

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 1 : READERSHIP (AVERAGE ISSUE) : DAILY NEWSPAPERS**

**ALL ADULTS**

	SEX				AGE							SOCIAL CLASS						WORKING STATUS				
	TOTAL	Male	Female	Main Shop pers	15-18	19-24	25-34	35-44	45-54	55-64	65 +	AB	C1	C2	DE	F50+	F50-	Any work ing	Work full time	Work part time	Not working	
SAMPLE	6929	3242	3687	4413	374	663	1402	1410	1222	818	1040	798	1835	1629	2160	389	118	3465	2846	619	3464	
UNIVERSE EST.	3532	1744	1788	1981	229	368	787	660	554	441	493	477	980	848	945	229	53	1965	1560	405	1567	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>ANY NEWSPAPER</u>	3100	1550	1550	1731	185	313	645	587	505	409	455	423	871	744	786	224	51	1739	1375	364	1361	
	87.8%	88.9%	86.7%	87.4%	81.0%	85.0%	82.0%	88.9%	91.1%	92.8%	92.4%	88.7%	88.9%	87.7%	83.2%	97.9%	96.1%	88.5%	88.1%	89.9%	86.8%	
<u>ANY DAILY</u>	2062	1072	991	1156	96	197	432	374	345	291	327	304	608	490	503	133	24	1173	950	223	889	
	58.4%	61.5%	55.4%	58.4%	41.9%	53.6%	54.9%	56.7%	62.4%	66.0%	66.3%	63.8%	62.1%	57.8%	53.2%	58.1%	45.1%	59.7%	60.9%	55.1%	56.8%	
<u>ANY MORNING</u>	1932	1021	912	1078	90	182	403	352	329	272	305	301	560	451	464	133	24	1101	891	210	832	
	54.7%	58.5%	51.0%	54.4%	39.2%	49.4%	51.2%	53.3%	59.3%	61.6%	61.9%	63.1%	57.1%	53.2%	49.0%	58.1%	45.1%	56.0%	57.1%	51.8%	53.1%	
<u>ANY FREE MORNING</u>	154	82	71	88	9	23	44	32	28	12	5	30	63	40	21	*	-	114	90	24	40	
	4.3%	4.7%	4.0%	4.5%	4.1%	6.4%	5.6%	4.8%	5.0%	2.7%	1.0%	6.2%	6.4%	4.7%	2.2%	.1%	-	5.8%	5.7%	5.9%	2.6%	
IRISH INDEPENDENT	555	295	260	313	14	38	101	102	106	86	108	109	192	103	70	70	10	343	282	61	211	
	15.7%	16.9%	14.5%	15.8%	6.2%	10.3%	12.8%	15.4%	19.1%	19.6%	21.9%	22.9%	19.6%	12.2%	7.4%	30.4%	19.8%	17.5%	18.1%	15.1%	13.5%	
IRISH TIMES	364	196	168	219	9	30	63	68	69	57	68	144	153	36	23	6	2	215	184	31	149	
	10.3%	11.3%	9.4%	11.0%	3.9%	8.0%	8.0%	10.4%	12.5%	12.9%	13.9%	30.2%	15.6%	4.3%	2.5%	2.8%	3.0%	11.0%	11.8%	7.7%	9.5%	
IRISH EXAMINER	210	102	108	130	8	12	33	34	44	40	40	42	57	40	44	23	4	117	96	21	93	
	6.0%	5.9%	6.1%	6.5%	3.7%	3.2%	4.2%	5.1%	7.9%	9.0%	8.1%	8.9%	5.8%	4.8%	4.7%	10.0%	6.7%	6.0%	6.2%	5.2%	5.9%	
IRISH DAILY STAR	462	267	194	228	28	64	139	86	56	55	34	25	101	141	159	31	4	285	230	54	177	
	13.1%	15.3%	10.9%	11.5%	12.2%	17.4%	17.7%	13.1%	10.1%	12.4%	6.8%	5.3%	10.3%	16.7%	16.8%	13.7%	7.4%	14.5%	14.8%	13.4%	11.3%	
IRISH DAILY MIRROR	204	108	96	109	15	17	44	37	33	30	27	11	42	62	79	8	1	107	89	18	97	
	5.8%	6.2%	5.4%	5.5%	6.4%	4.7%	5.6%	5.6%	6.0%	6.8%	5.6%	2.2%	4.3%	7.3%	8.4%	3.7%	2.6%	5.4%	5.7%	4.4%	6.2%	
IRISH SUN	311	180	132	158	22	41	94	61	42	19	32	19	51	102	127	7	6	163	131	32	148	
	8.8%	10.3%	7.4%	8.0%	9.6%	11.0%	12.0%	9.2%	7.6%	4.4%	6.6%	3.9%	5.2%	12.1%	13.4%	3.0%	10.6%	8.3%	8.4%	7.9%	9.5%	
IRISH DAILY MAIL	146	58	88	95	3	6	19	27	31	25	35	12	52	36	42	4	*	72	51	20	75	
	4.1%	3.3%	4.9%	4.8%	1.1%	1.7%	2.4%	4.1%	5.6%	5.8%	7.0%	2.5%	5.3%	4.2%	4.5%	1.8%	.4%	3.6%	3.3%	5.1%	4.8%	
<u>EVENING</u>																						
EVENING HERALD	321	143	178	185	16	33	82	60	42	44	44	26	107	88	98	2	1	190	145	45	130	
	9.1%	8.2%	10.0%	9.3%	7.0%	9.0%	10.4%	9.1%	7.5%	9.9%	8.9%	5.4%	10.9%	10.4%	10.4%	.8%	1.1%	9.7%	9.3%	11.2%	8.3%	
<u>FREE PAPERS</u>																						
HERALD AM	120	64	56	68	8	17	34	25	24	8	4	19	51	33	16	*	-	88	70	18	31	
	3.4%	3.6%	3.1%	3.4%	3.5%	4.5%	4.3%	3.8%	4.4%	1.8%	.8%	4.1%	5.2%	3.9%	1.7%	.1%	-	4.5%	4.5%	4.5%	2.0%	
METRO	110	60	50	60	5	21	31	24	17	8	4	24	41	31	14	-	-	83	66	17	27	
	3.1%	3.4%	2.8%	3.0%	2.3%	5.6%	4.0%	3.7%	3.0%	1.9%	.7%	5.0%	4.2%	3.7%	1.5%	-	-	4.2%	4.2%	4.2%	1.7%	

