

# NRS Figures

Incorporating January to June 2011 release



IPC | MEDIA

## Fashion (Base: Women)

Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
InStyle UK*	297	282	295	4.6	-0.7
Marie Claire	821	851	868	2.0	5.7
Company	467	545	450	-17.4	-3.6
Cosmopolitan	1,419	1,395	1,343	-3.7	-5.4
Elle	624	757	817	7.9	30.9
Glamour	1,067	1,277	1,125	-11.9	5.4
Grazia	511	417	388	-7.0	-24.1
HarpersBazaar*	166	161	155	-3.7	-6.6
Red	579	519	517	-0.4	-10.7
She*	328	290	258	-11.0	-21.3
Tatler**	184	183	144	-21.3	-21.7
Vanity Fair*	236	224	206	-8.0	-12.7
Vogue	927	1,169	1,162	-0.6	25.4

\* Based on 12 months NRS

\*\* Based on 24 months NRS

## Women's General Interest (Base: Women)

Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
<b>Essentials**</b>	180	178	181	1.7	0.6
<b>Woman &amp; Home</b>	772	805	729	-9.4	-5.6
BBC Good Food	905	907	903	-0.4	-0.2
Easy Living*	316	311	293	-5.8	-7.3
Good HouseKeeping	1,399	1,317	1,285	-2.4	-8.1
Prima	545	566	569	0.5	4.4
Psychologies*	235	232	225	-3.0	-4.3
Red	579	519	517	-0.4	-10.7
Sainsburys Magazine	2,707	2,580	2,135	-17.2	-21.1
She*	328	290	258	-11.0	-21.3

\* Based on 12 months NRS

\*\* Based on 24 months NRS

<b>Home Interest (Base: Adults)</b>					
<b>Title</b>	<b>Jan - Jun 10</b>	<b>Jul - Dec 10</b>	<b>Jan - Jun 11</b>	<b>% change pop</b>	<b>% change yoy</b>
<b>25 Beautiful Homes*</b>	379	346	340	<b>-1.7</b>	<b>-10.3</b>
<b>Country Homes &amp; Interiors*</b>	313	333	365	<b>9.6</b>	<b>16.6</b>
<b>Homes &amp; Gardens</b>	752	740	827	<b>11.8</b>	<b>10.0</b>
<b>Ideal Home</b>	1,005	790	863	<b>9.2</b>	<b>-14.1</b>
<b>Livingetc**</b>	211	214	220	<b>2.8</b>	<b>4.3</b>
Good Homes*	355	348	337	<b>-3.2</b>	<b>-5.1</b>
BBC Homes & Antiques*	263	263	256	<b>-2.7</b>	<b>-2.7</b>
Country Living	756	768	796	<b>3.7</b>	<b>5.3</b>
Elle Decoration**	207	203	199	<b>-2.0</b>	<b>-3.9</b>
House & Garden	762	729	638	<b>-12.5</b>	<b>-16.3</b>
House Beautiful	460	502	498	<b>-0.8</b>	<b>8.3</b>
Period Living & Traditional Homes**	166	172	171	<b>-0.6</b>	<b>5.6</b>
Real Homes Magazine*	217	207	234	<b>13.0</b>	<b>7.8</b>
World Of Interiors**	172	169	163	<b>-3.6</b>	<b>-5.2</b>

