

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 Monday 26th June 2017

NRS Readership Estimates - Newspapers and Supplements
AIR - Latest 12 Months- April 2016 - March 2017

	Adults					Men		Women	
	Total	ABC1	C2DE	15-34	35+	Total	Total		
UNWEIGHTED SAMPLE	31074	18481	12593	7231	23843	13917	17157		
EST.POPULATION 15+ (000s)	52440	28817	23623	16393	36047	25645	26795		
	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)

Daily Newspapers - 6 Day AIR

Publication	Category	ABC1	C2DE	15-34	35+	Men	Women
The Sun	HA	3653	7.0	1200	4.2	2452	10.4
Daily Mail	HA	3215	6.1	1991	6.9	1224	5.2
Daily Mirror/Record	HAM	2064	3.9	696	2.4	1367	5.8
Daily Mirror	HA	1691	3.2	559	1.9	1131	4.8
Daily Record	HA	406	0.8	139	0.5	267	1.1
The Daily Telegraph	HA	1171	2.2	980	3.4	191	0.8
The Times	HA	1049	2.0	928	3.2	121	0.5
The Guardian	HA	898	1.7	760	2.6	138	0.6
Daily Express	HA	838	1.6	458	1.6	381	1.6
Daily Star	HA	789	1.5	186	0.6	583	2.5
i	HA	475	0.9	384	1.3	91	0.4
Net national dailies	H P	11836	22.6	6415	22.3	5421	22.9
Gross national dailies	H P	14165	27.0	7586	26.3	6580	27.9
Metro	H L A	3028	5.8	1750	6.1	1278	5.4
London Evening Standard	H L A	1658	3.2	1080	3.7	578	2.4
The Press and Journal	Y R	112	0.2	56	0.2	56	0.2
The Courier - Dundee	Y R	108	0.2	60	0.2	48	0.2
The Herald-Scotland	T R	94	0.2	73	0.3	21	0.1
Yorkshire Post	T R	89	0.2	69	0.2	19	0.1
The Scotsman	T R	58	0.1	44	0.2	14	0.1
Any regional morning/evening	H J	5891	11.2	3239	11.2	2652	11.2
Any regional evening	H J	3658	7.0	1968	6.8	1690	7.2

Aggregate Daily Newspapers - Net AIR

Publication	Category	ABC1	C2DE	15-34	35+	Men	Women
The National	H M	3666	7.0	1975	6.9	1692	7.2

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

Publication	Category	ABC1	C2DE	15-34	35+	Men	Women
The Mail on Sunday	HA	3386	6.5	2112	7.3	1274	5.4
The Sun on Sunday	HA	3279	6.3	1160	4.0	2119	9.0
The Sunday Times	HA	1885	3.6	1645	5.7	239	1.0
Sunday Mirror	HA	1694	3.2	627	2.2	1067	4.5
The Sunday Telegraph	HA	1135	2.2	966	3.4	170	0.7
Sunday Express	HA	842	1.6	510	1.8	332	1.4
The Observer	HA	808	1.5	708	2.5	100	0.4
Sunday Mail	HA	506	1.0	188	0.7	318	1.3
Daily Star Sunday	HA	494	0.9	124	0.4	370	1.6
Sunday People	HA	423	0.8	143	0.5	281	1.2
Sunday Post	H D	385	0.7	167	0.6	218	0.9
Sunday Herald-Scotland	T	101	0.2	68	0.2	33	0.1
Scotland on Sunday	T A	67	0.1	61	0.2	6	0.0
Net national Sundays	H P	11920	22.7	6771	23.5	5148	21.8
Gross national Sundays	H P	14838	28.3	8350	29.0	6488	27.5

NRS Readership Estimates - Newspapers and Supplements
 AIR - Latest 12 Months- April 2016 - March 2017

