



# ABC Market Summary Report Jul - Dec 2009

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### Important Note:

ABC data does not cover the magazine market in its entirety as the overall number of titles that audit each period will vary. The analysis in this report also excludes titles whose newstrade sales are less than 20% of their total ABC.

The majority of the report focuses on **UK newstrade** volume and revenue only, and therefore excludes all overseas, subscription, bulk and free copies. The **Total ABC** figures quoted in the data tables, however, do include sales from every channel, whilst on page 7 the 20% exclusion is waived to properly account for complete ABC performance.

UK revenue figures are calculated using UK newstrade volume figures and cover price data supplied by ABC.

Some ABC sectors or sub-sectors have been split into further sub-sectors to allow for more pertinent analysis, though only the term 'sector' is referred to throughout.



## ABC Highlights

### Sector Overview

The UK ABC newstrade market was worth **£1.35 billion** in 2009, down **(9.7%)** YoY. This equated to copy sales of **924.0 million**, down **(9.1%)** YoY. Of the larger magazine sectors, **Men's Weeklies** and **Motoring & Motorcycling** see notable volume decline in 2009. The **Women's Celebrity Weeklies** sector is the only sector in growth.

### Women's Celebrity Weeklies

Northern & Shell's *New* magazine is the best selling celebrity weekly in the JD09 period relegating stablemate *OK!* to 3<sup>rd</sup> place. Sister title *Star* takes 4<sup>th</sup> place with an increase of **84%** YoY on its JD08 UK newstrade ABC. IPC's *Look* maintains its position as the best selling fashion weekly, outselling *Grazia* by over **100k** copies per issue.

### Women's Traditional Weeklies

A mixed set of results is seen in the **Women's Traditional Weeklies** sector. Sector leader *Take a Break*'s sales have dropped **(4.4%)** YoY whilst second placed *Chat* drops **(6.4%)**. Star performers *Bella* and *Full House* buck the trend, posting double-digit YoY growth. IPC's *Women's Weekly* has maintained its lead in the **Mature** sub-sector, showing a **0.4%** YoY increase.

### TV Weeklies

In the declining **TV Weeklies** sector, *TV & Sat* is the only title in Total ABC growth, up **1.0% YoY** on its JD08 figure. *TV Choice* remains the UK's best selling magazine at the newstand with a JD09 UK newstrade ABC of **1,302,382**. *What's on TV* takes second place, although a **23%** price differential to *TV Choice* places it ahead in terms of revenue. *TV Quick* has seen the largest fall in volume in the period, down **(24.5%)** YoY.

### Women's Fashion/ Lifestyle

*Glamour* tops the women's glossy monthlies with newstrade circulation exceeding **400k** an issue, despite a **(6.8%)** YoY drop. IPC's *Woman & Home* posts its highest UK newstrade ABC in 10 years, up **1.7%** YoY. A number of titles, including *Easy Living* and *She*, have posted a double-digit fall in circulation.

### Children's Magazines

The **Children's Magazines** sector has seen three launches but several closures this period. As expected, *Disney High School Musical* has seen a decline in sales following the brand's peak in early 2009. Debut newstrade ABCs from *Waybuloo*, *Playhouse Disney* and *WWE Kids* have softened the sector's overall decline.

### Women's Home Interest

A number of titles have seen a YoY improvement in performance. Of note *Your Home* and *Country Living* have seen double-digit YoY increases in the period. YoY volume decline of **(17.7%)** for the sector is exacerbated by two of the larger volume titles *Real Homes* and *Good Homes* not releasing JD09 ABCs this period. Stripping out these titles the sector is down **(9.5%)** YoY.

### Men's Lifestyle Monthlies

A number of the men's monthlies have seen their circulation plummet this period. *FHM* and *Loaded* have seen their UK newstrade ABC fall by **(19.6%)** and **(18.1%)** YoY respectively. *Stuff* and *Men's Fitness* are the only titles in YoY growth. Condé Nast's *Wired* has posted a debut UK newstrade ABC of **19,447**, the first launch into the sector for a number of years.

### Men's Weeklies

A double-digit YoY decline in volume is seen in the **Men's Weeklies** sector. IPC's *Nuts* posts a UK newstrade ABC of 166,524 maintaining a lead of **69,000** copies per issue on *Zoo Weekly*.

### Soap

The three **Soap** titles show a YoY volume decline. Weekly title *Inside Soap* has fared the best, down only **(5.9%)** YoY to *Soaplife's* **(9.6%)** and *All About Soap's* **(15.1%)**.

