

AIR - Latest 12 Months: October 2010-September 2011

UNWEIGHTED SAMPLE  
EST.POPULATION 15+ (000s)

| Total  | ABC1  |        | C2DE  |        | 15-44 |        | 45+   |        | Men   |        | Women |        |
|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|
| 36685  | 21635 |        | 15050 |        | 14924 |        | 21761 |        | 16214 |        | 20471 |        |
| 50159  | 27264 |        | 22895 |        | 24442 |        | 25717 |        | 24487 |        | 25672 |        |
| (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) |

Daily Newspapers - 6 Day AIR

|                          |       |       |      |       |      |       |      |      |      |       |      |       |      |       |      |
|--------------------------|-------|-------|------|-------|------|-------|------|------|------|-------|------|-------|------|-------|------|
| The Sun                  | H A   | 7652  | 15.3 | 2777  | 10.2 | 4875  | 21.3 | 4137 | 16.9 | 3515  | 13.7 | 4351  | 17.8 | 3302  | 12.9 |
| Daily Mail               | H A   | 4561  | 9.1  | 2928  | 10.7 | 1633  | 7.1  | 1097 | 4.5  | 3464  | 13.5 | 2156  | 8.8  | 2404  | 9.4  |
| Daily Mirror/Record      | H AM  | 4114  | 8.2  | 1582  | 5.8  | 2532  | 11.1 | 1596 | 6.5  | 2519  | 9.8  | 2262  | 9.2  | 1853  | 7.2  |
| Daily Mirror             | H A   | 3251  | 6.5  | 1282  | 4.7  | 1970  | 8.6  | 1265 | 5.2  | 1986  | 7.7  | 1806  | 7.4  | 1445  | 5.6  |
| Daily Record             | H A   | 893   | 1.8  | 309   | 1.1  | 584   | 2.6  | 346  | 1.4  | 547   | 2.1  | 473   | 1.9  | 420   | 1.6  |
| The Daily Telegraph      | H A   | 1584  | 3.2  | 1366  | 5.0  | 218   | 1.0  | 344  | 1.4  | 1239  | 4.8  | 805   | 3.3  | 779   | 3.0  |
| Daily Star               | H A   | 1506  | 3.0  | 384   | 1.4  | 1122  | 4.9  | 872  | 3.6  | 634   | 2.5  | 982   | 4.0  | 524   | 2.0  |
| Daily Express            | H A   | 1439  | 2.9  | 849   | 3.1  | 591   | 2.6  | 293  | 1.2  | 1146  | 4.5  | 745   | 3.0  | 695   | 2.7  |
| The Times                | H A   | 1435  | 2.9  | 1261  | 4.6  | 174   | 0.8  | 581  | 2.4  | 853   | 3.3  | 813   | 3.3  | 622   | 2.4  |
| The Guardian             | H A   | 1119  | 2.2  | 994   | 3.6  | 125   | 0.5  | 557  | 2.3  | 562   | 2.2  | 597   | 2.4  | 522   | 2.0  |
| The Independent          | H A   | 541   | 1.1  | 438   | 1.6  | 103   | 0.4  | 301  | 1.2  | 240   | 0.9  | 337   | 1.4  | 204   | 0.8  |
| i                        | Y NXZ | 423   | 0.8  | 312   | 1.1  | 111   | 0.5  | 162  | 0.7  | 261   | 1.0  | 242   | 1.0  | 181   | 0.7  |
| Financial Times          | Y A   | 325   | 0.6  | 293   | 1.1  | 32    | 0.1  | 190  | 0.8  | 135   | 0.5  | 235   | 1.0  | 90    | 0.4  |
| Net natnl dailies        | H P   | 19391 | 38.7 | 10352 | 38.0 | 9039  | 39.5 | 7485 | 30.6 | 11906 | 46.3 | 10250 | 41.9 | 9141  | 35.6 |
| Gross natnl dailies      | H P   | 24305 | 48.5 | 12879 | 47.2 | 11426 | 49.9 | 9983 | 40.8 | 14322 | 55.7 | 13299 | 54.3 | 11006 | 42.9 |
| Press & Jnl-Ab'deen      | Y R   | 165   | 0.3  | 90    | 0.3  | 75    | 0.3  | 47   | 0.2  | 118   | 0.5  | 83    | 0.3  | 81    | 0.3  |
| The Herald-Scotland      | Y R   | 160   | 0.3  | 124   | 0.5  | 35    | 0.2  | 40   | 0.2  | 120   | 0.5  | 87    | 0.4  | 72    | 0.3  |
