

AIR - Latest 6 Months- October 2009 - March 2010

UNWEIGHTED SAMPLE
EST.POPULATION 15+ (000s)

Total		ABC1		C2DE		15-44		45+		Men		Women		
17990		10815		7175		7232		10758		7972		10018		
49757		27452		22305		24540		25217		24266		25491		
(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	(000s)	%	
Daily Newspapers - 6 Day AIR														
Daily Express	1402	2.8	821	3.0	581	2.6	343	1.4	1059	4.2	666	2.7	736	2.9
Daily Mail	4678	9.4	3023	11.0	1655	7.4	1167	4.8	3511	13.9	2327	9.6	2351	9.2
Daily Mirror	3221	6.5	1236	4.5	1985	8.9	1272	5.2	1949	7.7	1765	7.3	1456	5.7
Daily Star	1584	3.2	436	1.6	1147	5.1	1015	4.1	569	2.3	1078	4.4	506	2.0
The Daily Telegraph	1761	3.5	1541	5.6	220	1.0	356	1.5	1405	5.6	889	3.7	872	3.4
The Guardian	1102	2.2	988	3.6	115	0.5	547	2.2	555	2.2	581	2.4	522	2.0
The Independent	543	1.1	472	1.7	71	0.3	292	1.2	252	1.0	318	1.3	225	0.9
The Sun	7682	15.4	2774	10.1	4908	22.0	4242	17.3	3440	13.6	4371	18.0	3312	13.0
The Times	1673	3.4	1456	5.3	217	1.0	729	3.0	944	3.7	963	4.0	710	2.8
Daily Newspapers - 5 Day AIR														
Daily Express	1382	2.8	807	2.9	575	2.6	343	1.4	1039	4.1	667	2.8	715	2.8
Daily Mail	4477	9.0	2900	10.6	1577	7.1	1109	4.5	3368	13.4	2259	9.3	2218	8.7
Daily Mirror	3185	6.4	1209	4.4	1976	8.9	1311	5.3	1874	7.4	1767	7.3	1417	5.6
Daily Star	1615	3.2	434	1.6	1180	5.3	1035	4.2	580	2.3	1114	4.6	501	2.0
The Daily Telegraph	1675	3.4	1474	5.4	201	0.9	366	1.5	1308	5.2	847	3.5	828	3.2
The Guardian	1058	2.1	946	3.4	112	0.5	521	2.1	537	2.1	567	2.3	491	1.9
The Independent	536	1.1	476	1.7	60	0.3	288	1.2	248	1.0	307	1.3	229	0.9
The Sun	7618	15.3	2775	10.1	4844	21.7	4258	17.4	3360	13.3	4400	18.1	3219	12.6
The Times	1657	3.3	1445	5.3	212	0.9	723	2.9	934	3.7	955	3.9	702	2.8
London Ev. Standard	1349	2.7	1027	3.7	322	1.4	853	3.5	496	2.0	852	3.5	497	1.9
Metro	3468	7.0	2188	8.0	1281	5.7	2529	10.3	940	3.7	2000	8.2	1469	5.8

AIR - Latest 6 Months- October 2009 - March 2010

Daily Newspapers - Saturday AIR

Daily Express	1488	3.0	883	3.2	606	2.7	316	1.3	1172	4.6	646	2.7	842	3.3
Daily Mail	5679	11.4	3632	13.2	2047	9.2	1388	5.7	4291	17.0	2657	10.9	3023	11.9
Daily Mirror	3379	6.8	1346	4.9	2033	9.1	1283	5.2	2096	8.3	1739	7.2	1640	6.4
Daily Star	1425	2.9	445	1.6	981	4.4	913	3.7	512	2.0	904	3.7	521	2.0
The Daily Telegraph	2172	4.4	1872	6.8	301	1.3	442	1.8	1731	6.9	1075	4.4	1097	4.3
The Guardian	1307	2.6	1197	4.4	110	0.5	657	2.7	650	2.6	631	2.6	675	2.6
The Independent	533	1.1	447	1.6	86	0.4	286	1.2	248	1.0	347	1.4	186	0.7
The Sun	7999	16.1	2774	10.1	5225	23.4	4311	17.6	3688	14.6	4225	17.4	3774	14.8
The Times	1727	3.5	1496	5.4	231	1.0	710	2.9	1018	4.0	976	4.0	752	2.9

