

NRS Readership Estimates - Women's Magazines
 AIR - Latest 12 Months- October 2015 - September 2016

Women

Total ABC1 C2DE 15-34 35+

UNWEIGHTED SAMPLE
 EST.POPULATION 15+ (000s)

15225		8835		6390		3598		11627	
26669		14451		12218		8087		18582	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Women's Weekly Magazines

Take a Break	H	1507	5.7	499	3.5	1008	8.2	369	4.6	1138	6.1
OK!	H Z	1045	3.9	477	3.3	568	4.7	544	6.7	501	2.7
Hello!	H	880	3.3	478	3.3	402	3.3	297	3.7	583	3.1
Closer	H	672	2.5	326	2.3	345	2.8	371	4.6	300	1.6
Chat	H	655	2.5	206	1.4	449	3.7	175	2.2	480	2.6
Heat	H	586	2.2	261	1.8	325	2.7	371	4.6	215	1.2
Woman's Own	H	527	2.0	249	1.7	278	2.3	80	1.0	447	2.4
Woman's Weekly	H	525	2.0	246	1.7	279	2.3	57	0.7	467	2.5
That's Life!	H	416	1.6	130	0.9	286	2.3	135	1.7	282	1.5
Pick Me Up	H	402	1.5	142	1.0	260	2.1	184	2.3	217	1.2
Now	H	389	1.5	191	1.3	199	1.6	216	2.7	174	0.9
People's Friend	H	382	1.4	177	1.2	205	1.7	14	0.2	368	2.0
Woman	H	348	1.3	179	1.2	170	1.4	62	0.8	286	1.5
Bella	Y	340	1.3	155	1.1	186	1.5	61	0.8	279	1.5
Inside Soap	Y	340	1.3	127	0.9	213	1.7	163	2.0	177	1.0
Reveal	Y	266	1.0	127	0.9	139	1.1	168	2.1	98	0.5
Grazia	Y	242	0.9	175	1.2	67	0.5	107	1.3	135	0.7
Real People	Y	227	0.9	76	0.5	151	1.2	124	1.5	104	0.6
New!	Y	212	0.8	81	0.6	131	1.1	132	1.6	81	0.4
Look	Y	210	0.8	132	0.9	78	0.6	114	1.4	96	0.5
My Weekly	Y	198	0.7	75	0.5	122	1.0	6	0.1	192	1.0
Best	Y	194	0.7	86	0.6	108	0.9	17	0.2	177	1.0
Star	Y	164	0.6	52	0.4	112	0.9	109	1.3	55	0.3

Women's Fortnightly Magazines

Yours	H	355	1.3	144	1.0	211	1.7	14	0.2	341	1.8
All About Soap	Y	293	1.1	85	0.6	208	1.7	151	1.9	142	0.8
Soaplife	Y	270	1.0	87	0.6	183	1.5	151	1.9	120	0.6

NRS Readership Estimates - Women's Magazines
 AIR - Latest 12 Months- October 2015 - September 2016

Women

Total ABC1 C2DE 15-34 35+

UNWEIGHTED SAMPLE
 EST.POPULATION 15+ (000s)

15225	8835	6390	3598	11627
26669	14451	12218	8087	18582
(000s)	%	(000s)	%	(000s)