	Adults						Men		Women						
	Total	ABC1	C2DE	15-34	35+	Total	Total								
UNWEIGHTED SAMPLE	31074	18481	12593	7231	23843	13917	17157								
EST.POPULATION 15+ (000s)	52440	28817	23623	16393	36047	25645	26795								
	(000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)						
Newspaper Supplements - Weekday/Saturday															
LONDON EVENING STANDARD:		1658	3.2	1080	3.7	578	2.4	636	3.9	1022	2.8	1012	3.9	646	2.4
ES Magazine	H D	787	1.5	553	1.9	234	1.0	240	1.5	547	1.5	357	1.4	431	1.6
THE SUN ON SATURDAYS:		4153	7.9	1309	4.5	2844	12.0	1001	6.1	3152	8.7	2319	9.0	1834	6.8
TV Magazine	H	3121	6.0	922	3.2	2199	9.3	611	3.7	2510	7.0	1531	6.0	1591	5.9
DAILY MAIL ON SATURDAYS:		4078	7.8	2564	8.9	1514	6.4	439	2.7	3639	10.1	1861	7.3	2217	8.3
Weekend	H	3550	6.8	2222	7.7	1329	5.6	273	1.7	3278	9.1	1492	5.8	2059	7.7
THE GUARDIAN ON SATURDAYS:		1225	2.3	1059	3.7	166	0.7	246	1.5	980	2.7	577	2.3	648	2.4
Weekend	H	1002	1.9	899	3.1	103	0.4	134	0.8	868	2.4	434	1.7	568	2.1
Guide	H D	885	1.7	787	2.7	98	0.4	109	0.7	776	2.2	375	1.5	510	1.9
THE DAILY TELEGRAPH ON SATURDAYS:		1456	2.8	1230	4.3	226	1.0	118	0.7	1338	3.7	756	2.9	699	2.6
Telegraph Magazine	H	1146	2.2	987	3.4	159	0.7	62	0.4	1084	3.0	550	2.1	596	2.2
Your Money	H	886	1.7	769	2.7	117	0.5	19	0.1	867	2.4	526	2.0	361	1.3
THE TIMES ON SATURDAYS:		1261	2.4	1123	3.9	138	0.6	191	1.2	1070	3.0	663	2.6	598	2.2
The Times Magazine	H	1016	1.9	905	3.1	112	0.5	102	0.6	914	2.5	480	1.9	537	2.0
Saturday Review	H	1009	1.9	908	3.2	101	0.4	103	0.6	905	2.5	502	2.0	506	1.9
DAILY EXPRESS ON SATURDAYS:		959	1.8	524	1.8	436	1.8	88	0.5	872	2.4	511	2.0	449	1.7
Saturday	H	802	1.5	446	1.5	356	1.5	41	0.3	761	2.1	392	1.5	410	1.5
DAILY RECORD ON SATURDAYS:		439	0.8	153	0.5	286	1.2	56	0.3	382	1.1	225	0.9	213	0.8
Saturday	H D	340	0.6	118	0.4	222	0.9	26	0.2	314	0.9	164	0.6	176	0.7
DAILY MIRROR ON SATURDAYS:		1909	3.6	622	2.2	1287	5.4	293	1.8	1616	4.5	1013	4.0	895	3.3
We Love TV!	H	1434	2.7	464	1.6	970	4.1	165	1.0	1269	3.5	674	2.6	760	2.8
DAILY STAR ON SATURDAYS:		717	1.4	150	0.5	567	2.4	180	1.1	536	1.5	447	1.7	270	1.0
Big TV	H D	469	0.9	93	0.3	376	1.6	109	0.7	360	1.0	248	1.0	221	0.8

NRS Readership Estimates - Newspapers and Supplements
 AIR - Latest 12 Months- April 2016 - March 2017

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

UNWEIGHTED SAMPLE		31074		18481		12593		7231		23843		13917		17157	
EST.POPULATION 15+ (000s)		52440		28817		23623		16393		36047		25645		26795	
	(000s)		% (000s)		% (000s)		% (000s)		% (000s)		% (000s)		% (000s)		% (000s)

