

**General magazines**

Average issue readership for Jan05-Dec05														
	Total		ABC1		C2DE		15-44		45+		Men		Women	
Unweighted sample	35937		20833		15104		15115		20822		15330		20607	
Est.population 15+(000s)	47771		26170		21601		24032		23739		23150		24621	
	000s	%	000s	%	000s	%	000s	%	000s	%	000s	%	000s	%
<b>General Weekly Periodicals</b>														
What's on TV.....	3,819	8.00%	1,454	5.60%	2,365	10.90%	2,443	10.20%	1,375	5.80%	1,312	5.70%	2,507	10.20%
Radio Times.....	2,969	6.20%	2,173	8.30%	796	3.70%	1,049	4.40%	1,920	8.10%	1,426	6.20%	1,543	6.30%
TV Times.....	1,844	3.90%	902	3.40%	942	4.40%	979	4.10%	865	3.60%	717	3.10%	1,127	4.60%
Auto Trader.....	1,683	3.50%	827	3.20%	857	4.00%	1,314	5.50%	369	1.60%	1,298	5.60%	385	1.60%
TV Choice.....	1,427	3.00%	578	2.20%	849	3.90%	776	3.20%	652	2.70%	559	2.40%	868	3.50%
Nuts.....	1,283	2.70%	619	2.40%	664	3.10%	1,201	5.00%	82	0.30%	1,095	4.70%	188	0.80%
TV Quick.....	1,248	2.60%	503	1.90%	745	3.40%	743	3.10%	505	2.10%	442	1.90%	806	3.30%
Zoo Weekly.....	979	2.00%	480	1.80%	498	2.30%	918	3.80%	61	0.30%	849	3.70%	130	0.50%
The Big Issue.....	727	1.50%	545	2.10%	181	0.80%	411	1.70%	315	1.30%	318	1.40%	408	1.70%
TV & Satellite Week.....	674	1.40%	300	1.10%	373	1.70%	371	1.50%	302	1.30%	363	1.60%	310	1.30%
Total TV Guide.....	615	1.30%	250	1.00%	365	1.70%	387	1.60%	228	1.00%	249	1.10%	366	1.50%
Motorcycle News.....	527	1.10%	259	1.00%	268	1.20%	366	1.50%	161	0.70%	449	1.90%	78	0.30%
TES/Times Educ. Supp.....	509	1.10%	473	1.80%	35	0.20%	268	1.10%	240	1.00%	193	0.80%	316	1.30%
Exchange and Mart... ..	497	1.00%	227	0.90%	269	1.20%	312	1.30%	185	0.80%	374	1.60%	123	0.50%
New Scientist.....	434	0.90%	362	1.40%	72	0.30%	306	1.30%	128	0.50%	304	1.30%	130	0.50%
The Economist.....	407	0.90%	362	1.40%	45	0.20%	270	1.10%	137	0.60%	286	1.20%	121	0.50%
NME/New Musical Exp.....	391	0.80%	255	1.00%	137	0.60%	355	1.50%	37	0.20%	259	1.10%	133	0.50%
Kerrang!.....	384	0.80%	230	0.90%	154	0.70%	360	1.50%	24	0.10%	207	0.90%	178	0.70%
Angling Times.....	318	0.70%	117	0.40%	201	0.90%	173	0.70%	145	0.60%	268	1.20%	51	0.20%
Time Out.....	318	0.70%	260	1.00%	58	0.30%	256	1.10%	62	0.30%	199	0.90%	120	0.50%
Auto Express.....	316	0.70%	199	0.80%	117	0.50%	200	0.80%	117	0.50%	264	1.10%	52	0.20%
Autocar.....	275	0.60%	181	0.70%	94	0.40%	177	0.70%	98	0.40%	239	1.00%	36	0.10%
Horse and Hound.....	257	0.50%	161	0.60%	96	0.40%	150	0.60%	107	0.50%	91	0.40%	166	0.70%
Angler's Mail.....	233	0.50%	79	0.30%	153	0.70%	145	0.60%	88	0.40%	201	0.90%	31	0.10%
Country Life.....	232	0.50%	173	0.70%	59	0.30%	84	0.40%	148	0.60%	113	0.50%	120	0.50%
Match.....	211	0.40%	106	0.40%	105	0.50%	187	0.80%	24	0.10%	167	0.70%	44	0.20%
The Weekly News.....	191	0.40%	67	0.30%	123	0.60%	71	0.30%	120	0.50%	63	0.30%	128	0.50%
Autosport.....	178	0.40%	117	0.40%	60	0.30%	133	0.60%	44	0.20%	147	0.60%	31	0.10%
Amateur Gardening... ..	158	0.30%	87	0.30%	72	0.30%	33	0.10%	125	0.50%	43	0.20%	116	0.50%
Garden News.....	141	0.30%	50	0.20%	92	0.40%	17	0.10%	124	0.50%	71	0.30%	70	0.30%