### Motoring & Motorcycling

Of **48** titles BBC's *Top Gear Magazine* topped the pile again with a newstrade figure of **113,636**, down just **(3.1%)** YoY. In the **Classics** sub-sector, Kelsey's *Classic & Vintage Commercials* posted a newstrade ABC of **14,806** to record a fourth YoY increase in the last five years.

### Other Specialist Highlights

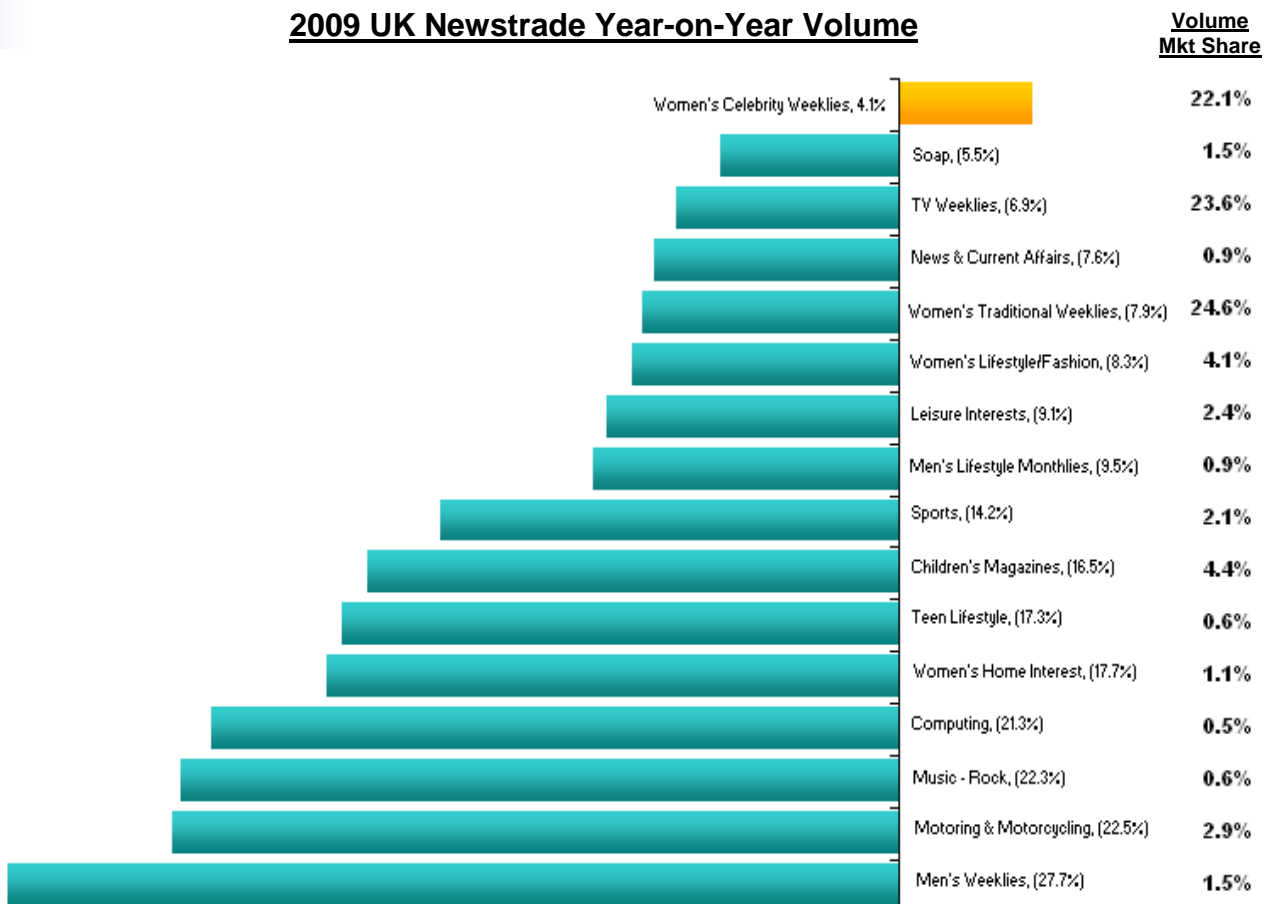
In the **Leisure Interests** sector *Tractor & Machinery* posted a UK newstrade ABC of **35,324**, up **7.5%** YoY to place it **4th** in the sector overall. In the **Sports** sector, IPC's *Cycling Weekly* posted a UK newstrade figure of **19,591**, up **9.6%** YoY.



