

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

Adults

Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Daily Newspapers - 6 Day AIR

The Sun	H A	7819	15.8	2996	10.8	4823	22.0	4468	18.2	3351	13.4
Daily Mail	H A	5085	10.3	3313	12.0	1772	8.1	1348	5.5	3737	14.9
Daily Mirror/Record	H AM	4476	9.0	1753	6.3	2723	12.4	1853	7.5	2623	10.5
Daily Mirror	H A	3540	7.1	1402	5.1	2138	9.8	1426	5.8	2114	8.4
Daily Record	H A	994	2.0	362	1.3	632	2.9	460	1.9	534	2.1
The Daily Telegraph	H A	1918	3.9	1655	6.0	263	1.2	443	1.8	1475	5.9
The Times	H A	1863	3.8	1590	5.7	274	1.3	843	3.4	1020	4.1
Daily Express	H A	1655	3.3	974	3.5	681	3.1	416	1.7	1239	5.0
Daily Star	H A	1651	3.3	473	1.7	1177	5.4	1005	4.1	645	2.6
The Guardian	H A	1145	2.3	1005	3.6	140	0.6	583	2.4	562	2.2
The Independent	H A	726	1.5	633	2.3	93	0.4	412	1.7	315	1.3
Net natnl dailies	H P	20726	41.8	11455	41.3	9271	42.4	8375	34.1	12351	49.4
Gross natnl dailies	H P	26396	53.2	14403	52.0	11993	54.8	11404	46.4	14992	59.9

Metro
London Lite
London Ev. Standard

H L
H AL
H L A D

See 5 Day data below										
See 5 Day data below										
See 5 Day data below										

Cour & Adtsr-Dundee

H R

172	0.3	77	0.3	95	0.4	37	0.2	135	0.5
7334	14.8	4297	15.5	3038	13.9	4079	16.6	3256	13.0
2748	5.5	1486	5.4	1263	5.8	1308	5.3	1441	5.8

Any reg morn/eveng
Any regional evening

H J
H J

Daily Newspapers - 5 Day AIR

The Sun	H A	7825	15.8	3016	10.9	4809	22.0	4466	18.2	3360	13.4
Daily Mail	H A	4908	9.9	3212	11.6	1695	7.8	1309	5.3	3599	14.4
Daily Mirror/Record	H AM	4497	9.1	1769	6.4	2727	12.5	1933	7.9	2563	10.2
Daily Mirror	H A	3579	7.2	1431	5.2	2148	9.8	1525	6.2	2054	8.2
Daily Record	H A	991	2.0	354	1.3	637	2.9	449	1.8	542	2.2
The Times	H A	1878	3.8	1599	5.8	279	1.3	871	3.5	1007	4.0
The Daily Telegraph	H A	1867	3.8	1615	5.8	252	1.2	471	1.9	1397	5.6
Daily Star	H A	1693	3.4	481	1.7	1212	5.5	1041	4.2	651	2.6
Daily Express	H A	1649	3.3	977	3.5	672	3.1	417	1.7	1232	4.9
The Guardian	H A	1085	2.2	948	3.4	137	0.6	565	2.3	520	2.1
The Independent	H A	749	1.5	658	2.4	91	0.4	416	1.7	333	1.3
Net natnl dailies	H P	19933	40.2	10874	39.2	9059	41.4	8124	33.1	11809	47.2
Gross natnl dailies	H P	26223	52.9	14291	51.6	11932	54.5	11529	46.9	14694	58.7
Metro	H L	3614	7.3	2210	8.0	1404	6.4	2636	10.7	978	3.9
London Lite	H AL	1019	2.1	723	2.6	296	1.4	834	3.4	185	0.7
London Ev. Standard	H L A D	556	1.1	434	1.6	122	0.6	315	1.3	241	1.0

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

Adults

Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Daily Newspapers - Saturday AIR