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 1 : READERSHIP (AVERAGE ISSUE) : DAILY NEWSPAPERS**

**ALL ADULTS**

	REGION							COMMUNITY TYPE		TERMINAL EDUCATION AGE			LIFESTAGES								
	TOTAL	Co. Dublin	Rest Leinster	Munster	Conn/Ulstr	Gr Dubl.	Cork City/Cnty	Urban	Rural	Prim/Sec	Third level	Student	Dep child	Cples no dep child	Single no dep child	Pre-sch. child	Young singles	Empty Nesters	Under 35 ABC1F+	ABC1 Work F/T	C2DE Work F/T
SAMPLE	6929	1824	1827	1978	1300	2435	883	3974	2955	4715	1529	685	2432	1725	2772	1220	1218	1206	1009	1333	1279
UNIVERSE EST.	3532	987	935	980	630	1322	401	2158	1374	2303	816	413	1252	957	1323	580	752	684	648	760	666
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>ANY NEWSPAPER</u>	3100	837	837	855	572	1123	334	1831	1268	2033	720	346	1101	877	1122	491	625	644	554	677	566
	87.8%	84.8%	89.5%	87.2%	90.7%	84.9%	83.3%	84.9%	92.3%	88.3%	88.3%	83.9%	87.9%	91.7%	84.8%	84.7%	83.1%	94.2%	85.5%	89.1%	85.1%
<u>ANY DAILY</u>	2062	668	528	558	308	866	252	1313	750	1359	510	194	718	632	712	311	388	469	359	479	390
	58.4%	67.7%	56.5%	56.9%	48.9%	65.5%	62.9%	60.8%	54.6%	59.0%	62.4%	46.9%	57.3%	66.1%	53.8%	53.7%	51.5%	68.6%	55.3%	63.1%	58.6%
<u>ANY MORNING</u>	1932	568	502	555	307	748	252	1190	743	1264	487	182	667	599	666	291	360	444	332	452	359
	54.7%	57.6%	53.7%	56.7%	48.7%	56.6%	62.9%	55.1%	54.1%	54.9%	59.6%	44.1%	53.3%	62.6%	50.4%	50.1%	47.8%	65.0%	51.2%	59.4%	53.9%
<u>ANY FREE MORNING</u>	154	136	16	1	*	148	*	146	7	75	57	22	62	29	63	22	44	13	49	57	32
	4.3%	13.8%	1.8%	.1%	*	11.2%	.1%	6.8%	.5%	3.3%	7.0%	5.2%	4.9%	3.0%	4.8%	3.7%	5.9%	1.9%	7.6%	7.5%	4.8%
IRISH INDEPENDENT	555	144	184	117	110	203	15	298	257	332	181	42	181	195	179	81	83	154	106	164	73
	15.7%	14.6%	19.7%	11.9%	17.4%	15.4%	3.6%	13.8%	18.7%	14.4%	22.2%	10.1%	14.5%	20.3%	13.6%	14.0%	11.0%	22.6%	16.4%	21.5%	11.0%
IRISH TIMES	364	203	87	48	26	251	15	292	72	138	189	37	118	131	116	49	60	98	87	156	23
	10.3%	20.5%	9.4%	4.9%	4.2%	19.0%	3.9%	13.6%	5.2%	6.0%	23.2%	9.0%	9.4%	13.6%	8.8%	8.4%	8.0%	14.4%	13.4%	20.5%	3.4%
IRISH EXAMINER	210	3	2	205	1	3	161	97	113	145	50	15	73	79	58	31	18	62	33	55	30
	6.0%	.3%	.2%	20.9%	.1%	.2%	40.2%	4.5%	8.2%	6.3%	6.1%	3.7%	5.9%	8.2%	4.4%	5.4%	2.4%	9.0%	5.1%	7.2%	4.5%
IRISH DAILY STAR	462	119	136	115	92	161	33	280	181	344	67	50	172	112	177	83	124	75	85	75	137
	13.1%	12.0%	14.5%	11.8%	14.6%	12.2%	8.3%	13.0%	13.2%	14.9%	8.3%	12.2%	13.8%	11.7%	13.4%	14.3%	16.5%	10.9%	13.2%	9.9%	20.6%
IRISH DAILY MIRROR	204	53	69	50	32	75	13	137	67	156	24	24	68	58	78	28	40	43	24	23	61
	5.8%	5.4%	7.4%	5.1%	5.0%	5.6%	3.3%	6.3%	4.9%	6.8%	2.9%	5.8%	5.4%	6.0%	5.9%	4.8%	5.3%	6.3%	3.7%	3.0%	9.1%
IRISH SUN	311	75	104	79	54	108	37	197	114	248	31	33	129	58	125	61	78	36	45	39	88
	8.8%	7.6%	11.1%	8.1%	8.6%	8.2%	9.3%	9.1%	8.3%	10.8%	3.8%	7.9%	10.3%	6.0%	9.5%	10.5%	10.4%	5.3%	7.0%	5.1%	13.3%
IRISH DAILY MAIL	146	37	32	48	28	47	18	88	59	105	34	7	49	58	40	13	14	49	15	27	21
	4.1%	3.8%	3.5%	4.9%	4.5%	3.6%	4.4%	4.1%	4.3%	4.5%	4.2%	1.7%	3.9%	6.0%	3.0%	2.3%	1.9%	7.1%	2.2%	3.6%	3.2%
<u>EVENING</u>																					
EVENING HERALD	321	246	66	5	5	288	*	300	21	226	61	33	125	86	111	52	68	63	62	69	75
	9.1%	24.9%	7.0%	.5%	.7%	21.8%	.1%	13.9%	1.5%	9.8%	7.5%	8.1%	10.0%	8.9%	8.4%	8.9%	9.0%	9.2%	9.5%	9.1%	11.2%
<u>FREE PAPERS</u>																					
HERALD AM	120	110	9	1	*	115	*	116	3	59	44	17	52	21	47	18	34	10	36	42	28
	3.4%	11.1%	1.0%	.1%	*	8.7%	.1%	5.4%	.2%	2.6%	5.4%	4.1%	4.1%	2.2%	3.5%	3.2%	4.5%	1.5%	5.6%	5.6%	4.2%
METRO	110	96	13	*	-	106	-	104	6	49	45	16	43	21	47	14	33	8	36	41	25
	3.1%	9.8%	1.4%	*	-	8.0%	-	4.8%	.5%	2.1%	5.5%	4.0%	3.4%	2.2%	3.5%	2.4%	4.4%	1.2%	5.5%	5.4%	3.7%

