



The voice of professional publishers

# **ABC Results: July – December 2010**

## PPA Overview



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## The Headlines

- Total Average Issue Net Circulation up 4.0 per cent year-on-year for the six months from July to December 2010
- This was an increase on the 3.3 per cent increase reported for the previous six month period from January to June 2010
- The women's magazine market as a whole increased circulation 9.2 per cent
- Leisure interest magazine grew circulation by 7.9 per cent
- Current affairs titles were up by 4.9 per cent (International) and 2.4 per cent (Domestic)

## Top 20 by Total Average Net Circulation (UK/Ireland)

Title	Ranking	% Actively Purchased	For a detailed analysis, see Market Sector Listing (Section 11)				
			Dec End 2010	Prd/Prd % change	Jun End 2010	Year / Year % change	Dec End 2009
Sky Magazine	1	0.0%	7,291,605	3.6%	7,041,602	-1.8%	7,423,570
Sky Sports Magazine (UK)	2	0.0%	4,307,394	2.5%	4,200,369	4.4%	4,127,025
Sky Movies Magazine (UK Edition)	3	0.0%	3,556,884	2.3%	3,478,534	5.0%	3,387,788
Asda Magazine	4	0.0%	2,381,137	22.3%	1,947,567	28.0%	1,859,697
Tesco Magazine	5	0.0%	1,983,837	-0.7%	1,998,767	-3.5%	2,055,391
The National Trust Magazine	6	0.0%	1,883,052	N/A	-	4.5%	1,801,654
TV Choice	7	100.0%	1,362,384	4.0%	1,309,469	4.6%	1,302,382
What's on TV	8	100.0%	1,257,028	4.0%	1,209,018	0.9%	1,245,933
Tesco Real Food	9	0.0%	1,212,500	-3.0%	1,250,000	N/A	-
Morrisons Magazine	10	0.0%	1,117,712	8.5%	1,030,186	14.7%	974,431
Radio Times	11	99.6%	960,839	1.4%	947,131	-4.0%	1,000,648
Take a Break	12	100.0%	833,522	-2.6%	855,372	-7.4%	900,016
Sense Magazine	13	0.0%	793,671	-10.1%	882,604	-6.2%	845,795
Saga Magazine	14	97.9%	626,735	-4.5%	656,080	-4.4%	655,728
Birds	15	0.0%	615,960	0.3%	613,834	-1.0%	622,322
Sky Magazine Ireland	16	0.0%	596,660	1.4%	588,395	6.0%	563,076
New!	17	100.0%	562,284	-2.7%	577,899	-6.4%	600,741
Pet People	18	0.0%	538,265	N/A	-	-3.5%	557,969
Shortlist	19	0.0%	521,713	0.7%	518,222	1.7%	513,148
Glamour	20	99.9%	500,591	-4.9%	526,216	-2.9%	515,281

## Top 20 Actively Purchased by Circulation

Title	Circulation/ Distribution Total UK/ROI Net Average	Dec End 2010					Jun End 2010		Dec End 2009	
		Actively Purchased Ranking	Actively Purchased	Actively Purchased %	Actively Purchased Ptd/Ptd % Change	Actively Purchased Yr/Yr % Change	Actively Purchased Ranking	Actively Purchased	Actively Purchased Ranking	Actively Purchased
TV Choice	1,362,384	1	<b>1,362,384</b>	100.0%	4.0%	4.6%	1	1,309,469	1	1,302,382
What's on TV	1,254,760	2	<b>1,254,760</b>	100.0%	4.0%	0.9%	2	1,206,300	2	1,243,574
Radio Times	955,218	3	<b>951,929</b>	99.6%	1.4%	-4.0%	3	938,975	3	991,561
Take a Break	826,281	4	<b>826,281</b>	100.0%	-2.7%	-7.3%	4	848,843	4	891,794
Saga Magazine	625,331	5	<b>612,574</b>	97.9%	-1.6%	-2.8%	5	622,334	5	630,305
New!	557,065	6	<b>557,065</b>	100.0%	-2.9%	-5.2%	6	573,731	6	587,327
Closer	488,375	7	<b>487,796</b>	99.8%	-5.5%	-8.0%	7	515,936	7	530,396
Glamour	447,869	8	<b>447,588</b>	99.9%	-7.0%	-3.1%	8	481,253	10	462,088
OK! Magazine	435,886	9	<b>434,591</b>	99.7%	-5.4%	-17.4%	9	459,454	8	525,990
Good Housekeeping	431,563	10	<b>431,563</b>	100.0%	6.1%	3.8%	12	406,687	14	415,602
Star	425,594	11	<b>425,594</b>	100.0%	-2.5%	-11.0%	10	436,471	9	477,992
Chat	401,364	12	<b>401,364</b>	100.0%	-4.3%	-5.8%	11	419,554	13	426,143
Woman & Home	374,380	13	<b>367,954</b>	98.2%	4.6%	4.3%	15	351,900	18	352,780
Heat	359,345	14	<b>351,294</b>	97.7%	-11.9%	-20.2%	13	398,868	11	440,216
Reader's Digest	432,070	15	<b>338,832</b>	78.4%	-7.1%	-22.7%	14	364,759	12	438,097
That's Life	333,253	16	<b>333,253</b>	100.0%	-1.8%	-11.3%	16	339,416	16	375,523
Cosmopolitan	329,850	17	<b>329,850</b>	100.0%	-2.4%	-9.1%	17	338,018	17	363,003
Now	328,562	18	<b>328,562</b>	100.0%	-0.4%	-13.1%	18	330,018	15	377,903
Slimming World Magazine	334,069	19	<b>322,766</b>	96.6%	10.3%	7.3%	27	292,636	28	300,901
Reveal	318,782	20	<b>318,782</b>	100.0%	-2.5%	-1.6%	19	326,841	21	324,101