| Cour & Adtsr-Dundee      | Y R   | 155   | 0.3  | 68    | 0.3  | 87    | 0.4  | 39   | 0.2  | 117   | 0.5  | 73    | 0.3  | 82    | 0.3  |
| The Scotsman             | Y R A | 154   | 0.3  | 132   | 0.5  | 22    | 0.1  | 43   | 0.2  | 112   | 0.4  | 75    | 0.3  | 79    | 0.3  |
| Yorkshire Post           | T R   | 146   | 0.3  | 71    | 0.3  | 76    | 0.3  | 38   | 0.2  | 108   | 0.4  | 76    | 0.3  | 70    | 0.3  |
| Evening Times-Glasgw     | Y R   | 154   | 0.3  | 43    | 0.2  | 111   | 0.5  | 63   | 0.3  | 91    | 0.4  | 89    | 0.4  | 65    | 0.3  |
| Any reg morn/eveng       | H J   | 7431  | 14.8 | 4262  | 15.6 | 3169  | 13.8 | 3882 | 15.9 | 3549  | 13.8 | 4052  | 16.5 | 3379  | 13.2 |
| Any regional evening     | H J   | 3611  | 7.2  | 2103  | 7.7  | 1508  | 6.6  | 1860 | 7.6  | 1751  | 6.8  | 2016  | 8.2  | 1595  | 6.2  |
| Metro                    | H L   | 3377  | 6.7  | 2066  | 7.6  | 1310  | 5.7  | 2372 | 9.7  | 1005  | 3.9  | 1901  | 7.8  | 1475  | 5.7  |
| London Ev. Standard      | H L A | 1557  | 3.1  | 1181  | 4.3  | 376   | 1.6  | 1054 | 4.3  | 502   | 2.0  | 974   | 4.0  | 583   | 2.3  |
| <b>Sunday Newspapers</b> |       |       |      |       |      |       |      |      |      |       |      |       |      |       |      |
| The Mail on Sunday       | H A   | 4798  | 9.6  | 3089  | 11.3 | 1709  | 7.5  | 1465 | 6.0  | 3333  | 13.0 | 2297  | 9.4  | 2501  | 9.7  |
| Sunday Mirror            | H A   | 3698  | 7.4  | 1550  | 5.7  | 2148  | 9.4  | 1739 | 7.1  | 1958  | 7.6  | 1884  | 7.7  | 1814  | 7.1  |
| The Sunday Times         | H A   | 2720  | 5.4  | 2333  | 8.6  | 387   | 1.7  | 1158 | 4.7  | 1562  | 6.1  | 1456  | 5.9  | 1264  | 4.9  |
| Sunday Express           | H A   | 1530  | 3.0  | 947   | 3.5  | 582   | 2.5  | 418  | 1.7  | 1111  | 4.3  | 755   | 3.1  | 774   | 3.0  |
| The Sunday Telegraph     | H A   | 1420  | 2.8  | 1211  | 4.4  | 210   | 0.9  | 394  | 1.6  | 1027  | 4.0  | 717   | 2.9  | 703   | 2.7  |
| The People               | H A   | 1237  | 2.5  | 402   | 1.5  | 836   | 3.6  | 389  | 1.6  | 849   | 3.3  | 642   | 2.6  | 595   | 2.3  |
| The Observer             | H A   | 1135  | 2.3  | 974   | 3.6  | 161   | 0.7  | 581  | 2.4  | 554   | 2.2  | 592   | 2.4  | 543   | 2.1  |
| Sunday Mail              | H A   | 1027  | 2.0  | 421   | 1.5  | 606   | 2.6  | 382  | 1.6  | 645   | 2.5  | 491   | 2.0  | 536   | 2.1  |
| Daily Star Sunday        | H A   | 935   | 1.9  | 244   | 0.9  | 691   | 3.0  | 614  | 2.5  | 321   | 1.2  | 578   | 2.4  | 357   | 1.4  |
| The Sunday Post          | H     | 815   | 1.6  | 304   | 1.1  | 510   | 2.2  | 115  | 0.5  | 700   | 2.7  | 364   | 1.5  | 450   | 1.8  |
| The Independnt on Sun    | H A   | 470   | 0.9  | 366   | 1.3  | 105   | 0.5  | 258  | 1.1  | 212   | 0.8  | 284   | 1.2  | 186   | 0.7  |
| Scotland on Sunday       | Y A   | 183   | 0.4  | 150   | 0.6  | 33    | 0.1  | 77   | 0.3  | 106   | 0.4  | 89    | 0.4  | 93    | 0.4  |
| Sunday Herald-Scot       | Y     | 145   | 0.3  | 122   | 0.4  | 23    | 0.1  | 66   | 0.3  | 79    | 0.3  | 73    | 0.3  | 72    | 0.3  |
| Net natnl Sundays        | H P   | 19347 | 38.6 | 10847 | 39.8 | 8500  | 37.1 | 7729 | 31.6 | 11618 | 45.2 | 9668  | 39.5 | 9679  | 37.7 |
| Gross natnl Sundays      | H P   | 19786 | 39.4 | 11840 | 43.4 | 7945  | 34.7 | 7514 | 30.7 | 12272 | 47.7 | 10061 | 41.1 | 9725  | 37.9 |