PREPARED BY MILLWARD BROWN LANSLOWNE

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 2 : READERSHIP (AVERAGE ISSUE) : SUNDAY NEWSPAPERS**

**ALL ADULTS**

	SEX				AGE							SOCIAL CLASS						WORKING STATUS				
	TOTAL	Male	Female	Main Shop pers	15-18	19-24	25-34	35-44	45-54	55-64	65 +	AB	C1	C2	DE	F50+	F50-	Any work ing	Work full time	Work part time	Not working	
SAMPLE	6929	3242	3687	4413	374	663	1402	1410	1222	818	1040	798	1835	1629	2160	389	118	3465	2846	619	3464	
UNIVERSE EST.	3532	1744	1788	1981	229	368	787	660	554	441	493	477	980	848	945	229	53	1965	1560	405	1567	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>ANY SUNDAY</u>	2521	1233	1288	1408	135	258	514	478	415	346	376	357	723	598	622	183	38	1411	1117	294	1110	
	71.4%	70.7%	72.0%	71.1%	58.8%	70.2%	65.3%	72.4%	74.9%	78.4%	76.3%	74.7%	73.8%	70.6%	65.8%	79.7%	71.8%	71.8%	71.6%	72.5%	70.8%	
SUNDAY INDEPENDENT	1003	498	505	566	42	88	159	166	190	173	185	181	347	193	152	109	22	593	476	116	410	
	28.4%	28.5%	28.3%	28.6%	18.4%	24.0%	20.2%	25.2%	34.3%	39.2%	37.5%	37.9%	35.5%	22.8%	16.1%	47.4%	40.9%	30.2%	30.5%	28.7%	26.2%	
SUNDAY WORLD	883	418	465	479	44	120	206	165	137	110	101	52	194	256	289	80	14	500	386	114	383	
	25.0%	24.0%	26.0%	24.2%	19.2%	32.5%	26.2%	25.0%	24.7%	25.1%	20.5%	10.8%	19.8%	30.2%	30.5%	34.8%	26.4%	25.5%	24.8%	28.1%	24.5%	
SUNDAY TRIBUNE	172	87	84	106	7	8	38	34	31	29	25	57	77	20	10	7	1	107	90	17	65	
	4.9%	5.0%	4.7%	5.3%	2.9%	2.3%	4.8%	5.1%	5.6%	6.6%	5.1%	12.0%	7.8%	2.3%	1.1%	3.1%	1.5%	5.4%	5.8%	4.3%	4.1%	
SUNDAY BUSINESS POST	162	87	75	98	2	8	31	43	28	26	23	64	52	23	12	9	1	109	92	17	53	
	4.6%	5.0%	4.2%	4.9%	.9%	2.3%	4.0%	6.6%	5.1%	5.9%	4.7%	13.5%	5.4%	2.8%	1.2%	4.1%	2.3%	5.5%	5.9%	4.2%	3.4%	
IRISH DAILY STAR SUNDAY	232	117	115	108	21	42	60	43	26	24	16	16	54	75	67	14	5	133	101	32	99	
	6.6%	6.7%	6.4%	5.5%	9.2%	11.4%	7.7%	6.4%	4.6%	5.4%	3.3%	3.3%	5.5%	8.9%	7.1%	6.3%	9.6%	6.7%	6.5%	7.8%	6.3%	
SUNDAY TIMES	371	180	191	224	15	41	82	76	60	52	46	123	152	57	28	9	1	225	176	49	145	
	10.5%	10.3%	10.7%	11.3%	6.4%	11.0%	10.4%	11.5%	10.8%	11.8%	9.3%	25.8%	15.5%	6.7%	3.0%	4.1%	1.0%	11.5%	11.3%	12.1%	9.3%	
IRISH NEWS OF THE WORLD	529	253	276	288	31	72	161	112	61	48	44	28	116	158	208	16	4	301	236	65	229	
	15.0%	14.5%	15.4%	14.5%	13.7%	19.7%	20.4%	17.0%	11.0%	10.8%	8.9%	5.8%	11.8%	18.6%	22.0%	6.8%	8.3%	15.3%	15.1%	16.0%	14.6%	
IRISH SUNDAY MIRROR	137	64	73	76	8	17	32	24	22	17	17	6	38	39	48	4	1	73	54	18	64	
	3.9%	3.6%	4.1%	3.9%	3.4%	4.7%	4.0%	3.7%	3.9%	3.8%	3.4%	1.2%	3.9%	4.6%	5.1%	1.8%	2.7%	3.7%	3.5%	4.5%	4.1%	
IRISH MAIL ON SUNDAY	295	119	175	179	13	21	37	46	61	51	66	24	98	62	88	19	3	148	105	43	146	
	8.3%	6.8%	9.8%	9.0%	5.6%	5.8%	4.7%	6.9%	11.0%	11.5%	13.4%	5.1%	10.0%	7.4%	9.3%	8.2%	6.5%	7.5%	6.7%	10.7%	9.3%	