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\*\* Based on 24 months NRS

## Women's Weeklies Market (Base: Women)

Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
<b>Chat</b>	1,038	1,064	1,084	<b>1.9</b>	<b>4.4</b>
<b>Pick Me Up</b>	823	894	859	<b>-3.9</b>	<b>4.4</b>
<b>Woman</b>	619	618	591	<b>-4.4</b>	<b>-4.5</b>
<b>Woman's Own</b>	857	937	859	<b>-8.3</b>	<b>0.2</b>
<b>Woman's Weekly</b>	725	757	779	<b>2.9</b>	<b>7.4</b>
<b>Now</b>	902	1,003	850	<b>-15.3</b>	<b>-5.8</b>
<b>Look</b>	585	609	557	<b>-18.1</b>	<b>3.3</b>
Bella	580	626	555	<b>-11.3</b>	<b>-4.3</b>
Best	537	575	506	<b>-12.0</b>	<b>-5.8</b>
Take a Break	2,407	2,280	2,361	<b>3.6</b>	<b>-1.9</b>
That's Life	749	745	699	<b>-6.2</b>	<b>-6.7</b>
Love It!	556	523	527	<b>0.8</b>	<b>-5.2</b>
Real People*	403	429	388	<b>-9.6</b>	<b>-3.7</b>
Full House*	277	282	272	<b>-3.5</b>	<b>-1.8</b>
My Weekly*	267	272	298	<b>9.6</b>	<b>11.6</b>
People's Friend	424	406	395	<b>-2.7</b>	<b>-6.8</b>
Yours	397	492	440	<b>-10.6</b>	<b>10.8</b>
Hello	1,322	1,422	1,228	<b>-13.6</b>	<b>-7.1</b>
OK!	1,975	1,845	1,856	<b>0.6</b>	<b>-6.0</b>
Heat	1,437	1,505	1,281	<b>-14.9</b>	<b>-10.9</b>
Closer	1,485	1,572	1,505	<b>-4.3</b>	<b>1.3</b>
New!	556	724	612	<b>-15.5</b>	<b>10.1</b>
Star*	355	324	385	<b>18.8</b>	<b>8.5</b>
Reveal	792	923	730	<b>-20.9</b>	<b>-7.8</b>
Grazia	511	417	388	<b>-7.0</b>	<b>-24.1</b>
More!*	458	388	372	<b>-4.1</b>	<b>-18.8</b>

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### TV Weeklies Market (Base: Adults)

Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
TV Times	1,527	1,632	1,400	-14.2	-8.3
What's On TV	3,257	3,489	3,089	-11.5	-5.2
TV & Satellite Week*	471	433	432	-0.2	-8.3
TV Easy*	381	379	432	14.0	11.9
Radio Times	2,239	2,490	2,178	-12.5	-2.7
TV Quick	954	n/a	n/a	n/a	n/a
TV Choice	1,751	1,862	1,998	7.3	14.1
Total TV Guide*	468	417	394	-5.5	-15.8

### Soap Magazines Market (Base: Women)

Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
Soaplife*	335	322	379	17.7	13.1
Inside Soap*	460	461	465	0.9	1.1
All About Soap*	389	398	424	6.5	9.0

\* Based on 12 months NRS

<b>Sport (Base: Adults)</b>					
Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
Rugby World*	505	469	469	0.0	-7.1
World Soccer*	420	394	331	-16.0	-21.2

<b>Golfing (Base: Adults)</b>					
Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
Golf Monthly*	465	440	424	-0.4	-8.8
Golf World*	295	289	293	1.4	-0.7
Today's Golfer*	293	239	248	3.8	-15.4

<b>Equestrian (Base: Adults)</b>					
Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
Horse & Hound*	231	214	231	7.9	0.0

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<b>Country Pursuits (Base: Adults)</b>					
Title	Jan - Jun 10	Jul – Dec 10	Jan – Jun 11	% change pop	% change yoy
The Field**	155	156	159	1.9	2.6
Sporting Gun*	n/a	281	260	-7.5	n/a

<b>Yachting (Base: Adults)</b>					
Title	Jan - Jun 10	Jul – Dec 10	Jan – Jun 11	% change pop	% change yoy
PBO**	188	181	174	-3.9	-7.4

<b>Angling (Base: Adults)</b>					
Title	Jan - Jun 10	Jul – Dec 10	Jan – Jun 11	% change pop	% change yoy
Angler's Mail**	222	236	221	-6.4	-0.5
Angling Times*	n/a	314	315	0.3	n/a

<b>Gardening (Base: Adults)</b>					
Title	Jan - Jun 10	Jul – Dec 10	Jan – Jun 11	% change pop	% change yoy
Amateur Gardening**	126	128	140	9.4	11.1
BBC Gardeners World	1,294	1,151	1,215	5.6	-6.1
Garden Answers**	146	129	118	-8.5	-19.2
Garden News**	108	115	104	-9.6	-3.7

\* Based on 12 months NRS

\*\* Based on 24 months NRS

## Men's Magazines (Base: Adults)

Title	Jan - Jun 10	Jul - Dec 10	Jan - Jun 11	% change pop	% change yoy
<b>Nuts</b>	810	634	585	-7.7	-27.8
<b>NME*</b>	325	301	266	-11.6	-18.2
Kerrang!*	421	404	373	-7.7	-11.4
Zoo*	602	501	392	-21.8	-34.9
FHM	1,233	1,051	934	-11.1	-24.2
Q	550	473	540	14.2	-1.8
Loaded*	484	437	379	-13.3	-21.7

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