



### Notes about this Report

This report shows NRS **Average Issue Readership** estimates sorted by publication group (daily newspapers, Sunday newspapers, general weekly magazines etc.) for two data periods, 12 months and 6 months. Virtually all publications are reported on the 12-month base\*, but only those with a sufficient sample size are reported on the 6-month base. The first column is the estimate (in 000s) for the most recent data period, the second column the estimate for the equivalent period a year ago. The third and fourth columns show the difference in the estimates between those periods, expressed in 000s and as a plus or minus percentage change.

**There are separate reports for All Adults, Scotland, Men and Women.**

This report also shows, for comparison, **circulation** figures (source: ABC, UK only figures [www.abc.org.uk](http://www.abc.org.uk)) for national daily and Sunday newspapers.

### Statistically Significant Period-on-Period Changes

The NRS survey is based on an ever-changing sample of the British population. Therefore, when reviewing year-on-year or 6-month on 6-month changes, it is crucial to remember that we are reviewing completely different sets of people and therefore the data are subject to variation.

In order to gauge whether period-on-period changes are 'real', rather than due to different samples, the NRS conducts statistical tests on the changes. As a result of these tests, the NRS is able to say whether we can be 95% confident that the change is a real one i.e. there is only a one in 20 chance that the change is not a real one.

Looking at the data for October 2012-September 2013 compared to the period October 2011-September 2012, the changes marked in red show that we can be 95% confident that the change is real. Any other period-on-period changes are sufficiently small that they may be due to sample variation alone, and they do not necessarily mean that there has been a real change.

**Therefore, when making any period-on-period comparison, it is important to express it as a difference in the *readership estimate*, rather than a change in the actual readership.**

**Average Issue Readership** (or **AIR**) is the most commonly used estimate of a publication's readership provided by the NRS. An "average issue reader" is defined as anyone who has read a publication within the interval between one issue and the next, in other words read yesterday for a daily newspaper, read in the last 7 days for a weekly newspaper or magazine, read in the past 4 weeks for a monthly magazine etc.

### About NRS Estimates

The National Readership Survey estimates the number (and type) of people who read national daily and Sunday newspapers, newspaper supplements, and general and women's magazines.

The NRS is a continuous survey based on interviews with a representative sample of 36,000 adults in Great Britain every year. The published readership estimates are used by publishers and agencies as a basis for buying and selling advertising space in newspapers and magazines. NRS provides readership estimates for some 270 publications.

### Further data from NRS

The full NRS database is released to subscribers on a quarterly basis, for periods ending March, June, September and December. It contains a wealth of information about the type of readers that different publications have. A summary of these data can be found at the NRS web site: [www.nrs.co.uk](http://www.nrs.co.uk), or alternatively, NRS Ltd. would be happy to assist you.

**For further information contact the National Readership Survey Ltd:**

**40 Parker Street, London, WC2B 5PQ**

**Tel: 020 7242 8111**

\* Some relatively small publications are reported on a 24-month base.

NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

Base: adults

\*Denotes title published on a 24 month base

	12-MONTH DATA				12-MONTH DATA: ABC (UK ONLY)				6-MONTH DATA			
	OCT'12-SEP'13	OCT'11-SEP'12	Difference year-on-year		OCT'12-SEP'13	OCT'11-SEP'12	Difference year-on-year		APR'13-SEP'13	APR'12-SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	36,154	35,786							18,254	18,406		
EST.POPULATION 15+ (000s)	51,245	50,525							51,454	50,620		
	000s	000s	000s	%					000s	000s	000s	%
<b>Daily Newspapers - 6 Day AIR</b>												
The Daily Telegraph	1,312	1,394	-82	-6%	532,767	563,555	-30,788	-5%	1,293	1,373	-80	-6%
Financial Times	296	285	+11	+4%	81,288	93,052	-11,764	-13%				
The Guardian	890	1,062	-172	-16%	193,038	213,732	-20,694	-10%	820	1,094	-273	-25%
The Independent	393	506	-114	-22%	74,301	100,960	-26,660	-26%	373	474	-102	-21%
i	568	561	+7	+1%	299,586	258,473	41,113	+16%				
The Times	1,240	1,310	-70	-5%	374,398	379,600	-5,203	-1%	1,194	1,315	-121	-9%
Daily Express	1,114	1,265	-151	-12%	511,683	556,842	-45,160	-8%	1,135	1,220	-85	-7%
Daily Mail	4,269	4,320	-51	-1%	1,698,487	1,808,970	-110,484	-6%	4,206	4,159	+47	+1%
Daily Mirror/Record	3,357	3,849	-491	-13%	1,191,151	1,262,612	-71,461	-6%	3,176	3,688	-513	-14%
Daily Mirror	2,639	3,062	-424	-14%	947,873	991,979	-44,106	-4%	2,486	2,921	-435	-15%
Daily Record	747	810	-64	-8%	243,278	270,633	-27,355	-10%	718	790	-72	-9%
Daily Star	1,158	1,421	-263	-19%	474,134	537,795	-63,662	-12%	1,206	1,447	-241	-17%
The Sun	6,123	7,084	-961	-14%	2,191,226	2,479,509	-288,283	-12%	5,917	7,085	-1168	-16%
<b>Daily Newspapers - 5 Day AIR</b>												
London Ev Standard	1,565	1,553	+13	+1%	696,993	700,202	-3,209	-0%	1,439	1,557	-119	-8%
Metro	3,299	3,633	-334	-9%	1,360,803	1,379,763	-18,960	-1%	3,038	3,506	-468	-13%
<b>Daily Morning/Evening Regionals</b>												
The Press and Journal	172	201	-29	-14%								
The Courier - Dundee	135	127	+7	+6%								
The Herald	109	160	-51	-32%								
Glasgow Evening Times*	126	140	-14	-10%								
The Scotsman*	108	129	-20	-16%								
Yorkshire Post*	122	134	-12	-9%								
<b>Aggregate Daily Newspapers - Net AIR</b>												
The National (Net)	3,437	n/a	-	-					3,254	n/a	-	-
The combined figures for THE NATIONAL are net readership figures for Birmingham Mail, Hull Daily Mail, The Chronicle (Newcastle), Express and Star (West Midlands), Lancashire Evening Post, Leicester Mercury, Liverpool Echo, London Evening Standard, Manchester Evening News, Nottingham Post, Bristol Post, The Sentinel (Staffordshire), South Wales Echo, South Wales Evening Post, The Star (Sheffield, Doncaster) and Yorkshire Evening Post.												
1 Local (net)	5,277	n/a	-	-					5,181	n/a	-	-
The combined figures for 1 LOCAL are net readership figures for Birmingham Mail, Burton Mail, Cambridge News, Coventry Telegraph, Daily Echo (Bournemouth), Daily Echo (Southampton), Daily Gazette (Colchester), Daily Post (Wales), Derby Telegraph, Dorset Echo, East Anglian Daily Times, Eastern Daily Press, Echo (Basildon), Echo (Southend), Edinburgh Evening News, Evening Chronicle (Newcastle), Evening Express (Aberdeen), Evening Gazette (Teesside), Middlesbrough, Stockton, Evening Telegraph (Dundee), Evening Times (Glasgow), Express & Star (West Midlands), Gloucestershire Echo, Greenock Telegraph, Grimsby Telegraph, Hartlepool Mail, Hull Daily Mail, Ipswich Star, Lancashire Evening Post, Lancashire Telegraph, Leicester Mercury, Liverpool Echo, Manchester Evening News, News & Star (Carlisle), North West Evening Mail, Norwich Evening News, Nottingham Post, Nuneaton News, Oldham Evening Chronicle, Oxford Mail, Paisley Daily Express, Shropshire Star, South Wales Argus, South Wales Echo, South Wales Evening Post, Sunderland Echo, Swindon Advertiser, Telegraph & Argus (Bradford), The Argus (Brighton, East/West Sussex), The Bolton News, The Citizen (Gloucester), The Courier (Dundee), The Gazette (Blackpool), The Herald (Plymouth), The Herald (Scotland), The Huddersfield Daily Examiner, The Journal (Newcastle), The Leader (Chester), The Leader (Wrexham), The News (Portsmouth), The Northern Echo, Bristol Post, The Press (York), The Press and Journal (Aberdeen), The Scotsman, The Sentinel (Staffordshire), The Shields Gazette, The Star (Sheffield), Western Daily Press, Western Mail (Wales), Western Morning News (Plymouth), Wigan Evening Post, Worcester News, Yorkshire Evening Post, Yorkshire Post.												
<b>Sunday Newspapers</b>												
The Observer	905	1,054	-150	-14%	218,797	246,763	-27,966	-11%	852	970	-117	-12%
The Sunday Telegraph	1,329	1,408	-79	-6%	418,492	443,095	-24,603	-6%	1,287	1,395	-108	-8%
The Independent on Sunday	472	535	-63	-12%	113,726	123,267	-9,541	-8%	431	545	-114	-21%
The Sunday Times	2,522	2,508	+14	+1%	726,745	783,536	-56,791	-7%	2,458	2,513	-55	-2%
The Mail on Sunday	4,555	4,891	-336	-7%	1,503,286	1,652,729	-149,444	-9%	4,310	4,681	-371	-8%
Sunday Express	1,062	1,330	-268	-20%	451,927	531,063	-79,137	-15%	1,069	1,289	-219	-17%
Sunday People	790	1,357	-567	-42%	391,843	540,706	-148,863	-28%	747	1,140	-393	-34%
The Sun (Sunday)	5,424	n/a	-	-	1,831,211	n/a	-	-	5,149	6,057	-909	-15%
Sunday Mail	865	948	-83	-9%	277,122	328,427	-51,305	-16%	837	878	-41	-5%
Sunday Mirror	2,688	3,657	-968	-26%	971,825	1,252,376	-280,552	-22%	2,572	3,149	-577	-18%
The Sunday Post	606	787	-181	-23%	235,918	278,994	-43,077	-15%	588	705	-116	-17%
Daily Star Sunday	869	1,090	-222	-20%	317,987	491,902	-173,916	-35%	877	925	-48	-5%
Scotland on Sunday	150	140	+10	+7%	n/a	45,804	-	-				
Sunday Herald	84	125	-41	-33%	n/a	n/a	-	-				