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 2 : READERSHIP (AVERAGE ISSUE) : SUNDAY NEWSPAPERS**

**ALL ADULTS**

	REGION							COMMUNITY TYPE		TERMINAL EDUCATION AGE				LIFESTAGES							
	TOTAL	Co. Dublin	Rest Leinster	Munster	Conn/Ulstr	Gr Dubl.	Cork City/Cnty	Urban	Rural	Prim/Sec	Third level	Student	Dep child	Cples no dep child	Single no dep child	Pre-sch. child	Young singles	Empty Nesters	Under 35 ABC1F+	ABC1 Work F/T	C2DE Work F/T
SAMPLE	6929	1824	1827	1978	1300	2435	883	3974	2955	4715	1529	685	2432	1725	2772	1220	1218	1206	1009	1333	1279
UNIVERSE EST.	3532	987	935	980	630	1322	401	2158	1374	2303	816	413	1252	957	1323	580	752	684	648	760	666
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<u>ANY SUNDAY</u>	2521	672	649	726	474	899	278	1487	1034	1653	593	274	874	753	894	391	503	561	453	561	450
	71.4%	68.1%	69.4%	74.1%	75.2%	68.0%	69.2%	68.9%	75.2%	71.8%	72.7%	66.5%	69.8%	78.7%	67.6%	67.3%	66.8%	82.0%	69.8%	73.8%	67.6%
SUNDAY INDEPENDENT	1003	263	266	285	190	356	85	551	452	623	279	101	311	347	346	121	180	279	195	271	140
	28.4%	26.7%	28.4%	29.0%	30.1%	26.9%	21.1%	25.5%	32.9%	27.1%	34.2%	24.5%	24.8%	36.2%	26.2%	20.9%	24.0%	40.7%	30.1%	35.7%	21.0%
SUNDAY WORLD	883	222	242	229	190	292	68	485	399	656	129	98	328	230	325	148	198	164	145	137	204
	25.0%	22.5%	25.9%	23.4%	30.2%	22.1%	17.1%	22.5%	29.0%	28.5%	15.8%	23.7%	26.2%	24.0%	24.6%	25.6%	26.3%	24.0%	22.3%	18.0%	30.6%
SUNDAY TRIBUNE	172	73	43	43	12	94	15	128	44	72	84	16	55	63	53	29	23	46	45	72	13
	4.9%	7.4%	4.6%	4.4%	1.9%	7.1%	3.6%	5.9%	3.2%	3.1%	10.3%	3.8%	4.4%	6.6%	4.0%	5.0%	3.1%	6.7%	6.9%	9.5%	2.0%
SUNDAY BUSINESS POST	162	60	45	39	18	81	17	110	53	80	71	12	72	56	34	34	15	40	36	73	13
	4.6%	6.1%	4.9%	4.0%	2.8%	6.1%	4.4%	5.1%	3.8%	3.5%	8.7%	2.9%	5.7%	5.9%	2.6%	5.8%	2.0%	5.8%	5.5%	9.6%	2.0%
IRISH DAILY STAR SUNDAY	232	61	65	65	41	84	11	137	95	154	39	39	84	50	98	41	74	35	55	36	58
	6.6%	6.2%	7.0%	6.6%	6.5%	6.4%	2.7%	6.3%	6.9%	6.7%	4.8%	9.4%	6.7%	5.2%	7.4%	7.0%	9.9%	5.1%	8.5%	4.7%	8.7%
SUNDAY TIMES	371	151	87	99	33	194	43	271	100	143	178	49	125	119	127	64	80	83	105	135	36
	10.5%	15.3%	9.4%	10.1%	5.2%	14.7%	10.7%	12.5%	7.3%	6.2%	21.8%	11.9%	10.0%	12.4%	9.6%	11.1%	10.6%	12.1%	16.2%	17.8%	5.4%
IRISH NEWS OF THE WORLD	529	136	137	165	92	175	87	337	192	401	68	60	221	118	191	110	129	65	89	80	145
	15.0%	13.7%	14.7%	16.8%	14.5%	13.2%	21.7%	15.6%	14.0%	17.4%	8.3%	14.5%	17.7%	12.3%	14.4%	19.0%	17.2%	9.6%	13.7%	10.5%	21.8%
IRISH SUNDAY MIRROR	137	31	40	43	23	45	12	92	45	106	16	15	48	38	51	24	32	29	20	19	32
	3.9%	3.1%	4.3%	4.4%	3.7%	3.4%	3.0%	4.3%	3.3%	4.6%	2.0%	3.7%	3.8%	4.0%	3.9%	4.2%	4.2%	4.2%	3.1%	2.6%	4.8%
IRISH MAIL ON SUNDAY	295	77	64	101	53	97	38	178	117	210	61	24	84	116	94	32	40	95	37	53	40
	8.3%	7.8%	6.9%	10.3%	8.4%	7.4%	9.6%	8.2%	8.5%	9.1%	7.5%	5.8%	6.7%	12.1%	7.1%	5.6%	5.4%	13.9%	5.7%	7.0%	6.0%

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 3 : READERSHIP (AVERAGE ISSUE) : WEEKLY NEWSPAPERS & MAGAZINES**

**ALL ADULTS**

	SEX				AGE							SOCIAL CLASS						WORKING STATUS				
	TOTAL	Male	Female	Main Shop pers	15-18	19-24	25-34	35-44	45-54	55-64	65 +	AB	C1	C2	DE	F50+	F50-	Any work ing	Work full time	Work part time	Not working	
SAMPLE	6929	3242	3687	4413	374	663	1402	1410	1222	818	1040	798	1835	1629	2160	389	118	3465	2846	619	3464	
UNIVERSE EST.	3532	1744	1788	1981	229	368	787	660	554	441	493	477	980	848	945	229	53	1965	1560	405	1567	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b><u>WEEKLY NEWSPAPERS</u></b>																						
IRISH FARMERS JOURNAL	240	144	97	105	10	15	39	45	47	43	42	12	34	23	14	139	19	164	140	24	76	
	6.8%	8.2%	5.4%	5.3%	4.4%	4.0%	4.9%	6.8%	8.5%	9.8%	8.5%	2.4%	3.5%	2.7%	1.5%	60.7%	36.2%	8.4%	9.0%	5.9%	4.9%	
ANY M.FORCE/RNAI	1579	763	816	840	93	156	314	297	254	219	246	148	389	381	414	203	44	884	675	209	695	
	44.7%	43.8%	45.6%	42.4%	40.6%	42.3%	39.9%	45.0%	45.9%	49.7%	49.8%	31.0%	39.7%	44.9%	43.8%	88.7%	83.2%	45.0%	43.3%	51.6%	44.4%	
ANY M.FORCE/RNAI (EX DUB/CORK CITY)	1504	736	767	791	88	147	290	284	245	209	241	137	357	366	397	203	44	837	641	196	667	
	63.2%	62.0%	64.4%	63.0%	54.3%	60.4%	58.7%	62.6%	64.5%	69.0%	70.0%	51.2%	59.4%	61.5%	62.6%	88.7%	83.2%	63.5%	62.1%	68.3%	62.9%	
<b><u>MAGAZINES</u></b>																						
RTE GUIDE	294	110	184	162	25	39	39	51	51	42	47	35	82	80	72	23	4	151	106	46	143	
	8.3%	6.3%	10.3%	8.2%	11.1%	10.6%	4.9%	7.7%	9.3%	9.5%	9.5%	7.3%	8.3%	9.4%	7.6%	9.9%	6.9%	7.7%	6.8%	11.3%	9.1%	
HOT PRESS	29	13	16	14	2	10	10	4	2	1	-	3	9	8	6	2	-	17	11	6	12	
	.8%	.8%	.9%	.7%	.8%	2.7%	1.2%	.7%	.4%	.1%	-	.6%	1.0%	1.0%	.7%	.9%	-	.9%	.7%	1.4%	.8%	

