

NRS Figures

(including Jul-Dec 08 release)



Fashion (Base: Women)

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
Instyle UK*	271	305	319	4.6	17.7
Marie Claire	1,59	1,019	1,068	4.8	0.8
Company	580	536	546	1.9	-5.9
Cosmopolitan	1,594	1,407	1,590	13.0	-0.3
Elle	736	674	770	14.2	4.6
Glamour	1,128	1,068	1,249	16.9	10.7
Harpers Bazaar**	160	149	157	5.4	-1.9
Red	579	558	699	25.3	20.7
She*	354	350	408	16.6	15.3
Tatler**	159	164	159	-3	0.0
Vanity Fair*	196	214	241	12.6	23.0
Vogue	1,067	1,035	1,055	2.9	-0.2
Total Market	7,883	7,479	8,271	10	4.9
Grazia	491	501	482	-3.8	-1.8

Women's General Interest (Base: Women)

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
Essentials**	161	143	157	9.8	-2.5
Woman & Home	646	703	775	10.2	20
BBC Good Food	836	768	697	-9.2	-16.6
Easy Living*	271	265	313	18.1	15.5
Good Housekeeping	1,343	1,452	1,533	5.6	14.1
Prima	570	538	571	6.1	0.2
Psychologies*	234	263	286	8.7	22.2
Red	579	558	699	25.3	20.7
Sainsburys Magazine	2,859	2,624	2,773	5.7	-3
She*	354	350	408	16.6	15.3
Total Market	7,853	7,664	8,212	7.2	4.6

* Titles based on 12 months NRS

** Titles based on 24 months NRS

Home Interest (Base: Women)

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
25 Beautiful Homes*	403	401	395	-1.5%	-2%
Country Homes & Interiors*	295	301	344	14.3%	16.6%
Homes & Gardens	847	901	893	-0.9%	5.4%
Ideal Home	1,006	1,034	861	-16.7%	-14.4%
Livingetc*	242	216	184	-14.8%	-24%
BBC Good Homes*	412	397	366	-7.8%	-11.2%
BBC Homes & Antiques*	310	316	333	5.4%	7.4%
Country Living	723	819	880	7.4%	21.7%
Elle Decoration**	201	187	189	1.1%	-6%
House & Garden	813	776	836	7.7%	2.8%
House Beautiful	510	604	499	-17.4%	-2.2%
Period Living & Traditional Homes*	199	196	184	-6.1%	-7.5%
Real Homes Magazine*	304	329	282	-14.3%	-7.2%
World of Interiors**	155	161	168	4.3%	8.4%
Total Market	6,420	6,638	6,414	-3.4%	-0.1%

Hair (Base: Women)

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
Hair	567	545	620	13.8%	9.3%
Total Market	567	545	620	13.8%	9.3%

* Titles based on 12 months NRS

** Titles based on 24 months NRS

Womens Weeklies Market

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
Chat	1,214	1,221	1,418	-0.6	-14.4
Pick Me Up	1,092	1,059	1,053	3.1	3.7
Woman	799	742	888	7.7	-10
Womans Own	988	1,006	1,136	-1.8	-13.0
Womans Weekly	718	714	771	0.6	-6.9
Now	1,047	1,100	923	-4.8	13.4
Look**	498	451	n/a	10.4	n/a
Bella	749	740	802	1.2	-6.6
Best	679	657	702	3.3	-3.3
Take a Break	2,442	2,445	2,682	-0.1	-8.9
That's Life	821	836	1,021	-1.8	-19.6
Love it!	641	806	688	-20.5	-6.8
Real People**	483	467	455	3.4	6.2
Full house**	279	304	324	-8.2	-13.9
My Weekly**	325	367	407	-11.4	-20.1
People's Friend	463	511	556	-9.4	-16.7
Yours	535	479	482	11.7	11.0
Hello	1,579	1,730	1,670	-8.7	-5.4
Ok! Weekly	2,046	2,185	2,190	-6.4	-6.6
Heat	1,499	1,540	1,551	-2.7	-3.4
Closer	1,705	1,481	1,331	15.1	28.1
New!	663	668	537	-0.7	23.5
Star**	388	387	333	0.3	16.5
Reveal	853	747	817	14.2	4.4
Grazia	482	501	491	-3.8	-1.8
More!**	335	337	515	-0.6	-35.0
Total (non-de-duped)	23,323	23,481	23,743	-0.7	-1.8
Constant Market	22,825	23,030	23,743	-0.9	-3.9