Red denotes statistically significant difference

NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

Base: adults

\*Denotes title published on a 24 month base

	12-MONTH DATA				6-MONTH DATA			
	OCT'12- SEP'13	OCT'11- SEP'12	Difference year-on-year		APR'13- SEP'13	APR'12- SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	36,154	35,786			18,254	18,406		
EST. POPULATION 15+ (000s)	51,245	50,525			51,454	50,620		
	000s	000s	000s	%	000s	000s	000s	%
<b>Newspaper Supplements: Weekday/Saturday</b>								
<b>The Daily Telegraph</b>								
Telegraph Magazine	1,398	1,456	-58	-4%	1,338	1,478	-140	-9%
Your Money	978	1,013	-35	-3%	975	1,037	-63	-6%
<b>Financial Times</b>								
FT Money	185	180	+5	+3%				
<b>The Guardian</b>								
The Guide	1,012	1,056	-44	-4%	963	1,037	-74	-7%
Money	728	704	+23	+3%	695	678	+17	+3%
Weekend	1,055	1,117	-61	-6%	1,022	1,130	-108	-10%
<b>The Independent</b>								
The Independent Magazine	281	350	-69	-20%	257	307	-50	-16%
<b>The Times on Saturdays</b>								
The Times Magazine	1,104	1,096	+8	+1%	1,100	1,073	+27	+3%
Saturday Review	1,061	1,086	-25	-2%	1,047	1,087	-40	-4%
<b>Daily Express</b>								
Saturday	1,045	1,166	-121	-10%	1,099	1,101	-1	+0%
<b>Daily Mail</b>								
Weekend	4,479	4,618	-138	-3%	4,368	4,428	-60	-1%
<b>Daily Mirror</b>								
We Love TV!	2,000	2,294	-294	-13%	2,001	2,212	-211	-10%
<b>Daily Star</b>								
Hot TV	677	884	-207	-23%	744	873	-130	-15%
<b>Daily Record</b>								
Saturday Plus	578	724	-146	-20%	542	663	-121	-18%
<b>The Sun</b>								
TV Magazine	4,711	5,142	-431	-8%	4,566	5,202	-636	-12%
<b>Evening Standard</b>								
ES Magazine	646	625	+21	+3%	676	554	+122	+22%



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UNWEIGHTED SAMPLE	36,154	35,786			18,254	18,406		
EST. POPULATION 15+ (000s)	51,245	50,525			51,454	50,620		
	000s	000s	000s	%	000s	000s	000s	%
<b>Newspaper Supplements: Sunday</b>								
<b>The Observer</b>								
The Observer Magazine	762	783	-21	-3%	750	778	-28	-4%
Obs. Food Monthly	738	755	-16	-2%	745	671	+74	+11%
<b>The Sunday Telegraph</b>								
Stella	797	840	-43	-5%	807	783	+25	+3%
Business	738	711	+27	+4%	714	679	+35	+5%
Money	773	733	+40	+5%	742	704	+38	+5%
Seven	836	875	-40	-5%	811	829	-18	-2%
<b>Independent on Sunday</b>								
The New Review	275	344	-69	-20%	246	347	-102	-29%
<b>The Sunday Times</b>								
The Sunday Times Magazine	2,042	2,021	+21	+1%	2,015	2,040	-24	-1%
Style	1,672	1,652	+20	+1%	1,664	1,635	+30	+2%
Culture	1,864	1,815	+49	+3%	1,827	1,790	+38	+2%
Business	1,405	1,368	+38	+3%	1,393	1,317	+76	+6%
Money	1,456	1,403	+53	+4%	1,440	1,367	+73	+5%
<b>Mail on Sunday</b>								
You	3,392	3,738	-346	-9%	3,143	3,616	-474	-13%
Event	3,050	3,353	-303	-9%	2,730	3,227	-497	-15%
<b>Sunday Express</b>								
S' Magazine	817	1,017	-200	-20%	784	984	-200	-20%
Sunday Express' Financial	515	637	-122	-19%	475	593	-118	-20%
<b>Sunday People</b>								
Take It Easy!	566	992	-427	-43%	535	846	-311	-37%
<b>The Sun (Sunday)</b>								
Fabulous	3,405	4,103	-699	-17%	3,318	3,860	-542	-14%
<b>Sunday Mail</b>								
Seven Days	660	725	-64	-9%	623	682	-60	-9%
<b>Sunday Mirror</b>								
Holidays and Getaways	1,606	2,124	-518	-24%	1,592	1,848	-256	-14%
Notebook	1,476	n/a	-	-	1,476	n/a	-	-
<b>Daily Star Sunday</b>								
OK! Extra	529	659	-129	-20%	550	567	-17	-3%



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NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

Base: Scotland

\*Denotes title published on a 24 month base

	12-MONTH DATA				12-MONTH DATA: ABC (SCOTLAND ONLY)				6-MONTH DATA			
	OCT'12-SEP'13	OCT'11-SEP'12	Difference year-on-year		OCT'12-SEP'13	OCT'11-SEP'12	Difference year-on-year		APR'13-SEP'13	APR'12-SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	5,073	5,340							2,517	2,710		
EST. POPULATION 15+ (000s)	4,387	4,348							4,398	4,354		
	000s	000s	000s	%					000s	000s	000s	%
<b>Daily Newspapers - 6 Day AIR</b>												
The Daily Telegraph	50	40	+11	+27%	18,556	19,537	-981	-5%	54	41	+13	+31%
Financial Times	16	15	+2	+11%	2,654	3,135	-481	-15%				
The Guardian	44	50	-6	-12%	10,988	12,102	-1,114	-9%	47	42	+5	+12%
The Independent	17	19	-2	-9%	3,172	5,139	-1,967	-38%	20	20	+1	+3%
i	40	34	+6	+18%	18,983	15,678	3,305	+21%				
The Times	39	51	-12	-23%	18,786	18,941	-156	-1%	37	40	-3	-8%
Daily Express	112	127	-15	-12%	55,349	60,497	-5,148	-9%	119	106	+13	+12%
Daily Mail	235	214	+21	+10%	100,424	106,245	-5,821	-5%	237	221	+16	+7%
Daily Mirror/Record	756	827	-71	-9%	254,227	279,780	-25,554	-9%	724	786	-61	-8%
Daily Mirror	49	59	-10	-16%	20,159	21,944	-1,785	-8%	50	43	+7	+15%
Daily Record	728	790	-62	-8%	234,068	257,837	-23,769	-9%	695	762	-67	-9%
Daily Star	104	149	-46	-31%	51,128	59,985	-8,857	-15%	104	135	-32	-23%
The Sun	708	813	-105	-13%	272,234	307,591	-35,357	-11%	706	778	-72	-9%
<b>Daily Morning/Evening Regionals</b>												
The Press and Journal	172	201	-29	-14%								
The Courier - Dundee	135	127	+7	+6%								
The Herald	106	160	-53	-33%								
Glasgow Evening Times*	126	134	-8	-6%								
The Scotsman*	104	105	-1	-1%								
<b>Daily Newspapers - 5 Day AIR</b>												
Metro	223	289	-66	-23%	124,730	125,485	-756	-1%	192	262	-69	-27%
<b>Aggregate Daily Newspapers - Net AIR</b>												
1 Local (net)	861	n/a	-	-					931	n/a	-	-
<p>The combined figures for 1 LOCAL are net readership figures for Birmingham Mail, Burton Mail, Cambridge News, Coventry Telegraph, Daily Echo (Bournemouth), Daily Echo (Southampton), Daily Gazette (Colchester), Daily Post (Wales), Derby Telegraph, Dorset Echo, East Anglian Daily Times, Eastern Daily Press, Echo (Basildon), Echo (Southend), Edinburgh Evening News, Evening Chronicle (Newcastle), Evening Express (Aberdeen), Evening Gazette (Teesside), Middlesbrough, Stockton, Evening Telegraph (Dundee), Evening Times (Glasgow), Express &amp; Star (West Midlands), Gloucestershire Echo, Greenock Telegraph, Grimsby Telegraph, Hartlepool Mail, Hull Daily Mail, Ipswich Star, Lancashire Evening Post, Lancashire Telegraph, Leicester Mercury, Liverpool Echo, Manchester Evening News, News &amp; Star (Carlisle), North West Evening Mail, Norwich Evening News, Nottingham Post, Nuneaton News, Oldham Evening Chronicle, Oxford Mail, Paisley Daily Express, Shropshire Star, South Wales Argus, South Wales Echo, South Wales Evening Post, Sunderland Echo, Swindon Advertiser, Telegraph &amp; Argus (Bradford), The Argus (Brighton, East/West Sussex), The Bolton News, The Citizen (Gloucester), The Courier (Dundee), The Gazette (Blackpool), The Herald (Plymouth), The Herald (Scotland), The Huddersfield Daily Examiner, The Journal (Newcastle), The Leader (Chester), The Leader (Wrexham), The News (Portsmouth), The Northern Echo, Bristol Post, The Press (York), The Press and Journal (Aberdeen), The Scotsman, The Sentinel (Staffordshire), The Shields Gazette, The Star (Sheffield), Western Daily Press, Western Mail (Wales), Western Morning News (Plymouth), Wigan Evening Post, Worcester News, Yorkshire Evening Post, Yorkshire Post.</p>												
<b>Sunday Newspapers</b>												
The Observer	62	50	+12	+25%	14,787	16,230	-1,444	-9%	70	33	+37	+110%
The Sunday Telegraph	45	41	+4	+9%	16,401	17,052	-651	-4%	36	45	-9	-20%
The Independent on Sunday	13	29	-16	-55%	5,743	6,545	-802	-12%	17	26	-9	-34%
The Sunday Times	153	148	+5	+4%	47,349	51,447	-4,098	-8%	168	126	+42	+33%
The Mail on Sunday	230	198	+32	+16%	88,419	95,132	-6,713	-7%	242	183	+59	+32%
Sunday Express	73	109	-36	-33%	32,622	37,121	-4,499	-12%	85	85	+1	+1%
Sunday People	17	38	-21	-55%	10,803	16,170	-5,367	-33%	17	21	-4	-17%
The Sun (Sunday)	528	n/a	-	-	197,945	n/a	n/a	n/a	509	586	-77	-13%
Sunday Mail	835	929	-94	-10%	267,638	315,296	-47,658	-15%	806	863	-57	-7%
Sunday Mirror	64	73	-10	-13%	20,750	28,886	-8,136	-28%	52	38	+14	+38%
The Sunday Post	461	569	-108	-19%	170,204	200,234	-30,030	-15%	435	487	-52	-11%
Daily Star Sunday	85	99	-14	-14%	29,264	46,235	-16,971	-37%	61	67	-6	-9%
Scotland on Sunday	144	130	+14	+11%	n/a	n/a	n/a	n/a				
Sunday Herald	82	122	-41	-33%	n/a	n/a	n/a	n/a				