## Market Sector Overview

- ▶ The news and magazines Consumer Price Index (CPI) outperformed the total CPI in all 12 months of 2009. The former's growth rate reached a peak of **5.5%** in August 2009 to reach a high of **121.5** in September and ended the year at **120.8**, significantly higher than December's total CPI of **112.6**. The growth rate for the total CPI recovered from its lowest point of **1.1%** in September to reach **2.9%** in December, at the same time as the UK officially moved out of recession with economic growth of **0.1%** for the last quarter. The CPI's YoY growth can be partly attributed to an exceptional fall the previous year in December 2008 due to events such as the reduction in the standard rate of tax, sharp falls in the price of oils and low pre-Christmas sales as a result of the economic downturn. *Source: ONS (Online National Statistics)*
- ▶ The UK ABC newstrade magazine market was worth **£1.35 billion** during 2009, a fall of **(9.7%)** YoY. Volume sales dropped by **(9.1%)** YoY to **924.0 million** copies.
- ▶ **Women's Celebrity Weeklies** is the only market sector in YoY growth, with 2009 volumes up **4.1%** YoY. However the sector witnessed significant discounting during the period and an increase in copies sold below basic cover price has contributed to this rise. Elsewhere, the **Soap** and **TV Weeklies** sectors show the smallest YoY declines while **Computing, Music – Rock, Motoring & Motorcycling** and **Men's Weeklies** suffer the largest falls.
- ▶ Please see the Marketforce JD09 ABC Sector report for more detailed analysis and insight on some of the key market sectors shown in the graph below. These made up **93.9%** of 2009 volumes, while the remaining **6.1%** of the market fell by **(31.5%)** YoY.

### 2009 UK Newstrade Year-on-Year Volume





## New Launch & Debut ABC Round Up

Title	Publisher	Sector	Sub Sector	UK News	Export	Subs	Total
Rosemary Conley Diet & Fitness Magazine	Quorn House Publishing Ltd	Women's Interests	Women's Slimming	92,565	700	9,520	102,785
Good Food Home Cooking Series	BBC Worldwide	Women's Interests	Cookery & Kitchen	39,012	4,960	-	43,972
Waybuloo	BBC Worldwide	Children's Magazines	Pre-School	38,908	-	-	38,908
Playhouse Disney	Egmont Magazines UK	Children's Magazines	Pre-School	37,016	-	-	37,016
WWE Kids	D C Thomson & Co Ltd	Children's Magazines	Primary - Boys	32,726	-	721	33,447
Eat In	H Bauer Publishing	Women's Interests	Cookery & Kitchen	21,463	-	710	22,173
Wired	Conde Nast Publications Ltd	Men's Lifestyle	Men's Monthlies	19,447	7,900	10,928	48,275
Classic Ford	Future Publishing Ltd	Motoring & Motorcycling	Motoring - Classics	13,872	1,923	3,015	18,810
Windows - The Official Magazine	Future Publishing Ltd	Computing	PC Leisure	13,307	1,392	4,727	19,426
I'm Pregnant	D C Thomson & Co Ltd	Women's Interests	Parenthood	13,043	3,011	-	16,054
Fast Ford	Future Publishing Ltd	Motoring & Motorcycling	Motoring - Performance	12,108	536	1,392	14,036
Total Vauxhall	Future Publishing Ltd	Motoring & Motorcycling	Motoring - Performance	9,541	-	1,655	11,196
Triathletes World	Natmag Rodale	Sports	Athletics	8,482	2,873	1,707	13,062
BBC Who Do You Think You Are?	BBC Worldwide	General Interest	Misc. (General Interest)	8,022	1,623	10,621	20,266
220 Triathlon	Origin Publishing	Sports	Athletics	6,331	612	12,250	21,210
Terrorizer Secret History	Dark Arts Ltd	Music	Heavy Metal	3,672	3,759	-	7,431
Auto Trader South & West Wales	Trader Publishing Ltd	Motoring & Motorcycling	Motoring - Buying & Selling	2,474	-	-	2,474
Stylist	Shortlist Media Ltd	Women's Lifestyle/Fashion	Lifestyle - Other	-	-	-	410,674