The Sun	H A	7781	15.7	2887	10.4	4893	22.4	4243	17.3	3538	14.1
Daily Mail	H A	5969	12.0	3821	13.8	2149	9.8	1538	6.3	4431	17.7
Daily Mirror/Record	H AM	4328	8.7	1637	5.9	2691	12.3	1684	6.9	2644	10.6
Daily Mirror	H A	3354	6.8	1261	4.5	2093	9.6	1264	5.1	2090	8.4
Daily Record	H A	1007	2.0	379	1.4	628	2.9	442	1.8	565	2.3
The Daily Telegraph	H A	2160	4.4	1836	6.6	324	1.5	457	1.9	1703	6.8
The Times	H A	1798	3.6	1544	5.6	254	1.2	763	3.1	1035	4.1
Daily Express	H A	1686	3.4	950	3.4	736	3.4	423	1.7	1263	5.0
Daily Star	H A	1447	2.9	428	1.5	1019	4.7	886	3.6	561	2.2
The Guardian	H A	1433	2.9	1287	4.6	146	0.7	802	3.3	631	2.5
The Independent	H A	590	1.2	501	1.8	90	0.4	300	1.2	290	1.2
Net natnl dailies	H P	22115	44.6	12385	44.7	9730	44.5	8605	35.0	13510	54.0
Gross natnl dailies	H P	27224	54.9	14893	53.7	12331	56.4	11117	45.2	16107	64.4

Sunday Newspapers

News of the World	H A	7573	15.3	3096	11.2	4477	20.5	4242	17.3	3331	13.3
The Mail on Sunday	H A	5252	10.6	3511	12.7	1740	8.0	1682	6.8	3570	14.3
Sunday Mirror	H A	3770	7.6	1617	5.8	2153	9.8	1762	7.2	2007	8.0
The Sunday Times	H A	3272	6.6	2778	10.0	494	2.3	1609	6.5	1663	6.6
The Sunday Telegraph	H AD	1691	3.4	1454	5.2	237	1.1	526	2.1	1164	4.7
Sunday Express	H A	1617	3.3	983	3.5	634	2.9	513	2.1	1104	4.4
The People	H A	1343	2.7	506	1.8	838	3.8	440	1.8	903	3.6
The Observer	H A	1263	2.5	1119	4.0	144	0.7	716	2.9	547	2.2
Sunday Mail	H A	1149	2.3	461	1.7	688	3.1	474	1.9	676	2.7
Daily Star Sunday	H A	952	1.9	308	1.1	644	2.9	647	2.6	305	1.2
The Sunday Post	H	879	1.8	334	1.2	545	2.5	163	0.7	716	2.9
The Independnt on Sun	H A	600	1.2	507	1.8	92	0.4	386	1.6	214	0.9
Net natnl Sundays	H P	21586	43.5	12389	44.7	9197	42.0	9366	38.1	12220	48.8
Gross natnl Sundays	H P	29361	59.2	16675	60.2	12686	58.0	13160	53.6	16201	64.8

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

Adults

Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Newspaper Supplements - Weekday/Saturday

LONDON EV. STANDARD:

ES Magazine H

556	1.1	434	1.6	122	0.6	315	1.3	241	1.0
480	1.0	373	1.3	107	0.5	249	1.0	231	0.9

THE SUN ON SATURDAYS:

The TV Mag H

7781	15.7	2887	10.4	4893	22.4	4243	17.3	3538	14.1
6602	13.3	2314	8.3	4288	19.6	3532	14.4	3070	12.3

DAILY MAIL ON SATURDAYS:

Weekend H

5969	12.0	3821	13.8	2149	9.8	1538	6.3	4431	17.7
5461	11.0	3488	12.6	1973	9.0	1314	5.3	4147	16.6

THE GUARDIAN ON SATURDAYS:

Weekend H

1433	2.9	1287	4.6	146	0.7	802	3.3	631	2.5
1283	2.6	1141	4.1	142	0.6	692	2.8	591	2.4

Money H

803	1.6	724	2.6	79	0.4	402	1.6	401	1.6
-----	-----	-----	-----	----	-----	-----	-----	-----	-----

The Guide H

1236	2.5	1109	4.0	127	0.6	652	2.7	583	2.3
------	-----	------	-----	-----	-----	-----	-----	-----	-----

THE INDEPENDENT ON SATURDAYS:

The Independent Mag H

590	1.2	501	1.8	90	0.4	300	1.2	290	1.2
492	1.0	435	1.6	57	0.3	261	1.1	231	0.9

The Information H

419	0.8	377	1.4	42	0.2	206	0.8	213	0.9
-----	-----	-----	-----	----	-----	-----	-----	-----	-----

THE DAILY TELEGRAPH ON SATURDAYS:

Telegraph Magazine H

2160	4.4	1836	6.6	324	1.5	457	1.9	1703	6.8
1780	3.6	1530	5.5	250	1.1	341	1.4	1439	5.8

Your Money H

1289	2.6	1130	4.1	160	0.7	215	0.9	1075	4.3
------	-----	------	-----	-----	-----	-----	-----	------	-----

THE TIMES ON SATURDAYS:

The Times Magazine H

1798	3.6	1544	5.6	254	1.2	763	3.1	1035	4.1
1472	3.0	1255	4.5	218	1.0	582	2.4	891	3.6

Playlist H X

1068	2.2	905	3.3	163	0.7	421	1.7	647	2.6
------	-----	-----	-----	-----	-----	-----	-----	-----	-----

DAILY EXPRESS ON SATURDAYS:

Saturday H

1686	3.4	950	3.4	736	3.4	423	1.7	1263	5.0
1462	2.9	804	2.9	659	3.0	326	1.3	1137	4.5

DAILY RECORD ON SATURDAYS:

Saturday Plus H

1007	2.0	379	1.4	628	2.9	442	1.8	565	2.3
879	1.8	340	1.2	540	2.5	391	1.6	488	2.0

DAILY MIRROR ON SATURDAYS:

We Love Telly! H

3354	6.8	1261	4.5	2093	9.6	1264	5.1	2090	8.4
2572	5.2	899	3.2	1673	7.6	875	3.6	1697	6.8

DAILY STAR ON SATURDAYS:

Hot TV H

1447	2.9	428	1.5	1019	4.7	886	3.6	561	2.2
1082	2.2	311	1.1	771	3.5	640	2.6	442	1.8

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

Adults

Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Newspaper Supplements - Sunday

THE MAIL ON SUNDAY:

You	H	5252	10.6	3511	12.7	1740	8.0	1682	6.8	3570	14.3
Live	H	4257	8.6	2867	10.3	1391	6.4	1181	4.8	3076	12.3
		3759	7.6	2548	9.2	1211	5.5	1058	4.3	2701	10.8

THE SUNDAY TIMES:

The Sunday Times Mag	H	3272	6.6	2778	10.0	494	2.3	1609	6.5	1663	6.6
Style	H	2807	5.7	2419	8.7	388	1.8	1327	5.4	1480	5.9
Culture	H	2250	4.5	1967	7.1	283	1.3	1049	4.3	1200	4.8
Business	H	2502	5.0	2167	7.8	334	1.5	1139	4.6	1363	5.4
Money	H	1855	3.7	1623	5.9	232	1.1	789	3.2	1066	4.3
	H	1952	3.9	1690	6.1	262	1.2	824	3.4	1128	4.5

THE PEOPLE:

Take It Easy!	H	1343	2.7	506	1.8	838	3.8	440	1.8	903	3.6
		994	2.0	356	1.3	637	2.9	316	1.3	677	2.7

SUNDAY MAIL:

Seven Days	H	1149	2.3	461	1.7	688	3.1	474	1.9	676	2.7
		953	1.9	373	1.3	580	2.7	412	1.7	541	2.2

THE SUNDAY POST:

Post Plus	H	879	1.8	334	1.2	545	2.5	163	0.7	716	2.9
		793	1.6	321	1.2	472	2.2	115	0.5	678	2.7

NEWS OF THE WORLD:

Fabulous	H	7573	15.3	3096	11.2	4477	20.5	4242	17.3	3331	13.3
		5303	10.7	2097	7.6	3206	14.7	2876	11.7	2427	9.7

THE SUNDAY TELEGRAPH:

Business	H	1691	3.4	1454	5.2	237	1.1	526	2.1	1164	4.7
Money & Jobs	H	906	1.8	808	2.9	98	0.4	253	1.0	653	2.6
Stella	H	822	1.7	708	2.6	114	0.5	248	1.0	574	2.3
Seven	H	1079	2.2	930	3.4	149	0.7	333	1.4	746	3.0
	H	1050	2.1	915	3.3	135	0.6	260	1.1	790	3.2