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UNWEIGHTED SAMPLE	5,073	5,340			2,517	2,710		
EST. POPULATION 15+ (000s)	4,387	4,348			4,398	4,354		
	000s	000s	000s	%	000s	000s	000s	%
<b>Newspaper Supplements: Weekday/Saturday</b>								
<b>The Daily Telegraph</b>								
Telegraph Magazine	55	33	+22	+65%	55	34	+21	+61%
Your Money	38	29	+9	+33%	42	28	+15	+53%
<b>Financial Times</b>								
FT Money	6	11	-5	-43%				
<b>The Guardian</b>								
The Guide	39	47	-8	-16%	32	30	+2	+7%
Money	29	39	-10	-26%	21	32	-11	-34%
Weekend	46	52	-6	-12%	43	38	+5	+13%
<b>The Independent</b>								
The Independent Magazine	16	17	-1	-7%	13	10	+2	+22%
<b>The Times on Saturdays</b>								
The Times Magazine	46	39	+8	+20%	48	35	+14	+39%
Saturday Review	43	39	+4	+9%	39	37	+2	+5%
<b>Daily Express</b>								
Saturday	104	101	+3	+3%	102	88	+14	+15%
<b>Daily Mail</b>								
Weekend	247	219	+28	+13%	264	212	+52	+25%
<b>Daily Mirror</b>								
We Love TV!	31	35	-4	-12%	31	30	+1	+3%
<b>Daily Star</b>								
Hot TV	64	97	-34	-35%	57	92	-36	-39%
<b>Daily Record</b>								
Saturday Plus	572	705	-133	-19%	533	643	-110	-17%
<b>The Sun</b>								
TV Magazine	587	607	-20	-3%	571	578	-7	-1%



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UNWEIGHTED SAMPLE	5,073	5,340			2,517	2,710		
EST. POPULATION 15+ (000s)	4,387	4,348			4,398	4,354		
<b>Newspaper Supplements: Sunday</b>								
<b>The Observer</b>								
The Observer Magazine	54	36	+17	+47%	64	33	+31	+95%
Obs. Food Monthly	55	36	+19	+53%	59	32	+27	+82%
<b>The Sunday Telegraph</b>								
Stella	23	22	+2	+7%	22	25	-3	-11%
Business	22	21	+2	+8%	23	20	+3	+15%
Money	23	23	+0	-1%	22	23	-1	-3%
Seven	26	27	-1	-3%	20	26	-6	-22%
<b>Independent on Sunday</b>								
The New Review	11	19	-8	-43%	14	21	-6	-30%
<b>The Sunday Times</b>								
The Sunday Times Magazine	130	113	+17	+15%	144	98	+46	+47%
Style	109	86	+23	+27%	119	78	+41	+53%
Culture	117	110	+7	+6%	123	92	+31	+34%
Business	93	91	+2	+2%	95	75	+20	+27%
Money	98	97	+2	+2%	107	84	+24	+28%
<b>Mail on Sunday</b>								
You	185	137	+48	+35%	200	140	+60	+43%
Event	173	122	+52	+42%	177	125	+52	+42%
<b>Sunday Express</b>								
S' Magazine	45	80	-35	-44%	50	65	-15	-23%
Sunday Express' Financial	30	39	-10	-25%	36	39	-3	-8%
<b>Sunday People</b>								
Take It Easy!	14	28	-15	-52%	14	18	-4	-22%
<b>The Sun (Sunday)</b>								
Fabulous	349	427	-78	-18%	356	355	+2	+1%
<b>Sunday Mail</b>								
Seven Days	647	717	-70	-10%	613	677	-65	-10%
<b>Sunday Mirror</b>								
Holidays and Getaways	35	41	-6	-15%	36	13	+23	+170%
Notebook	40	n/a	-	-	40	n/a	-	-
<b>Daily Star Sunday</b>								
OK! Extra	40	64	-23	-37%	32	32	-1	-3%



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Base: adults

\*Denotes title published on a 24 month base

	12-MONTH DATA				6-MONTH DATA			
	OCT'12- SEP'13	OCT'11- SEP'12	Difference year-on-year		APR'13- SEP'13	APR'12- SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	36,154	35,786			18,254	18,406		
EST. POPULATION 15+ (000s)	51,245	50,525			51,454	50,620		
	000s	000s	000s	%	000s	000s	000s	%
<b>General Weekly Magazines</b>								
Amateur Gardening*	117	134	-17	-13%				
Angler's Mail*	187	194	-7	-3%				
Angling Times*	269	267	+2	+1%				
Auto Express*	209	213	-4	-2%				
Autocar*	245	278	-33	-12%				
Autosport*	133	129	+4	+3%				
The Big Issue	403	482	-79	-16%	389	415	-26	-6%
Country Life*	200	204	-4	-2%				
Horse and Hound	204	260	-56	-21%				
Kerrang!	295	387	-92	-24%				
Match!	211	193	+17	+9%				
Motorcycle News	420	392	+28	+7%				
New Scientist	403	364	+39	+11%				
NME/New Musical Express*	250	268	-18	-7%				
Nuts	385	536	-151	-28%				
Radio Times	1,962	2,265	-303	-13%	1,835	2,244	-409	-18%
The TES/Times Ed Sup	341	351	-9	-3%				
Time Out	513	226	+287	+127%				
Total TV Guide	533	673	-140	-21%				
TV & Satellite Week	535	567	-32	-6%				
TV Choice	1,920	1,889	+32	+2%	2,034	1,876	+158	+8%
TV Easy	365	378	-13	-3%				
TV Times	1,243	1,386	-142	-10%	1,152	1,271	-119	-9%
The Week	370	387	-17	-4%				
What's on TV	2,994	3,470	-476	-14%	2,959	3,361	-401	-12%
Zoo	259	312	-54	-17%				





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NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

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UNWEIGHTED SAMPLE	36,154	35,786			18,254	18,406		
EST. POPULATION 15+ (000s)	51,245	50,525			51,454	50,620		
	000s	000s	000s	%	000s	000s	000s	%
<b>Women's Weekly Magazines</b>								
Bella	494	601	-107	-18%	424	523	-99	-19%
Best	405	513	-108	-21%	387	427	-40	-9%
Chat	1,011	1,157	-147	-13%	1,067	1,122	-55	-5%
Closer	1,226	1,540	-314	-20%	1,202	1,552	-350	-23%
Full House	237	335	-98	-29%				
Grazia	380	459	-79	-17%	365	453	-88	-19%
Heat	1,103	1,466	-364	-25%	1,155	1,435	-281	-20%
Hello!	1,239	1,423	-184	-13%	1,249	1,405	-156	-11%
Inside Soap	538	622	-84	-13%				
Look	440	583	-144	-25%	391	579	-187	-32%
Love It!	373	581	-208	-36%				
My Weekly	223	263	-39	-15%				
New!	557	654	-97	-15%	520	635	-115	-18%
Now	686	876	-190	-22%	685	929	-245	-26%
OK!	1,712	2,138	-426	-20%	1,757	2,100	-344	-16%
People's Friend	416	480	-64	-13%	491	426	+64	+15%
Pick Me Up	661	885	-224	-25%	700	845	-145	-17%
Real People	352	467	-114	-25%				
Reveal	498	736	-239	-32%	467	721	-254	-35%
Star	344	454	-111	-24%				
Take a Break	2,458	2,639	-181	-7%	2,446	2,530	-84	-3%
That's Life!	706	749	-43	-6%	752	718	+34	+5%
Woman	513	570	-57	-10%	470	553	-84	-15%
Woman's Own	721	822	-101	-12%	706	771	-65	-8%
Woman's Weekly	723	795	-73	-9%	725	714	+11	+2%
<b>General Fortnightly Magazines</b>								
Private Eye	854	839	+14	+2%	815	849	-35	-4%
<b>Women's Fortnightly Magazines</b>								
All About Soap	419	535	-117	-22%				
Soaplife	410	390	+20	+5%				
Yours	401	485	-84	-17%	391	437	-46	-10%

NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

Base: adults

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	12-MONTH DATA				6-MONTH DATA			
	OCT'12-SEP'13	OCT'11-SEP'12	Difference year-on-year		APR'13-SEP'13	APR'12-SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	36,154	35,786			18,254	18,406		
EST. POPULATION 15+ (000s)	51,245	50,525			51,454	50,620		
	000s	000s	000s	%	000s	000s	000s	%
<b>General Monthly Magazines</b>								
BBC Gardeners' World	1,161	1,255	-94	-7%	1,301	1,243	+58	+5%
BBC History Magazine	300	253	+47	+19%				
BBC Music Magazine*	233	243	-10	-4%				
BBC Top Gear	1,641	1,741	-100	-6%	1,694	1,781	-87	-5%
BBC Wildlife	265	237	+28	+12%				
Bike	325	312	+12	+4%				
Car*	183	157	+26	+17%				
Classic Cars	508	428	+80	+19%				
Digital Photo	271	276	-5	-2%				
Empire	802	785	+17	+2%	698	835	-137	-16%
Esquire*	130	131	-1	-1%				
Evo*	185	194	-9	-5%				
F1 Racing	496	621	-125	-20%	522	601	-79	-13%
FHM	733	897	-165	-18%	692	910	-217	-24%
The Field*	156	156	+0	+0%				
FourFourTwo	669	611	+58	+10%	605	641	-36	-6%
Garden Answers*	101	117	-16	-14%				
Golf Monthly	462	481	-19	-4%	494	469	+25	+5%
Golf World	274	315	-41	-13%				
GQ	390	386	+5	+1%				
High Life	274	281	-8	-3%				
Land Rover Owner International*	248	259	-11	-4%				
Men's Fitness	578	633	-55	-9%	574	688	-115	-17%
Men's Health	1,017	1,077	-60	-6%	1,014	1,106	-93	-8%
Mojo*	217	229	-12	-5%				
National Geographic	2,069	2,024	+45	+2%	2,001	2,012	-11	-1%
Performance Bikes*	187	197	-10	-5%				
Practical Boat Owner*	145	141	+4	+3%				
Practical Classics*	257	253	+3	+1%				
Practical Photography	278	290	-12	-4%				
Q	372	371	+0	+0%				
Reader's Digest	876	1,058	-182	-17%	805	968	-163	-17%
Ride*	221	233	-12	-5%				
Rugby World	473	489	-16	-3%				
Runner's World	399	381	+18	+5%				
Saga Magazine	1,283	1,452	-169	-12%	1,224	1,327	-103	-8%
Sporting Gun	267	296	-30	-10%				
Stuff*	239	240	-1	+0%				
Today's Golfer	256	281	-25	-9%				
Top of the Pops Magazine*	159	160	-1	+0%				
Total Film	515	479	+36	+8%				
Trout and Salmon*	140	145	-4	-3%				
What Car?	810	700	+110	+16%	860	728	+132	+18%
World Soccer	339	311	+28	+9%				
<b>Aggregate General Monthly Magazines - Net AIR</b>								
Archant Life (Net)	529	647	-118	-18%	526	675	-149	-22%
<small>The combined figures for the ARCHANT TITLES are net readership figures for Cheshire Life, Lancashire Life, Derbyshire Life and Countryside and Yorkshire Life.</small>								



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UNWEIGHTED SAMPLE	36,154	35,786			18,254	18,406		
EST. POPULATION 15+ (000s)	51,245	50,525			51,454	50,620		
	000s	000s	000s	%	000s	000s	000s	%
<b>Women's Monthly Magazines</b>								
25 Beautiful Homes	381	376	+5	+1%				
Asda Magazine	5,656	6,039	-382	-6%	5,532	5,824	-293	-5%
BBC Good Food	1,347	1,237	+110	+9%	1,392	1,193	+199	+17%
Candis	229	407	-179	-44%				
Coast	239	272	-33	-12%				
Company	478	542	-64	-12%	463	523	-60	-12%
Cosmopolitan	1,354	1,520	-167	-11%	1,318	1,470	-152	-10%
Country Homes/Interiors	334	335	-1	+0%				
Country Living	749	761	-12	-2%	735	716	+19	+3%
Delicious	209	246	-37	-15%				
Elle	867	789	+78	+10%	887	798	+89	+11%
Elle Decoration*	206	198	+9	+4%				
Essentials*	186	172	+14	+8%				
Glamour	1,139	1,212	-73	-6%	1,001	1,225	-223	-18%
Good Homes	446	360	+86	+24%				
Good Housekeeping	1,437	1,437	+0	+0%	1,491	1,314	+177	+13%
Harper's Bazaar*	164	148	+17	+11%				
Homes & Antiques	263	260	+3	+1%				
Homes & Gardens	744	683	+62	+9%	751	698	+53	+8%
House & Garden	696	698	-2	+0%	700	702	-2	+0%
House Beautiful	486	457	+29	+6%	475	444	+31	+7%
Ideal Home	988	939	+49	+5%	1,039	911	+128	+14%
InStyle	353	358	-4	-1%				
Living etc	212	173	+39	+22%				
Marie Claire	804	791	+13	+2%	719	796	-77	-10%
Mother And Baby	389	580	-191	-33%				
Olive	203	204	-1	-1%				
Period Living*	145	159	-14	-9%				
Pregnancy & Birth*	122	148	-25	-17%				
Prima	477	583	-105	-18%	469	516	-47	-9%
Psychologies Magazine	277	278	-1	+0%				
Real Homes*	219	224	-6	-2%				
Red	488	583	-94	-16%	491	592	-101	-17%
R Conley Diet/Fitness Mag*	178	181	-2	-1%				
Sainsbury's Magazine	3,218	3,423	-205	-6%	3,083	3,311	-227	-7%
Tatler*	162	139	+23	+17%				
Top Sante*	181	189	-8	-4%				
Vanity Fair	228	223	+5	+2%				
Vogue	1,320	1,218	+102	+8%	1,176	1,233	-56	-5%
Waitrose Kitchen	1,726	1,402	+325	+23%	1,805	1,334	+472	+35%
Weight Watchers Magazine	743	944	-201	-21%	760	927	-167	-18%
Woman & Home	730	731	-1	+0%	702	709	-7	-1%
World of Interiors*	150	143	+7	+5%				
Zest*	141	155	-14	-9%				
<b>Women's Bimonthly Magazines</b>								
BBC Easy Cook	205	278	-73	-26%				
Boots Health & Beauty	2,857	3,277	-420	-13%	2,786	2,981	-195	-7%
Brides	238	321	-83	-26%				
Healthy	282	n/a	-	-				
Morrison's Magazine	4,180	4,336	-156	-4%	4,360	4,150	+209	+5%
Slimming World Magazine	1,189	1,110	+80	+7%	1,183	1,147	+36	+3%
Tesco Magazine	6,519	7,221	-702	-10%	6,238	7,157	-918	-13%
Women's Health	499	n/a	-	-	447	678	-231	-34%
You & Your Wedding	210	265	-56	-21%				
Your M&S	3,398	3,657	-259	-7%	3,187	3,281	-94	-3%
<b>General Quarterly Magazines</b>								
Birds	1,201	1,189	+12	+1%	1,165	1,268	-102	-8%
Eng Heritage Meb Mag	421	405	+16	+4%	426	386	+40	+10%
The Nat. Trust Mag	3,658	3,535	+123	+3%	3,570	3,583	-13	+0%
<b>Women's Quarterly Magazines</b>								
John Lewis Edition	1,075	1,015	+61	+6%	1,002	967	+35	+4%
<b>Special Reading</b>								
ASOS	517	568	-51	-9%	553	540	+14	+3%



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UNWEIGHTED SAMPLE	16,141	15,874			8,123	8,140		
EST. POPULATION 15+ (000s)	25,025	24,696			25,116	24,751		
	000s	000s	000s	%	000s	000s	000s	%
<b>Daily Newspapers - 6 Day AIR</b>								
The Daily Telegraph	683	731	-48	-7%	657	729	-72	-10%
Financial Times	222	195	+28	+14%				
The Guardian	487	550	-62	-11%	410	594	-184	-31%
The Independent	263	294	-31	-11%	253	278	-25	-9%
i	329	325	+4	+1%				
The Times	730	759	-29	-4%	705	778	-73	-9%
Daily Express	585	642	-57	-9%	571	577	-6	-1%
Daily Mail	2,071	2,029	+42	+2%	2,007	1,981	+26	+1%
Daily Mirror/Record	1,787	2,105	-318	-15%	1,678	2,061	-383	-19%
Daily Mirror	1,423	1,681	-258	-15%	1,334	1,613	-279	-17%
Daily Record	378	441	-63	-14%	361	458	-97	-21%
Daily Star	798	975	-177	-18%	848	1,010	-162	-16%
The Sun	3,520	4,090	-570	-14%	3,391	4,068	-677	-17%
<b>Daily Newspapers - 5 Day AIR</b>								
London Ev Standard	963	950	+13	+1%	894	954	-60	-6%
Metro	1,960	2,069	-110	-5%	1,807	1,979	-172	-9%
<b>Daily Morning/Evening Regionals</b>								
The Press and Journal	88	103	-15	-15%				
The Courier - Dundee	66	61	+5	+8%				
The Herald	61	92	-30	-33%				
Glasgow Evening Times*	69	66	+3	+5%				
The Scotsman*	59	59	+0	+0%				
Yorkshire Post*	74	80	-6	-7%				
<b>Aggregate Daily Newspapers - Net AIR</b>								
The National (Net)	1,954	n/a	-	-	1,850	n/a	-	-
The combined figures for THE NATIONAL are net readership figures for Birmingham Mail, Hull Daily Mail, The Chronicle (Newcastle), Express and Star (West Midlands), Lancashire Evening Post, Leicester Mercury, Liverpool Echo, London Evening Standard, Manchester Evening News, Nottingham Post, Bristol Post, The Sentinel (Staffordshire), South Wales Echo, South Wales Evening Post, The Star (Sheffield, Doncaster) and Yorkshire Evening Post.								
1 Local (net)	2,572	n/a	-	-	2,715	n/a	-	-
The combined figures for 1 LOCAL are net readership figures for Birmingham Mail, Burton Mail, Cambridge News, Coventry Telegraph, Daily Echo (Bournemouth), Daily Echo (Southampton), Daily Gazette (Colchester), Daily Post (Wales), Derby Telegraph, Dorset Echo, East Anglian Daily Times, Eastern Daily Press, Echo (Basildon), Echo (Southend), Edinburgh Evening News, Evening Chronicle (Newcastle), Evening Express (Aberdeen), Evening Gazette (Teesside), Middlesbrough, Stockton, Evening Telegraph (Dundee), Evening Times (Glasgow), Express & Star (West Midlands), Gloucestershire Echo, Greenock Telegraph, Grimsby Telegraph, Hartlepool Mail, Hull Daily Mail, Ipswich Star, Lancashire Evening Post, Lancashire Telegraph, Leicester Mercury, Liverpool Echo, Manchester Evening News, News & Star (Carlisle), North West Evening Mail, Norwich Evening News, Nottingham Post, Nuneaton News, Oldham Evening Chronicle, Oxford Mail, Paisley Daily Express, Shropshire Star, South Wales Argus, South Wales Echo, South Wales Evening Post, Sunderland Echo, Swindon Advertiser, Telegraph & Argus (Bradford), The Argus (Brighton, East/West Sussex), The Bolton News, The Citizen (Gloucester), The Courier (Dundee), The Gazette (Blackpool), The Herald (Plymouth), The Herald (Scotland), The Huddersfield Daily Examiner, The Journal (Newcastle), The Leader (Chester), The Leader (Wrexham), The News (Portsmouth), The Northern Echo, Bristol Post, The Press (York), The Press and Journal (Aberdeen), The Scotsman, The Sentinel (Staffordshire), The Shields Gazette, The Star (Sheffield), Western Daily Press, Western Mail (Wales), Western Morning News (Plymouth), Wigan Evening Post, Worcester News, Yorkshire Evening Post, Yorkshire Post.								
<b>Sunday Newspapers</b>								
The Observer	490	574	-84	-15%	456	517	-61	-12%
The Sunday Telegraph	682	701	-19	-3%	655	735	-80	-11%
The Independent on Sunday	275	309	-34	-11%	248	306	-59	-19%
The Sunday Times	1,325	1,375	-51	-4%	1,262	1,367	-105	-8%
The Mail on Sunday	2,161	2,325	-164	-7%	2,020	2,242	-222	-10%
Sunday Express	501	642	-141	-22%	458	599	-141	-24%
Sunday People	408	712	-303	-43%	405	597	-192	-32%
The Sun (Sunday)	2,896	n/a	-	-	2,681	3,144	-464	-15%
Sunday Mail	416	507	-91	-18%	437	482	-45	-9%
Sunday Mirror	1,362	1,862	-500	-27%	1,325	1,641	-316	-19%
The Sunday Post	277	367	-91	-25%	291	314	-23	-7%
Daily Star Sunday	561	650	-89	-14%	533	572	-39	-7%
Scotland on Sunday	75	72	+3	+5%				
Sunday Herald	43	74	-30	-41%				



