

NRS Readership Estimates - Newspapers and Supplements
 AIR - Latest 12 Months- January - December 2016

Adults
 Total ABC1 C2DE 15-34 35+ Men Women

UNWEIGHTED SAMPLE	28006	16468	11538	6569	21437	12485	15521	
EST.POPULATION 15+ (000s)	52324	28552	23772	16379	35945	25582	26742	
	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Daily Newspapers - 6 Day AIR

The Sun	HA	3915	7.5	1240	4.3	2675	11.3	941	5.7	2974	8.3	2268	8.9	1647	6.2
Daily Mail	HA	3294	6.3	2073	7.3	1221	5.1	391	2.4	2902	8.1	1515	5.9	1779	6.7
Daily Mirror/Record	HAM	2151	4.1	744	2.6	1407	5.9	316	1.9	1835	5.1	1172	4.6	980	3.7
Daily Mirror	HA	1773	3.4	616	2.2	1157	4.9	277	1.7	1497	4.2	962	3.8	812	3.0
Daily Record	HA	406	0.8	130	0.5	276	1.2	50	0.3	356	1.0	228	0.9	178	0.7
The Daily Telegraph	HA	1139	2.2	946	3.3	193	0.8	111	0.7	1029	2.9	590	2.3	550	2.1
The Times	HA	1014	1.9	896	3.1	118	0.5	165	1.0	849	2.4	543	2.1	471	1.8
Daily Express	HA	828	1.6	445	1.6	383	1.6	66	0.4	762	2.1	442	1.7	386	1.4
The Guardian	HA	828	1.6	690	2.4	137	0.6	211	1.3	616	1.7	415	1.6	413	1.5
Daily Star	HA	759	1.5	185	0.6	574	2.4	195	1.2	564	1.6	518	2.0	241	0.9
i	HA	499	1.0	385	1.3	114	0.5	70	0.4	429	1.2	295	1.2	204	0.8
Net national dailies	H P	12117	23.2	6437	22.5	5680	23.9	1881	11.5	10236	28.5	6360	24.9	5757	21.5
Gross national dailies	H P	14455	27.6	7606	26.6	6849	28.8	2476	15.1	11978	33.3	7775	30.4	6680	25.0
Metro	H L A	2899	5.5	1654	5.8	1245	5.2	1253	7.6	1646	4.6	1630	6.4	1269	4.7
London Evening Standard	H L A	1667	3.2	1045	3.7	623	2.6	668	4.1	999	2.8	1011	4.0	656	2.5
The Press and Journal	Y R	123	0.2	72	0.3	51	0.2	18	0.1	105	0.3	62	0.2	61	0.2
The Courier - Dundee	Y R	113	0.2	66	0.2	47	0.2	16	0.1	96	0.3	53	0.2	60	0.2
The Herald-Scotland	T R	108	0.2	81	0.3	26	0.1	25	0.2	82	0.2	75	0.3	33	0.1
Yorkshire Post	T R	104	0.2	79	0.3	25	0.1	15	0.1	89	0.2	61	0.2	42	0.2
The Scotsman	T R	67	0.1	45	0.2	22	0.1	11	0.1	56	0.2	37	0.1	30	0.1
Any regional morning/evening	H J	6347	12.1	3514	12.3	2833	11.9	1889	11.5	4458	12.4	3392	13.3	2955	11.0
Any regional evening	H J	3485	6.7	1884	6.6	1602	6.7	974	5.9	2511	7.0	1917	7.5	1568	5.9

Aggregate Daily Newspapers - Net AIR

The National	H M	3661	7.0	1942	6.8	1719	7.2	1016	6.2	2645	7.4	2068	8.1	1593	6.0
--------------	-----	------	-----	------	-----	------	-----	------	-----	------	-----	------	-----	------	-----

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.

