

NRS Readership Estimates - Newspapers and Supplements  
 AIR - Latest 12 Months: April 2010 - March 2011

	Adults						Men		Women	
	Total	ABC1	C2DE	15-44	45+	Total	Total			
UNWEIGHTED SAMPLE	36463	21807	14656	14696	21767	16095	20368			
EST. POPULATION 15+ (000s)	50000	27416	22584	24484	25515	24403	25596			
	(000s)	%	(000s)	%	(000s)	%	(000s)	%		

Daily Newspapers - 6 Day AIR

The Sun	H A	7722	15.4	2808	10.2	4914	21.8	4293	17.5	3429	13.4	4332	17.8	3390	13.2
Daily Mail	H A	4775	9.5	3104	11.3	1670	7.4	1139	4.7	3636	14.2	2239	9.2	2536	9.9
Daily Mirror/Record	H AM	4026	8.1	1594	5.8	2432	10.8	1618	6.6	2408	9.4	2130	8.7	1896	7.4
Daily Mirror	H A	3163	6.3	1298	4.7	1865	8.3	1268	5.2	1895	7.4	1679	6.9	1484	5.8
Daily Record	H A	884	1.8	305	1.1	579	2.6	361	1.5	523	2.0	463	1.9	421	1.6
The Daily Telegraph	H A	1693	3.4	1444	5.3	250	1.1	409	1.7	1285	5.0	884	3.6	809	3.2
Daily Star	H A	1552	3.1	410	1.5	1142	5.1	964	3.9	588	2.3	1083	4.4	470	1.8
The Times	H A	1504	3.0	1301	4.7	202	0.9	606	2.5	898	3.5	866	3.5	638	2.5
Daily Express	H A	1488	3.0	851	3.1	637	2.8	333	1.4	1155	4.5	724	3.0	764	3.0
The Guardian	H A	1154	2.3	1021	3.7	132	0.6	568	2.3	586	2.3	608	2.5	546	2.1
The Independent	H A	562	1.1	459	1.7	103	0.5	303	1.2	259	1.0	331	1.4	231	0.9
Financial Times	Y A	367	0.7	331	1.2	36	0.2	214	0.9	153	0.6	275	1.1	91	0.4
Net natnl dailies	H P	19751	39.5	10629	38.8	9121	40.4	7774	31.7	11977	46.9	10311	42.3	9440	36.9
Gross natnl dailies	H P	24863	49.7	13333	48.6	11530	51.1	10457	42.7	14406	56.5	13485	55.3	11379	44.5
Metro	H L	3328	6.7	2034	7.4	1294	5.7	2318	9.5	1010	4.0	1870	7.7	1459	5.7
London Ev. Standard	H L A	1563	3.1	1158	4.2	405	1.8	1043	4.3	520	2.0	963	3.9	600	2.3
Cour & Adtsr-Dundee	Y R	169	0.3	73	0.3	96	0.4	40	0.2	129	0.5	79	0.3	91	0.4
Press & Jnl-Ab'deen	Y R	169	0.3	87	0.3	81	0.4	47	0.2	122	0.5	82	0.3	87	0.3
Yorkshire Post	T R	167	0.3	87	0.3	81	0.4	44	0.2	124	0.5	93	0.4	75	0.3
The Scotsman	Y R A	154	0.3	130	0.5	23	0.1	41	0.2	112	0.4	81	0.3	72	0.3
The Herald-Scotland	Y R	152	0.3	121	0.4	31	0.1	34	0.1	118	0.5	77	0.3	74	0.3
Evening Times-Glasgw	Y R	144	0.3	46	0.2	98	0.4	74	0.3	70	0.3	66	0.3	78	0.3
Any reg morn/eveng	H J	7482	15.0	4266	15.6	3217	14.2	3921	16.0	3561	14.0	4026	16.5	3456	13.5
Any regional evening	H J	3639	7.3	2096	7.6	1543	6.8	1906	7.8	1734	6.8	2007	8.2	1633	6.4