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UNWEIGHTED SAMPLE  
EST.POPULATION 15+ (000s)

| Total  | ABC1  |        | C2DE  |        | 15-44 |        | 45+   |        | Men   |        | Women |        |
|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|
| 36685  | 21635 |        | 15050 |        | 14924 |        | 21761 |        | 16214 |        | 20471 |        |
| 50159  | 27264 |        | 22895 |        | 24442 |        | 25717 |        | 24487 |        | 25672 |        |
| (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) |

Newspaper Supplements - Weekday/Saturday

|                                   |     |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|-----------------------------------|-----|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| LONDON EV. STANDARD:              |     | 1557 | 3.1  | 1181 | 4.3  | 376  | 1.6  | 1054 | 4.3  | 502  | 2.0  | 974  | 4.0  | 583  | 2.3  |
| ES Magazine                       | H   | 655  | 1.3  | 492  | 1.8  | 163  | 0.7  | 412  | 1.7  | 243  | 0.9  | 320  | 1.3  | 335  | 1.3  |
| THE SUN ON SATURDAYS:             |     | 7440 | 14.8 | 2614 | 9.6  | 4826 | 21.1 | 3823 | 15.6 | 3618 | 14.1 | 3928 | 16.0 | 3512 | 13.7 |
| Buzz (The Sun)                    | H X | 5092 | 10.2 | 1755 | 6.4  | 3337 | 14.6 | 2385 | 9.8  | 2708 | 10.5 | 2318 | 9.5  | 2774 | 10.8 |
| Fabulous                          | H X | 4830 | 9.6  | 1680 | 6.2  | 3156 | 13.8 | 2352 | 9.6  | 2472 | 9.6  | 2364 | 9.7  | 2472 | 9.6  |
| DAILY MAIL ON SATURDAYS:          |     | 5374 | 10.7 | 3460 | 12.7 | 1914 | 8.4  | 1210 | 4.9  | 4164 | 16.2 | 2401 | 9.8  | 2973 | 11.6 |
| Weekend                           | H   | 4803 | 9.6  | 3111 | 11.4 | 1693 | 7.4  | 958  | 3.9  | 3845 | 15.0 | 2008 | 8.2  | 2795 | 10.9 |
| THE GUARDIAN ON SATURDAYS:        |     | 1292 | 2.6  | 1164 | 4.3  | 127  | 0.6  | 579  | 2.4  | 713  | 2.8  | 649  | 2.6  | 643  | 2.5  |
| Weekend                           | H   | 1135 | 2.3  | 1024 | 3.8  | 111  | 0.5  | 501  | 2.1  | 633  | 2.5  | 534  | 2.2  | 600  | 2.3  |
| Money                             | H   | 720  | 1.4  | 661  | 2.4  | 59   | 0.3  | 270  | 1.1  | 450  | 1.8  | 370  | 1.5  | 350  | 1.4  |
| The Guide                         | H   | 1102 | 2.2  | 1010 | 3.7  | 92   | 0.4  | 486  | 2.0  | 616  | 2.4  | 552  | 2.3  | 550  | 2.1  |
| FINANCIAL TIMES ON SATURDAYS:     |     | 247  | 0.5  | 225  | 0.8  | 22   | 0.1  | 110  | 0.5  | 137  | 0.5  | 164  | 0.7  | 83   | 0.3  |
| FT Money                          | Y   | 187  | 0.4  | 170  | 0.6  | 17   | 0.1  | 81   | 0.3  | 105  | 0.4  | 124  | 0.5  | 62   | 0.2  |