Sunday Newspapers

The Mail on Sunday	HA	3497	6.7	2189	7.7	1308	5.5	410	2.5	3087	8.6	1711	6.7	1786	6.7
The Sun on Sunday	HA	3423	6.5	1187	4.2	2237	9.4	911	5.6	2512	7.0	1915	7.5	1508	5.6
Sunday Mirror	HA	1815	3.5	695	2.4	1120	4.7	385	2.4	1430	4.0	955	3.7	861	3.2
The Sunday Times	HA	1766	3.4	1529	5.4	237	1.0	278	1.7	1488	4.1	912	3.6	854	3.2
The Sunday Telegraph	HA	1110	2.1	940	3.3	169	0.7	135	0.8	975	2.7	576	2.3	533	2.0
Sunday Express	HA	841	1.6	509	1.8	332	1.4	103	0.6	738	2.1	442	1.7	399	1.5
The Observer	HA	763	1.5	675	2.4	88	0.4	115	0.7	649	1.8	395	1.5	369	1.4
Sunday Mail	HA	506	1.0	183	0.6	324	1.4	62	0.4	444	1.2	247	1.0	259	1.0
Daily Star Sunday	HA	501	1.0	131	0.5	369	1.6	146	0.9	354	1.0	291	1.1	209	0.8
Sunday People	HA	425	0.8	131	0.5	294	1.2	57	0.3	368	1.0	207	0.8	218	0.8
Sunday Post	H D	396	0.8	172	0.6	225	0.9	38	0.2	358	1.0	164	0.6	233	0.9
Sunday Herald-Scotland	T	108	0.2	76	0.3	32	0.1	34	0.2	73	0.2	52	0.2	56	0.2
Scotland on Sunday	T A	70	0.1	60	0.2	10	0.0	10	0.1	60	0.2	33	0.1	37	0.1
Net national Sundays	H P	12165	23.2	6797	23.8	5368	22.6	1986	12.1	10179	28.3	6184	24.2	5981	22.4
Gross national Sundays	H P	15043	28.8	8341	29.2	6702	28.2	2641	16.1	12402	34.5	7814	30.5	7229	27.0

NRS Readership Estimates - Newspapers and Supplements
 AIR - Latest 12 Months- January - December 2016

Adults
 Total ABC1 C2DE 15-34 35+ Men Women
 Total Total

UNWEIGHTED SAMPLE	28006	16468	11538	6569	21437	12485	15521
EST.POPULATION 15+ (000s)	52324	28552	23772	16379	35945	25582	26742
	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)	(000s)

Newspaper Supplements - Weekday/Saturday

LONDON EVENING STANDARD:		1667	3.2	1045	3.7	623	2.6	668	4.1	999	2.8	1011	4.0	656	2.5
ES Magazine	H D	745	1.4	522	1.8	223	0.9	213	1.3	532	1.5	324	1.3	421	1.6
THE SUN ON SATURDAYS:		4239	8.1	1312	4.6	2927	12.3	998	6.1	3241	9.0	2356	9.2	1883	7.0
TV Magazine	H	3191	6.1	921	3.2	2270	9.5	597	3.6	2593	7.2	1561	6.1	1630	6.1
DAILY MAIL ON SATURDAYS:		4186	8.0	2596	9.1	1590	6.7	456	2.8	3730	10.4	1883	7.4	2302	8.6
Weekend	H	3658	7.0	2266	7.9	1392	5.9	269	1.6	3389	9.4	1518	5.9	2140	8.0
THE GUARDIAN ON SATURDAYS:		1093	2.1	944	3.3	149	0.6	221	1.4	871	2.4	519	2.0	574	2.1
Weekend	H	879	1.7	800	2.8	79	0.3	116	0.7	762	2.1	381	1.5	498	1.9
The Guide	H	790	1.5	705	2.5	85	0.4	93	0.6	697	1.9	339	1.3	451	1.7
THE DAILY TELEGRAPH ON SATURDAYS:		1399	2.7	1178	4.1	221	0.9	100	0.6	1299	3.6	708	2.8	691	2.6
Telegraph Magazine	H	1138	2.2	973	3.4	165	0.7	60	0.4	1078	3.0	547	2.1	592	2.2
Your Money	H	872	1.7	749	2.6	123	0.5	20	0.1	852	2.4	525	2.1	347	1.3
THE TIMES ON SATURDAYS:		1169	2.2	1055	3.7	114	0.5	160	1.0	1009	2.8	587	2.3	582	2.2
The Times Magazine	H	940	1.8	842	3.0	98	0.4	79	0.5	861	2.4	430	1.7	510	1.9
Saturday Review	H	938	1.8	846	3.0	92	0.4	78	0.5	860	2.4	452	1.8	486	1.8
DAILY EXPRESS ON SATURDAYS:		926	1.8	508	1.8	417	1.8	77	0.5	849	2.4	488	1.9	438	1.6
Saturday	H	777	1.5	428	1.5	349	1.5	37	0.2	740	2.1	367	1.4	410	1.5
DAILY RECORD ON SATURDAYS:		445	0.9	145	0.5	299	1.3	49	0.3	396	1.1	239	0.9	206	0.8
Saturday	H D	339	0.6	106	0.4	233	1.0	17	0.1	322	0.9	159	0.6	180	0.7
DAILY MIRROR ON SATURDAYS:		1920	3.7	638	2.2	1282	5.4	274	1.7	1646	4.6	966	3.8	955	3.6
We Love TV!	H	1457	2.8	480	1.7	977	4.1	136	0.8	1321	3.7	646	2.5	812	3.0
DAILY STAR ON SATURDAYS:		662	1.3	153	0.5	509	2.1	151	0.9	511	1.4	399	1.6	262	1.0
Big TV	H D	429	0.8	90	0.3	339	1.4	82	0.5	347	1.0	225	0.9	204	0.8