## Top 20 Total Average Net Circulation by Circulation Growth (period-on-period)

Title	Ranking	% Actively Purchased	For a detailed analysis, see Market Sector Listing (Section 11)				
			Dec End 2010	Prd/Prd change	Jun End 2010	Year / Year change	Dec End 2009
Asda Magazine	1	0.0%	2,381,137	<b>433,570</b>	1,947,567	521,440	1,859,697
Sky Magazine	2	0.0%	7,291,605	<b>250,003</b>	7,041,602	-131,965	7,423,570
Sky Sports Magazine (UK)	3	0.0%	4,307,394	<b>107,025</b>	4,200,369	180,369	4,127,025
Morrisons Magazine	4	0.0%	1,117,712	<b>87,526</b>	1,030,186	143,281	974,431
Sainsbury's Little Ones	5	0.0%	352,011	<b>85,511</b>	266,500	102,033	249,978
Sky Movies Magazine (UK Edition)	6	0.0%	3,556,884	<b>78,350</b>	3,478,534	169,096	3,387,788
TV Choice	7	100.0%	1,362,384	<b>52,915</b>	1,309,469	60,002	1,302,382
What's on TV	8	100.0%	1,254,760	<b>48,460</b>	1,206,300	11,186	1,243,574
Slimming World Magazine	9	96.6%	334,069	<b>33,431</b>	300,638	30,018	304,051
Reader's Digest	10	78.4%	432,070	<b>29,780</b>	402,290	-31,613	463,683
RWD	11	0.0%	98,033	<b>27,053</b>	70,980	20,700	77,333
BBC Good Food	12	99.6%	316,421	<b>27,052</b>	289,369	-17,042	333,463
Good Housekeeping	13	100.0%	431,563	<b>24,876</b>	406,687	15,961	415,602
Emma's Diary Pregnancy Guide	14	0.0%	382,920	<b>24,491</b>	358,429	12,087	370,833
Hello!	15	69.7%	366,376	<b>20,345</b>	346,031	15,888	350,488
Woman's Own	16	100.0%	286,944	<b>19,317</b>	267,627	-4,605	291,549
TV Times	17	99.9%	308,487	<b>18,851</b>	289,636	-11,390	319,877
Woman & Home	18	98.2%	374,380	<b>16,452</b>	357,928	15,569	358,811
The Economist - United Kingdom Edition	19	77.4%	210,204	<b>14,960</b>	195,244	21,003	189,201
House Beautiful	20	100.0%	159,162	<b>13,607</b>	145,555	-4,051	163,213

## Top 20 Actively Purchased by Circulation Growth (period-on-period)

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TV Choice	1	100.0%	1,362,384	<b>52,915</b>	1,309,469	60,002	1,302,382
What's on TV	2	100.0%	1,254,760	<b>48,460</b>	1,206,300	11,186	1,243,574
Slimming World Magazine	3	96.6%	322,766	<b>30,130</b>	292,636	21,865	300,901
BBC Good Food	4	99.6%	315,326	<b>26,038</b>	289,288	-18,046	333,372
Good Housekeeping	5	100.0%	431,563	<b>24,876</b>	406,687	15,961	415,602
Hello!	6	69.7%	255,585	<b>21,816</b>	233,769	14,735	240,850
Woman's Own	7	100.0%	286,944	<b>19,317</b>	267,627	-4,601	291,545
TV Times	8	99.9%	308,474	<b>18,850</b>	289,624	-11,394	319,868
Woman & Home	9	98.2%	367,954	<b>16,054</b>	351,900	15,174	352,780
House Beautiful	10	100.0%	159,162	<b>13,607</b>	145,555	-4,051	163,213
Radio Times	11	99.6%	951,929	<b>12,954</b>	938,975	-39,632	991,561
Total TV Guide	12	99.9%	121,349	<b>12,354</b>	108,995	10,622	110,727
The Economist - United Kingdom Edition	13	77.4%	162,794	<b>11,522</b>	151,272	16,984	145,810
Love It!	14	100.0%	235,297	<b>11,161</b>	224,136	-40,480	275,777
Essentials	15	99.9%	125,091	<b>10,899</b>	114,192	13,888	111,203
Healthy	16	100.0%	164,872	<b>10,189</b>	154,683	22,234	142,638
Elle (U.K.)	17	92.7%	156,096	<b>8,572</b>	147,524	4,532	151,564
Vogue	18	97.3%	161,995	<b>8,519</b>	153,476	4,767	157,228
Rosemary Conley Diet & Fitness Magazine	19	100.0%	98,908	<b>7,771</b>	91,137	-3,177	102,085
More!	20	97.4%	181,827	<b>7,366</b>	174,461	718	181,109