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 3 : READERSHIP (AVERAGE ISSUE) : WEEKLY NEWSPAPERS & MAGAZINES**

**ALL ADULTS**

	REGION							COMMUNITY TYPE		TERMINAL EDUCATION AGE			LIFESTAGES								
	TOTAL	Co. Dublin	Rest Leinster	Munster	Conn/Ulstr	Gtr Dubl.	Cork City/Cnty	Urban	Rural	Prim/Sec	Third level	Student	Dep child	Cples no dep child	Single no dep child	Pre-sch. child	Young singles	Empty Nesters	Under 35 ABC1F+	ABC1 Work F/T	C2DE Work F/T
SAMPLE	6929	1824	1827	1978	1300	2435	883	3974	2955	4715	1529	685	2432	1725	2772	1220	1218	1206	1009	1333	1279
UNIVERSE EST.	3532	987	935	980	630	1322	401	2158	1374	2303	816	413	1252	957	1323	580	752	684	648	760	666
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b><u>WEEKLY NEWSPAPERS</u></b>																					
IRISH FARMERS JOURNAL	240	8	70	90	72	15	27	20	221	179	41	20	75	79	86	26	38	66	48	26	18
	6.8%	.8%	7.5%	9.2%	11.4%	1.1%	6.7%	.9%	16.1%	7.8%	5.1%	4.8%	6.0%	8.2%	6.5%	4.5%	5.1%	9.6%	7.4%	3.5%	2.7%
ANY M.FORCE/RNAI	1579	68	588	447	476	195	73	596	983	1118	304	156	562	446	571	249	302	342	263	278	279
	44.7%	6.8%	62.9%	45.7%	75.5%	14.8%	18.3%	27.6%	71.5%	48.6%	37.3%	37.9%	44.9%	46.6%	43.2%	43.0%	40.2%	50.1%	40.6%	36.6%	41.9%
ANY M.FORCE/RNAI (EX DUB/CORK CITY)	1504	-	588	440	476	127	66	521	983	1075	281	147	533	429	542	233	283	330	240	254	269
	63.2%	-	62.9%	54.0%	75.5%	38.0%	28.0%	51.8%	71.5%	66.8%	56.6%	54.1%	63.1%	64.3%	62.4%	57.2%	58.9%	68.5%	59.3%	56.8%	59.8%
<b><u>MAGAZINES</u></b>																					
RTE GUIDE	294	62	74	97	61	88	25	155	139	193	57	44	90	68	136	41	76	56	50	46	48
	8.3%	6.3%	7.9%	9.9%	9.7%	6.6%	6.2%	7.2%	10.1%	8.4%	7.0%	10.8%	7.2%	7.2%	10.3%	7.0%	10.1%	8.2%	7.7%	6.0%	7.2%
HOT PRESS	29	17	8	4	1	21	1	25	5	14	8	7	5	4	21	1	18	1	12	5	6
	.8%	1.7%	.8%	.4%	.1%	1.6%	.1%	1.1%	.3%	.6%	1.0%	1.8%	.4%	.4%	1.6%	.2%	2.4%	.1%	1.8%	.7%	.8%

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 4 : READERSHIP (AVERAGE ISSUE) : DAILY NEWSPAPER MAGAZINES**

**ALL ADULTS**

	SEX				AGE							SOCIAL CLASS						WORKING STATUS			
	TOTAL	Male	Female	Main Shop pers	15-18	19-24	25-34	35-44	45-54	55-64	65 +	AB	C1	C2	DE	F50+	F50-	Any work ing	Work full time	Work part time	Not working
SAMPLE	6929	3242	3687	4413	374	663	1402	1410	1222	818	1040	798	1835	1629	2160	389	118	3465	2846	619	3464
UNIVERSE EST.	3532	1744	1788	1981	229	368	787	660	554	441	493	477	980	848	945	229	53	1965	1560	405	1567
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b><u>DAILY NEWSPAPER MAGAZINES</u></b>																					
WEEKEND (IRISH INDEPENDENT)	540	248	292	343	13	38	101	102	101	80	104	99	200	100	78	57	7	324	266	57	216
	15.3%	14.2%	16.3%	17.3%	5.8%	10.4%	12.8%	15.5%	18.3%	18.1%	21.2%	20.7%	20.4%	11.8%	8.2%	24.8%	13.0%	16.5%	17.1%	14.2%	13.8%
DAY AND NIGHT (IRISH INDEPENDENT)	231	102	129	144	3	18	52	40	41	36	41	44	87	45	26	25	3	148	126	22	83
	6.5%	5.8%	7.2%	7.3%	1.2%	5.0%	6.6%	6.1%	7.4%	8.2%	8.3%	9.2%	8.9%	5.4%	2.7%	10.8%	6.6%	7.5%	8.1%	5.5%	5.3%
HEALTH AND LIVING (IRISH INDEPENDENT)	317	125	192	208	5	21	57	66	56	47	64	58	116	63	40	36	5	196	160	36	121
	9.0%	7.2%	10.7%	10.5%	2.2%	5.8%	7.3%	10.0%	10.0%	10.7%	13.0%	12.1%	11.8%	7.4%	4.2%	15.8%	9.6%	10.0%	10.3%	8.8%	7.7%
PROPERTY PLUS (IRISH INDEPENDENT)	246	125	121	148	1	10	44	56	46	43	46	56	84	49	24	29	3	159	130	29	87
	7.0%	7.2%	6.8%	7.5%	.6%	2.7%	5.6%	8.5%	8.2%	9.8%	9.3%	11.8%	8.5%	5.8%	2.6%	12.7%	6.0%	8.1%	8.3%	7.1%	5.6%
THE IRISH TIMES MAGAZINE (IRISH TIMES)	339	154	185	212	7	31	55	66	63	50	67	123	149	32	26	8	1	194	161	33	146
	9.6%	8.8%	10.4%	10.7%	3.1%	8.4%	7.0%	10.0%	11.3%	11.4%	13.6%	25.7%	15.2%	3.7%	2.8%	3.6%	2.1%	9.8%	10.3%	8.1%	9.3%
THE TICKET (IRISH TIMES)	231	110	121	137	10	26	44	42	40	37	31	92	98	23	14	3	1	131	111	19	100
	6.5%	6.3%	6.8%	6.9%	4.4%	7.1%	5.6%	6.4%	7.3%	8.5%	6.3%	19.3%	10.0%	2.8%	1.5%	1.4%	1.5%	6.6%	7.1%	4.8%	6.4%
HEALTH PLUS (IRISH TIMES)	236	93	143	162	2	11	34	40	48	45	56	87	95	29	19	5	1	129	107	22	108
	6.7%	5.3%	8.0%	8.2%	1.1%	2.9%	4.3%	6.1%	8.7%	10.1%	11.4%	18.3%	9.7%	3.4%	2.0%	2.2%	1.5%	6.5%	6.8%	5.4%	6.9%
GO (IRISH TIMES)	183	76	107	123	4	10	29	32	40	31	38	75	75	19	10	3	1	101	84	17	82
	5.2%	4.4%	6.0%	6.2%	1.9%	2.6%	3.7%	4.8%	7.2%	6.9%	7.6%	15.8%	7.7%	2.2%	1.0%	1.2%	1.5%	5.1%	5.4%	4.2%	5.2%
STAR CHIC (STAR)	330	136	194	192	19	57	99	60	42	34	18	20	84	90	116	16	3	190	138	52	140
	9.3%	7.8%	10.9%	9.7%	8.4%	15.6%	12.6%	9.2%	7.5%	7.8%	3.6%	4.2%	8.6%	10.6%	12.3%	7.1%	5.7%	9.7%	8.8%	12.8%	8.9%
TV MAG (SUN)	337	169	167	188	22	52	111	58	42	24	29	21	65	100	139	8	5	176	137	39	161
	9.5%	9.7%	9.3%	9.5%	9.6%	14.1%	14.1%	8.7%	7.6%	5.4%	5.8%	4.3%	6.6%	11.8%	14.7%	3.6%	8.5%	8.9%	8.8%	9.6%	10.3%
YOU (IRISH DAILY MAIL)	145	49	95	104	3	9	25	23	31	20	33	14	52	33	39	5	1	66	51	15	78
	4.1%	2.8%	5.3%	5.2%	1.4%	2.4%	3.2%	3.5%	5.6%	4.5%	6.7%	2.9%	5.4%	3.9%	4.1%	2.3%	2.8%	3.4%	3.3%	3.8%	5.0%
HQ (EVENING HERALD)	150	62	88	95	7	13	42	25	23	22	17	16	54	41	36	2	1	93	74	19	57
	4.2%	3.5%	4.9%	4.8%	2.9%	3.6%	5.4%	3.7%	4.1%	5.1%	3.5%	3.4%	5.5%	4.9%	3.8%	.7%	1.1%	4.7%	4.7%	4.8%	3.6%