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UNWEIGHTED SAMPLE	16,141	15,874			8,123	8,140		
EST.POPULATION 15+ (000s)	25,025	24,696			25,116	24,751		
	000s	000s	000s	%	000s	000s	000s	%
<b>Newspaper Supplements: Weekday/Saturday</b>								
<b>The Daily Telegraph</b>								
Telegraph Magazine	664	695	-31	-4%	632	699	-67	-10%
Your Money	558	580	-22	-4%	552	570	-19	-3%
<b>Financial Times</b>								
FT Money	133	127	+6	+5%				
<b>The Guardian</b>								
The Guide	514	564	-50	-9%	455	556	-101	-18%
Money	398	393	+5	+1%	356	392	-35	-9%
Weekend	518	571	-54	-9%	452	598	-147	-25%
<b>The Independent</b>								
The Independent Magazine	140	185	-45	-24%	126	162	-36	-22%
<b>The Times on Saturdays</b>								
The Times Magazine	538	556	-18	-3%	533	541	-9	-2%
Saturday Review	547	575	-27	-5%	532	585	-53	-9%
<b>Daily Express</b>								
Saturday	490	542	-52	-10%	526	474	+52	+11%
<b>Daily Mail</b>								
Weekend	1,977	1,947	+30	+2%	1,897	1,880	+17	+1%
<b>Daily Mirror</b>								
We Love TV!	862	1,060	-199	-19%	827	1,023	-196	-19%
<b>Daily Star</b>								
Hot TV	376	502	-125	-25%	437	492	-55	-11%
<b>Daily Record</b>								
Saturday Plus	272	346	-75	-22%	255	340	-85	-25%
<b>The Sun</b>								
TV Magazine	2,280	2,474	-193	-8%	2,191	2,489	-298	-12%
<b>Evening Standard</b>								
ES Magazine	320	310	+10	+3%	370	268	+102	+38%



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	OCT'12-SEP'13	OCT'11-SEP'12	Difference year-on-year		APR'13-SEP'13	APR'12-SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	16,141	15,874			8,123	8,140		
EST. POPULATION 15+ (000s)	25,025	24,696			25,116	24,751		
	000s	000s	000s	%	000s	000s	000s	%
<b>Newspaper Supplements: Sunday</b>								
<b>The Observer</b>								
The Observer Magazine	395	421	-26	-6%	364	408	-44	-11%
Obs. Food Monthly	365	340	+25	+7%	360	268	+92	+34%
<b>The Sunday Telegraph</b>								
Stella	290	308	-19	-6%	301	297	+3	+1%
Business	468	456	+12	+3%	442	430	+12	+3%
Money	464	442	+22	+5%	441	424	+18	+4%
Seven	393	400	-8	-2%	375	392	-17	-4%
<b>Independent on Sunday</b>								
The New Review	140	185	-45	-24%	113	182	-69	-38%
<b>The Sunday Times</b>								
The Sunday Times Magazine	1,025	1,035	-10	-1%	988	1,034	-46	-4%
Style	723	714	+9	+1%	689	690	-2	+0%
Culture	941	919	+23	+2%	902	896	+6	+1%
Business	893	909	-16	-2%	893	895	-2	+0%
Money	865	870	-5	-1%	851	852	-1	+0%
<b>Mail on Sunday</b>								
You	1,355	1,507	-152	-10%	1,205	1,476	-271	-18%
Event	1,349	1,478	-130	-9%	1,164	1,444	-280	-19%
<b>Sunday Express</b>								
S' Magazine	353	464	-110	-24%	310	424	-114	-27%
Sunday Express' Financial	290	362	-72	-20%	258	323	-65	-20%
<b>Sunday People</b>								
Take It Easy!	250	441	-191	-43%	235	372	-138	-37%
<b>The Sun (Sunday)</b>								
Fabulous	1,374	1,686	-312	-18%	1,345	1,501	-157	-10%
<b>Sunday Mail</b>								
Seven Days	285	351	-66	-19%	309	356	-47	-13%
<b>Sunday Mirror</b>								
Holidays and Getaways	724	878	-154	-18%	736	779	-43	-6%
Notebook	644	n/a	-	-	644	n/a	-	-
<b>Daily Star Sunday</b>								
OK! Extra	282	320	-38	-12%	283	303	-20	-7%



Red denotes statistically significant difference

NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

Base: men

\*Denotes title published on a 24 month base

	12-MONTH DATA				6-MONTH DATA			
	OCT'12- SEP'13	OCT'11- SEP'12	Difference year-on-year		APR'13- SEP'13	APR'12- SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	16,141	15,874			8,123	8,140		
EST.POPULATION 15+ (000s)	25,025	24,696			25,116	24,751		
	000s	000s	000s	%	000s	000s	000s	%
<b>General Weekly Magazines</b>								
Amateur Gardening*	38	63	-24	-39%				
Angler's Mail*	159	159	+0	+0%				
Angling Times*	239	215	+24	+11%				
Auto Express*	177	198	-21	-10%				
Autocar*	208	242	-34	-14%				
Autosport*	114	113	+1	+1%				
The Big Issue	182	229	-47	-20%	185	161	+23	+14%
Country Life*	103	89	+14	+16%				
Horse and Hound	68	71	-3	-5%				
Kerrang!	185	222	-37	-17%				
Match!	175	146	+29	+20%				
Motorcycle News	371	333	+38	+12%				
New Scientist	240	237	+3	+1%				
NME/New Musical Express*	167	182	-15	-8%				
Nuts	350	468	-119	-25%				
Radio Times	958	1,064	-106	-10%	906	1,077	-171	-16%
The TES/Times Ed Sup	124	117	+7	+6%				
Time Out	251	112	+139	+124%				
Total TV Guide	192	292	-99	-34%				
TV & Satellite Week	263	303	-40	-13%				
TV Choice	643	624	+19	+3%	714	621	+93	+15%
TV Easy	122	110	+11	+10%				
TV Times	478	566	-88	-16%	446	547	-101	-18%
The Week	194	186	+7	+4%				
What's on TV	975	1,240	-265	-21%	956	1,173	-217	-19%
Zoo	232	278	-46	-17%				



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NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

