

NEWSPAPERS

The daily newspapers are a mixed bunch this year. The Express is continuing to drop with a year on year percentage fall of -9.39%. The Financial Times has had the biggest gain with a 4.68% increase year on year, followed closely by the Guardian with an increase of 3.66% year on year. The Sunday sectors year on year results have only two newspapers showing a massive increase; they are the Independent on Sunday and The Observer with an increase of 12.49% and 9.48% respectively. The Sunday Express continues its downwards spiral with a fall of 11.76%.

In the national dailies, the only newspaper to continue their increase in readership is the Independent by 19% year on year. The remaining dailies have all had a decrease, the largest being The Financial Times by -22% year on year. The Express fell by another 14%. In the Sunday newspaper readership figures, the Observer is the only newspaper with an increase – up 15% year on year. The remaining newspapers have all dropped in readership since last year. The weekend supplement figures were pretty poor with only the Times Magazine having a slight increase of 3%. The Telegraph Magazine had a significant drop of 19% which was mirrored by a drop of 11% in their daily newspaper readership figure.

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READERSHIP: Quality colour supplements (all adults; 000's)

	Jan 06-June 06	Yr on Yr % +/-		Jan 06-June 06	Yr on Yr % +/-
Sunday Times Magazine	3,079	-5.0	Sunday Telegraph Magazine	1,578	+0.1
Telegraph Magazine	1,917	-19.0	Sunday Express Magazine	1,651	-7.0
Times Magazine	1,755	+3.0	Daily Mail Weekend Magazine	5,902	-8.0
You Magazine (Mail on Sunday)	5,192	-5.0	Source: NRS		

CIRCULATION: National Daily

	Jan 06-June 06	Yr on Yr % +/-
Daily Telegraph	902,769	-0.88
Financial Times	446,786	+4.68
Guardian	381,790	+3.66
Independent	254,827	-2.38
Times	666,018	-2.25
Daily Mail	2,386,893	+0.14
The Express	838,165	-9.39
Source: ABC		

READERSHIP: National Daily (all adults; 000's)

	Jan 06-June 06	Yr on Yr % +/-
Daily Telegraph	2,002	-11.0
Financial Times	346	-22.0
Guardian	1,171	-5.0
Independent	769	+19.0
Times	1,781	-2.0
Daily Mail	5,260	-6.0
The Express	1,760	-14.0
Source: NRS		

CIRCULATION: National Sunday

	Jan 06-June 06	Yr on Yr % +/-
Observer	487,307	+9.48
Sunday Telegraph	673,528	-1.95
Sunday Times	1,339,111	-2.01
Independent on Sunday	233,769	+12.49
Mail on Sunday	2,331,213	-0.33
Sunday Express	846,260	-11.76
Source: ABC		

READERSHIP: National Sunday (all adults; 000's)

	Jan 06-June 06	Yr on Yr % +/-
Observer	1,471	+15.0
Sunday Telegraph	1,867	-12.0
Sunday Times	3,532	-2.0
Independent on Sunday	762	-2.0
Mail on Sunday	6,161	-4.0
Sunday Express	1,980	-11.0
Source: NRS		

MAGAZINES

New Launches Easy Living continues to increase with a new figure of 200,083 which is a 9.8% period on period increase and a 17% year on year increase. Grazia is also climbing steadily with a period on period increase of 2.6% and a year on year increase of 12.9%. Their circulation now stands at 175,218.

Condé Nast Almost all of the Condé Nast titles have done fairly well in this set of ABC's. Vanity Fair had the biggest gain with a 3.6% increase year on year, followed closely by Vogue with an increase of 2.8% year on year. Even Tatler increased by 2% although their circulation is now some 16,600 copies behind that of their one-time rival Harpers Bazaar. Glamour has fallen again this year by 3.9% year on year and World of Interiors was not far behind them with a drop of 1.3% year on year.

National Magazines National Magazines have only two increases in this set of ABC's; Country Living who had a gain of 1.3% year on year and Harpers Bazaar, after its re-branding in March 06 to an international fashion

magazine, have had another gain of 5.4% to 105,538. After a massive increase of 7.7% for Good Housekeeping last time round, they now have a drop of 7.3% year on year. Esquire who had a dramatic loss in the last ABC figures has continued to drop by a further 17.6% to 52,437. Like Glamour, NatMags flagship young womens title, Cosmo, has shown a slight drop.

IPC IPC's home titles, Country Homes & Interiors and Homes & Gardens are again disappointing with drops of 8.1% and 5% respectively. Marie Claire is struggling in the monthlies marketplace with a massive drop of 13.2% year on year. InStyle, with a gain of 2% year on year is the only one of IPC titles to show an increase.

Others Once again OK Magazine and Hello have increased, with both reporting a 2.8% jump year on year. Elle and Red are close behind with gains of 2.6% and 1.3% respectively. Country Life is continuing to drop on both circulation and readership figures.