Sunday Newspapers

News of the World	H A	7455	14.9	2926	10.7	4529	20.1	4195	17.1	3260	12.8	3920	16.1	3534	13.8
The Mail on Sunday	H A	4844	9.7	3171	11.6	1674	7.4	1487	6.1	3357	13.2	2342	9.6	2502	9.8
Sunday Mirror	H A	3642	7.3	1578	5.8	2065	9.1	1774	7.2	1868	7.3	1864	7.6	1778	6.9
The Sunday Times	H A	2872	5.7	2489	9.1	382	1.7	1273	5.2	1599	6.3	1491	6.1	1381	5.4
Sunday Express	H A	1470	2.9	883	3.2	586	2.6	407	1.7	1062	4.2	715	2.9	754	2.9
The Sunday Telegraph	H A	1422	2.8	1218	4.4	205	0.9	390	1.6	1032	4.0	726	3.0	697	2.7
The People	H A	1205	2.4	413	1.5	792	3.5	413	1.7	793	3.1	636	2.6	569	2.2
The Observer	H A	1081	2.2	965	3.5	116	0.5	553	2.3	528	2.1	591	2.4	490	1.9
Sunday Mail	H A	1063	2.1	439	1.6	624	2.8	446	1.8	617	2.4	523	2.1	539	2.1
Daily Star Sunday	H A	911	1.8	268	1.0	644	2.9	668	2.7	243	1.0	598	2.5	313	1.2
The Sunday Post	H	833	1.7	310	1.1	523	2.3	140	0.6	693	2.7	388	1.6	446	1.7
The Independnt on Sun	H A	518	1.0	405	1.5	112	0.5	289	1.2	229	0.9	289	1.2	228	0.9
Scotland on Sunday	Y A	199	0.4	159	0.6	40	0.2	85	0.3	114	0.4	106	0.4	93	0.4
Sunday Herald-Scot	Y	171	0.3	140	0.5	31	0.1	81	0.3	90	0.4	89	0.4	83	0.3
Net natnl Sundays	H P	20288	40.6	11346	41.4	8942	39.6	8500	34.7	11789	46.2	10128	41.5	10160	39.7
Gross natnl Sundays	H P	27317	54.6	15065	55.0	12251	54.2	12035	49.2	15282	59.9	14084	57.7	13233	51.7

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		Total	ABC1	C2DE	15-44	45+	Total	15-44	45+	Total	15-44	45+	Total	15-44	45+
UNWEIGHTED SAMPLE		36463		21807		14656		14696		21767		16095		20368	
EST. POPULATION 15+ (000s)		50000		27416		22584		24484		25515		24403		25596	
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%
Newspaper Supplements - Weekday/Saturday															
LONDON EV. STANDARD:		1563	3.1	1158	4.2	405	1.8	1043	4.3	520	2.0	963	3.9	600	2.3
ES Magazine	H	674	1.3	510	1.9	164	0.7	428	1.7	246	1.0	337	1.4	337	1.3
THE SUN ON SATURDAYS:		7442	14.9	2700	9.8	4743	21.0	3885	15.9	3557	13.9	3948	16.2	3494	13.7
Buzz (The Sun)	H X	4865	9.7	1687	6.2	3178	14.1	2314	9.4	2551	10.0	2170	8.9	2695	10.5