- ▶ *Rosemary Conley Diet & Fitness Magazine* has released a first ABC figure in five years, with a UK newstrade of **92,565**. The title, now in its 15<sup>th</sup> year, features recipes, fitness tips and body-flattering fashion.
- ▶ The biggest launch of the period was BBC Magazines' *Good Food Home Cooking*, achieving an average UK newstrade sale of **39,012**. The title ties in with increased enthusiasm for staying in and making meals from scratch in light of the recession. Bauer's *Eat In*, another title benefiting from shifting consumer habits, has achieved a UK newstrade figure of **21,463**.
- ▶ The **Children's Magazines** sector continues to enjoy successful launches, with *Waybuloo* and *Playhouse Disney* following the formula of brand extension from television programmes to draw on an existing audience. The titles achieved debut UK newstrade figures of **38,908** and **37,016** respectively.
- ▶ *WWE Kids* has released a debut UK Newstrade figure of **32,726**. Launched in late 2008, the D.C.Thomson title features games, quizzes and facts on the stars of wrestling, establishing enthusiasm for the sport at an early age.
- ▶ After failing here in 1995, the UK edition of *Wired* has been launched for a second time, achieving a UK newstrade figure of **19,447**. The magazine reports on how technology affects culture, business, the economy and politics.
- ▶ ShortList Media has launched its second free weekly, *Stylist*, aimed at 20-40 year old affluent career women and distributed in major UK cities. In the tough commuter market, that has recently seen the demise of both *The London Paper* and *London Lite*, the title has reported an average distribution of **410,674**.



# Top 100 UK Newstrade Titles

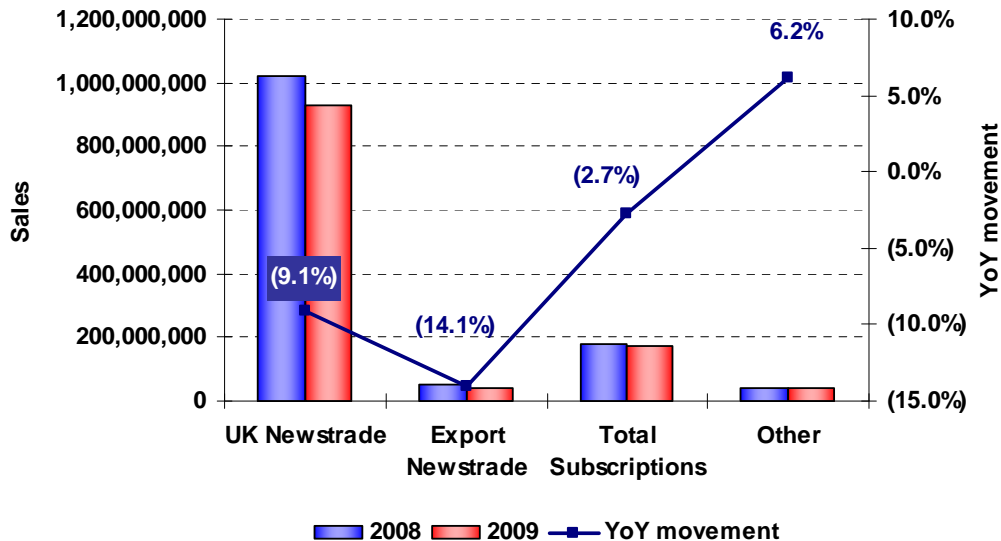
\*Marketforce titles are highlighted in blue