<b>General Fortnightly Periodicals</b>														
Private Eye.....	715	1.50%	603	2.30%	113	0.50%	418	1.70%	297	1.30%	552	2.40%	163	0.70%
Smash Hits.....	489	1.00%	188	0.70%	301	1.40%	444	1.80%	45	0.20%	122	0.50%	367	1.50%
Bike Trader.....	424	0.90%	161	0.60%	263	1.20%	345	1.40%	79	0.30%	359	1.60%	65	0.30%

General Monthly Periodicals														
Sky The Magazine....	7,154	15.00%	3,986	15.20%	3,169	14.70%	4,514	18.80%	2,641	11.10%	3,854	16.60%	3,300	13.40%
FHM.....	2,720	5.70%	1,568	6.00%	1,152	5.30%	2,536	10.60%	184	0.80%	2,314	10.00%	406	1.60%
Saga Magazine.....	2,569	5.40%	1,825	7.00%	744	3.40%	79	0.30%	2,490	10.50%	1,081	4.70%	1,489	6.00%
Reader's Digest.....	2,110	4.40%	1,303	5.00%	807	3.70%	634	2.60%	1,476	6.20%	921	4.00%	1,188	4.80%
National Geographic.....	1,889	4.00%	1,450	5.50%	439	2.00%	973	4.10%	915	3.90%	1,118	4.80%	771	3.10%
BBC Gardeners' World	1,587	3.30%	1,003	3.80%	585	2.70%	441	1.80%	1,147	4.80%	660	2.80%	928	3.80%
BBC Top Gear.....	1,515	3.20%	992	3.80%	524	2.40%	1,162	4.80%	354	1.50%	1,246	5.40%	269	1.10%
Loaded.....	1,221	2.60%	614	2.30%	607	2.80%	1,156	4.80%	65	0.30%	1,090	4.70%	131	0.50%
Max Power.....	1,187	2.50%	531	2.00%	657	3.00%	1,093	4.50%	95	0.40%	1,017	4.40%	171	0.70%
Playstation2 Off Mag	1,151	2.40%	503	1.90%	648	3.00%	1,050	4.40%	101	0.40%	894	3.90%	257	1.00%
What Car?.....	988	2.10%	672	2.60%	316	1.50%	614	2.60%	374	1.60%	813	3.50%	175	0.70%
Men's Health.....	892	1.90%	604	2.30%	289	1.30%	763	3.20%	129	0.50%	740	3.20%	152	0.60%
Maxim.....	725	1.50%	416	1.60%	309	1.40%	672	2.80%	53	0.20%	667	2.90%	59	0.20%
Q.....	713	1.50%	465	1.80%	249	1.20%	648	2.70%	65	0.30%	525	2.30%	189	0.80%
Empire.....	664	1.40%	514	2.00%	150	0.70%	606	2.50%	58	0.20%	463	2.00%	201	0.80%
Fast Car Magazine...	636	1.30%	313	1.20%	324	1.50%	601	2.50%	35	0.10%	570	2.50%	66	0.30%
Golf Monthly.....	582	1.20%	403	1.50%	179	0.80%	235	1.00%	348	1.50%	488	2.10%	94	0.40%
PC Gamer.....	545	1.10%	299	1.10%	246	1.10%	501	2.10%	45	0.20%	468	2.00%	77	0.30%
FourFourTwo.....	522	1.10%	353	1.30%	169	0.80%	462	1.90%	60	0.30%	476	2.10%	47	0.20%
Viz.....	508	1.10%	302	1.20%	206	1.00%	408	1.70%	100	0.40%	425	1.80%	83	0.30%
Classic Cars.....	499	1.00%	278	1.10%	221	1.00%	269	1.10%	230	1.00%	403	1.70%	96	0.40%
GQ.....	494	1.00%	376	1.40%	118	0.50%	432	1.80%	61	0.30%	410	1.80%	83	0.30%
Rugby World.....	490	1.00%	322	1.20%	168	0.80%	313	1.30%	177	0.70%	410	1.80%	80	0.30%
Men's Fitness.....	478	1.00%	290	1.10%	188	0.90%	415	1.70%	64	0.30%	425	1.80%	53	0.20%
F1 Racing.....	457	1.00%	263	1.00%	194	0.90%	330	1.40%	127	0.50%	375	1.60%	82	0.30%
Xbox Off. Xbox Mag..	451	0.90%	211	0.80%	239	1.10%	411	1.70%	39	0.20%	369	1.60%	81	0.30%
Superbike.....	444	0.90%	208	0.80%	236	1.10%	367	1.50%	77	0.30%	396	1.70%	49	0.20%
Total Film.....	434	0.90%	308	1.20%	126	0.60%	391	1.60%	43	0.20%	318	1.40%	115	0.50%
Top of the Pops Mag.	403	0.80%	145	0.60%	258	1.20%	366	1.50%	37	0.20%	83	0.40%	320	1.30%