STRAIGHTS

CIRCULATION: Monthly Magazines (UK & overseas)

	Jan 06-June 06	% +/-
CONDÉ NAST		
House & Garden	140,527	+0.3
Tatler	88,920	+2.0
Vogue	216,218	+2.8
Interiors	65,047	-1.3
GQ	126,797	+1.4
Vanity Fair	97,414	+3.6
Glamour	586,056	-3.9
Traveller	84,737	+1.7

NATIONAL MAGAZINE COMPANY

Country Living	192,250	+1.3
Harpers Bazaar	105,538	+5.4
Esquire	52,437	-17.6
Good Housekeeping	441,151	-7.3
Cosmopolitan	442,384	-4.4

IPC

Homes & Gardens	139,017	-5.0
Country Homes & Interiors	77,771	-8.1
Marie Claire	331,127	-13.2
InStyle	197,031	+2.0

OTHERS

Country Life (weekly) *	40,205	-5.8
Hello (weekly)	403,666	+2.8
OK (weekly)	547,714	+2.8
Elle	208,802	+2.6
Red	221,940	+1.3

* Jan-June 06 figures
Source: ABC

READERSHIP: Monthly Magazines (Women; 000's)

	Jan 06-June 06	Yr on Yr % +/-
CONDÉ NAST		
House & Garden	246	-10.0
Tatler **	49	-18.0
Vogue	865	-7.0
Interiors **	100	-11.0
GQ */**	379	-13.0
Vanity Fair **	163	-2.0
Glamour	60	+41.0

NATIONAL MAGAZINE COMPANY

Country Living	489	-4.0
Harpers Bazaar *	156	-10.0
Esquire */**	119	-14.0
Good Housekeeping	1,258	-8.0
Cosmopolitan	1,484	-14.0

IPC

Homes & Gardens	616	-4.0
Country Homes & Interiors	256	-10.0
Marie Claire	1,104	+1.0
InStyle**	247	-16.0

OTHERS

Country Life (weekly) **	112	-12.0
Hello (weekly)	1,720	-4.0
OK (weekly)	2,164	+13.0
Elle	667	-10.0
Red	663	-1.0

* Readership of all men 000's
** July '05-June '06 figures Source: NRS

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OTHER MEDIA

Television The Advisory Council on the Misuse of Drugs has called for a ban on all alcohol advertising on television and in under-18 movies as well as alcohol-branded events watched by teenagers. Such a ban would see an end to events such as Carling Weekend music festivals and the Heineken Cup etc. The news has been met by concern in the ad industry but alcohol watchdog, The Portman Group, does not expect the government to rush into implementing any changes.

Radio All three of the major radio groups bidding for the latest Manchester FM licence have opted for speech-based formats. Emap has applied to launch Piccadilly Talk which would be a talk station with news, information and entertainment and is very similar to their product in Liverpool. GMG has bid for a RockTalk station which will feature 60% speech in peaktime and music for the rest of the day. The final bid is from Chrysalis which has put in two different options.

Outdoor Outdoor digital screens have achieved critical mass in the UK according to research, which shows that a campaign run exclusively on screens can achieve 16.4% awareness. The research was conducted in March and April in London and Manchester using some 5,000 bar, railway and retail screens at an average rate of six times an hour. Street surveys found that after 4 weeks awareness among all adults was 10.1% and this figure rose to 16.4% after 8 weeks. The greatest awareness was among the 16-24 year age group.

On-line The Telegraph's property website is to expand with new search facilities on overseas homes and new builds as well as the introduction of an overseas property section. The site also includes historical house price reports for every home sold in the UK since 2000. The Telegraph has also added a new search engine to their travel section which allows users to find holiday deals across a range of new travel businesses.

US MAGAZINES

	Circulation Spring 2006 000's	% change +/- vs. Spring 06	Total Spring 06 Readership 000's
HEARST			
Esquire	703	+0.1	2,957
Harpers Bazaar	688	-0.6	3,070
Marie Claire	905	+3.8	3,533
Good Housekeeping	4,568	+0.8	24,266
Cosmopolitan	2,704	+0.6	17,362
Town & Country	466	-0.2	3,903
House Beautiful	877	+0.7	7,242
CONDÉ NAST			
Architectural Digest	803	+1.3	5,070
Bon Appetit	1,304	+2.1	6,193
Condé Nast Traveler	774	+0.4	3,330
GQ	828	+2.6	5,871
Gourmet	980	+2.2	5,530
House & Garden	936	+2.2	13,934
Vanity Fair	1,096	+1.1	6,238
Vogue	1,174	-0.9	10,667
OTHERS			
Elle	999	-1.9	4,793
Food & Wine	981	-2.1	6,639
Forbes	1,024	+4.5	3,690
New Yorker	1,006	+3.4	3,510
Time	4,171	+0.3	21,508
Travel & Leisure	1,033	-2.6	5,040

Source: MRI

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