Base: men

\*Denotes title published on a 24 month base

	12-MONTH DATA				6-MONTH DATA			
	OCT'12- SEP'13	OCT'11- SEP'12	Difference year-on-year		APR'13- SEP'13	APR'12- SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	16,141	15,874			8,123	8,140		
EST. POPULATION 15+ (000s)	25,025	24,696			25,116	24,751		
	000s	000s	000s	%	000s	000s	000s	%
<b>Women's Weekly Magazines</b>								
Bella	41	37	+4	+11%	39	36	+3	+8%
Best	38	39	-1	-3%	28	27	+0	+1%
Chat	117	135	-18	-13%	130	141	-10	-7%
Closer	91	150	-59	-39%	94	145	-51	-35%
Full House	15	33	-19	-56%				
Grazia	17	33	-16	-50%	22	29	-7	-24%
Heat	159	251	-91	-36%	162	265	-103	-39%
Hello!	158	216	-58	-27%	170	230	-61	-26%
Inside Soap	103	104	-1	-1%				
Look	30	23	+8	+33%	29	21	+8	+39%
Love It!	12	44	-32	-72%				
My Weekly	21	28	-7	-25%				
New!	33	49	-16	-33%	40	47	-7	-15%
Now	71	77	-6	-7%	80	81	-2	-2%
OK!	246	321	-74	-23%	243	314	-71	-23%
People's Friend	43	58	-14	-25%	42	50	-8	-16%
Pick Me Up	58	101	-42	-42%	60	112	-52	-46%
Real People	29	28	+2	+7%				
Reveal	40	65	-25	-39%	42	59	-18	-30%
Star	57	89	-32	-36%				
Take a Break	378	447	-70	-16%	371	422	-51	-12%
That's Life!	65	73	-9	-12%	72	76	-3	-5%
Woman	33	41	-7	-18%	35	42	-7	-16%
Woman's Own	53	72	-19	-26%	53	55	-2	-3%
Woman's Weekly	64	91	-27	-30%	64	81	-17	-21%
<b>General Fortnightly Magazines</b>								
Private Eye	546	515	+31	+6%	524	527	-3	-1%
<b>Women's Fortnightly Magazines</b>								
All About Soap	48	76	-28	-37%				
Soaplife	59	49	+10	+20%				
Yours	49	68	-18	-27%	44	66	-22	-33%





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NRS Estimates of Average Issue Readership for latest 12 & 6 month periods ending September 2013

Base: men

\*Denotes title published on a 24 month base

	12-MONTH DATA				6-MONTH DATA			
	OCT'12- SEP'13	OCT'11- SEP'12	Difference year-on-year		APR'13- SEP'13	APR'12- SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	16,141	15,874			8,123	8,140		
EST. POPULATION 15+ (000s)	25,025	24,696			25,116	24,751		
	000s	000s	000s	%	000s	000s	000s	%
<b>General Monthly Magazines</b>								
BBC Gardeners' World	424	484	-60	-12%	446	462	-16	-3%
BBC History Magazine	175	167	+8	+5%				
BBC Music Magazine*	142	138	+4	+3%				
BBC Top Gear	1,370	1,463	-93	-6%	1,389	1,546	-156	-10%
BBC Wildlife	107	111	-4	-3%				
Bike	274	274	+0	+0%				
Car*	164	128	+36	+28%				
Classic Cars	423	363	+60	+16%				
Digital Photo	173	210	-37	-18%				
Empire	602	568	+34	+6%	498	597	-99	-17%
Esquire*	89	96	-7	-7%				
Evo*	167	173	-6	-3%				
F1 Racing	400	490	-91	-18%	416	464	-47	-10%
FHM	649	775	-126	-16%	634	788	-154	-20%
The Field*	104	97	+6	+7%				
FourFourTwo	622	582	+40	+7%	563	617	-54	-9%
Garden Answers*	41	36	+5	+13%				
Golf Monthly	400	420	-20	-5%	434	414	+20	+5%
Golf World	239	283	-45	-16%				
GQ	320	311	+9	+3%				
High Life	179	183	-3	-2%				
Land Rover Owner International*	207	216	-9	-4%				
Men's Fitness	531	567	-36	-6%	534	606	-72	-12%
Men's Health	869	942	-73	-8%	860	976	-116	-12%
Mojo*	180	170	+11	+6%				
National Geographic	1,245	1,183	+61	+5%	1,208	1,162	+46	+4%
Performance Bikes*	171	181	-10	-5%				
Practical Boat Owner*	124	107	+18	+16%				
Practical Classics*	215	225	-10	-5%				
Practical Photography	183	208	-25	-12%				
Q	270	250	+20	+8%				
Reader's Digest	399	465	-66	-14%	406	429	-23	-5%
Ride*	191	200	-8	-4%				
Rugby World	393	402	-8	-2%				
Runner's World	215	223	-8	-4%				
Saga Magazine	501	549	-48	-9%	469	513	-44	-9%
Sporting Gun	219	236	-17	-7%				
Stuff*	224	207	+16	+8%				
Today's Golfer	224	251	-27	-11%				
Top of the Pops Magazine*	54	40	+14	+36%				
Total Film	407	359	+48	+13%				
Trout and Salmon*	118	115	+3	+2%				
What Car?	683	589	+94	+16%	717	636	+81	+13%
World Soccer	301	272	+29	+11%				
<b>Aggregate General Monthly Magazines - Net AIR</b>								
Archant Life (Net)	220	309	-89	-29%	217	356	-139	-39%
<small>The combined figures for the ARCHANT TITLES are net readership figures for Cheshire Life, Lancashire Life, Derbyshire Life and Countryside and Yorkshire Life.</small>								



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	OCT'12- SEP'13	OCT'11- SEP'12	Difference year-on-year		APR'13- SEP'13	APR'12- SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	16,141	15,874			8,123	8,140		
EST. POPULATION 15+ (000s)	25,025	24,696			25,116	24,751		
	000s	000s	000s	%	000s	000s	000s	%
<b>Women's Monthly Magazines</b>								
25 Beautiful Homes	67	61	+6	+10%				
Asda Magazine	1,670	1,732	-62	-4%	1,637	1,721	-84	-5%
BBC Good Food	365	391	-26	-7%	399	394	+5	+1%
Candis	51	87	-37	-42%				
Coast	118	116	+3	+2%				
Company	26	20	+5	+26%	46	16	+31	+193%
Cosmopolitan	123	159	-36	-23%	117	166	-49	-30%
Country Homes/Interiors	93	86	+7	+9%				
Country Living	245	234	+11	+5%	249	231	+17	+8%
Delicious	46	51	-5	-9%				
Elle	54	36	+18	+49%	62	34	+29	+85%
Elle Decoration*	47	33	+14	+42%				
Essentials*	11	15	-4	-28%				
Glamour	63	94	-30	-32%	35	118	-82	-70%
Good Homes	85	62	+23	+36%				
Good Housekeeping	148	148	+1	+0%	136	136	+0	+0%
Harper's Bazaar*	24	21	+3	+14%				
Homes & Antiques	84	76	+8	+11%				
Homes & Gardens	208	190	+19	+10%	212	202	+10	+5%
House & Garden	211	189	+22	+12%	175	205	-30	-15%
House Beautiful	71	53	+19	+35%	75	54	+21	+39%
Ideal Home	251	228	+23	+10%	287	230	+58	+25%
InStyle	12	24	-12	-49%				
Living etc	33	37	-3	-9%				
Marie Claire	28	54	-27	-49%	28	50	-22	-43%
Mother And Baby	33	62	-29	-46%				
Olive	49	60	-11	-18%				
Period Living*	53	45	+9	+19%				
Pregnancy & Birth*	22	16	+5	+34%				
Prima	27	31	-4	-12%	16	34	-18	-53%
Psychologies Magazine	55	39	+16	+41%				
Real Homes*	62	54	+7	+13%				
Red	40	46	-6	-13%	39	46	-7	-15%
R Conley Diet/Fitness Mag*	23	10	+13	+136%				
Sainsbury's Magazine	894	1,051	-157	-15%	816	1,049	-233	-22%
Tatler*	29	24	+5	+21%				
Top Sante*	14	12	+2	+19%				
Vanity Fair	61	37	+24	+66%				
Vogue	179	151	+28	+19%	144	133	+11	+9%
Waitrose Kitchen	500	431	+69	+16%	497	373	+124	+33%
Weight Watchers Magazine	102	119	-16	-14%	100	139	-39	-28%
Woman & Home	32	38	-6	-15%	38	30	+8	+26%
World of Interiors*	61	56	+5	+10%				
Zest*	19	21	-3	-12%				
<b>Women's Bimonthly Magazines</b>								
BBC Easy Cook	36	70	-34	-48%				
Boots Health & Beauty	251	268	-17	-6%	237	256	-19	-7%
Brides	20	18	+2	+10%				
Healthy	60	n/a	-	-				
Morrisons Magazine	1,247	1,364	-117	-9%	1,287	1,402	-115	-8%
Slimming World Magazine	102	105	-4	-3%	90	123	-34	-27%
Tesco Magazine	2,045	2,349	-304	-13%	1,885	2,388	-503	-21%
Women's Health	39	n/a	-	-	31	58	-27	-47%
You & Your Wedding	28	20	+8	+43%				
Your M&S	792	883	-91	-10%	751	778	-27	-3%
<b>General Quarterly Magazines</b>								
Birds	555	561	-6	-1%	545	611	-67	-11%
Eng Heritage Meb Mag	191	180	+11	+6%	195	150	+45	+30%
The Nat. Trust Mag	1,584	1,576	+8	+1%	1,546	1,606	-60	-4%
<b>Women's Quarterly Magazines</b>								
John Lewis Edition	363	364	-1	+0%	347	358	-11	-3%
<b>SPECIAL READING</b>								
ASOS	72	120	-48	-40%	71	106	-35	-33%