NRS Readership Estimates - Newspapers and Supplements
 AIR - Latest 12 Months- January - December 2016

Adults
 Total ABC1 C2DE 15-34 35+ Men Women
 Total Total

UNWEIGHTED SAMPLE	28006	16468	11538	6569	21437	12485	15521	
EST.POPULATION 15+ (000s)	52324	28552	23772	16379	35945	25582	26742	
	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Newspaper Supplements - Sunday

THE MAIL ON SUNDAY:		3497	6.7	2189	7.7	1308	5.5	410	2.5	3087	8.6	1711	6.7	1786	6.7
You	H	2602	5.0	1636	5.7	966	4.1	215	1.3	2388	6.6	1039	4.1	1564	5.8
Event	H	2346	4.5	1467	5.1	879	3.7	165	1.0	2181	6.1	1014	4.0	1332	5.0
THE SUNDAY TIMES:		1766	3.4	1529	5.4	237	1.0	278	1.7	1488	4.1	912	3.6	854	3.2
The Sunday Times Magazine	H	1467	2.8	1277	4.5	190	0.8	181	1.1	1286	3.6	724	2.8	742	2.8
Style	H	1173	2.2	1022	3.6	152	0.6	162	1.0	1011	2.8	494	1.9	680	2.5
Culture	H	1333	2.5	1174	4.1	158	0.7	157	1.0	1175	3.3	657	2.6	676	2.5
Business	H	1040	2.0	908	3.2	132	0.6	125	0.8	915	2.5	686	2.7	355	1.3
Money	H	1046	2.0	924	3.2	122	0.5	103	0.6	943	2.6	658	2.6	388	1.5
SUNDAY PEOPLE:		425	0.8	131	0.5	294	1.2	57	0.3	368	1.0	207	0.8	218	0.8
Love Sunday	H	309	0.6	83	0.3	226	0.9	31	0.2	278	0.8	120	0.5	189	0.7
SUNDAY MAIL:		506	1.0	183	0.6	324	1.4	62	0.4	444	1.2	247	1.0	259	1.0
Seven Days	H	359	0.7	123	0.4	236	1.0	31	0.2	328	0.9	143	0.6	216	0.8
THE SUNDAY TELEGRAPH:		1110	2.1	940	3.3	169	0.7	135	0.8	975	2.7	576	2.3	533	2.0
Business	H	626	1.2	558	2.0	69	0.3	47	0.3	579	1.6	403	1.6	223	0.8
Money	H	625	1.2	545	1.9	80	0.3	39	0.2	586	1.6	387	1.5	237	0.9
Stella	H	661	1.3	562	2.0	99	0.4	46	0.3	615	1.7	267	1.0	394	1.5
THE OBSERVER:		763	1.5	675	2.4	88	0.4	115	0.7	649	1.8	395	1.5	369	1.4
The Observer Magazine	H	655	1.3	581	2.0	74	0.3	79	0.5	576	1.6	322	1.3	333	1.2
Observer Food Monthly	H	695	1.3	630	2.2	65	0.3	101	0.6	594	1.7	320	1.3	375	1.4
SUNDAY MIRROR:		1815	3.5	695	2.4	1120	4.7	385	2.4	1430	4.0	955	3.7	861	3.2
Notebook	H	1096	2.1	414	1.4	682	2.9	129	0.8	967	2.7	476	1.9	620	2.3
DAILY STAR SUNDAY:		501	1.0	131	0.5	369	1.6	146	0.9	354	1.0	291	1.1	209	0.8
TV Life	H D	326	0.6	71	0.2	255	1.1	83	0.5	243	0.7	158	0.6	168	0.6
SUNDAY EXPRESS:		841	1.6	509	1.8	332	1.4	103	0.6	738	2.1	442	1.7	399	1.5
'S' Magazine	H	658	1.3	394	1.4	264	1.1	42	0.3	616	1.7	314	1.2	343	1.3
THE SUN ON SUNDAY:		3423	6.5	1187	4.2	2237	9.4	911	5.6	2512	7.0	1915	7.5	1508	5.6
Fabulous	H	1991	3.8	653	2.3	1338	5.6	405	2.5	1586	4.4	768	3.0	1223	4.6
TV Soap	H	1986	3.8	626	2.2	1360	5.7	452	2.8	1534	4.3	827	3.2	1159	4.3

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.

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.

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 January - June 2016 and a monthly frequency for July - December 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), 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.