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 4 : READERSHIP (AVERAGE ISSUE) : DAILY NEWSPAPER MAGAZINES**

**ALL ADULTS**

	REGION							COMMUNITY TYPE		TERMINAL EDUCATION AGE			LIFESTAGES								
	TOTAL	Co. Dublin	Rest Leinster	Munster	Conn/Ulstr	Gtr Dubl.	Cork City/Cnty	Urban	Rural	Prim/Sec	Third level	Student	Dep child	Cples no dep child	Single no dep child	Pre-sch. child	Young singles	Empty Nesters	Under 35 ABC1F+	ABC1 Work F/T	C2DE Work F/T
SAMPLE	6929	1824	1827	1978	1300	2435	883	3974	2955	4715	1529	685	2432	1725	2772	1220	1218	1206	1009	1333	1279
UNIVERSE EST.	3532	987	935	980	630	1322	401	2158	1374	2303	816	413	1252	957	1323	580	752	684	648	760	666
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b><u>DAILY NEWSPAPER MAGAZINES</u></b>																					
WEEKEND (IRISH INDEPENDENT)	540	152	147	139	102	199	22	312	228	332	166	42	186	179	175	88	81	142	98	158	77
	15.3%	15.4%	15.8%	14.2%	16.2%	15.0%	5.5%	14.5%	16.6%	14.4%	20.4%	10.1%	14.9%	18.7%	13.2%	15.1%	10.7%	20.7%	15.1%	20.8%	11.6%
DAY AND NIGHT (IRISH INDEPENDENT)	231	53	71	57	48	71	7	124	107	133	83	14	84	70	76	39	36	53	50	82	31
	6.5%	5.4%	7.6%	5.9%	7.7%	5.4%	1.6%	5.7%	7.8%	5.8%	10.2%	3.5%	6.7%	7.4%	5.7%	6.7%	4.8%	7.7%	7.7%	10.8%	4.7%
HEALTH AND LIVING (IRISH INDEPENDENT)	317	82	98	82	56	106	8	172	145	192	102	23	117	106	95	52	41	81	56	98	46
	9.0%	8.3%	10.4%	8.3%	8.9%	8.0%	2.0%	8.0%	10.6%	8.3%	12.5%	5.6%	9.3%	11.0%	7.2%	9.1%	5.5%	11.8%	8.6%	12.9%	6.8%
PROPERTY PLUS (IRISH INDEPENDENT)	246	75	82	50	39	96	9	137	109	144	90	12	96	90	59	46	20	68	38	81	34
	7.0%	7.6%	8.8%	5.1%	6.1%	7.2%	2.1%	6.4%	7.9%	6.2%	11.1%	2.9%	7.7%	9.4%	4.5%	8.0%	2.7%	9.9%	5.9%	10.6%	5.1%
THE IRISH TIMES MAGAZINE (IRISH TIMES)	339	183	65	58	33	217	19	270	69	136	166	37	118	115	106	47	54	87	82	136	20
	9.6%	18.6%	6.9%	5.9%	5.3%	16.4%	4.9%	12.5%	5.0%	5.9%	20.3%	9.0%	9.4%	12.0%	8.0%	8.2%	7.2%	12.7%	12.7%	17.9%	3.0%
THE TICKET (IRISH TIMES)	231	110	61	37	22	141	9	175	56	86	113	32	75	76	79	30	47	52	68	93	16
	6.5%	11.1%	6.5%	3.8%	3.6%	10.7%	2.2%	8.1%	4.1%	3.7%	13.9%	7.8%	6.0%	8.0%	6.0%	5.1%	6.2%	7.6%	10.5%	12.2%	2.4%
HEALTH PLUS (IRISH TIMES)	236	114	57	39	27	141	10	178	58	107	116	13	85	92	59	34	23	75	39	87	16
	6.7%	11.5%	6.1%	4.0%	4.3%	10.6%	2.6%	8.3%	4.2%	4.7%	14.2%	3.2%	6.8%	9.7%	4.5%	5.9%	3.0%	11.0%	6.0%	11.4%	2.4%
GO (IRISH TIMES)	183	88	46	29	19	111	7	138	45	75	94	14	62	70	51	23	21	53	37	72	10
	5.2%	9.0%	4.9%	3.0%	3.1%	8.4%	1.8%	6.4%	3.3%	3.2%	11.5%	3.5%	5.0%	7.3%	3.8%	4.0%	2.8%	7.8%	5.8%	9.5%	1.5%
STAR CHIC (STAR)	330	88	96	90	56	117	27	214	117	234	50	46	131	66	134	66	94	48	72	53	75
	9.3%	8.9%	10.3%	9.2%	8.9%	8.8%	6.8%	9.9%	8.5%	10.2%	6.1%	11.1%	10.4%	6.9%	10.1%	11.3%	12.5%	7.0%	11.2%	7.0%	11.3%
TV MAG (SUN)	337	94	101	94	48	124	40	222	114	262	41	33	142	56	138	72	88	32	58	45	88
	9.5%	9.5%	10.8%	9.6%	7.6%	9.4%	9.9%	10.3%	8.3%	11.4%	5.1%	8.0%	11.4%	5.8%	10.5%	12.3%	11.8%	4.7%	9.0%	5.9%	13.2%
YOU (IRISH DAILY MAIL)	145	31	32	53	28	40	17	91	54	104	33	8	46	55	43	15	17	44	19	27	21
	4.1%	3.2%	3.4%	5.4%	4.5%	3.0%	4.3%	4.2%	3.9%	4.5%	4.0%	1.9%	3.7%	5.8%	3.3%	2.6%	2.2%	6.5%	2.9%	3.5%	3.2%
HQ (EVENING HERALD)	150	104	41	2	3	130	-	136	13	103	31	15	62	37	51	28	29	27	31	39	33
	4.2%	10.5%	4.4%	.2%	.5%	9.8%	-	6.3%	1.0%	4.5%	3.8%	3.7%	4.9%	3.8%	3.9%	4.8%	3.8%	4.0%	4.9%	5.1%	5.0%