Sunday Newspapers

Daily Star Sunday	949	1.9	270	1.0	679	3.0	642	2.6	306	1.2	600	2.5	349	1.4
News of the World	7710	15.5	3018	11.0	4692	21.0	4374	17.8	3336	13.2	4070	16.8	3640	14.3
Sunday Express	1627	3.3	952	3.5	675	3.0	385	1.6	1243	4.9	783	3.2	845	3.3
Sunday Mirror	3882	7.8	1610	5.9	2272	10.2	1762	7.2	2120	8.4	1890	7.8	1991	7.8
Sunday Telegraph	1663	3.3	1440	5.2	223	1.0	463	1.9	1200	4.8	853	3.5	810	3.2
The Independent on Sun	601	1.2	463	1.7	139	0.6	379	1.5	223	0.9	372	1.5	229	0.9
The Mail on Sunday	5175	10.4	3311	12.1	1865	8.4	1708	7.0	3467	13.7	2565	10.6	2610	10.2
The Observer	1160	2.3	988	3.6	172	0.8	639	2.6	521	2.1	606	2.5	554	2.2
The People	1319	2.7	532	1.9	788	3.5	436	1.8	883	3.5	696	2.9	623	2.4
The Sunday Times	3166	6.4	2690	9.8	477	2.1	1367	5.6	1799	7.1	1718	7.1	1448	5.7

AIR - Latest 6 Months- October 2009 - March 2010

Newspaper Supplements - Weekday/Saturday

LONDON EV. STANDARD:

ES Magazine

THE SUN ON SATURDAYS:

The TV Mag

DAILY MAIL ON SATURDAYS:

Weekend

THE GUARDIAN ON SATURDAYS:

Weekend

Money

The Guide

THE INDEPENDENT ON SATURDAYS:

The Independent Mag

The Information

THE DAILY TELEGRAPH ON SATURDAYS:

Telegraph Magazine

Your Money

THE TIMES ON SATURDAYS:

The Times Magazine

Playlist

DAILY EXPRESS ON SATURDAYS:

Saturday

DAILY MIRROR ON SATURDAYS:

We Love Telly!

DAILY STAR ON SATURDAYS:

Hot TV

	Total	ABC1		C2DE		15-44		45+		Men		Women		
LONDON EV. STANDARD:	1349	2.7	1027	3.7	322	1.4	853	3.5	496	2.0	852	3.5	497	1.9
ES Magazine	724	1.5	535	1.9	191	0.9	454	1.9	272	1.1	378	1.6	347	1.4
THE SUN ON SATURDAYS:	7999	16.1	2774	10.1	5225	23.4	4311	17.6	3688	14.6	4225	17.4	3774	14.8
The TV Mag	6886	13.8	2300	8.4	4587	20.6	3540	14.4	3346	13.3	3386	14.0	3501	13.7
DAILY MAIL ON SATURDAYS:	5679	11.4	3632	13.2	2047	9.2	1388	5.7	4291	17.0	2657	10.9	3023	11.9
Weekend	5065	10.2	3254	11.9	1811	8.1	1104	4.5	3960	15.7	2230	9.2	2834	11.1
THE GUARDIAN ON SATURDAYS:	1307	2.6	1197	4.4	110	0.5	657	2.7	650	2.6	631	2.6	675	2.6
Weekend	1136	2.3	1038	3.8	99	0.4	553	2.3	584	2.3	512	2.1	624	2.4
Money	704	1.4	653	2.4	51	0.2	339	1.4	365	1.4	361	1.5	343	1.3
The Guide	1078	2.2	992	3.6	86	0.4	521	2.1	558	2.2	494	2.0	584	2.3
THE INDEPENDENT ON SATURDAYS:	533	1.1	447	1.6	86	0.4	286	1.2	248	1.0	347	1.4	186	0.7
The Independent Mag	420	0.8	348	1.3	72	0.3	193	0.8	227	0.9	266	1.1	155	0.6
The Information	397	0.8	326	1.2	71	0.3	176	0.7	221	0.9	264	1.1	133	0.5
THE DAILY TELEGRAPH ON SATURDAYS:	2172	4.4	1872	6.8	301	1.3	442	1.8	1731	6.9	1075	4.4	1097	4.3
Telegraph Magazine	1805	3.6	1598	5.8	207	0.9	335	1.4	1470	5.8	841	3.5	964	3.8
Your Money	1255	2.5	1119	4.1	136	0.6	189	0.8	1065	4.2	734	3.0	521	2.0
THE TIMES ON SATURDAYS:	1727	3.5	1496	5.4	231	1.0	710	2.9	1018	4.0	976	4.0	752	2.9
The Times Magazine	1465	2.9	1278	4.7	187	0.8	545	2.2	920	3.6	775	3.2	689	2.7
Playlist	1157	2.3	1024	3.7	132	0.6	444	1.8	712	2.8	615	2.5	542	2.1
DAILY EXPRESS ON SATURDAYS:	1488	3.0	883	3.2	606	2.7	316	1.3	1172	4.6	646	2.7	842	3.3
Saturday	1337	2.7	806	2.9	531	2.4	248	1.0	1089	4.3	557	2.3	781	3.1
DAILY MIRROR ON SATURDAYS:	3379	6.8	1346	4.9	2033	9.1	1283	5.2	2096	8.3	1739	7.2	1640	6.4
We Love Telly!	2717	5.5	1020	3.7	1697	7.6	955	3.9	1761	7.0	1264	5.2	1453	5.7
DAILY STAR ON SATURDAYS:	1425	2.9	445	1.6	981	4.4	913	3.7	512	2.0	904	3.7	521	2.0
Hot TV	1012	2.0	280	1.0	732	3.3	651	2.7	361	1.4	573	2.4	439	1.7

Newspaper Supplements - Sunday

THE MAIL ON SUNDAY:

You

Live

THE SUNDAY TIMES:

The Sunday Times Mag

Style

Culture

Business

Money

THE PEOPLE:

Take It Easy!