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	OCT'12-SEP'13	OCT'11-SEP'12	Difference year-on-year		APR'13-SEP'13	APR'12-SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	20,013	19,912			10,131	10,266		
EST. POPULATION 15+ (000s)	26,221	25,829			26,338	25,869		
	000s	000s	000s	%	000s	000s	000s	%
<b>Daily Newspapers - 6 Day AIR</b>								
The Daily Telegraph	629	663	-33	-5%	636	644	-8	-1%
Financial Times	74	91	-17	-18%				
The Guardian	403	512	-110	-21%	411	500	-89	-18%
The Independent	130	212	-82	-39%	120	197	-76	-39%
i	239	236	+3	+1%				
The Times	509	550	-41	-7%	489	537	-48	-9%
Daily Express	529	623	-94	-15%	565	643	-79	-12%
Daily Mail	2,198	2,291	-93	-4%	2,200	2,179	+21	+1%
Daily Mirror/Record	1,571	1,743	-173	-10%	1,497	1,627	-130	-8%
Daily Mirror	1,216	1,382	-166	-12%	1,152	1,309	-157	-12%
Daily Record	369	370	-1	+0%	356	332	+25	+7%
Daily Star	360	446	-86	-19%	358	437	-80	-18%
The Sun	2,603	2,994	-391	-13%	2,526	3,017	-491	-16%
<b>Daily Newspapers - 5 Day AIR</b>								
London Ev Standard	602	603	+0	+0%	545	603	-59	-10%
Metro	1,339	1,564	-224	-14%	1,231	1,528	-296	-19%
<b>Daily Morning/Evening Regionals</b>								
The Press and Journal	84	97	-13	-14%				
The Courier - Dundee	69	66	+2	+3%				
The Herald	48	68	-20	-30%				
Glasgow Evening Times*	57	74	-17	-23%				
The Scotsman*	49	70	-20	-29%				
Yorkshire Post*	48	54	-6	-11%				
<b>Aggregate Daily Newspapers - Net AIR</b>								
The National (Net)	1,483	n/a	-	-	1,404	n/a	-	-
The combined figures for THE NATIONAL are net readership figures for Birmingham Mail, Hull Daily Mail, The Chronicle (Newcastle), Express and Star (West Midlands), Lancashire Evening Post, Leicester Mercury, Liverpool Echo, London Evening Standard, Manchester Evening News, Nottingham Post, Bristol Post, The Sentinel (Staffordshire), South Wales Echo, South Wales Evening Post, The Star (Sheffield, Doncaster) and Yorkshire Evening Post.								
1 Local (net)	2,525	n/a	-	-	2,466	n/a	-	-
The combined figures for 1 LOCAL are net readership figures for Birmingham Mail, Burton Mail, Cambridge News, Coventry Telegraph, Daily Echo (Bournemouth), Daily Echo (Southampton), Daily Gazette (Colchester), Daily Post (Wales), Derby Telegraph, Dorset Echo, East Anglian Daily Times, Eastern Daily Press, Echo (Basildon), Echo (Southend), Edinburgh Evening News, Evening Chronicle (Newcastle), Evening Express (Aberdeen), Evening Gazette (Teesside), Middlesbrough, Stockton, Evening Telegraph (Dundee), Evening Times (Glasgow), Express & Star (West Midlands), Gloucestershire Echo, Greenock Telegraph, Grimsby Telegraph, Hartlepool Mail, Hull Daily Mail, Ipswich Star, Lancashire Evening Post, Lancashire Telegraph, Leicester Mercury, Liverpool Echo, Manchester Evening News, News & Star (Carlisle), North West Evening Mail, Norwich Evening News, Nottingham Post, Nuneaton News, Oldham Evening Chronicle, Oxford Mail, Paisley Daily Express, Shropshire Star, South Wales Argus, South Wales Echo, South Wales Evening Post, Sunderland Echo, Swindon Advertiser, Telegraph & Argus (Bradford), The Argus (Brighton, East/West Sussex), The Bolton News, The Citizen (Gloucester), The Courier (Dundee), The Gazette (Blackpool), The Herald (Plymouth), The Herald (Scotland), The Huddersfield Daily Examiner, The Journal (Newcastle), The Leader (Chester), The Leader (Wrexham), The News (Portsmouth), The Northern Echo, Bristol Post, The Press (York), The Press and Journal (Aberdeen), The Scotsman, The Sentinel (Staffordshire), The Shields Gazette, The Star (Sheffield), Western Daily Press, Western Mail (Wales), Western Morning News (Plymouth), Wigan Evening Post, Worcester News, Yorkshire Evening Post, Yorkshire Post.								
<b>Sunday Newspapers</b>								
The Observer	415	481	-66	-14%	397	453	-56	-12%
The Sunday Telegraph	648	708	-60	-9%	632	660	-28	-4%
The Independent on Sunday	197	226	-29	-13%	184	239	-56	-23%
The Sunday Times	1,197	1,133	+64	+6%	1,196	1,146	+50	+4%
The Mail on Sunday	2,394	2,566	-172	-7%	2,290	2,440	-150	-6%
Sunday Express	561	688	-127	-18%	611	689	-78	-11%
Sunday People	381	646	-264	-41%	342	543	-201	-37%
The Sun (Sunday)	2,528	n/a	-	-	2,468	2,913	-445	-15%
Sunday Mail	448	441	+7	+2%	400	396	+4	+1%
Sunday Mirror	1,327	1,795	-468	-26%	1,247	1,508	-261	-17%
The Sunday Post	329	420	-91	-22%	297	391	-94	-24%
Daily Star Sunday	308	440	-132	-30%	344	353	-9	-3%
Scotland on Sunday	75	68	+7	+10%				
Sunday Herald	41	52	-11	-21%				



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UNWEIGHTED SAMPLE	20,013	19,912			10,131	10,266		
EST. POPULATION 15+ (000s)	26,221	25,829			26,338	25,869		
	000s	000s	000s	%	000s	000s	000s	%
<b>Newspaper Supplements: Weekday/Saturday</b>								
<b>The Daily Telegraph</b>								
Telegraph Magazine	735	761	-27	-3%	706	779	-73	-9%
Your Money	420	433	-13	-3%	423	467	-44	-9%
<b>Financial Times</b>								
FT Money	52	53	-1	-2%				
<b>The Guardian</b>								
The Guide	498	492	+6	+1%	508	481	+27	+6%
Money	329	311	+18	+6%	339	286	+53	+18%
Weekend	537	545	-8	-1%	570	532	+38	+7%
<b>The Independent</b>								
The Independent Magazine	142	166	-24	-14%	131	145	-14	-10%
<b>The Times on Saturdays</b>								
The Times Magazine	567	541	+26	+5%	567	532	+36	+7%
Saturday Review	514	511	+2	+0%	515	502	+13	+3%
<b>Daily Express</b>								
Saturday	555	625	-70	-11%	573	626	-53	-8%
<b>Daily Mail</b>								
Weekend	2,502	2,671	-168	-6%	2,471	2,548	-78	-3%
<b>Daily Mirror</b>								
We Love TV!	1,138	1,234	-96	-8%	1,174	1,190	-15	-1%
<b>Daily Star</b>								
Hot TV	301	383	-82	-21%	307	381	-75	-20%
<b>Daily Record</b>								
Saturday Plus	306	378	-72	-19%	287	323	-36	-11%
<b>The Sun</b>								
TV Magazine	2,431	2,668	-237	-9%	2,375	2,714	-338	-12%
<b>Evening Standard</b>								
ES Magazine	327	316	+11	+3%	306	286	+20	+7%



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	12-MONTH DATA				6-MONTH DATA			
	OCT'12- SEP'13	OCT'11- SEP'12	Difference year-on-year		APR'13- SEP'13	APR'12- SEP'12	Difference year-on-year	
UNWEIGHTED SAMPLE	20,013	19,912			10,131	10,266		
EST. POPULATION 15+ (000s)	26,221	25,829			26,338	25,869		
	000s	000s	000s	%	000s	000s	000s	%
<b>Newspaper Supplements: Sunday</b>								
<b>The Observer</b>								
The Observer Magazine	368	363	+5	+1%	386	370	+16	+4%
Obs. Food Monthly	373	415	-42	-10%	385	403	-18	-4%
<b>The Sunday Telegraph</b>								
Stella	508	532	-24	-5%	507	485	+21	+4%
Business	270	255	+15	+6%	272	249	+23	+9%
Money	308	291	+18	+6%	301	280	+20	+7%
Seven	443	475	-32	-7%	436	437	-1	+0%
<b>Independent on Sunday</b>								
The New Review	135	159	-24	-15%	133	166	-33	-20%
<b>The Sunday Times</b>								
The Sunday Times Magazine	1,017	986	+31	+3%	1,027	1,006	+21	+2%
Style	949	938	+11	+1%	975	944	+31	+3%
Culture	923	897	+26	+3%	926	894	+32	+4%
Business	512	458	+54	+12%	500	422	+78	+19%
Money	592	534	+58	+11%	588	514	+74	+14%
<b>Mail on Sunday</b>								
You	2,038	2,232	-194	-9%	1,938	2,140	-202	-9%
Event	1,701	1,874	-173	-9%	1,566	1,784	-217	-12%
<b>Sunday Express</b>								
S' Magazine	463	553	-90	-16%	474	560	-85	-15%
Sunday Express' Financial	225	275	-50	-18%	217	270	-53	-20%
<b>Sunday People</b>								
Take It Easy!	315	551	-236	-43%	300	474	-173	-37%
<b>The Sun (Sunday)</b>								
Fabulous	2,030	2,417	-387	-16%	1,973	2,358	-385	-16%
<b>Sunday Mail</b>								
Seven Days	375	374	+1	+0%	314	326	-13	-4%
<b>Sunday Mirror</b>								
Holidays and Getaways	882	1,246	-364	-29%	857	1,069	-213	-20%
Notebook	832	n/a	-	-	832	n/a	-	-
<b>Daily Star Sunday</b>								
OK! Extra	248	338	-91	-27%	266	263	+3	+1%



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			000s	%	000s	000s	000s	%
UNWEIGHTED SAMPLE	20,013	19,912			10,131	10,266		
EST. POPULATION 15+ (000s)	26,221	25,829			26,338	25,869		
<b>General Weekly Magazines</b>								
Amateur Gardening*	79	71	+7	+10%				
Angler's Mail*	28	35	-7	-20%				
Angling Times*	30	52	-22	-42%				
Auto Express*	32	15	+17	+113%				
Autocar*	37	35	+1	+3%				
Autosport*	19	16	+3	+21%				
The Big Issue	221	253	-33	-13%	204	253	-49	-19%
Country Life*	98	115	-18	-15%				
Horse and Hound	136	188	-52	-28%				
Kerrang!	110	165	-55	-33%				
Match!	35	47	-12	-25%				
Motorcycle News	49	60	-11	-18%				
New Scientist	163	127	+36	+28%				
NME/New Musical Express*	83	86	-2	-3%				
Nuts	36	68	-32	-47%				
Radio Times	1,004	1,201	-197	-16%	929	1,166	-237	-20%
The TES/Times Ed Sup	217	234	-17	-7%				
Time Out	262	114	+148	+129%				
Total TV Guide	341	382	-41	-11%				
TV & Satellite Week	272	264	+7	+3%				
TV Choice	1,278	1,265	+13	+1%	1,320	1,254	+66	+5%
TV Easy	243	268	-24	-9%				
TV Times	765	819	-55	-7%	706	724	-18	-2%
The Week	177	201	-25	-12%				
What's on TV	2,019	2,230	-211	-9%	2,003	2,188	-184	-8%
Zoo	26	34	-8	-23%				