Rank	Title	Jul - Dec 2008		Jan - Jun 2009		Jul - Dec 2009		YoY Change		PoP Change	
		UK Newstrade ABC	Total ABC	UK Newstrade ABC	Total ABC	UK Newstrade ABC	Total ABC	UK Newstrade ABC	Total ABC	UK Newstrade ABC	Total ABC
1	TV Choice	1,369,088	1,369,088	1,335,894	1,335,894	1,302,382	1,302,382	-4.9%	-4.9%	-2.5%	-2.5%
2	What's on TV	1,315,543	1,318,093	1,270,032	1,272,586	1,243,574	1,245,933	-5.5%	-5.5%	-2.1%	-2.1%
3	Take a Break	932,651	943,229	914,109	920,060	891,794	900,016	-4.4%	-4.6%	-2.4%	-2.2%
4	Radio Times	877,005	1,023,255	794,458	966,098	818,800	1,000,648	-6.6%	-2.2%	3.1%	3.6%
5	New!	434,789	442,996	388,926	400,189	587,227	600,741	35.1%	35.6%	51.0%	50.1%
6	Closer	526,814	539,991	517,528	530,371	527,601	539,135	0.1%	-0.2%	1.9%	1.7%
7	OK! Magazine	475,257	508,504	455,256	599,847	522,685	588,546	10.0%	15.7%	-4.1%	-1.9%
8	Star	259,730	268,292	307,407	317,940	477,862	492,067	84.0%	83.4%	55.4%	54.8%
9	Chat	453,636	469,407	421,814	434,929	424,787	440,093	-6.4%	-6.2%	0.7%	1.2%
10	Heat	434,348	470,475	409,257	445,192	422,881	458,858	-2.6%	-2.5%	3.3%	3.1%
11	Glamour	430,052	547,607	406,879	526,145	401,013	515,281	-6.8%	-5.9%	-1.4%	-2.1%
12	That's Life	419,129	424,064	384,659	386,875	375,523	378,551	-10.4%	-10.7%	-2.4%	-2.2%
13	Now	409,026	433,509	370,633	384,356	372,637	394,130	-8.9%	-9.1%	0.5%	2.5%
14	Sainsbury's Magazine	314,660	321,069	295,397	301,842	329,214	335,515	4.6%	4.5%	11.4%	11.2%
15	Reveal	262,452	270,014	311,101	315,660	323,877	330,911	23.4%	22.6%	4.1%	4.8%
16	Pick Me Up	359,452	374,268	311,572	323,171	314,908	329,943	-12.4%	-11.8%	1.1%	2.1%
17	Cosmopolitan	329,457	450,836	321,475	441,663	309,905	430,353	-5.9%	-4.5%	-3.6%	-2.6%
18	TV Times	333,617	343,226	300,375	311,307	309,159	321,005	-7.3%	-6.5%	2.9%	3.1%
19	Woman	336,665	347,585	323,376	331,065	306,672	316,216	-8.9%	-9.0%	-5.2%	-4.5%
20	Woman's Weekly	303,211	340,635	296,395	335,118	304,314	344,553	0.4%	1.2%	2.7%	2.8%
21	Look	301,625	314,329	305,391	315,410	299,551	313,013	-0.7%	-0.4%	-1.9%	-0.8%
22	Slimming World Magazine	283,598	291,787	282,764	291,730	296,032	306,077	4.4%	4.9%	4.7%	4.9%
23	Best	287,839	295,970	290,948	296,971	294,034	301,440	2.2%	1.8%	1.1%	1.5%
24	Woman's Own	315,411	325,330	300,544	307,407	288,967	298,472	-8.4%	-8.3%	-3.9%	-2.9%
25	Love It!	327,968	339,427	305,784	308,304	275,777	283,379	-15.9%	-16.5%	-9.8%	-8.1%
26	Peoples Friend	289,377	326,790	274,969	313,711	270,230	306,591	-6.8%	-6.2%	-1.7%	-2.3%
27	Bella	221,351	224,013	242,060	243,991	250,233	253,001	13.0%	12.9%	3.4%	3.7%
28	Woman & Home	228,932	353,160	216,639	350,212	232,770	368,388	1.7%	4.3%	7.4%	5.2%
29	HELLO!	251,728	423,649	220,852	397,634	230,618	409,043	-8.4%	-3.4%	4.4%	2.9%
30	Company	219,542	240,334	212,459	230,214	221,504	240,035	0.9%	-0.1%	4.3%	4.3%
31	Yours	263,592	307,064	245,830	301,089	219,313	284,580	-16.8%	-7.3%	-10.8%	-5.5%
32	Real People	208,408	217,241	194,406	201,960	208,925	216,038	0.2%	-0.6%	7.5%	7.0%
33	Good Housekeeping	189,110	425,407	182,533	410,011	202,473	430,089	7.1%	1.1%	10.9%	4.9%