NEWS OF THE WORLD:

Fabulous

THE SUNDAY TELEGRAPH:

Business

Money & Jobs

Stella

Seven

THE INDEPENDENT ON SUNDAY:

The New Review

THE OBSERVER:

The Observer Mag

SUNDAY MIRROR:

Celebs on Sunday

Homes & Holidays

DAILY STAR SUNDAY:

Take 5

SUNDAY EXPRESS:

'S' Magazine

Sun Exprss Financial

THE MAIL ON SUNDAY:	5175	10.4	3311	12.1	1865	8.4	1708	7.0	3467	13.7	2565	10.6	2610	10.2
You	4011	8.1	2603	9.5	1408	6.3	1144	4.7	2866	11.4	1644	6.8	2367	9.3
Live	3686	7.4	2403	8.8	1283	5.8	1082	4.4	2603	10.3	1648	6.8	2037	8.0
THE SUNDAY TIMES:	3166	6.4	2690	9.8	477	2.1	1367	5.6	1799	7.1	1718	7.1	1448	5.7
The Sunday Times Mag	2688	5.4	2292	8.3	396	1.8	1121	4.6	1567	6.2	1372	5.7	1315	5.2
Style	2056	4.1	1753	6.4	304	1.4	874	3.6	1182	4.7	868	3.6	1189	4.7
Culture	2444	4.9	2141	7.8	303	1.4	983	4.0	1461	5.8	1285	5.3	1159	4.5
Business	1746	3.5	1515	5.5	231	1.0	660	2.7	1086	4.3	1158	4.8	588	2.3
Money	1815	3.6	1583	5.8	232	1.0	611	2.5	1204	4.8	1125	4.6	690	2.7
THE PEOPLE:	1319	2.7	532	1.9	788	3.5	436	1.8	883	3.5	696	2.9	623	2.4
Take It Easy!	1001	2.0	397	1.4	604	2.7	313	1.3	688	2.7	431	1.8	570	2.2
NEWS OF THE WORLD:	7710	15.5	3018	11.0	4692	21.0	4374	17.8	3336	13.2	4070	16.8	3640	14.3
Fabulous	5184	10.4	1941	7.1	3243	14.5	2844	11.6	2340	9.3	2121	8.7	3063	12.0
THE SUNDAY TELEGRAPH:	1663	3.3	1440	5.2	223	1.0	463	1.9	1200	4.8	853	3.5	810	3.2
Business	872	1.8	773	2.8	98	0.4	203	0.8	669	2.7	550	2.3	322	1.3
Money & Jobs	790	1.6	694	2.5	96	0.4	200	0.8	590	2.3	479	2.0	311	1.2
Stella	943	1.9	845	3.1	98	0.4	197	0.8	746	3.0	346	1.4	598	2.3
Seven	1005	2.0	901	3.3	104	0.5	189	0.8	816	3.2	468	1.9	538	2.1
THE INDEPENDENT ON SUNDAY:	601	1.2	463	1.7	139	0.6	379	1.5	223	0.9	372	1.5	229	0.9
The New Review	403	0.8	323	1.2	80	0.4	230	0.9	173	0.7	264	1.1	139	0.5
THE OBSERVER:	1160	2.3	988	3.6	172	0.8	639	2.6	521	2.1	606	2.5	554	2.2
The Observer Mag	880	1.8	769	2.8	111	0.5	442	1.8	437	1.7	421	1.7	459	1.8
SUNDAY MIRROR:	3882	7.8	1610	5.9	2272	10.2	1762	7.2	2120	8.4	1890	7.8	1991	7.8
Celebs on Sunday	2710	5.4	1121	4.1	1588	7.1	1198	4.9	1511	6.0	1065	4.4	1645	6.5
Homes & Holidays	2314	4.6	979	3.6	1334	6.0	900	3.7	1413	5.6	957	3.9	1357	5.3
DAILY STAR SUNDAY:	949	1.9	270	1.0	679	3.0	642	2.6	306	1.2	600	2.5	349	1.4
Take 5	549	1.1	152	0.6	397	1.8	363	1.5	187	0.7	307	1.3	242	0.9
SUNDAY EXPRESS:	1627	3.3	952	3.5	675	3.0	385	1.6	1243	4.9	783	3.2	845	3.3
'S' Magazine	1291	2.6	774	2.8	517	2.3	265	1.1	1026	4.1	555	2.3	736	2.9
Sun Exprss Financial	872	1.8	525	1.9	347	1.6	126	0.5	746	3.0	486	2.0	386	1.5