| THE INDEPENDENT ON SATURDAYS:     |     | 437  | 0.9  | 342  | 1.3  | 94   | 0.4  | 203  | 0.8  | 233  | 0.9  | 263  | 1.1  | 174  | 0.7  |
| The Independent Mag               | H   | 329  | 0.7  | 268  | 1.0  | 61   | 0.3  | 136  | 0.6  | 193  | 0.8  | 186  | 0.8  | 144  | 0.6  |
| The Information                   | H   | 302  | 0.6  | 244  | 0.9  | 59   | 0.3  | 119  | 0.5  | 183  | 0.7  | 176  | 0.7  | 126  | 0.5  |
| THE DAILY TELEGRAPH ON SATURDAYS: |     | 1870 | 3.7  | 1608 | 5.9  | 262  | 1.1  | 352  | 1.4  | 1518 | 5.9  | 919  | 3.8  | 951  | 3.7  |
| Telegraph Magazine                | H   | 1524 | 3.0  | 1309 | 4.8  | 215  | 0.9  | 244  | 1.0  | 1280 | 5.0  | 696  | 2.8  | 828  | 3.2  |
| Your Money                        | H   | 1089 | 2.2  | 950  | 3.5  | 138  | 0.6  | 150  | 0.6  | 938  | 3.6  | 646  | 2.6  | 442  | 1.7  |
| THE TIMES ON SATURDAYS:           |     | 1494 | 3.0  | 1270 | 4.7  | 223  | 1.0  | 558  | 2.3  | 935  | 3.6  | 820  | 3.4  | 673  | 2.6  |
| The Times Magazine                | H   | 1222 | 2.4  | 1057 | 3.9  | 165  | 0.7  | 397  | 1.6  | 825  | 3.2  | 633  | 2.6  | 589  | 2.3  |
| Saturday Review                   | H X | 928  | 1.9  | 824  | 3.0  | 104  | 0.5  | 260  | 1.1  | 668  | 2.6  | 452  | 1.8  | 476  | 1.9  |
| THE TIMES ON WEEKDAYS:            |     | 1421 | 2.8  | 1229 | 4.5  | 192  | 0.8  | 565  | 2.3  | 856  | 3.3  | 820  | 3.3  | 601  | 2.3  |
| Eureka (Monthly)                  | H   | 602  | 1.2  | 513  | 1.9  | 89   | 0.4  | 206  | 0.8  | 396  | 1.5  | 306  | 1.3  | 295  | 1.2  |
| DAILY EXPRESS ON SATURDAYS:       |     | 1503 | 3.0  | 922  | 3.4  | 582  | 2.5  | 294  | 1.2  | 1210 | 4.7  | 707  | 2.9  | 797  | 3.1  |
| Saturday                          | H   | 1273 | 2.5  | 782  | 2.9  | 491  | 2.1  | 219  | 0.9  | 1054 | 4.1  | 558  | 2.3  | 715  | 2.8  |
| DAILY RECORD ON SATURDAYS:        |     | 870  | 1.7  | 292  | 1.1  | 578  | 2.5  | 301  | 1.2  | 569  | 2.2  | 447  | 1.8  | 423  | 1.6  |
| Saturday Plus                     | H   | 692  | 1.4  | 242  | 0.9  | 450  | 2.0  | 214  | 0.9  | 478  | 1.9  | 318  | 1.3  | 374  | 1.5  |
| DAILY MIRROR ON SATURDAYS:        |     | 3258 | 6.5  | 1240 | 4.5  | 2018 | 8.8  | 1179 | 4.8  | 2079 | 8.1  | 1719 | 7.0  | 1539 | 6.0  |
| We Love Telly!                    | H   | 2459 | 4.9  | 862  | 3.2  | 1598 | 7.0  | 772  | 3.2  | 1688 | 6.6  | 1172 | 4.8  | 1287 | 5.0  |
| DAILY STAR ON SATURDAYS:          |     | 1168 | 2.3  | 271  | 1.0  | 898  | 3.9  | 644  | 2.6  | 524  | 2.0  | 703  | 2.9  | 465  | 1.8  |
| Hot TV                            | H   | 845  | 1.7  | 164  | 0.6  | 681  | 3.0  | 431  | 1.8  | 414  | 1.6  | 464  | 1.9  | 381  | 1.5  |