## Sector Analysis

Click on the following links to access Excel files containing aggregated sector data. This information can alternatively found within the [Grab & Go section of the PPA Marketing website](#).

### [> Overview of all Sectors](#)

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| <ul style="list-style-type: none"><li><a href="#">&gt; Computing</a></li><li><a href="#">&gt; Country Living</a></li><li><a href="#">&gt; General Interest</a></li><li><a href="#">&gt; Home Interest</a></li><li><a href="#">&gt; Leisure Interest</a></li><li><a href="#">&gt; Mens Lifestyle</a></li><li><a href="#">&gt; MotoringMotorcycles</a></li><li><a href="#">&gt; Music</a></li><li><a href="#">&gt; NewsCurrent Affairs</a></li><li><a href="#">&gt; Other titles</a></li><li><a href="#">&gt; Pre-school</a></li></ul> | <ul style="list-style-type: none"><li><a href="#">&gt; Primary School</a></li><li><a href="#">&gt; Sports</a></li><li><a href="#">&gt; Teen Lifestyle</a></li><li><a href="#">&gt; TV Listing</a></li><li><a href="#">&gt; Womens Interest Bridal</a></li><li><a href="#">&gt; Womens Interest Food</a></li><li><a href="#">&gt; Womens Interest Health Beauty</a></li><li><a href="#">&gt; Womens Interest Home</a></li><li><a href="#">&gt; Womens Interest Lifestyle Fashion</a></li><li><a href="#">&gt; Womens Interest partenthood</a></li><li><a href="#">&gt; Womens Interest Weeklies</a></li><li><a href="#">&gt; Womens Interest all titles</a></li></ul> |
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## What they said . . .

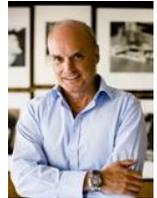


### **Peter Phippen, Managing Director, BBC Magazines**

"The market – and the weather – have proved challenging to magazine publishers over the past six months but once again BBC Magazines' brands have shown resilience and, in many cases, fantastic growth, with the whole portfolio up 5.5% period on period."

### **Nicholas Coleridge, Managing Director of Condé Nast**

"We are delighted with the resilience of our high end glossy monthlies. Our titles continue to dominate their sectors and our quality journalism has been rewarded with loyalty from our sophisticated readers. Subscriptions across the portfolio have risen by 9% in the UK. Commercially, after double-digit growth in advertising pages last year, we're seeing a continuing bounce in 2011."



### **Sylvia Auton, Chief Executive, IPC Media**

"IPC continues its commitment to a strategy of investment in developing compelling and entertaining content. This set of ABCs shows that commitment is paying off in a number of key sectors. Despite a range of challenging circumstances we have delivered outstanding performances on our pillar brands."

### **Paul Keenan, Chief Executive of Bauer Media**

"Bauer Media's portfolio of world class, influential and trusted magazines continue to be purchased in their millions. They sit at the core of the business and underpin our commitment to deepen our relationships with audiences in a multiplatform world, further extending and enriching client conversations with their customers."



### **Arnaud de Puyfontaine, Chief Executive, NatMag**

"We are proud of our brands and continue to offer our advertisers an open and transparent view of our position in the market. The strength of our brands also allows us to take full advantage of cross-platform innovations and new revenue streams, and provides us with a firm foundation for the future growth of the company."

The PPA logo consists of the letters 'PPA' in white, bold, sans-serif font, centered within a solid blue square.

PPA

The Media's View

Click on the logos below to link to full coverage of the ABCs.

[mediaguardian.co.uk](http://mediaguardian.co.uk)

[MediaWeek](#)

[PressGazette](#)  
JOURNALISM TODAY

The Newsline logo features a stylized 'N' icon composed of two overlapping grey shapes, followed by the word 'Newsline' in a dark blue, sans-serif font.

[Newsline](#)

[MarketingWeek](#)

A vertical column of five colored squares: yellow, pink, cyan, and red, stacked from top to bottom.

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