Newspaper Supplements - Sunday

THE MAIL ON SUNDAY:		3386	6.5	2112	7.3	1274	5.4	420	2.6	2966	8.2	1691	6.6	1695	6.3
You	H	2529	4.8	1593	5.5	936	4.0	214	1.3	2315	6.4	1019	4.0	1510	5.6
Event	H	2232	4.3	1396	4.8	836	3.5	159	1.0	2073	5.8	961	3.7	1271	4.7
THE SUNDAY TIMES:		1885	3.6	1645	5.7	239	1.0	307	1.9	1578	4.4	976	3.8	909	3.4
The Sunday Times Magazine	H	1537	2.9	1347	4.7	190	0.8	194	1.2	1343	3.7	748	2.9	789	2.9
Style	H	1213	2.3	1065	3.7	148	0.6	166	1.0	1047	2.9	477	1.9	736	2.7
Culture	H	1375	2.6	1219	4.2	156	0.7	161	1.0	1214	3.4	645	2.5	730	2.7
Business	H	1065	2.0	931	3.2	133	0.6	130	0.8	935	2.6	697	2.7	367	1.4
Money	H	1080	2.1	956	3.3	125	0.5	114	0.7	966	2.7	686	2.7	395	1.5
SUNDAY PEOPLE:		423	0.8	143	0.5	281	1.2	57	0.3	367	1.0	209	0.8	214	0.8
Love Sunday	H	304	0.6	98	0.3	206	0.9	29	0.2	275	0.8	116	0.5	188	0.7
SUNDAY MAIL:		506	1.0	188	0.7	318	1.3	77	0.5	430	1.2	255	1.0	251	0.9
Seven Days	H	372	0.7	138	0.5	234	1.0	45	0.3	327	0.9	160	0.6	213	0.8
THE SUNDAY TELEGRAPH:		1135	2.2	966	3.4	170	0.7	130	0.8	1006	2.8	606	2.4	530	2.0
Stella	H	696	1.3	590	2.0	106	0.4	50	0.3	646	1.8	289	1.1	407	1.5
Business & Money	H Z	719	1.4	640	2.2	80	0.3	44	0.3	675	1.9	467	1.8	252	0.9
THE OBSERVER:		808	1.5	708	2.5	100	0.4	130	0.8	678	1.9	405	1.6	403	1.5
The Observer Magazine	H	662	1.3	582	2.0	80	0.3	80	0.5	582	1.6	318	1.2	344	1.3
Observer Food Monthly	H	760	1.4	691	2.4	70	0.3	122	0.7	638	1.8	333	1.3	427	1.6
SUNDAY MIRROR:		1694	3.2	627	2.2	1067	4.5	351	2.1	1343	3.7	881	3.4	813	3.0
Notebook	H	1024	2.0	370	1.3	653	2.8	122	0.7	902	2.5	444	1.7	579	2.2
DAILY STAR SUNDAY:		494	0.9	124	0.4	370	1.6	128	0.8	366	1.0	291	1.1	203	0.8
TV Life	H D	325	0.6	68	0.2	257	1.1	75	0.5	250	0.7	165	0.6	159	0.6
SUNDAY EXPRESS:		842	1.6	510	1.8	332	1.4	106	0.6	736	2.0	439	1.7	403	1.5
'S' Magazine	H	661	1.3	399	1.4	262	1.1	54	0.3	607	1.7	316	1.2	345	1.3
THE SUN ON SUNDAY:		3279	6.3	1160	4.0	2119	9.0	884	5.4	2395	6.6	1823	7.1	1457	5.4
Fabulous	H	1891	3.6	642	2.2	1249	5.3	392	2.4	1498	4.2	746	2.9	1145	4.3
TV Soap	H	1916	3.7	647	2.2	1269	5.4	459	2.8	1457	4.0	819	3.2	1097	4.1

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 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.

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.

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 April - June 2016 and a monthly frequency for July 2016 - March 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-March 2017 and a net of data for the two former separate supplements 'Business' and 'Money' for April 2016-January 2017.