

Newspapers

Once again, the daily newspapers have all decreased in circulation, with the exception of *The Express*, which is showing an increase of 1.02%. The national Sunday papers have all decreased, but the biggest drop in circulation belongs to *The Sunday Times*, with a decrease of 8.5% year on year.

The Guardian has shown a decrease in readership of 14.8% followed by *The Daily Telegraph* with 10.9%. *The Daily Mail* is also showing a decrease of 5.5%. The remainder of the national daily titles show slight increases. All of the national Sunday papers reveal decreases, with *The Independent on Sunday* showing a reduction in readership of 10%. The weekend supplement figures are also showing a decrease ranging from 3.8% for *The Daily Mail Weekend Magazine* to 10.8% for *The Telegraph Magazine*. The only supplement to have increased is *The Times Magazine* with 1.1%.

Circulation:

	Jan 07-Jun 07	Yr on Yr % +/-
National Daily		
Daily Telegraph	887,664	-1.35
Financial Times	426,830	-0.85
Guardian	355,750	-5.49
Independent	239,834	-5.47
Times	638,820	-3.57
Daily Mail	2,339,278	-0.78
The Express	827,491	+1.02

Source: ABC

National Sunday

Observer	442,646	-2.77
Sunday Telegraph	641,385	-2.70
Sunday Times	1,190,108	-8.50
Independent on Sunday	211,627	-3.38
Mail on Sunday	2,305,872	-0.58
Sunday Express	788,579	-1.05

Source: ABC

Readership: (all adults; 000's)

	Jan 07-Jun 07	Yr on Yr % +/-
National Daily		
Daily Telegraph	2,042	-10.9
Financial Times*	390	n/a
Guardian	1,128	-14.8
Independent	792	+0.1
Times	1,705	+0.1
Daily Mail	5,051	-5.5
The Express	1,709	+0.1

Source: NRS *It is only available as full year data.

National Sunday

Observer	1,353	-8.5
Sunday Telegraph	1,803	-7.9
Sunday Times	3,382	-7.3
Independent on Sunday	794	-10.0
Mail on Sunday	5,553	-7.5
Sunday Express	1,937	-5.5

Source: NRS

Quality colour supplements

Sunday Times Magazine	2,912	-8.2
Telegraph Magazine	1,981	-10.8
Times Magazine	1,696	+1.1
You Magazine (Mail on Sunday)	4,520	-8.5
Sunday Telegraph Stella Magazine	1,074	-8.1
Sunday Express Magazine	1,528	-7.1
Daily Mail Weekend Magazine	5,456	-3.8

Source: NRS

Other Media

Television According to the IPA's Trends in Television Viewing report, the average daily viewing now stands at 3.46 hours. This is at the highest level for a second quarter since 2004, with a comparison of 3.43 hours for the same period last year. The viewing of digital channels has risen by 36.4%, compared with 34.6% for the first quarter of this year. Although this has had a negative impact on the terrestrial channels, the total viewing figures have only decreased by a mere 0.2%. This has been attributed to some very successful mass audience programmes aired by major stations such as *ITV* and *Channel 4*.

Outdoor *CBS Outdoor*, owner of Cross-track projection, have launched their full motion test site at Euston Underground. This high quality concept is an impressive and unique opportunity for various elements of the media industry to reach underground users – and to do so creatively as no sound is used. Flexibility is a key advantage as copy can be changed at any time. It is expected this will make it useful to the retail sector due to their ever changing special offers,

seasonal sales, promotions etc. Overall, this new means of communication has been given the thumbs up and seems to be opening interesting avenues for the media world.

Online Social networks such as *Bebo*, *Facebook* and *MySpace* have been visited more than web-based e-mail services for the first time. October saw these social networks begin to dominate the internet, as an increasing amount of users are electing to communicate with friends through the social networks rather than e-mail. Online retailers have received an increase of 153% visits from social networks between December 2006 and September 2007. For example, 3.1% of visits to *Hitwise* Shopping and Classifieds category came from a social network. Age is playing a key role, with younger internet users preferring the social networks, while the older users seem to be standing by e-mail. 62% of *Facebook* users are aged between 18 and 34, while 55% of *Hotmail* users are 35 years and over. Although social networking is on the increase, older users seem to be content with the e-mail services.

Magazines

Condé Nast The majority of the Condé Nast titles have continued to show a steady increase in circulation, with the exception of *Tatler* and *Vanity Fair*. They are both revealing decreases of 0.3% and 1.2% respectively. The most noticeable decrease of the Condé Nast titles is that of *Glamour* at 7.5%. The readership figures for all Condé Nast titles have dropped significantly apart from *Vanity Fair*. They have had a very good six months with their readership increasing by 12.3%.