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 5 : READERSHIP (AVERAGE ISSUE) : SUNDAY & WEEKLY NEWSPAPER MAGAZINES**

**ALL ADULTS**

	SEX				AGE							SOCIAL CLASS						WORKING STATUS				
	TOTAL	Male	Female	Main Shop pers	15-18	19-24	25-34	35-44	45-54	55-64	65 +	AB	C1	C2	DE	F50+	F50-	Any work ing	Work full time	Work part time	Not working	
SAMPLE	6929	3242	3687	4413	374	663	1402	1410	1222	818	1040	798	1835	1629	2160	389	118	3465	2846	619	3464	
UNIVERSE EST.	3532	1744	1788	1981	229	368	787	660	554	441	493	477	980	848	945	229	53	1965	1560	405	1567	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b><u>SUNDAY NEWSPAPER MAGAZINES</u></b>																						
LIFE (S INDEP)	680	284	396	429	24	51	112	110	130	125	129	131	236	125	98	74	16	393	312	81	286	
	19.2%	16.3%	22.1%	21.7%	10.5%	13.8%	14.2%	16.6%	23.5%	28.3%	26.1%	27.5%	24.1%	14.8%	10.3%	32.1%	29.5%	20.0%	20.0%	20.1%	18.3%	
TRIBUNE MAGAZINE	122	59	63	76	3	5	27	25	20	22	20	41	54	14	7	6	1	74	65	9	48	
	3.5%	3.4%	3.5%	3.8%	1.5%	1.3%	3.4%	3.8%	3.6%	5.0%	4.0%	8.6%	5.5%	1.7%	.7%	2.5%	1.5%	3.8%	4.2%	2.2%	3.1%	
AMEN (STAR SUN)	108	50	58	58	8	17	32	19	11	14	8	6	28	36	30	7	2	67	53	14	41	
	3.1%	2.9%	3.3%	2.9%	3.3%	4.6%	4.1%	2.9%	2.0%	3.1%	1.6%	1.2%	2.9%	4.2%	3.1%	3.0%	4.3%	3.4%	3.4%	3.5%	2.6%	
SUNDAY TIMES MAGAZINE	271	124	147	173	10	26	58	58	49	37	35	96	111	38	18	7	*	167	127	40	104	
	7.7%	7.1%	8.2%	8.7%	4.4%	7.0%	7.3%	8.7%	8.8%	8.3%	7.1%	20.1%	11.3%	4.5%	1.9%	3.1%	.6%	8.5%	8.1%	9.9%	6.6%	
CULTURE (S TMS)	247	109	138	165	8	22	52	55	45	34	32	89	104	34	14	6	*	148	114	34	99	
	7.0%	6.2%	7.7%	8.3%	3.3%	5.9%	6.6%	8.3%	8.1%	7.7%	6.5%	18.7%	10.6%	4.0%	1.4%	2.7%	.6%	7.5%	7.3%	8.3%	6.3%	
STYLE (S TMS)	215	70	145	153	9	22	43	48	40	30	25	77	87	34	13	5	*	129	93	36	87	
	6.1%	4.0%	8.1%	7.7%	3.9%	5.9%	5.4%	7.2%	7.2%	6.8%	5.0%	16.2%	8.9%	4.0%	1.3%	2.2%	.6%	6.6%	5.9%	8.9%	5.5%	
FABULOUS (NOW)	307	110	197	189	19	42	96	65	38	21	25	16	74	90	119	6	3	174	127	47	133	
	8.7%	6.3%	11.0%	9.5%	8.5%	11.3%	12.2%	9.9%	6.9%	4.9%	5.1%	3.3%	7.5%	10.6%	12.6%	2.7%	5.6%	8.9%	8.1%	11.7%	8.5%	
TV WEEK (IMOS)	204	73	131	131	7	12	25	30	43	35	53	16	71	38	65	12	3	94	68	26	110	
	5.8%	4.2%	7.3%	6.6%	2.8%	3.1%	3.2%	4.5%	7.7%	7.9%	10.8%	3.3%	7.2%	4.5%	6.9%	5.1%	5.2%	4.8%	4.4%	6.4%	7.0%	
SUNDAY MAGAZINE (SWO)	611	235	375	369	26	80	152	119	92	76	66	30	147	173	203	49	8	342	257	85	269	
	17.3%	13.5%	21.0%	18.6%	11.4%	21.7%	19.3%	18.0%	16.7%	17.3%	13.3%	6.4%	15.0%	20.5%	21.5%	21.4%	15.4%	17.4%	16.4%	21.0%	17.2%	
AGENDA (SBP)	91	47	43	56	-	3	16	26	17	14	15	33	27	14	9	7	1	60	53	7	30	
	2.6%	2.7%	2.4%	2.8%	-	.8%	2.0%	3.9%	3.1%	3.3%	3.1%	6.9%	2.8%	1.6%	.9%	3.1%	1.8%	3.1%	3.4%	1.7%	1.9%	
<b><u>WEEKLY MAGAZINE</u></b>																						
IRISH COUNTRY LIVING (IFJ)	124	78	46	51	5	6	18	24	26	25	19	3	15	10	4	81	10	89	77	12	34	
	3.5%	4.5%	2.6%	2.6%	2.1%	1.5%	2.3%	3.6%	4.7%	5.8%	3.9%	.7%	1.5%	1.2%	.5%	35.4%	18.2%	4.5%	5.0%	2.9%	2.2%	