* Constant market excludes Look

** Based on 12 month data

TV Weeklies Market

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
TV Times	1,745	1,570	1,608	11.1	8.5
What's On TV	3,360	3,540	3,549	-5.1	-5.3
TV & Satellite Week**	412	421	461	-2.1	-10.6
TV Easy**	494	476	528	3.8	-6.4
Radio Times	2,707	2,556	2,709	5.9	-0.1
TV Quick	1,088	1,127	1,343	-3.5	-19.0
TV Choice	1,828	1,817	1,721	0.6	6.2
Total TV Guide	536	622	564	-13.8	-5.0
Total (non-de-duped)	12,170	12,129	12,483	0.3	-2.5

Soap Magazine Market

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
Soaplife	404	439	418	-8.0	-3.3
Inside Soap	593	618	652	-4.0	-9.0
All About Soap	423	410	360	3.2	17.5
Total (non-de-duped)	1,420	1,467	1,430	-3.2	-0.7

* Constant market excludes Look

** Based on 12 month data

Golf – All Adults

Title	Jan-Dec 07	Jul 07-Jun 08	Jan-Dec 08	% change pop	% change yoy
Golf Monthly	499	507	518	2.2	3.8
Golf World	351	358	359	0.3	2.3
Today's Golfer	283	254	278	9.4	-1.8

Country – All Adults

Title	Jan-Dec 07	Jul 07-Jun 08	Jan-Dec 08	% change pop	% change yoy
Country Life	251	268	248	-7.5	-1.2

Equestrian – All Adults

Title	Jan-Dec 07	Jul 07-Jun 08	Jan-Dec 08	% change pop	% change yoy
Horse & Hound	244	255	236	-7.5	-3.3

Sport – All Adults

Title	Jan-Dec 07	Jul 07-Jun 08	Jan-Dec 08	% change pop	% change yoy
World Soccer	412	385	341	-11.4	-17.2
Rugby World	524	559	502	-10.2	-4.2
Four Four Two	651	578	580	0.3	-10.9

Motorcycles/Bikes – All Adults

Title	Jan-Dec 07	Jul 07-Jun 08	Jan-Dec 08	% change pop	% change yoy
Superbike	389	398	396	-0.5	1.8
Motorcycle News	403	421	437	3.8	8.4
Bike Magazine	317	292	330	13.0	4.1
Performance Bikes*	164	144	158	9.7	-3.7
Ride*	220	218	227	4.1	3.2

Country Pursuits – All Adults

Title	Jan-Dec 07	Jul 07-Jun 08	Jan-Dec 08	% change pop	% change yoy
The Field	140	155	151	-2.6	7.9
Sporting Gun	230	230	240	4.3	4.3

Yachting – All Adults

Title	Jan-Dec 07	Jul 07-Jun 08	Jan-Dec 08	% change pop	% change yoy
PBO	201	199	183	-8.0	-9.0

Men's Magazines - Adults

Title	Jul-Dec 07	Jan-Jun 08	Jul-Dec 08	% change pop	% change yoy
Nuts	1,048	1,115	1,064	-4.57	1.53
Loaded	870	745	720	-3.36	-17.24
NME*	411	362	379	4.70	-7.79
Kerrang!*	466	450	467	3.78	0.21
Zoo	852	762	797	4.59	-6.46
FHM	1,839	1,571	1,756	11.78	-4.51
Maxim*	479	398	369	-7.29	-22.96

Men's Magazines - Men

Nuts	864	1,005	934	-7.06	8.10
Loaded	797	645	655	1.55	-17.82
NME*	304	258	279	8.14	-8.22
Kerrang!*	296	285	302	5.96	2.03
Zoo	735	670	718	7.16	-2.31
FHM	1,590	1,372	1,509	9.99	-5.09
Maxim*	437	364	338	-7.14	-22.65

* Based on 12 monthly data (Jan-Dec 07/Jul 07-Jun 08/Jan-Dec 08)