DAILY MAIL ON SATURDAYS:		5590	11.2	3620	13.2	1970	8.7	1282	5.2	4307	16.9	2525	10.3	3065	12.0
Weekend	H	5038	10.1	3287	12.0	1751	7.8	1035	4.2	4003	15.7	2135	8.7	2903	11.3
THE GUARDIAN ON SATURDAYS:		1304	2.6	1171	4.3	133	0.6	592	2.4	712	2.8	674	2.8	630	2.5
Weekend	H	1126	2.3	1025	3.7	101	0.4	498	2.0	628	2.5	547	2.2	579	2.3
Money	H	708	1.4	654	2.4	54	0.2	249	1.0	459	1.8	388	1.6	320	1.2
The Guide	H	1082	2.2	997	3.6	86	0.4	485	2.0	598	2.3	552	2.3	531	2.1
FINANCIAL TIMES ON SATURDAYS:		253	0.5	233	0.8	20	0.1	115	0.5	138	0.5	177	0.7	76	0.3
FT Money	Y	216	0.4	201	0.7	15	0.1	92	0.4	124	0.5	148	0.6	67	0.3
THE INDEPENDENT ON SATURDAYS:		441	0.9	365	1.3	76	0.3	214	0.9	227	0.9	239	1.0	202	0.8
The Independent Mag	H	385	0.8	321	1.2	64	0.3	172	0.7	214	0.8	197	0.8	188	0.7
The Information	H	344	0.7	292	1.1	53	0.2	147	0.6	197	0.8	190	0.8	154	0.6
THE DAILY TELEGRAPH ON SATURDAYS:		1901	3.8	1640	6.0	261	1.2	348	1.4	1553	6.1	961	3.9	940	3.7
Telegraph Magazine	H	1607	3.2	1391	5.1	215	1.0	268	1.1	1339	5.2	765	3.1	841	3.3
Your Money	H	1116	2.2	972	3.5	144	0.6	171	0.7	945	3.7	674	2.8	443	1.7
THE TIMES ON SATURDAYS:		1603	3.2	1352	4.9	251	1.1	607	2.5	996	3.9	857	3.5	745	2.9
The Times Magazine	H	1346	2.7	1139	4.2	206	0.9	450	1.8	895	3.5	680	2.8	666	2.6
Playlist	H	1071	2.1	911	3.3	161	0.7	350	1.4	722	2.8	572	2.3	500	2.0
THE TIMES ON WEEKDAYS:		1482	3.0	1286	4.7	196	0.9	609	2.5	873	3.4	884	3.6	598	2.3
Eureka (Monthly)	H	629	1.3	538	2.0	91	0.4	235	1.0	394	1.5	338	1.4	291	1.1
DAILY EXPRESS ON SATURDAYS:		1534	3.1	907	3.3	627	2.8	309	1.3	1225	4.8	722	3.0	812	3.2
Saturday	H	1295	2.6	788	2.9	507	2.2	228	0.9	1067	4.2	542	2.2	753	2.9
DAILY RECORD ON SATURDAYS:		929	1.9	332	1.2	598	2.6	378	1.5	552	2.2	475	1.9	455	1.8
Saturday Plus	H	781	1.6	288	1.0	494	2.2	292	1.2	489	1.9	374	1.5	407	1.6
DAILY MIRROR ON SATURDAYS:		3229	6.5	1280	4.7	1949	8.6	1197	4.9	2031	8.0	1679	6.9	1550	6.1
We Love Telly!	H	2447	4.9	946	3.4	1501	6.6	789	3.2	1658	6.5	1103	4.5	1344	5.3
DAILY STAR ON SATURDAYS:		1274	2.5	305	1.1	968	4.3	773	3.2	501	2.0	846	3.5	428	1.7
Hot TV	H	904	1.8	209	0.8	695	3.1	508	2.1	395	1.5	556	2.3	348	1.4

