

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 18th December 2017**

NRS Readership Estimates - Newspapers and Supplements  
AIR - Latest 12 Months - October 2016 - September 2017

	Adults					Men		Women	
	Total	ABC1	C2DE	15-34	35+	Total	Total		
UNWEIGHTED SAMPLE	34202	20368	13834	7787	26415	15499	18703		
EST.POPULATION 15+ (000s)	52642	29215	23427	16418	36224	25754	26888		
	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)

Daily Newspapers - 6 Day AIR

The Sun	H A	3417	6.5	1069	3.7	2348	10.0	823	5.0	2594	7.2	1964	7.6	1452	5.4
Daily Mail	H A	2974	5.6	1856	6.4	1118	4.8	296	1.8	2678	7.4	1419	5.5	1555	5.8
Daily Mirror/Record	H AM	1884	3.6	663	2.3	1221	5.2	298	1.8	1586	4.4	1043	4.1	841	3.1
Daily Mirror	H A	1541	2.9	532	1.8	1009	4.3	253	1.5	1288	3.6	844	3.3	697	2.6
Daily Record	H A	369	0.7	132	0.5	237	1.0	60	0.4	309	0.9	216	0.8	153	0.6
The Daily Telegraph	H A	1101	2.1	923	3.2	178	0.8	124	0.8	977	2.7	594	2.3	507	1.9
The Times	H A	1072	2.0	938	3.2	134	0.6	201	1.2	871	2.4	597	2.3	475	1.8
The Guardian	H A	868	1.6	726	2.5	142	0.6	231	1.4	637	1.8	441	1.7	427	1.6
Daily Express	H A	808	1.5	436	1.5	372	1.6	79	0.5	730	2.0	425	1.7	383	1.4
Daily Star	H A	738	1.4	200	0.7	538	2.3	183	1.1	555	1.5	493	1.9	245	0.9
i	H A	488	0.9	403	1.4	85	0.4	88	0.5	400	1.1	284	1.1	204	0.8
Net national dailies	H P	11302	21.5	6200	21.2	5102	21.8	1776	10.8	9526	26.3	6013	23.3	5289	19.7
Gross national dailies	H P	13376	25.4	7217	24.7	6160	26.3	2338	14.2	11038	30.5	7277	28.3	6099	22.7
Metro	H L A	2973	5.6	1694	5.8	1280	5.5	1183	7.2	1790	4.9	1702	6.6	1272	4.7
London Evening Standard	H L A	1597	3.0	1061	3.6	537	2.3	607	3.7	990	2.7	950	3.7	647	2.4
The Press and Journal	Y R	110	0.2	57	0.2	53	0.2	9	0.1	101	0.3	54	0.2	56	0.2
The Courier - Dundee	Y R	95	0.2	52	0.2	42	0.2	19	0.1	76	0.2	46	0.2	49	0.2
The Herald-Scotland	T R	79	0.2	64	0.2	15	0.1	18	0.1	61	0.2	45	0.2	34	0.1
Yorkshire Post	T R	75	0.1	60	0.2	15	0.1	8	0.0	68	0.2	38	0.1	38	0.1
The Scotsman	T R	47	0.1	39	0.1	8	0.0	6	0.0	41	0.1	27	0.1	21	0.1
Any regional morning/evening	H J	4927	9.4	2722	9.3	2206	9.4	1267	7.7	3661	10.1	2569	10.0	2358	8.8
Any regional evening	H J	3774	7.2	2040	7.0	1734	7.4	1047	6.4	2727	7.5	2002	7.8	1772	6.6

Aggregate Daily Newspapers - Net AIR

The National	H M	3423	6.5	1884	6.4	1539	6.6	959	5.8	2464	6.8	1867	7.2	1556	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	H A	3051	5.8	1963	6.7	1088	4.6	366	2.2	2685	7.4	1493	5.8	1558	5.8
The Sun on Sunday	H A	2952	5.6	1032	3.5	1920	8.2	783	4.8	2169	6.0	1603	6.2	1349	5.0
The Sunday Times	H A	1838	3.5	1610	5.5	227	1.0	291	1.8	1546	4.3	962	3.7	876	3.3
Sunday Mirror	H A	1623	3.1	587	2.0	1036	4.4	322	2.0	1301	3.6	885	3.4	738	2.7
The Sunday Telegraph	H A	1066	2.0	908	3.1	158	0.7	156	1.0	910	2.5	567	2.2	499	1.9
Sunday Express	H A	805	1.5	469	1.6	336	1.4	101	0.6	705	1.9	425	1.6	381	1.4
The Observer	H A	781	1.5	679	2.3	102	0.4	131	0.8	650	1.8	397	1.5	383	1.4