Women's Monthly Magazines

Tesco - Food Family Living	H	3608	13.5	1890	13.1	1718	14.1	967	12.0	2640	14.2
Asda Good Living	H D	2818	10.6	1264	8.7	1554	12.7	847	10.5	1972	10.6
Sainsbury's Magazine	H	2017	7.6	1291	8.9	726	5.9	509	6.3	1508	8.1
Waitrose Food	H D	1802	6.8	1426	9.9	376	3.1	416	5.1	1386	7.5
Good Housekeeping	H	1357	5.1	996	6.9	361	3.0	166	2.1	1191	6.4
Cosmopolitan	H	1260	4.7	781	5.4	479	3.9	805	10.0	455	2.4
Vogue	H	1109	4.2	700	4.8	409	3.3	633	7.8	476	2.6
BBC Good Food	H	1051	3.9	760	5.3	291	2.4	413	5.1	638	3.4
Glamour	H	873	3.3	573	4.0	299	2.4	571	7.1	302	1.6
Ideal Home	H	697	2.6	452	3.1	245	2.0	156	1.9	542	2.9
Woman & Home	H	686	2.6	429	3.0	257	2.1	60	0.7	626	3.4
Elle	H	668	2.5	461	3.2	207	1.7	414	5.1	254	1.4
Marie Claire	H	603	2.3	394	2.7	210	1.7	237	2.9	367	2.0
Country Living	H	570	2.1	399	2.8	171	1.4	103	1.3	468	2.5
Women's Health	Y	505	1.9	312	2.2	193	1.6	239	3.0	266	1.4
Weight Watchers Magazine	H	471	1.8	285	2.0	186	1.5	130	1.6	341	1.8
House & Garden	H	429	1.6	272	1.9	156	1.3	54	0.7	375	2.0
Homes & Gardens	H	424	1.6	295	2.0	129	1.1	64	0.8	360	1.9
House Beautiful	H	406	1.5	252	1.7	154	1.3	65	0.8	340	1.8
Prima	H	397	1.5	247	1.7	149	1.2	24	0.3	372	2.0
Mother And Baby	Y	370	1.4	164	1.1	206	1.7	232	2.9	138	0.7
Country Homes & Interiors	Y	330	1.2	230	1.6	99	0.8	53	0.7	276	1.5
25 Beautiful Homes	Y	327	1.2	218	1.5	109	0.9	48	0.6	279	1.5
Red	H	318	1.2	271	1.9	47	0.4	81	1.0	237	1.3
Jamie	Y	290	1.1	188	1.3	103	0.8	138	1.7	152	0.8
InStyle	Y	268	1.0	161	1.1	107	0.9	143	1.8	125	0.7
Hello! Fashion Monthly	Y	218	0.8	116	0.8	102	0.8	82	1.0	136	0.7
Elle Decoration	Y	213	0.8	150	1.0	63	0.5	87	1.1	125	0.7
Vanity Fair	Y	205	0.8	144	1.0	61	0.5	120	1.5	84	0.5
Homes & Antiques	Y	200	0.7	132	0.9	67	0.6	19	0.2	180	1.0
Delicious	Y	193	0.7	162	1.1	32	0.3	64	0.8	129	0.7
Style at Home	T	175	0.7	115	0.8	60	0.5	65	0.8	110	0.6
Real Homes	T	147	0.6	77	0.5	71	0.6	22	0.3	125	0.7
Living etc	T	147	0.6	114	0.8	33	0.3	29	0.4	118	0.6
Essentials	T	143	0.5	88	0.6	56	0.5	24	0.3	119	0.6
BBC Easy Cook	T F	141	0.5	93	0.6	48	0.4	38	0.5	103	0.6
Harper's Bazaar	T	132	0.5	102	0.7	30	0.2	51	0.6	82	0.4
Tatler	Y	124	0.5	101	0.7	23	0.2	38	0.5	86	0.5
Olive	T	110	0.4	69	0.5	41	0.3	19	0.2	91	0.5
Top Sante	T	106	0.4	65	0.5	41	0.3	15	0.2	91	0.5
Period Living	T	102	0.4	67	0.5	35	0.3	9	0.1	93	0.5
World of Interiors	T	88	0.3	70	0.5	18	0.1	17	0.2	71	0.4

Women's Bi-monthly Magazines

Boots Health & Beauty	H	2604	9.8	1621	11.2	983	8.0	1032	12.8	1572	8.5
Slimming World Magazine	H	1514	5.7	882	6.1	632	5.2	413	5.1	1101	5.9
You & Your Wedding	T	165	0.6	91	0.6	74	0.6	100	1.2	65	0.4
Brides	Y	163	0.6	98	0.7	65	0.5	77	0.9	87	0.5

Women's Quarterly Magazines

John Lewis Edition	H	1000	3.8	788	5.5	212	1.7	230	2.8	770	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 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.

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 October 2015 - June 2016 and a monthly frequency for July - September 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) and Yorkshire Evening Post.

N The following title appeared on a Masthead screen for New Titles during the past 12 months:
Nature's Home (October 2015-June 2016)

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.

ES Magazine. For the period November 2014-September 2015, this title was measured and reported as a weekly stand-alone magazine. From October 2015 it has reverted to being measured and reported as a supplement of London Evening Standard.