THE INDEPENDENT ON SUNDAY:

The New Review	H	600	1.2	507	1.8	92	0.4	386	1.6	214	0.9
		399	0.8	364	1.3	35	0.2	240	1.0	159	0.6

THE OBSERVER:

The Observer Mag	H	1263	2.5	1119	4.0	144	0.7	716	2.9	547	2.2
Business & Media	H	1060	2.1	946	3.4	115	0.5	612	2.5	448	1.8
		681	1.4	625	2.3	55	0.3	381	1.5	300	1.2

SUNDAY MIRROR:

Celebs on Sunday	H	3770	7.6	1617	5.8	2153	9.8	1762	7.2	2007	8.0
Homes & Holidays	H	2608	5.3	1117	4.0	1491	6.8	1124	4.6	1484	5.9
		2294	4.6	989	3.6	1305	6.0	913	3.7	1381	5.5

DAILY STAR SUNDAY:

Take 5	H	952	1.9	308	1.1	644	2.9	647	2.6	305	1.2
		609	1.2	171	0.6	438	2.0	390	1.6	220	0.9

SUNDAY EXPRESS:

'S' Magazine	H	1617	3.3	983	3.5	634	2.9	513	2.1	1104	4.4
Sun Exprss Financial	H	1294	2.6	802	2.9	491	2.2	378	1.5	916	3.7
		904	1.8	581	2.1	323	1.5	248	1.0	655	2.6

Local Weekly Newspapers

Any Free	H W	18176	36.6	10269	37.0	7907	36.1	8220	33.4	9956	39.8
Any Paid For	H W	11292	22.8	6153	22.2	5139	23.5	4635	18.9	6657	26.6

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

										Adults	
Total		ABC1		C2DE		15-44		45+			
18866		11400		7466		7659		11207			
49594		27719		21875		24574		25020			
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%		

Local Weekly Newspapers

Any Free H W
Any Paid For H W

18176	36.6	10269	37.0	7907	36.1	8220	33.4	9956	39.8
11292	22.8	6153	22.2	5139	23.5	4635	18.9	6657	26.6

General Weekly Periodicals

What's on TV H
Radio Times H
TV Choice H
TV Times H
Auto Trader H
TV Quick H
Nuts H
Zoo H
The Big Issue H
Total TV Guide H
The TES/Times Ed Sup H

3467	7.0	1343	4.8	2124	9.7	1984	8.1	1484	5.9
2308	4.7	1692	6.1	616	2.8	680	2.8	1628	6.5
1692	3.4	716	2.6	976	4.5	772	3.1	920	3.7
1566	3.2	724	2.6	842	3.8	681	2.8	885	3.5
1394	2.8	665	2.4	730	3.3	1133	4.6	261	1.0
1069	2.2	454	1.6	615	2.8	544	2.2	525	2.1
893	1.8	395	1.4	498	2.3	811	3.3	82	0.3
693	1.4	321	1.2	372	1.7	636	2.6	56	0.2
661	1.3	483	1.7	178	0.8	303	1.2	357	1.4
454	0.9	196	0.7	258	1.2	243	1.0	211	0.8
317	0.6	303	1.1	15	0.1	191	0.8	126	0.5

General Fortnightly Periodicals

Private Eye H

847	1.7	731	2.6	115	0.5	412	1.7	435	1.7
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

				Adults					
Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Women's Weekly Periodicals

