3  | 83   | 0.3   | 99  | 0.4 | 59    | 0.4 | 123 | 0.3 | 153 | 0.6 | 29  | 0.1 |
| Golf World                     | Y        | 171   | 0.3  | 129  | 0.4   | 42  | 0.2 | 32    | 0.2 | 139 | 0.4 | 142 | 0.6 | 29  | 0.1 |
| Esquire                        | T        | 164   | 0.3  | 133  | 0.5   | 31  | 0.1 | 82    | 0.5 | 82  | 0.2 | 126 | 0.5 | 38  | 0.1 |
| Ride                           | T        | 148   | 0.3  | 67   | 0.2   | 81  | 0.3 | 64    | 0.4 | 84  | 0.2 | 131 | 0.5 | 17  | 0.1 |
| The Field                      | T        | 138   | 0.3  | 110  | 0.4   | 27  | 0.1 | 40    | 0.2 | 98  | 0.3 | 88  | 0.3 | 49  | 0.2 |
| Evo                            | T        | 138   | 0.3  | 103  | 0.4   | 35  | 0.1 | 66    | 0.4 | 71  | 0.2 | 132 | 0.5 | 5   | 0.0 |
| Mojo                           | T        | 138   | 0.3  | 76   | 0.3   | 62  | 0.3 | 52    | 0.3 | 86  | 0.2 | 105 | 0.4 | 32  | 0.1 |
| Performance Bikes              | T        | 134   | 0.3  | 54   | 0.2   | 80  | 0.3 | 42    | 0.3 | 92  | 0.3 | 120 | 0.5 | 14  | 0.1 |
| Practical Boat Owner           | T        | 125   | 0.2  | 71   | 0.2   | 54  | 0.2 | 21    | 0.1 | 104 | 0.3 | 87  | 0.3 | 38  | 0.1 |
| Trout and Salmon               | T        | 115   | 0.2  | 50   | 0.2   | 65  | 0.3 | 31    | 0.2 | 84  | 0.2 | 93  | 0.4 | 22  | 0.1 |

General Quarterly Magazines

| Magazine                           | Category | Total | ABC1 | C2DE | 15-34 | 35+ | Men | Women |     |      |     |      |     |      |     |
|------------------------------------|----------|-------|------|------|-------|-----|-----|-------|-----|------|-----|------|-----|------|-----|
| The National Trust Magazine        | H        | 3555  | 6.8  | 2961 | 10.2  | 593 | 2.5 | 411   | 2.5 | 3144 | 8.7 | 1489 | 5.8 | 2066 | 7.7 |
| English Heritage Members' Magazine | H        | 799   | 1.5  | 694  | 2.4   | 105 | 0.4 | 98    | 0.6 | 701  | 1.9 | 353  | 1.4 | 446  | 1.7 |

#### 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** BIG TV (Daily Star on Saturdays). Hot TV has changed its name to Big TV, effective on the questionnaire from October 2016.

SATURDAY (Daily Record on Saturdays). Saturday Plus has changed its name to Saturday, effective on the questionnaire from October 2016.

TV LIFE (Daily Star Sunday). TV Extra has changed its name to TV Life, effective on the questionnaire from October 2016.

GUIDE (The Guardian on Saturdays). The Guide has changed its name to Guide, effective on the questionnaire from January 2017.

TESCO. Tesco Food Family Living has changed its name to Tesco effective on the questionnaire from January 2017.

THE TELEGRAPH MAGAZINE (The Daily Telegraph on Saturdays). Telegraph Magazine has changed its name to The Telegraph Magazine, effective on the questionnaire from June 2017.

**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), Yorkshire Evening Post, Portsmouth News and Sports, Daily Record, Cambridge News, The Daily Echo - Bournemouth, Oxford Mail, Southern Daily Echo, Swindon Advertiser, The Argus - Brighton and York - The Press.

**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.

BUSINESS & MONEY (The Sunday Telegraph). Figures for this supplement are derived from directly collected data for February-June 2017 and a net of data for the two former separate supplements 'Business' and 'Money' for July 2016-January 2017.

BUSINESS & MONEY (The Sunday Times). Figures for this supplement are derived from directly collected data for June 2017 and a net of data for the two former separate supplements 'Business' and 'Money' for July 2016-May 2017.