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Daily Star Sunday	H A	527	1.0	127	0.4	400	1.7	138	0.8	390	1.1	320	1.2	208	0.8
Sunday Mail	H A	481	0.9	190	0.6	291	1.2	70	0.4	411	1.1	244	0.9	237	0.9
Sunday People	H A	431	0.8	147	0.5	284	1.2	43	0.3	388	1.1	204	0.8	226	0.8
Sunday Post	H	412	0.8	189	0.6	224	1.0	38	0.2	374	1.0	172	0.7	240	0.9
Sunday Herald-Scotland	T	88	0.2	66	0.2	22	0.1	27	0.2	61	0.2	46	0.2	42	0.2
Scotland on Sunday	T A	63	0.1	48	0.2	14	0.1	6	0.0	57	0.2	37	0.1	25	0.1
Net national Sundays	H P	11105	21.1	6408	21.9	4697	20.0	1794	10.9	9312	25.7	5633	21.9	5472	20.4
Gross national Sundays	H P	13968	26.5	7901	27.0	6066	25.9	2438	14.9	11529	31.8	7272	28.2	6696	24.9

NRS Readership Estimates - Newspapers and Supplements  
 AIR - Latest 12 Months - October 2016 - September 2017

	Adults					Men		Women							
	Total	ABC1	C2DE	15-34	35+	Total	Total								
UNWEIGHTED SAMPLE	34202	20368	13834	7787	26415	15499	18703								
EST.POPULATION 15+ (000s)	52642	29215	23427	16418	36224	25754	26888								
	(000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)								
Newspaper Supplements - Weekday/Saturday															
LONDON EVENING STANDARD:	1597	3.0	1061	3.6	537	2.3	607	3.7	990	2.7	950	3.7	647	2.4	
ES Magazine	H	804	1.5	580	2.0	225	1.0	243	1.5	562	1.6	357	1.4	447	1.7
THE SUN ON SATURDAYS:		3888	7.4	1225	4.2	2663	11.4	917	5.6	2971	8.2	2142	8.3	1746	6.5
TV Magazine	H	2875	5.5	843	2.9	2033	8.7	513	3.1	2362	6.5	1401	5.4	1474	5.5
DAILY MAIL ON SATURDAYS:		3798	7.2	2405	8.2	1393	5.9	349	2.1	3449	9.5	1774	6.9	2023	7.5
Weekend	H	3285	6.2	2061	7.1	1224	5.2	226	1.4	3059	8.4	1427	5.5	1858	6.9
THE GUARDIAN ON SATURDAYS:		1245	2.4	1069	3.7	175	0.7	285	1.7	960	2.6	583	2.3	662	2.5
Weekend	H	1034	2.0	918	3.1	116	0.5	169	1.0	864	2.4	448	1.7	586	2.2
Guide	H D	882	1.7	787	2.7	95	0.4	133	0.8	749	2.1	378	1.5	504	1.9
THE DAILY TELEGRAPH ON SATURDAYS:		1385	2.6	1176	4.0	209	0.9	141	0.9	1244	3.4	698	2.7	687	2.6
The Telegraph Magazine	H D	1064	2.0	907	3.1	157	0.7	79	0.5	984	2.7	483	1.9	580	2.2
Your Money	H	811	1.5	679	2.3	131	0.6	36	0.2	774	2.1	467	1.8	344	1.3
THE TIMES ON SATURDAYS:		1382	2.6	1220	4.2	163	0.7	228	1.4	1154	3.2	749	2.9	633	2.4
The Times Magazine	H	1107	2.1	986	3.4	121	0.5	130	0.8	977	2.7	535	2.1	572	2.1
Saturday Review	H	1107	2.1	991	3.4	116	0.5	129	0.8	977	2.7	575	2.2	532	2.0
DAILY EXPRESS ON SATURDAYS:		954	1.8	523	1.8	431	1.8	96	0.6	857	2.4	482	1.9	472	1.8
Saturday	H	802	1.5	452	1.5	349	1.5	51	0.3	751	2.1	366	1.4	436	1.6
DAILY RECORD ON SATURDAYS:		411	0.8	132	0.5	279	1.2	69	0.4	342	0.9	211	0.8	200	0.7
Saturday	H D	339	0.6	105	0.4	233	1.0	43	0.3	296	0.8	165	0.6	174	0.6
DAILY MIRROR ON SATURDAYS:		1769	3.4	596	2.0	1172	5.0	290	1.8	1479	4.1	977	3.8	792	2.9
We Love TV!	H	1345	2.6	447	1.5	898	3.8	171	1.0	1174	3.2	648	2.5	697	2.6
DAILY STAR ON SATURDAYS:		763	1.4	193	0.7	571	2.4	209	1.3	554	1.5	469	1.8	294	1.1
Big TV	H D	524	1.0	115	0.4	409	1.7	113	0.7	410	1.1	265	1.0	259	1.0