Take a Break	H	2929	5.9	1054	3.8	1875	8.6	1492	6.1	1437	5.7
OK!	H Z	2459	5.0	1332	4.8	1126	5.1	1822	7.4	637	2.5
Closer	H	1919	3.9	941	3.4	977	4.5	1613	6.6	306	1.2
Heat	H	1897	3.8	1001	3.6	896	4.1	1700	6.9	197	0.8
Hello!	H	1621	3.3	939	3.4	682	3.1	969	3.9	652	2.6
Chat	H	1373	2.8	445	1.6	928	4.2	747	3.0	627	2.5
Now	H	1205	2.4	624	2.3	581	2.7	1035	4.2	170	0.7
Pick Me Up	H	1073	2.2	322	1.2	751	3.4	791	3.2	282	1.1
Woman's Own	H	1036	2.1	467	1.7	569	2.6	382	1.6	654	2.6
Reveal	H	996	2.0	432	1.6	563	2.6	877	3.6	118	0.5
That's Life!	H	916	1.8	228	0.8	688	3.1	582	2.4	334	1.3
Woman's Weekly	H	818	1.6	382	1.4	436	2.0	245	1.0	573	2.3
New!	H	717	1.4	311	1.1	406	1.9	678	2.8	39	0.2
Love It!	H	716	1.4	222	0.8	494	2.3	643	2.6	73	0.3
Woman	H	700	1.4	345	1.2	355	1.6	274	1.1	426	1.7
Bella	H	649	1.3	285	1.0	364	1.7	309	1.3	340	1.4
Inside Soap	H	616	1.2	258	0.9	358	1.6	441	1.8	175	0.7
Best	H	604	1.2	269	1.0	334	1.5	257	1.0	347	1.4
People's Friend	H	585	1.2	241	0.9	344	1.6	23	0.1	562	2.2
Grazia	H	573	1.2	436	1.6	137	0.6	458	1.9	115	0.5

Women's Fortnightly Periodicals

Yours	H	545	1.1	255	0.9	290	1.3	16	0.1	529	2.1
-------	---	-----	-----	-----	-----	-----	-----	----	-----	-----	-----

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

				Adults					
Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

General Monthly Periodicals

SkyMag	H Z	7320	14.8	4452	16.1	2868	13.1	4186	17.0	3134	12.5
Sky Sports	H	2980	6.0	1813	6.5	1168	5.3	1850	7.5	1130	4.5
Sky Movies	H	2142	4.3	1280	4.6	862	3.9	1288	5.2	854	3.4
National Geographic	H	2104	4.2	1598	5.8	506	2.3	970	3.9	1134	4.5
BBC Top Gear	H	2023	4.1	1106	4.0	917	4.2	1592	6.5	431	1.7
Saga Magazine	H	1588	3.2	1179	4.3	409	1.9	36	0.1	1552	6.2
Reader's Digest	H Z	1529	3.1	977	3.5	551	2.5	381	1.5	1148	4.6
FHM	H Z	1520	3.1	829	3.0	691	3.2	1350	5.5	170	0.7
BBC Gardeners' World	H	1414	2.9	944	3.4	471	2.2	348	1.4	1066	4.3
Men's Health	H	1179	2.4	767	2.8	412	1.9	973	4.0	206	0.8
Empire	H	866	1.7	626	2.3	240	1.1	765	3.1	102	0.4
What Car?	H	859	1.7	592	2.1	267	1.2	460	1.9	399	1.6
Q	H Z	745	1.5	539	1.9	206	0.9	661	2.7	84	0.3
Loaded	H	576	1.2	277	1.0	299	1.4	519	2.1	57	0.2
FourFourTwo	H	574	1.2	407	1.5	167	0.8	493	2.0	81	0.3
Max Power	H	571	1.2	226	0.8	345	1.6	526	2.1	46	0.2
Golf Monthly	H	420	0.8	277	1.0	143	0.7	165	0.7	255	1.0

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

General Quarterly Periodicals
The Nat Trust Mag

H

				Adults					
Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%
3505	7.1	2844	10.3	660	3.0	874	3.6	2631	10.5

AIR - Latest 6 Months- Apr - Sep 2009

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

Adults

Total		ABC1		C2DE		15-44		45+	
18866		11400		7466		7659		11207	
49594		27719		21875		24574		25020	
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%

