

ABC - Total

Women's Market	Jul-Dec 2009	Jan-Jun 2009	Jul-Dec 2008	YOY % change	POP % change
More!	192,860	190,708	181,260	6.4%	1.1%
Grazia	229,732	228,694	227,156	1.1%	0.5%
Closer	539,135	530,371	539,991	-0.2%	1.7%
Heat	458,858	445,192	470,475	-2.5%	3.1%
Mother and Baby	52,416	60,008	51,229	2.3%	-12.7%
Pregnancy & Birth	36,772	38,778	33,327	10.3%	-5.2%
Top Sante	78,541	85,074	74,007	6.1%	-7.7%
Yours	284,560	301,089	307,064	-7.3%	-5.5%

Men's	Jul-Dec 2009	Jan-Jun 2009	Jul-Dec 2008	YOY % change	POP % change
FHM	231,235	235,027	272,545	-15.2%	-1.6%
ZOO	102,043	111,012	145,555	-29.9%	-8.1%

Music & Entertainment	Jul-Dec 2009	Jan-Jun 2009	Jul-Dec 2008	YOY % change	POP % change
Empire	194,239	194,016	189,619	2.4%	0.1%
Kerrang!	41,125	43,253	52,272	-21.3%	-4.9%
Mojo	98,484	97,722	100,507	-2.0%	0.8%
Q	94,811	100,172	103,017	-8.0%	-5.4%

Motoring	Jul-Dec 2009	Jan-Jun 2009	Jul-Dec 2008	YOY % change	POP % change
Car	60,061	62,041	72,536	-17.2%	-3.2%
Classic Cars	37,411	35,564	37,091	0.9%	5.2%
Practical Classics and Car Restorer	57,016	57,936	57,758	-1.3%	-1.6%

Motoring*	Jan-Dec 2009	Jan - Dec 2008	YOY % change
Bike	65,147	74,339	-12.4%
Classic Bike	43,178	40,647	6.2%
Land Rover Owner International	39,194	n/a	
Motor Cycle News	114,304	120,002	-4.7%
Parkers Car Price Guide	17,897	25,462	-29.7%
Performance Bikes	23,733	24,694	-3.9%
Ride	47,335	45,844	3.3%
Maxpower	20,589	30,076	-31.5%

Sport	Jul-Dec 2009	Jan-Jun 2009	Jul-Dec 2008	YOY % change	POP % change
Golf World	39,146	36,852	35,787	9.4%	6.2%
Today's Golfer	72,007	77,069	81,862	-12.0%	-6.6%

Sport & Leisure*	Jan-Dec 2009	Jan - Dec 2008	YOY % change
Angling Times	52,089	51,114	1.9%
Bird Watching	17,663	18,732	-5.7%
Country Walking	42,773	44,044	-2.9%
Digital Photo	60,792	68,687	-11.5%
Improve Your Coarse Fishing	48,334	48,883	-1.1%
Match	72,881	100,007	-27.1%
Model Rail	28,337	28,925	-2.0%
Practical Fishkeeping	14,558	15,401	-5.5%
Practical Photography	50,654	56,003	-9.6%
Rail	20,546	21,019	-2.3%
Sea Angler	37,743	37,359	1.0%
Steam Railway	32,842	32,124	2.2%
Trail	40,674	40,531	0.4%
Trout & Salmon	31,965	31,800	0.5%
Trout Fisherman	20,355	22,146	-8.1%
Your Horse	29,802	33,052	-9.8%

Gardening	Jul-Dec 2009	Jan-Jun 2009	Jul-Dec 2008	YOY % change	POP % change
Garden Answers	20,319	23,360	24,404	-16.7%	-13.0%
Garden News	31,455	35,538	33,690	-6.6%	-11.5%

All data 6-monthly reporting periods except *annual audits

Land Rover Owner International has changed ABC reporting period. Jan-Dec 09 first 12 monthly release.