# JOINT NATIONAL READERSHIP SURVEY 2008/2009

**TABLE 5 : READERSHIP (AVERAGE ISSUE) : SUNDAY & WEEKLY NEWSPAPER MAGAZINES**

**ALL ADULTS**

	REGION							COMMUNITY TYPE		TERMINAL EDUCATION AGE			LIFESTAGES								
	TOTAL	Co. Dublin	Rest Leinster	Munster	Conn/Ulstr	Gr Dubl.	Cork City/Cnty	Urban	Rural	Prim/Sec	Third level	Student	Dep child	Cples no dep child	Single no dep child	Pre-sch. child	Young singles	Empty Nesters	Under 35 ABC1F+	ABC1 Work F/T	C2DE Work F/T
SAMPLE	6929	1824	1827	1978	1300	2435	883	3974	2955	4715	1529	685	2432	1725	2772	1220	1218	1206	1009	1333	1279
UNIVERSE EST.	3532	987	935	980	630	1322	401	2158	1374	2303	816	413	1252	957	1323	580	752	684	648	760	666
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<b><u>SUNDAY NEWSPAPER MAGAZINES</u></b>																					
LIFE (S INDEP)	680	171	160	212	136	221	67	367	312	434	191	54	220	248	212	89	103	199	127	187	85
	19.2%	17.3%	17.1%	21.7%	21.6%	16.7%	16.8%	17.0%	22.7%	18.8%	23.4%	13.1%	17.6%	25.9%	16.0%	15.3%	13.8%	29.1%	19.6%	24.5%	12.8%
TRIBUNE MAGAZINE	122	52	28	33	9	63	12	92	30	51	61	11	38	48	36	19	16	35	30	54	9
	3.5%	5.2%	3.0%	3.4%	1.5%	4.8%	3.0%	4.3%	2.2%	2.2%	7.4%	2.6%	3.0%	5.0%	2.8%	3.3%	2.1%	5.1%	4.6%	7.0%	1.3%
AMEN (STAR SUN)	108	27	32	36	14	40	9	65	44	79	19	11	38	26	45	18	31	18	25	21	29
	3.1%	2.7%	3.4%	3.7%	2.2%	3.0%	2.2%	3.0%	3.2%	3.4%	2.4%	2.6%	3.0%	2.7%	3.4%	3.2%	4.1%	2.6%	3.9%	2.8%	4.4%
SUNDAY TIMES MAGAZINE	271	113	52	78	28	142	36	202	69	110	129	32	99	87	85	48	52	59	74	100	23
	7.7%	11.4%	5.6%	8.0%	4.5%	10.7%	9.1%	9.4%	5.0%	4.8%	15.8%	7.8%	7.9%	9.1%	6.4%	8.3%	6.9%	8.7%	11.4%	13.1%	3.5%
CULTURE (S TMS)	247	101	51	71	25	128	33	180	67	97	122	28	90	85	73	44	42	57	67	91	20
	7.0%	10.2%	5.5%	7.2%	4.0%	9.7%	8.1%	8.3%	4.9%	4.2%	15.0%	6.7%	7.2%	8.8%	5.5%	7.7%	5.5%	8.3%	10.4%	11.9%	3.0%
STYLE (S TMS)	215	89	46	61	20	114	27	162	53	89	100	26	83	67	65	43	40	46	57	72	18
	6.1%	9.0%	4.9%	6.3%	3.1%	8.6%	6.8%	7.5%	3.9%	3.9%	12.2%	6.4%	6.6%	7.0%	4.9%	7.5%	5.4%	6.7%	8.7%	9.5%	2.7%
FABULOUS (NOW)	307	78	86	88	55	101	45	193	114	229	44	34	130	66	112	67	75	37	55	46	76
	8.7%	7.9%	9.2%	9.0%	8.8%	7.6%	11.1%	9.0%	8.3%	10.0%	5.4%	8.3%	10.4%	6.9%	8.5%	11.5%	9.9%	5.4%	8.4%	6.1%	11.4%
TV WEEK (IMOS)	204	51	44	74	35	62	32	121	84	149	43	12	57	86	61	21	22	71	27	37	26
	5.8%	5.2%	4.7%	7.5%	5.6%	4.7%	8.0%	5.6%	6.1%	6.5%	5.3%	2.8%	4.6%	9.0%	4.6%	3.6%	3.0%	10.3%	4.2%	4.8%	3.9%
SUNDAY MAGAZINE (SWO)	611	174	167	164	106	218	47	350	261	455	96	60	241	155	214	110	131	109	105	101	133
	17.3%	17.6%	17.9%	16.7%	16.8%	16.5%	11.7%	16.2%	19.0%	19.7%	11.7%	14.6%	19.3%	16.2%	16.2%	18.9%	17.4%	15.9%	16.2%	13.2%	20.0%
AGENDA (SBP)	91	31	25	25	10	39	11	58	33	52	35	3	41	36	14	17	5	25	16	41	8
	2.6%	3.1%	2.6%	2.5%	1.7%	3.0%	2.8%	2.7%	2.4%	2.3%	4.3%	.8%	3.3%	3.7%	1.1%	3.0%	.7%	3.6%	2.5%	5.4%	1.2%
<b><u>WEEKLY MAGAZINE</u></b>																					
IRISH COUNTRY LIVING (IFJ)	124	4	49	38	34	6	13	9	114	99	16	8	38	45	40	13	16	36	22	13	6
	3.5%	.4%	5.2%	3.8%	5.4%	.5%	3.4%	.4%	8.3%	4.3%	2.0%	2.0%	3.1%	4.7%	3.1%	2.2%	2.1%	5.3%	3.4%	1.7%	.8%