Women's Monthly Periodicals

Asda Magazine	H	5693	11.5	2705	9.8	2988	13.7	2927	11.9	2766	11.1
Sainsbury's Magazine	H	4079	8.2	2632	9.5	1447	6.6	1960	8.0	2119	8.5
Cosmopolitan	H	1795	3.6	1149	4.1	646	3.0	1401	5.7	395	1.6
Good Housekeeping	H	1647	3.3	1228	4.4	419	1.9	466	1.9	1181	4.7
Waitrose Food Illstr	H	1605	3.2	1277	4.6	328	1.5	602	2.4	1003	4.0
Vogue	H	1314	2.7	897	3.2	417	1.9	954	3.9	360	1.4
Glamour	H	1293	2.6	853	3.1	440	2.0	1163	4.7	130	0.5
BBC Good Food	H	1131	2.3	899	3.2	232	1.1	535	2.2	596	2.4
Marie Claire	H	1070	2.2	765	2.8	305	1.4	747	3.0	323	1.3
Homes & Gardens	H	954	1.9	659	2.4	295	1.3	379	1.5	575	2.3
Weight Watchers Mag	H F	953	1.9	518	1.9	435	2.0	499	2.0	454	1.8
Ideal Home	H	930	1.9	667	2.4	263	1.2	421	1.7	510	2.0
House & Garden	H	843	1.7	608	2.2	235	1.1	303	1.2	540	2.2
Woman & Home	H	829	1.7	544	2.0	285	1.3	184	0.7	645	2.6
Country Living	H	801	1.6	606	2.2	195	0.9	259	1.1	542	2.2
Elle	H	793	1.6	540	1.9	253	1.2	642	2.6	151	0.6
Red	H	722	1.5	563	2.0	159	0.7	508	2.1	214	0.9
Prima	H	675	1.4	455	1.6	221	1.0	228	0.9	447	1.8
Mother And Baby	H	637	1.3	281	1.0	356	1.6	575	2.3	62	0.2
Hair	H	636	1.3	307	1.1	329	1.5	438	1.8	198	0.8
Company	H	566	1.1	374	1.3	192	0.9	494	2.0	73	0.3
House Beautiful	H	484	1.0	368	1.3	116	0.5	191	0.8	293	1.2

Women's Bimonthly Periodicals

Tesco Magazine	H	6256	12.6	3626	13.1	2629	12.0	2987	12.2	3269	13.1
Your M&S	H F	3668	7.4	2569	9.3	1099	5.0	1298	5.3	2370	9.5
Boots Hlth & Beauty	H	2884	5.8	1809	6.5	1075	4.9	1736	7.1	1148	4.6
Slimming World Mag	H	783	1.6	453	1.6	330	1.5	348	1.4	435	1.7

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 THE SUNDAY TELEGRAPH. Sunday Telegraph changed its name to The Sunday Telegraph in April 2006, effective on the questionnaire from May 2009.

LONDON EVENING STANDARD. Evening Standard changed its name to London Evening Standard in May 2009, effective on the questionnaire from July 2009.

GOOD HOMES. BBC Good Homes changed its name to Good Homes in July 2009, effective on the questionnaire from August 2009.

F WEIGHT WATCHERS MAGAZINE. Due to a change in its publication frequency, Weight Watchers Magazine has been treated by NRS as a monthly since May 2009; 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 2008 – April 2009 and a monthly frequency for May – September 2009.

YOUR M&S. Due to a change in its publication frequency, Your M&S has been treated by NRS as a bi-monthly since November 2008; prior to that it was treated as a quarterly. The estimates published for this period are based on a combination of a quarterly frequency for October 2008 and a bi-monthly frequency for November 2008 - September 2009.

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, LONDON LITE and METRO relate to Monday - Friday readership (Tuesday - Saturday interviews). Claims for Monday interviewed respondents 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.

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.

W Figures for FREE and PAID FOR LOCAL WEEKLY NEWSPAPERS are obtained by a special question. It should be noted that they are not obtained by the standard EML method. No individual titles are asked about. Results are shown for readership in the past seven days.

X Figures for Playlist (The Times on Saturday) are available from March 2009. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 7 months March – September 2009.

Z FHM, GQ, OK! and Q are shown on the publication screen in larger type-face, and in inverted commas.

Reader's Digest was part of an EML split-sample experiment during July 1999 - June 2000.

SKYMAG (Sky The Magazine until September 2007 and Sky Customer Magazine until September 2002) and CLASSIC CARS (Thoroughbred and Classic Cars until September 2001). Please refer to the cautions in Bulletin 127 regarding analysis of data for these publications.