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|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|---|
| 36685  | 21635 |        | 15050 |        | 14924 |        | 21761 |        | 16214 |        | 20471 |        |   |
| 50159  | 27264 |        | 22895 |        | 24442 |        | 25717 |        | 24487 |        | 25672 |        |   |
| (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | %     | (000s) | % |

Newspaper Supplements - Sunday

|                            |     |      |     |      |      |      |     |      |     |      |      |      |     |      |     |
|----------------------------|-----|------|-----|------|------|------|-----|------|-----|------|------|------|-----|------|-----|
| THE MAIL ON SUNDAY:        |     | 4798 | 9.6 | 3089 | 11.3 | 1709 | 7.5 | 1465 | 6.0 | 3333 | 13.0 | 2297 | 9.4 | 2501 | 9.7 |
| You                        | H   | 3706 | 7.4 | 2421 | 8.9  | 1285 | 5.6 | 946  | 3.9 | 2760 | 10.7 | 1511 | 6.2 | 2195 | 8.6 |
| Live                       | H   | 3333 | 6.6 | 2175 | 8.0  | 1157 | 5.1 | 831  | 3.4 | 2501 | 9.7  | 1475 | 6.0 | 1858 | 7.2 |
| THE SUNDAY TIMES:          |     | 2720 | 5.4 | 2333 | 8.6  | 387  | 1.7 | 1158 | 4.7 | 1562 | 6.1  | 1456 | 5.9 | 1264 | 4.9 |
| The Sunday Times Mag       | H   | 2274 | 4.5 | 1962 | 7.2  | 312  | 1.4 | 892  | 3.6 | 1382 | 5.4  | 1179 | 4.8 | 1095 | 4.3 |
| Style                      | H   | 1860 | 3.7 | 1628 | 6.0  | 232  | 1.0 | 719  | 2.9 | 1140 | 4.4  | 809  | 3.3 | 1051 | 4.1 |
| Culture                    | H   | 2052 | 4.1 | 1799 | 6.6  | 254  | 1.1 | 774  | 3.2 | 1278 | 5.0  | 1008 | 4.1 | 1044 | 4.1 |
| Business                   | H   | 1449 | 2.9 | 1302 | 4.8  | 146  | 0.6 | 518  | 2.1 | 930  | 3.6  | 969  | 4.0 | 480  | 1.9 |
| Money                      | H   | 1527 | 3.0 | 1355 | 5.0  | 173  | 0.8 | 547  | 2.2 | 980  | 3.8  | 962  | 3.9 | 565  | 2.2 |
| THE PEOPLE:                |     | 1237 | 2.5 | 402  | 1.5  | 836  | 3.6 | 389  | 1.6 | 849  | 3.3  | 642  | 2.6 | 595  | 2.3 |
| Take It Easy!              | H   | 875  | 1.7 | 271  | 1.0  | 604  | 2.6 | 260  | 1.1 | 615  | 2.4  | 395  | 1.6 | 480  | 1.9 |
| SUNDAY MAIL:               |     | 1027 | 2.0 | 421  | 1.5  | 606  | 2.6 | 382  | 1.6 | 645  | 2.5  | 491  | 2.0 | 536  | 2.1 |
| Seven Days                 | H   | 797  | 1.6 | 327  | 1.2  | 469  | 2.1 | 265  | 1.1 | 532  | 2.1  | 338  | 1.4 | 459  | 1.8 |
| THE SUNDAY POST:           |     | 815  | 1.6 | 304  | 1.1  | 510  | 2.2 | 115  | 0.5 | 700  | 2.7  | 364  | 1.5 | 450  | 1.8 |
| Post Plus                  | H   | 731  | 1.5 | 296  | 1.1  | 435  | 1.9 | 91   | 0.4 | 640  | 2.5  | 288  | 1.2 | 443  | 1.7 |
| THE SUNDAY TELEGRAPH:      |     | 1420 | 2.8 | 1211 | 4.4  | 210  | 0.9 | 394  | 1.6 | 1027 | 4.0  | 717  | 2.9 | 703  | 2.7 |
| Business                   | H   | 739  | 1.5 | 652  | 2.4  | 88   | 0.4 | 176  | 0.7 | 564  | 2.2  | 491  | 2.0 | 248  | 1.0 |
| Money                      | H D | 730  | 1.5 | 635  | 2.3  | 95   | 0.4 | 166  | 0.7 | 564  | 2.2  | 452  | 1.8 | 278  | 1.1 |