Golf World.....	388	0.80%	286	1.10%	102	0.50%	177	0.70%	211	0.90%	325	1.40%	63	0.30%
World Soccer.....	372	0.80%	173	0.70%	199	0.90%	271	1.10%	101	0.40%	333	1.40%	39	0.20%
What Hi-Fi? Snd&Vis.	370	0.80%	252	1.00%	118	0.50%	282	1.20%	88	0.40%	335	1.40%	35	0.10%
High Life.....	350	0.70%	293	1.10%	57	0.30%	200	0.80%	150	0.60%	257	1.10%	93	0.40%
Bike.....	347	0.70%	187	0.70%	160	0.70%	265	1.10%	82	0.30%	302	1.30%	45	0.20%
Runner's World.....	335	0.70%	285	1.10%	50	0.20%	262	1.10%	73	0.30%	193	0.80%	142	0.60%
Practical Photography	325	0.70%	229	0.90%	96	0.40%	152	0.60%	173	0.70%	236	1.00%	89	0.40%
Class and Sportscar	311	0.70%	212	0.80%	98	0.50%	206	0.90%	105	0.40%	261	1.10%	50	0.20%
Land Rover Owner Int	307	0.60%	186	0.70%	121	0.60%	201	0.80%	106	0.40%	208	0.90%	99	0.40%
Performance Bikes...	288	0.60%	118	0.50%	170	0.80%	259	1.10%	30	0.10%	255	1.10%	33	0.10%
Bizarre.....	287	0.60%	121	0.50%	166	0.80%	275	1.10%	12	0.00%	231	1.00%	56	0.20%
BBC Wildlife.....	280	0.60%	172	0.70%	108	0.50%	141	0.60%	139	0.60%	144	0.60%	136	0.60%
Practical Classics..	277	0.60%	158	0.60%	119	0.60%	165	0.70%	112	0.50%	235	1.00%	42	0.20%
Mojo.....	267	0.60%	177	0.70%	90	0.40%	208	0.90%	59	0.20%	194	0.80%	73	0.30%
Classic FM Magazine.	251	0.50%	193	0.70%	58	0.30%	77	0.30%	174	0.70%	142	0.60%	109	0.40%
Ride.....	248	0.50%	126	0.50%	122	0.60%	205	0.90%	43	0.20%	223	1.00%	25	0.10%
Today's Golfer.....	240	0.50%	173	0.70%	67	0.30%	135	0.60%	105	0.40%	214	0.90%	26	0.10%
Mixmag.....	230	0.50%	138	0.50%	92	0.40%	225	0.90%	5	0.00%	174	0.80%	56	0.20%
Motoring & Leisure..	230	0.50%	163	0.60%	67	0.30%	92	0.40%	138	0.60%	159	0.70%	70	0.30%
Shoot Monthly.....	227	0.50%	101	0.40%	125	0.60%	146	0.60%	81	0.30%	175	0.80%	51	0.20%
Sporting Gun.....	222	0.50%	118	0.40%	105	0.50%	128	0.50%	94	0.40%	191	0.80%	31	0.10%
TV Hits.....	221	0.50%	71	0.30%	150	0.70%	201	0.80%	21	0.10%	48	0.20%	173	0.70%
Evo.....	203	0.40%	131	0.50%	72	0.30%	189	0.80%	14	0.10%	187	0.80%	16	0.10%
BBC History Magazine	200	0.40%	156	0.60%	44	0.20%	100	0.40%	100	0.40%	118	0.50%	82	0.30%
Practical Boat Owner	195	0.40%	151	0.60%	44	0.20%	71	0.30%	124	0.50%	148	0.60%	47	0.20%
Car.....	169	0.40%	107	0.40%	62	0.30%	115	0.50%	54	0.20%	143	0.60%	26	0.10%
Esquire.....	164	0.30%	121	0.50%	43	0.20%	136	0.60%	28	0.10%	137	0.60%	26	0.10%
Garden Answers.....	160	0.30%	91	0.30%	69	0.30%	54	0.20%	106	0.40%	65	0.30%	95	0.40%
Moneywise.....	145	0.30%	106	0.40%	39	0.20%	56	0.20%	89	0.40%	101	0.40%	44	0.20%
The Field.....	139	0.30%	106	0.40%	33	0.10%	37	0.20%	102	0.40%	83	0.30%	56	0.20%
Trout and Salmon...	130	0.30%	86	0.30%	44	0.20%	40	0.20%	90	0.40%	106	0.50%	24	0.10%
BBC Music Magazine..	127	0.30%	87	0.30%	41	0.20%	74	0.30%	53	0.20%	84	0.40%	43	0.20%
Front.....	100	0.20%	51	0.20%	49	0.20%	97	0.40%	3	0.00%	98	0.40%	2	0.00%
General Quarterly Periodicals														
Room (IKEA).....	1,613	3.40%	1,091	4.20%	521	2.40%	1,208	5.00%	404	1.70%	493	2.10%	1,119	4.50%
Heritage Today.....	137	0.30%	96	0.40%	42	0.20%	38	0.20%	100	0.40%	61	0.30%	77	0.30%