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EST. POPULATION 15+ (000s)		50000	27416	22584	24484	25515	24403	25596							
		(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%		
Newspaper Supplements - Sunday															
THE MAIL ON SUNDAY:		4844	9.7	3171	11.6	1674	7.4	1487	6.1	3357	13.2	2342	9.6	2502	9.8
You	H	3763	7.5	2490	9.1	1274	5.6	979	4.0	2784	10.9	1572	6.4	2191	8.6
Live	H	3320	6.6	2190	8.0	1130	5.0	844	3.4	2476	9.7	1476	6.0	1844	7.2
THE SUNDAY TIMES:		2872	5.7	2489	9.1	382	1.7	1273	5.2	1599	6.3	1491	6.1	1381	5.4
The Sunday Times Mag	H	2401	4.8	2094	7.6	307	1.4	966	3.9	1436	5.6	1162	4.8	1239	4.8
Style	H	2000	4.0	1765	6.4	235	1.0	806	3.3	1194	4.7	821	3.4	1179	4.6
Culture	H	2163	4.3	1904	6.9	259	1.1	851	3.5	1312	5.1	1022	4.2	1141	4.5
Business	H	1568	3.1	1418	5.2	150	0.7	578	2.4	990	3.9	996	4.1	572	2.2
Money	H	1622	3.2	1448	5.3	175	0.8	582	2.4	1040	4.1	979	4.0	643	2.5
THE PEOPLE:		1205	2.4	413	1.5	792	3.5	413	1.7	793	3.1	636	2.6	569	2.2
Take It Easy!	H	862	1.7	280	1.0	582	2.6	260	1.1	602	2.4	402	1.6	460	1.8
SUNDAY MAIL:		1063	2.1	439	1.6	624	2.8	446	1.8	617	2.4	523	2.1	539	2.1
Seven Days	H	883	1.8	367	1.3	516	2.3	358	1.5	525	2.1	410	1.7	473	1.8
THE SUNDAY POST:		833	1.7	310	1.1	523	2.3	140	0.6	693	2.7	388	1.6	446	1.7
Post Plus	H	768	1.5	316	1.2	452	2.0	115	0.5	653	2.6	325	1.3	443	1.7
NEWS OF THE WORLD:		7455	14.9	2926	10.7	4529	20.1	4195	17.1	3260	12.8	3920	16.1	3534	13.8
Fabulous	H	5093	10.2	1981	7.2	3112	13.8	2815	11.5	2278	8.9	2086	8.5	3007	11.7
THE SUNDAY TELEGRAPH:		1422	2.8	1218	4.4	205	0.9	390	1.6	1032	4.0	726	3.0	697	2.7
Business	H	771	1.5	690	2.5	81	0.4	191	0.8	580	2.3	502	2.1	269	1.0
Money & Jobs	H	702	1.4	623	2.3	79	0.4	177	0.7	525	2.1	444	1.8	258	1.0
Stella	H	836	1.7	723	2.6	113	0.5	178	0.7	658	2.6	309	1.3	527	2.1
Seven	H	875	1.7	761	2.8	113	0.5	163	0.7	711	2.8	407	1.7	468	1.8
THE INDEPENDENT ON SUNDAY:		518	1.0	405	1.5	112	0.5	289	1.2	229	0.9	289	1.2	228	0.9
The New Review	H	353	0.7	284	1.0	69	0.3	181	0.7	171	0.7	197	0.8	156	0.6
THE OBSERVER:		1081	2.2	965	3.5	116	0.5	553	2.3	528	2.1	591	2.4	490	1.9
The Observer Mag	H	889	1.8	822	3.0	67	0.3	422	1.7	466	1.8	474	1.9	414	1.6
Obs. Food Monthly	H X	932	1.9	850	3.1	82	0.4	458	1.9	472	1.9	421	1.7	509	2.0
SUNDAY MIRROR:		3642	7.3	1578	5.8	2065	9.1	1774	7.2	1868	7.3	1864	7.6	1778	6.9
Celebs on Sunday	H	2344	4.7	992	3.6	1353	6.0	1043	4.3	1301	5.1	940	3.9	1404	5.5
Homes & Holidays	H	2135	4.3	911	3.3	1224	5.4	834	3.4	1301	5.1	940	3.9	1195	4.7
DAILY STAR SUNDAY:		911	1.8	268	1.0	644	2.9	668	2.7	243	1.0	598	2.5	313	1.2
Take 5	H	491	1.0	141	0.5	350	1.5	353	1.4	138	0.5	285	1.2	206	0.8
SUNDAY EXPRESS:		1470	2.9	883	3.2	586	2.6	407	1.7	1062	4.2	715	2.9	754	2.9
'S' Magazine	H	1133	2.3	677	2.5	455	2.0	235	1.0	898	3.5	503	2.1	630	2.5
Sun Exprss Financial	H	759	1.5	465	1.7	294	1.3	154	0.6	605	2.4	429	1.8	330	1.3
Local Weekly Newspapers															
Any Free	H W	16264	32.5	9073	33.1	7191	31.8	6951	28.4	9313	36.5	7564	31.0	8700	34.0
Any Paid For	H W	9634	19.3	5133	18.7	4501	19.9	3664	15.0	5970	23.4	4605	18.9	5029	19.6

#### PUBLICATION SYMBOLS

The notes below refer to the publication symbols which follow the publication names in this report.

**H** May be analysed on a base of 6 months or longer.

**Y** May be analysed on a base of 12 months or longer.

**T** May be analysed on a base of 24 months or longer.

**A** Publications suffixed by the letter 'A' have suffered significant losses in circulation during the period covered by the report and the published data have been adjusted.

**D** WAITROSE KITCHEN. Waitrose Food Illustrated changed its name to Waitrose Kitchen in April 2010, effective on the questionnaire from July 2010.

**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:

**JOHN LEWIS EDITION (November 2009 - March 2011)**

REAL FOOD (October 2010 - March 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 Observer Food Monthly are available from May 2010. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 11 months May 2010 – March 2011.

Figures for Real Food are available from October 2010. The figures shown for this publication under the heading 'DATA FOR OTHER PERIODS' are based on 6 months October 2010 - March 2011.

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 5 months November 2010 – March 2011.

**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.

SKY MAGAZINE and CLASSIC CARS - Please refer to the cautions in Bulletin 127 regarding analysis of data for these publications.