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EST.POPULATION 15+ (000s)		52642	29215	23427	16418	36224	25754	26888							
		(000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)	% (000s)						
Newspaper Supplements - Sunday															
THE MAIL ON SUNDAY:		3051	5.8	1963	6.7	1088	4.6	366	2.2	2685	7.4	1493	5.8	1558	5.8
You	H	2310	4.4	1481	5.1	828	3.5	178	1.1	2132	5.9	903	3.5	1406	5.2
Event	H	2036	3.9	1291	4.4	745	3.2	135	0.8	1901	5.2	882	3.4	1154	4.3
THE SUNDAY TIMES:		1838	3.5	1610	5.5	227	1.0	291	1.8	1546	4.3	962	3.7	876	3.3
The Sunday Times Magazine	H	1478	2.8	1310	4.5	169	0.7	170	1.0	1309	3.6	699	2.7	779	2.9
Style	H	1169	2.2	1032	3.5	137	0.6	146	0.9	1023	2.8	427	1.7	742	2.8
Culture	H	1335	2.5	1184	4.1	151	0.6	141	0.9	1195	3.3	612	2.4	724	2.7
Business and Money	H Z	1149	2.2	1023	3.5	126	0.5	123	0.8	1026	2.8	684	2.7	465	1.7
SUNDAY PEOPLE:		431	0.8	147	0.5	284	1.2	43	0.3	388	1.1	204	0.8	226	0.8
Love Sunday	H	315	0.6	119	0.4	196	0.8	22	0.1	293	0.8	119	0.5	196	0.7
SUNDAY MAIL:		481	0.9	190	0.6	291	1.2	70	0.4	411	1.1	244	0.9	237	0.9
Seven Days	H	369	0.7	144	0.5	224	1.0	33	0.2	335	0.9	165	0.6	203	0.8
THE SUNDAY TELEGRAPH:		1066	2.0	908	3.1	158	0.7	156	1.0	910	2.5	567	2.2	499	1.9
Stella	H	641	1.2	547	1.9	94	0.4	66	0.4	575	1.6	238	0.9	403	1.5
Business and Money	H Z	619	1.2	540	1.8	79	0.3	50	0.3	570	1.6	399	1.6	220	0.8
THE OBSERVER:		781	1.5	679	2.3	102	0.4	131	0.8	650	1.8	397	1.5	383	1.4
The Observer Magazine	H	638	1.2	572	2.0	66	0.3	83	0.5	555	1.5	307	1.2	331	1.2
Observer Food Monthly	H	777	1.5	713	2.4	65	0.3	118	0.7	659	1.8	336	1.3	442	1.6
SUNDAY MIRROR:		1623	3.1	587	2.0	1036	4.4	322	2.0	1301	3.6	885	3.4	738	2.7
Notebook	H	968	1.8	327	1.1	640	2.7	126	0.8	842	2.3	443	1.7	524	1.9
DAILY STAR SUNDAY:		527	1.0	127	0.4	400	1.7	138	0.8	390	1.1	320	1.2	208	0.8
TV Life	H D	366	0.7	66	0.2	299	1.3	63	0.4	302	0.8	191	0.7	174	0.6
SUNDAY EXPRESS:		805	1.5	469	1.6	336	1.4	101	0.6	705	1.9	425	1.6	381	1.4
'S' Magazine	H	636	1.2	389	1.3	247	1.1	54	0.3	582	1.6	308	1.2	328	1.2
THE SUN ON SUNDAY:		2952	5.6	1032	3.5	1920	8.2	783	4.8	2169	6.0	1603	6.2	1349	5.0
Fabulous	H	1719	3.3	580	2.0	1139	4.9	313	1.9	1406	3.9	695	2.7	1024	3.8
TV Soap	H	1676	3.2	568	1.9	1107	4.7	355	2.2	1320	3.6	704	2.7	972	3.6

**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** 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.

**X** Figures for BBC Countryfile are available from January 2017. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 9 months January - September 2017.

**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-September 2017 and a net of data for the two former separate supplements 'Business' and 'Money' for October 2016-January 2017.

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