| Stella                     | H   | 858  | 1.7 | 729  | 2.7  | 129  | 0.6 | 186  | 0.8 | 672  | 2.6  | 324  | 1.3 | 534  | 2.1 |
| Seven                      | H   | 863  | 1.7 | 742  | 2.7  | 121  | 0.5 | 166  | 0.7 | 698  | 2.7  | 396  | 1.6 | 467  | 1.8 |
| THE INDEPENDENT ON SUNDAY: |     | 470  | 0.9 | 366  | 1.3  | 105  | 0.5 | 258  | 1.1 | 212  | 0.8  | 284  | 1.2 | 186  | 0.7 |
| The New Review             | H   | 304  | 0.6 | 240  | 0.9  | 64   | 0.3 | 150  | 0.6 | 154  | 0.6  | 169  | 0.7 | 135  | 0.5 |
| THE OBSERVER:              |     | 1135 | 2.3 | 974  | 3.6  | 161  | 0.7 | 581  | 2.4 | 554  | 2.2  | 592  | 2.4 | 543  | 2.1 |
| The Observer Mag           | H   | 912  | 1.8 | 806  | 3.0  | 106  | 0.5 | 431  | 1.8 | 481  | 1.9  | 451  | 1.8 | 461  | 1.8 |
| Obs. Food Monthly          | H   | 919  | 1.8 | 822  | 3.0  | 97   | 0.4 | 432  | 1.8 | 487  | 1.9  | 403  | 1.6 | 516  | 2.0 |
| SUNDAY MIRROR:             |     | 3698 | 7.4 | 1550 | 5.7  | 2148 | 9.4 | 1739 | 7.1 | 1958 | 7.6  | 1884 | 7.7 | 1814 | 7.1 |
| Celebs on Sunday           | H   | 2340 | 4.7 | 983  | 3.6  | 1357 | 5.9 | 1010 | 4.1 | 1330 | 5.2  | 980  | 4.0 | 1360 | 5.3 |
| Homes & Holidays           | H   | 2099 | 4.2 | 887  | 3.3  | 1212 | 5.3 | 790  | 3.2 | 1309 | 5.1  | 923  | 3.8 | 1176 | 4.6 |
| SUNDAY EXPRESS:            |     | 1530 | 3.0 | 947  | 3.5  | 582  | 2.5 | 418  | 1.7 | 1111 | 4.3  | 755  | 3.1 | 774  | 3.0 |
| 'S' Magazine               | H   | 1127 | 2.2 | 693  | 2.5  | 435  | 1.9 | 249  | 1.0 | 878  | 3.4  | 491  | 2.0 | 636  | 2.5 |
| Sun Exprss Financial       | H   | 757  | 1.5 | 481  | 1.8  | 276  | 1.2 | 158  | 0.6 | 600  | 2.3  | 419  | 1.7 | 338  | 1.3 |

## **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** MONEY (THE SUNDAY TELEGRAPH). Money & Jobs changed its name to Money in January 2011, effective on the questionnaire from April 2011.

**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 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.

**N** The following title appeared on a Masthead screen for New Titles during the past 12 months:  
i (November 2010 - September 2011)

**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 Buzz (The Sun) are available from November 2010. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 11 months November 2010 – September 2011.

Figures for i are available from November 2010. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 11 months November 2010 - September 2011.

Figures for Saturday Review (The Times) are available from July 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 3 months July - September 2011.

Figures for Fabulous (The Sun) are available from September 2011. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 1 month September 2011.

**Z** i - The figures shown for this publication under the heading 'Daily Newspapers - 6 Day AIR' are based on Monday-Friday AIR for the period November 2010-June 2011 and Monday-Saturday AIR for the period July-September 2011.