

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 - Newspapers and Supplements

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)	%	(000s)

Daily Newspapers - 6 Day AIR

The Sun	HA	3486	6.6	1093	3.8	2394	10.2	853	5.2	2634	7.3	2040	7.9	1447	5.4
Daily Mail	HA	3052	5.8	1912	6.6	1140	4.9	334	2.0	2718	7.5	1424	5.5	1628	6.1
Daily Mirror/Record	HAM	1926	3.7	660	2.3	1265	5.4	293	1.8	1633	4.5	1065	4.1	861	3.2
Daily Mirror	HA	1566	3.0	523	1.8	1043	4.4	252	1.5	1314	3.6	870	3.4	696	2.6
Daily Record	HA	393	0.7	140	0.5	253	1.1	56	0.3	337	0.9	215	0.8	178	0.7
The Daily Telegraph	HA	1101	2.1	951	3.3	150	0.6	121	0.7	980	2.7	598	2.3	503	1.9
The Times	HA	1056	2.0	923	3.2	133	0.6	181	1.1	875	2.4	582	2.3	474	1.8
The Guardian	HA	886	1.7	751	2.6	135	0.6	223	1.4	663	1.8	441	1.7	445	1.7
Daily Express	HA	827	1.6	451	1.6	376	1.6	87	0.5	740	2.0	434	1.7	393	1.5
Daily Star	HA	762	1.4	216	0.7	546	2.3	198	1.2	564	1.6	518	2.0	244	0.9
i	HA	509	1.0	409	1.4	100	0.4	88	0.5	420	1.2	293	1.1	216	0.8
Net national dailies	H P	11524	21.9	6302	21.7	5222	22.2	1827	11.1	9697	26.8	6137	23.9	5386	20.1
Gross national dailies	H P	13638	25.9	7368	25.3	6270	26.7	2393	14.6	11245	31.1	7414	28.8	6224	23.2
Metro	H L A	2963	5.6	1688	5.8	1275	5.4	1243	7.6	1720	4.8	1685	6.6	1278	4.8
London Evening Standard	H L A	1587	3.0	1030	3.5	557	2.4	617	3.8	970	2.7	971	3.8	616	2.3
The Press and Journal	Y R	111	0.2	59	0.2	52	0.2	12	0.1	100	0.3	48	0.2	63	0.2
The Courier - Dundee	Y R	93	0.2	51	0.2	42	0.2	14	0.1	78	0.2	42	0.2	51	0.2
The Herald-Scotland	T R	89	0.2	69	0.2	20	0.1	18	0.1	71	0.2	53	0.2	35	0.1
Yorkshire Post	T R	85	0.2	72	0.2	14	0.1	4	0.0	82	0.2	43	0.2	43	0.2
The Scotsman	T R	55	0.1	45	0.2	10	0.0	7	0.0	48	0.1	30	0.1	25	0.1
Any regional morning/evening	H J	5244	10.0	2891	9.9	2353	10.0	1452	8.8	3792	10.5	2756	10.7	2489	9.3
Any regional evening	H J	3638	6.9	1962	6.7	1676	7.1	1043	6.4	2594	7.2	1982	7.7	1656	6.2