National Magazines All of the titles in the National Magazines stable are fairly steady, with their circulation showing very slight increases and decreases across the board. *Good Housekeeping* is the only magazine with a significant decrease of 6.1% in their circulation. The most noticeable decrease in readership is again *Good Housekeeping* with a reduction of 14%. In contrast, both *Bazaar* and *Country Living* have significant increases in readership.

IPC IPC titles have had more success this year. All are showing substantial increases in readership with the exception of *Marie Claire*, which has slumped by a massive 10.7%. All of the circulation figures are much the same, with mild increases and decreases throughout.

Others *Hello Magazine* are in a strong position again this year as their circulation has jumped by 10.4%. In contrast, *OK Magazine's* circulation has fallen by 10.7%. *Red* has held steady but it's stable mate *Elle* has dropped by another 2.8%. *Elle* is having a significant revamp in 2008 so time will tell whether this will affect their circulation for the better.

Circulation: Monthly Magazines (UK & overseas)

	Jan 07-Jun 07	Yr on Yr % +/-
Condé Nast		
House & Garden	141,782	+1.0
Tatler	90,125	-0.3
Vogue	220,084	+1.0
Interiors	65,643	+1.0
GQ	127,886	+1.0
Vanity Fair	98,190	-1.2
Condé Nast Traveller	85,011	+1.0
Glamour	544,653	-7.5

National Magazine Company

Country Living	192,337	-0.5
Harpers Bazaar	105,834	+1.0
Esquire	53,537	+1.0
Good Housekeeping	435,238	-6.1
Cosmopolitan	450,952	-1.0

IPC

Homes & Gardens	139,100	+1.0
Country Homes & Interiors	82,345	+1.0
Marie Claire	332,705	-0.6
InStyle	178,699	-1.8

Others

Country Life (weekly) *	40,408	+0.5
Hello (weekly)	419,814	+10.4
OK (weekly)	557,014	-10.7
Elle	203,302	-2.8
Red	225,053	+0.4

* Jan-Dec '06 figures

Source: ABC

Readership: Monthly Magazines (Women; 000's)

	Jan 07-Jun 07	Yr on Yr % +/-
Condé Nast		
House & Garden	530	-1.5
Tatler **	155	-0.6
Vogue	928	-9.9
Interiors **	104	-4.3
GQ *	444	+13.5
Vanity Fair **	191	+12.3
Glamour	1,189	+0.5

National Magazine Company

Country Living	565	+8.4
Harpers Bazaar	155	+15.6
Esquire **/*	132	+2.3
Good Housekeeping	1,280	-14.0
Cosmopolitan	1,501	-0.1

IPC

Homes & Gardens	607	-0.1
Country Homes & Interiors	204	+10.8
Marie Claire	1,006	-10.7
InStyle **	302	n/a

Others

Country Life (weekly) **	135	+2.3
Hello (weekly)	1,960	+7.6
OK (weekly)	2,390	+13.2
Elle	754	-2.1
Red	612	-2.4

* Readership of all men 000's

** Jan '06-Dec '06 figures Source: NRS

Website Design

As part of our online initiative we have recently carried out a great deal of work on our clients' websites, from design right through to the programming and implementation. As part of our service we provide full search engine optimisation to ensure your website achieves the best result from the search engines. In addition we also include a very comprehensive Content Management System (CMS), which will give you the ability to make changes to text and images on your website without the need of outside technical assistance. Please call us for more information.

Below is an example of a website recently designed by Strattons:



danube-express.co.uk

US Magazines

	Circulation Spring '07 000's	% change +/- vs. Spring '06	Total Readership Spring '07 000's
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Hearst

Esquire	708	+0.1	2,966
Harpers Bazaar	696	+0.1	3,052
Marie Claire	941	+0.1	3,123
Good Housekeeping	4,602	+0.02	25,565
Cosmopolitan	2,681	-0.6	16,969
Town & Country	471	+0.2	3,753
House Beautiful	892	+0.1	6,660

Source: MRI

Condé Nast

Architectural Digest	813	+1.7	4,588
Bon Appetit	1,326	+0.9	6,081
Condé Nast Traveler	783	+1.2	3,119
GQ	854	+1.6	5,851
Gourmet	989	+0.6	5,423
House & Garden	923	-0.7	14,384
Vanity Fair	1,209	+7.2	6,360
Vogue	1,301	+6.9	10,543

Source: MRI

	Circulation Spring '07 000's	% change +/- vs. Spring '06	Total Readership Spring '07 000's
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Others

Elle	1,078	+6.6	4,537
Food & Wine	914	-7.5	6,682
Forbes	927	-0.8	4,634
New Yorker	1,052	+1.5	3,590
Time	4,027	-4.6	20,909
Travel & Leisure	958	-7.8	4,730

Source: MRI