

NRS Readership Estimates - Women's Magazines
 AIR - Latest 12 Months- January - December 2016

Women

Total ABC1 C2DE 15-34 35+

UNWEIGHTED SAMPLE
 EST.POPULATION 15+ (000s)

15521	9160	6361	3546	11975	
26742	14608	12134	8082	18660	
(000s)	%	(000s)	%	(000s)	%

Women's Weekly Magazines

Take a Break	H	1404	5.2	461	3.2	943	7.8	349	4.3	1055	5.7
OK!	H Z	921	3.4	400	2.7	521	4.3	481	6.0	440	2.4
Hello!	H	777	2.9	430	2.9	347	2.9	252	3.1	525	2.8
Chat	H	592	2.2	168	1.2	424	3.5	158	2.0	434	2.3
Closer	H	574	2.1	285	2.0	289	2.4	298	3.7	276	1.5
Heat	H	496	1.9	235	1.6	261	2.1	310	3.8	185	1.0
Woman's Own	H	488	1.8	196	1.3	292	2.4	67	0.8	421	2.3
Woman's Weekly	H	483	1.8	216	1.5	267	2.2	45	0.6	438	2.3
That's Life!	H	397	1.5	115	0.8	282	2.3	119	1.5	278	1.5
Pick Me Up	H	347	1.3	104	0.7	243	2.0	164	2.0	183	1.0
People's Friend	H	331	1.2	150	1.0	182	1.5	2	0.0	329	1.8
Now	H	298	1.1	136	0.9	161	1.3	164	2.0	134	0.7
Woman	Y	297	1.1	139	1.0	158	1.3	42	0.5	254	1.4
Bella	Y	280	1.0	113	0.8	167	1.4	54	0.7	226	1.2
Inside Soap	Y	275	1.0	106	0.7	169	1.4	137	1.7	139	0.7
Grazia	Y	246	0.9	176	1.2	70	0.6	110	1.4	136	0.7
Reveal	Y	201	0.8	84	0.6	117	1.0	120	1.5	81	0.4
New!	Y	199	0.7	71	0.5	129	1.1	134	1.7	66	0.4
Real People	Y	196	0.7	48	0.3	147	1.2	95	1.2	101	0.5
My Weekly	Y	179	0.7	66	0.5	112	0.9	6	0.1	172	0.9
Look	Y	166	0.6	97	0.7	69	0.6	84	1.0	82	0.4
Best	Y	164	0.6	69	0.5	96	0.8	19	0.2	145	0.8
Star	Y	132	0.5	36	0.2	96	0.8	87	1.1	45	0.2

Women's Fortnightly Magazines

Yours	H	354	1.3	160	1.1	193	1.6	12	0.1	342	1.8
Soaplife	Y	195	0.7	59	0.4	136	1.1	114	1.4	82	0.4

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Women's Monthly Magazines

Tesco - Food Family Living	H	3696	13.8	1910	13.1	1786	14.7	1079	13.3	2617	14.0
Asda Good Living	H D	2203	8.2	1021	7.0	1183	9.7	697	8.6	1506	8.1
Sainsbury's Magazine	H	1976	7.4	1313	9.0	662	5.5	514	6.4	1461	7.8
Waitrose Food	H D	1888	7.1	1472	10.1	416	3.4	436	5.4	1451	7.8
Good Housekeeping	H	1272	4.8	937	6.4	335	2.8	164	2.0	1108	5.9
Cosmopolitan	H	1220	4.6	772	5.3	448	3.7	791	9.8	429	2.3
Vogue	H	1074	4.0	713	4.9	361	3.0	599	7.4	475	2.5
BBC Good Food	H	1057	4.0	757	5.2	300	2.5	418	5.2	639	3.4
Glamour	H	850	3.2	571	3.9	279	2.3	566	7.0	285	1.5
Ideal Home	H	690	2.6	475	3.3	215	1.8	138	1.7	552	3.0
Elle	H	662	2.5	455	3.1	207	1.7	412	5.1	250	1.3
Woman & Home	H	629	2.4	409	2.8	219	1.8	38	0.5	591	3.2
Marie Claire	H	584	2.2	369	2.5	216	1.8	247	3.1	338	1.8
Country Living	H	563	2.1	396	2.7	167	1.4	87	1.1	476	2.5
Women's Health	Y	478	1.8	281	1.9	196	1.6	238	2.9	239	1.3
Homes & Gardens	H	441	1.7	315	2.2	126	1.0	55	0.7	386	2.1
Weight Watchers Magazine	H	432	1.6	265	1.8	166	1.4	138	1.7	293	1.6
House & Garden	H	418	1.6	288	2.0	130	1.1	55	0.7	363	1.9
House Beautiful	H	415	1.6	277	1.9	138	1.1	68	0.8	348	1.9
Mother And Baby	Y	376	1.4	176	1.2	200	1.6	236	2.9	140	0.8
Prima	H	369	1.4	249	1.7	119	1.0	19	0.2	349	1.9
Country Homes & Interiors	Y	355	1.3	260	1.8	95	0.8	76	0.9	280	1.5
25 Beautiful Homes	Y	319	1.2	223	1.5	96	0.8	47	0.6	272	1.5
Red	Y	283	1.1	248	1.7	35	0.3	51	0.6	232	1.2
Jamie	Y	250	0.9	162	1.1	88	0.7	119	1.5	132	0.7
InStyle	Y	245	0.9	151	1.0	94	0.8	130	1.6	115	0.6
Vanity Fair	Y	207	0.8	137	0.9	70	0.6	120	1.5	87	0.5
Elle Decoration	Y	196	0.7	150	1.0	46	0.4	72	0.9	124	0.7
Homes & Antiques	Y	190	0.7	127	0.9	63	0.5	24	0.3	166	0.9
Style at Home	T	181	0.7	107	0.7	74	0.6	67	0.8	114	0.6
Delicious	Y	172	0.6	135	0.9	36	0.3	57	0.7	115	0.6
HELLO! Fashion Monthly	Y	159	0.6	71	0.5	88	0.7	56	0.7	103	0.6
Real Homes	T	145	0.5	84	0.6	62	0.5	26	0.3	119	0.6
Living etc	T	141	0.5	118	0.8	23	0.2	20	0.2	121	0.7
BBC Easy Cook	T F	136	0.5	89	0.6	47	0.4	39	0.5	97	0.5
Essentials	T	134	0.5	93	0.6	41	0.3	24	0.3	109	0.6
Harper's Bazaar	T	120	0.4	92	0.6	27	0.2	53	0.7	67	0.4
Olive	T	114	0.4	78	0.5	36	0.3	20	0.3	94	0.5
Tatler	Y	112	0.4	96	0.7	15	0.1	38	0.5	74	0.4
Period Living	T	104	0.4	77	0.5	27	0.2	17	0.2	87	0.5
Top Sante	T	99	0.4	61	0.4	38	0.3	14	0.2	85	0.5
World of Interiors	T	77	0.3	65	0.4	13	0.1	15	0.2	62	0.3

Women's Bi-monthly Magazines

Boots Health & Beauty	H	2425	9.1	1522	10.4	903	7.4	988	12.2	1437	7.7
Slimming World Magazine	H	1561	5.8	904	6.2	658	5.4	460	5.7	1102	5.9
You & Your Wedding	T	162	0.6	99	0.7	64	0.5	94	1.2	68	0.4
Brides	Y	137	0.5	81	0.6	56	0.5	65	0.8	72	0.4

Women's Quarterly Magazines

John Lewis Edition	H	972	3.6	763	5.2	209	1.7	201	2.5	771	4.1
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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.