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UNWEIGHTED SAMPLE	20,013	19,912			10,131	10,266		
EST. POPULATION 15+ (000s)	26,221	25,829			26,338	25,869		
<b>Women's Weekly Magazines</b>								
Bella	453	565	-112	-20%	385	487	-102	-21%
Best	367	474	-107	-23%	360	400	-40	-10%
Chat	893	1,022	-128	-13%	937	982	-45	-5%
Closer	1,135	1,390	-255	-18%	1,108	1,407	-299	-21%
Full House	223	302	-79	-26%				
Grazia	364	426	-63	-15%	343	424	-81	-19%
Heat	943	1,216	-272	-22%	993	1,171	-178	-15%
Hello!	1,081	1,208	-126	-10%	1,079	1,174	-95	-8%
Inside Soap	435	518	-83	-16%				
Look	409	561	-151	-27%	363	558	-195	-35%
Love It!	361	537	-176	-33%				
My Weekly	203	235	-33	-14%				
New!	524	605	-81	-13%	479	587	-108	-18%
Now	615	800	-184	-23%	605	848	-243	-29%
OK!	1,466	1,818	-352	-19%	1,514	1,786	-272	-15%
People's Friend	372	422	-50	-12%	449	376	+72	+19%
Pick Me Up	603	785	-182	-23%	641	734	-93	-13%
Real People	323	439	-116	-26%				
Reveal	458	671	-213	-32%	426	662	-236	-36%
Star	287	366	-78	-21%				
Take a Break	2,080	2,192	-112	-5%	2,075	2,108	-33	-2%
That's Life!	641	675	-34	-5%	680	642	+37	+6%
Woman	480	529	-49	-9%	434	511	-77	-15%
Woman's Own	669	750	-82	-11%	653	716	-63	-9%
Woman's Weekly	659	705	-46	-6%	661	633	+28	+4%
<b>General Fortnightly Magazines</b>								
Private Eye	308	324	-16	-5%	291	322	-31	-10%
<b>Women's Fortnightly Magazines</b>								
All About Soap	370	459	-89	-19%				
Soaplife	351	341	+11	+3%				
Yours	352	418	-65	-16%	348	371	-24	-6%

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	000s	000s	000s	%	000s	000s	000s	%
<b>General Monthly Magazines</b>								
BBC Gardeners' World	737	771	-34	-4%	855	781	+74	+9%
BBC History Magazine	125	86	+39	+46%				
BBC Music Magazine*	91	105	-15	-14%				
BBC Top Gear	271	278	-7	-3%	305	235	+70	+30%
BBC Wildlife	157	126	+32	+25%				
Bike	51	39	+12	+32%				
Car*	19	29	-10	-35%				
Classic Cars	85	65	+20	+31%				
Digital Photo	98	66	+33	+50%				
Empire	199	217	-17	-8%	200	238	-38	-16%
Esquire*	41	34	+6	+18%				
Evo*	18	21	-3	-13%				
F1 Racing	96	131	-34	-26%	105	137	-32	-23%
FHM	83	122	-39	-32%	58	122	-63	-52%
The Field*	53	59	-6	-10%				
FourFourTwo	47	29	+18	+62%	42	23	+19	+79%
Garden Answers*	60	81	-21	-26%				
Golf Monthly	62	61	+1	+1%	60	54	+5	+10%
Golf World	36	32	+4	+13%				
GQ	70	75	-4	-6%				
High Life	94	98	-4	-4%				
Land Rover Owner International*	41	43	-2	-5%				
Men's Fitness	46	66	-19	-29%	39	82	-42	-52%
Men's Health	148	136	+12	+9%	154	130	+24	+18%
Mojo*	37	59	-22	-38%				
National Geographic	824	841	-17	-2%	793	850	-57	-7%
Performance Bikes*	16	16	-1	-4%				
Practical Boat Owner*	20	34	-14	-40%				
Practical Classics*	42	28	+14	+49%				
Practical Photography	95	82	+13	+16%				
Q	102	122	-20	-16%				
Reader's Digest	477	593	-116	-20%	399	539	-140	-26%
Ride*	30	34	-4	-11%				
Rugby World	80	87	-7	-9%				
Runner's World	185	159	+26	+17%				
Saga Magazine	782	902	-120	-13%	755	814	-59	-7%
Sporting Gun	48	60	-12	-21%				
Stuff*	16	33	-17	-52%				
Today's Golfer	32	31	+1	+4%				
Top of the Pops Magazine*	105	120	-15	-12%				
Total Film	108	120	-12	-10%				
Trout and Salmon*	23	30	-7	-23%				
What Car?	127	110	+17	+15%	143	92	+51	+56%
World Soccer	38	39	-1	-2%				
<b>Aggregate General Monthly Magazines - Net AIR</b>								
Archant Life (Net)	309	338	-28	-8%	309	319	-10	-3%

The combined figures for the ARCHANT TITLES are net readership figures for Cheshire Life, Lancashire Life, Derbyshire Life and Countryside and Yorkshire Life.





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EST. POPULATION 15+ (000s)	26,221	25,829			26,338	25,869		
	000s	000s	000s	%	000s	000s	000s	%
<b>Women's Monthly Magazines</b>								
25 Beautiful Homes	314	315	-1	+0%				
Asda Magazine	3,987	4,306	-320	-7%	3,894	4,103	-209	-5%
BBC Good Food	982	846	+136	+16%	994	799	+195	+24%
Candis	178	320	-142	-44%				
Coast	120	156	-36	-23%				
Company	452	521	-69	-13%	416	507	-91	-18%
Cosmopolitan	1,231	1,362	-131	-10%	1,201	1,304	-103	-8%
Country Homes/Interiors	240	249	-9	-4%				
Country Living	503	527	-24	-4%	486	485	+1	+0%
Delicious	163	196	-32	-17%				
Elle	813	753	+60	+8%	825	764	+61	+8%
Elle Decoration*	159	164	-5	-3%				
Essentials*	175	156	+19	+12%				
Glamour	1,076	1,118	-43	-4%	966	1,107	-141	-13%
Good Homes	361	297	+63	+21%				
Good Housekeeping	1,289	1,290	-1	+0%	1,354	1,178	+176	+15%
Harper's Bazaar*	140	127	+14	+11%				
Homes & Antiques	178	184	-6	-3%				
Homes & Gardens	536	493	+43	+9%	538	496	+43	+9%
House & Garden	484	509	-24	-5%	526	497	+28	+6%
House Beautiful	415	405	+10	+3%	400	390	+10	+3%
Ideal Home	737	711	+26	+4%	752	681	+70	+10%
InStyle	341	333	+8	+2%				
Living etc	179	136	+42	+31%				
Marie Claire	777	737	+40	+5%	690	746	-56	-7%
Mother And Baby	356	518	-162	-31%				
Olive	154	145	+10	+7%				
Period Living*	92	114	-23	-20%				
Pregnancy & Birth*	101	132	-31	-23%				
Prima	450	552	-102	-18%	453	482	-29	-6%
Psychologies Magazine	222	239	-17	-7%				
Real Homes*	157	170	-13	-7%				
Red	448	536	-88	-16%	451	546	-94	-17%
R Conley Diet/Fitness Mag*	155	171	-15	-9%				
Sainsbury's Magazine	2,324	2,372	-48	-2%	2,267	2,261	+6	+0%
Tatler*	133	115	+18	+16%				
Top Sante*	167	177	-11	-6%				
Vanity Fair	167	186	-19	-10%				
Vogue	1,141	1,067	+74	+7%	1,032	1,100	-68	-6%
Waitrose Kitchen	1,226	971	+255	+26%	1,308	961	+348	+36%
Weight Watchers Magazine	641	826	-185	-22%	660	787	-127	-16%
Woman & Home	698	693	+5	+1%	665	679	-15	-2%
World of Interiors*	89	88	+1	+1%				
Zest*	123	134	-11	-8%				
<b>Women's Bimonthly Magazines</b>								
BBC Easy Cook	169	208	-39	-19%				
Boots Health & Beauty	2,606	3,009	-402	-13%	2,549	2,725	-176	-6%
Brides	218	303	-85	-28%				
Healthy	223	n/a	-	-				
Morrisons Magazine	2,933	2,971	-39	-1%	3,072	2,748	+324	+12%
Slimming World Magazine	1,087	1,004	+83	+8%	1,093	1,023	+70	+7%
Tesco Magazine	4,474	4,872	-398	-8%	4,354	4,769	-415	-9%
Women's Health	460	n/a	-	-	416	619	-204	-33%
You & Your Wedding	182	246	-64	-26%				
Your M&S	2,606	2,774	-168	-6%	2,435	2,503	-67	-3%
<b>General Quarterly Magazines</b>								
Birds	646	627	+19	+3%	621	656	-35	-5%
Eng Heritage Meb Mag	230	225	+5	+2%	232	237	-5	-2%
The Nat. Trust Mag	2,073	1,959	+114	+6%	2,024	1,977	+48	+2%
<b>Women's Quarterly Magazines</b>								
John Lewis Edition	712	651	+62	+9%	655	609	+45	+7%
<b>Special Reading</b>								
ASOS	444	448	-4	-1%	482	433	+49	+11%