Aggregate Daily Newspapers - Net AIR

The National	H M	3478	6.6	1873	6.4	1605	6.8	974	5.9	2504	6.9	1925	7.5	1554	5.8
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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	3111	5.9	2006	6.9	1106	4.7	371	2.3	2740	7.6	1537	6.0	1575	5.9
The Sun on Sunday	HA	3098	5.9	1075	3.7	2023	8.6	840	5.1	2258	6.2	1727	6.7	1371	5.1
The Sunday Times	HA	1835	3.5	1616	5.6	219	0.9	305	1.9	1530	4.2	981	3.8	854	3.2
Sunday Mirror	HA	1615	3.1	590	2.0	1025	4.4	321	2.0	1294	3.6	882	3.4	734	2.7
The Sunday Telegraph	HA	1087	2.1	953	3.3	134	0.6	137	0.8	950	2.6	585	2.3	501	1.9
Sunday Express	HA	815	1.6	483	1.7	332	1.4	104	0.6	711	2.0	425	1.7	391	1.5
The Observer	HA	809	1.5	714	2.5	95	0.4	141	0.9	668	1.8	405	1.6	403	1.5
Sunday Mail	HA	524	1.0	207	0.7	317	1.4	74	0.4	451	1.2	260	1.0	264	1.0
Daily Star Sunday	HA	488	0.9	129	0.4	359	1.5	121	0.7	367	1.0	297	1.2	191	0.7
Sunday People	HA	411	0.8	149	0.5	263	1.1	54	0.3	357	1.0	183	0.7	228	0.8
Sunday Post	H	386	0.7	185	0.6	200	0.9	33	0.2	352	1.0	162	0.6	224	0.8
Sunday Herald-Scotland	T	94	0.2	69	0.2	25	0.1	27	0.2	67	0.2	44	0.2	50	0.2
Scotland on Sunday	T A	64	0.1	55	0.2	9	0.0	8	0.0	56	0.2	34	0.1	30	0.1
Net national Sundays	H P	11376	21.6	6564	22.6	4812	20.5	1846	11.3	9530	26.4	5825	22.7	5551	20.7
Gross national Sundays	H P	14179	27.0	8106	27.9	6073	25.9	2501	15.2	11678	32.3	7443	29.0	6735	25.1

NRS Readership Estimates - Newspapers and Supplements  
 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)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)					
Newspaper Supplements - Weekday/Saturday															
LONDON EVENING STANDARD:		1587	3.0	1030	3.5	557	2.4	617	3.8	970	2.7	971	3.8	616	2.3
ES Magazine	H	806	1.5	581	2.0	224	1.0	260	1.6	545	1.5	365	1.4	441	1.6
THE SUN ON SATURDAYS:		3950	7.5	1227	4.2	2722	11.6	931	5.7	3018	8.3	2206	8.6	1744	6.5
TV Magazine	H	2926	5.6	850	2.9	2076	8.8	533	3.2	2394	6.6	1425	5.5	1502	5.6
DAILY MAIL ON SATURDAYS:		3871	7.4	2480	8.5	1391	5.9	380	2.3	3491	9.7	1792	7.0	2079	7.7
Weekend	H	3345	6.4	2109	7.3	1236	5.3	241	1.5	3103	8.6	1436	5.6	1909	7.1
THE GUARDIAN ON SATURDAYS:		1242	2.4	1080	3.7	162	0.7	259	1.6	983	2.7	568	2.2	674	2.5
Weekend	H	1055	2.0	939	3.2	115	0.5	158	1.0	897	2.5	443	1.7	612	2.3
Guide	H D	917	1.7	817	2.8	100	0.4	125	0.8	793	2.2	379	1.5	538	2.0
THE DAILY TELEGRAPH ON SATURDAYS:		1412	2.7	1216	4.2	196	0.8	136	0.8	1275	3.5	715	2.8	696	2.6
The Telegraph Magazine	H D	1105	2.1	956	3.3	149	0.6	77	0.5	1029	2.8	515	2.0	590	2.2
Your Money	H	827	1.6	710	2.4	117	0.5	24	0.1	803	2.2	478	1.9	350	1.3
THE TIMES ON SATURDAYS:		1319	2.5	1159	4.0	160	0.7	206	1.3	1113	3.1	713	2.8	606	2.3
The Times Magazine	H	1075	2.0	946	3.3	129	0.5	121	0.7	954	2.6	524	2.0	551	2.1
Saturday Review	H	1075	2.0	951	3.3	124	0.5	121	0.7	954	2.6	553	2.2	522	1.9
DAILY EXPRESS ON SATURDAYS:		981	1.9	533	1.8	448	1.9	96	0.6	885	2.4	507	2.0	475	1.8
Saturday	H	824	1.6	456	1.6	368	1.6	41	0.2	784	2.2	382	1.5	442	1.6
DAILY RECORD ON SATURDAYS:		444	0.8	151	0.5	293	1.2	73	0.4	371	1.0	216	0.8	228	0.8
Saturday	H D	353	0.7	115	0.4	239	1.0	37	0.2	317	0.9	161	0.6	192	0.7
DAILY MIRROR ON SATURDAYS:		1805	3.4	611	2.1	1194	5.1	290	1.8	1515	4.2	972	3.8	833	3.1
We Love TV!	H	1370	2.6	445	1.5	925	3.9	159	1.0	1211	3.3	655	2.5	715	2.7
DAILY STAR ON SATURDAYS:		732	1.4	190	0.7	542	2.3	210	1.3	522	1.4	453	1.8	278	1.0
Big TV	H D	471	0.9	112	0.4	360	1.5	111	0.7	360	1.0	250	1.0	221	0.8

NRS Readership Estimates - Newspapers and Supplements  
 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)	%	(000s)	%	(000s)	%	(000s)	%

Newspaper Supplements - Sunday

THE MAIL ON SUNDAY:		3111	5.9	2006	6.9	1106	4.7	371	2.3	2740	7.6	1537	6.0	1575	5.9
You	H	2322	4.4	1472	5.1	850	3.6	186	1.1	2136	5.9	923	3.6	1399	5.2
Event	H	2034	3.9	1277	4.4	757	3.2	144	0.9	1890	5.2	862	3.4	1172	4.4
THE SUNDAY TIMES:		1835	3.5	1616	5.6	219	0.9	305	1.9	1530	4.2	981	3.8	854	3.2
The Sunday Times Magazine	H	1498	2.8	1323	4.5	175	0.7	194	1.2	1304	3.6	735	2.9	763	2.8
Style	H	1167	2.2	1023	3.5	144	0.6	169	1.0	999	2.8	454	1.8	713	2.7
Culture	H	1341	2.6	1190	4.1	150	0.6	166	1.0	1175	3.3	636	2.5	704	2.6
Business and Money	H Z	1177	2.2	1048	3.6	129	0.5	137	0.8	1040	2.9	729	2.8	448	1.7
SUNDAY PEOPLE:		411	0.8	149	0.5	263	1.1	54	0.3	357	1.0	183	0.7	228	0.8
Love Sunday	H	303	0.6	116	0.4	187	0.8	28	0.2	275	0.8	103	0.4	200	0.7
SUNDAY MAIL:		524	1.0	207	0.7	317	1.4	74	0.4	451	1.2	260	1.0	264	1.0
Seven Days	H	394	0.7	150	0.5	244	1.0	37	0.2	357	1.0	173	0.7	220	0.8
THE SUNDAY TELEGRAPH:		1087	2.1	953	3.3	134	0.6	137	0.8	950	2.6	585	2.3	501	1.9
Stella	H	658	1.3	567	2.0	91	0.4	51	0.3	607	1.7	265	1.0	393	1.5
Business & Money	H Z	674	1.3	606	2.1	68	0.3	49	0.3	625	1.7	433	1.7	241	0.9
THE OBSERVER:		809	1.5	714	2.5	95	0.4	141	0.9	668	1.8	405	1.6	403	1.5
The Observer Magazine	H	662	1.3	591	2.0	71	0.3	85	0.5	577	1.6	313	1.2	349	1.3
Observer Food Monthly	H	763	1.5	698	2.4	65	0.3	126	0.8	637	1.8	329	1.3	434	1.6
SUNDAY MIRROR:		1615	3.1	590	2.0	1025	4.4	321	2.0	1294	3.6	882	3.4	734	2.7
Notebook	H	943	1.8	331	1.1	612	2.6	111	0.7	831	2.3	427	1.7	516	1.9
DAILY STAR SUNDAY:		488	0.9	129	0.4	359	1.5	121	0.7	367	1.0	297	1.2	191	0.7
TV Life	H D	334	0.6	74	0.3	260	1.1	62	0.4	272	0.8	184	0.7	150	0.6
SUNDAY EXPRESS:		815	1.6	483	1.7	332	1.4	104	0.6	711	2.0	425	1.7	391	1.5
'S' Magazine	H	642	1.2	394	1.4	248	1.1	49	0.3	593	1.6	308	1.2	335	1.2
THE SUN ON SUNDAY:		3098	5.9	1075	3.7	2023	8.6	840	5.1	2258	6.2	1727	6.7	1371	5.1
Fabulous	H	1775	3.4	584	2.0	1191	5.1	347	2.1	1428	4.0	719	2.8	1056	3.9
TV Soap	H	1772	3.4	581	2.0	1192	5.1	417	2.5	1356	3.8	770	3.0	1003	3.7

#### 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.