34	Weightwatchers Magazine	184,622	191,967	200,993	208,438	191,927	200,112	4.0%	4.2%	-4.5%	-4.0%
35	Grazia	182,324	227,156	182,554	228,694	187,502	229,732	2.8%	1.1%	2.7%	0.5%
36	Marie Claire	226,665	314,259	186,852	285,307	184,849	288,025	-18.4%	-9.9%	-1.1%	-0.8%
37	BBC Good Food	193,113	359,772	158,174	323,171	183,940	351,430	-4.8%	-2.3%	16.3%	8.7%
38	TV Easy	212,419	212,419	201,724	201,728	180,793	180,798	-14.9%	-14.9%	-10.4%	-10.4%
39	More!	173,140	181,260	177,539	190,708	179,278	192,860	3.5%	6.4%	1.0%	1.1%
40	Full House	124,230	125,483	134,592	135,592	178,869	180,070	44.0%	43.5%	32.9%	32.8%
41	Inside Soap	183,811	188,273	176,961	181,883	172,880	177,304	-5.9%	-5.8%	-2.3%	-2.5%
42	Prima	168,962	284,093	157,214	274,063	166,785	288,301	-1.3%	1.5%	6.1%	5.2%
43	Nuts	223,618	234,034	178,515	188,532	166,524	176,835	-25.5%	-24.4%	-6.7%	-6.2%
44	TV & Satellite Week	159,875	183,906	157,914	183,929	158,270	185,813	-1.0%	1.0%	0.2%	1.0%
45	Red	157,855	225,380	143,753	218,726	152,381	226,502	-3.5%	0.5%	6.0%	3.6%
46	FHM	189,091	272,545	157,497	235,027	152,027	231,235	-19.6%	-15.2%	-3.5%	-1.6%
47	Puzzler Collection	158,429	169,715	151,591	162,482	149,477	160,008	-5.7%	-5.7%	-1.4%	-1.5%
48	Men's Health	148,913	250,094	145,815	250,247	147,836	250,577	-0.7%	0.2%	1.4%	0.1%
49	Healthy	183,593	183,593	163,329	163,329	142,638	142,638	-22.3%	-22.3%	-12.7%	-12.7%
50	My Weekly	145,516	152,675	138,525	145,676	138,710	145,750	-4.7%	-4.5%	0.1%	0.1%
51	Ideal Home	146,497	197,516	139,008	194,633	137,695	187,322	-6.0%	-5.2%	-0.9%	-3.8%
52	BM (formerly Bon Marche)	133,254	133,254	-	-	132,421	132,421	-0.6%	-0.6%	-	-
53	Sugar	142,217	153,721	126,712	140,599	128,475	140,980	-9.7%	-8.3%	1.4%	0.3%
54	Elle (U.K.)	128,473	195,114	128,262	195,192	126,221	195,455	-1.8%	0.2%	-1.6%	0.1%
55	Take A Crossword	127,754	133,897	-	-	125,617	132,231	-1.7%	-1.2%	-	-
56	Empire	127,650	189,619	130,623	194,016	124,904	194,239	-2.2%	2.4%	-4.4%	0.1%
57	TV Quick	162,661	167,507	144,270	144,270	122,847	122,847	-24.5%	-26.7%	-14.8%	-14.8%
58	Your Home	97,807	107,723	104,564	114,542	119,122	130,295	21.8%	21.0%	13.9%	13.8%
59	BBC Top Gear Magazine	117,329	200,756	111,775	200,761	113,636	200,796	-3.1%	0.0%	1.7%	0.0%
60	Motor Cycle News	118,689	120,002	-	-	111,216	114,304	-6.3%	-4.7%	-	-
61	Vogue	114,090	220,386	105,005	210,435	111,080	210,526	-2.6%	-4.5%	5.8%	0.0%
62	Ideal Homes Complete Guide to Xmas	104,002	106,890	-	-	110,948	113,136	6.7%	5.8%	-	-
63	Instyle UK	116,920	180,987	115,536	182,989	109,604	184,141	-6.3%	1.7%	-5.1%	0.6%
64	Total TV Guide	107,176	111,221	103,171	107,681	105,777	110,748	-1.3%	-0.4%	2.5%	2.8%
65	Top of the Pops	122,739	125,558	117,739	117,739	105,338	107,576	-14.2%	-14.3%	-10.5%	-10.2%
66	Private Eye	100,554	203,234	100,763	206,550	104,226	210,218	3.7%	3.4%	3.4%	1.8%
67	House Beautiful	94,978	161,102	83,094	150,076	103,221	169,035	8.7%	4.3%	24.2%	12.0%
68	Soapfile	110,722	112,275	116,598	117,966	100,147	101,591	-9.6%	-9.5%	-14.1%	-13.9%
69	Zoo	139,473	145,555	106,197	111,012	97,914	102,043	-29.8%	-29.9%	-7.8%	-8.1%
70	The Simpsons Comics	109,251	112,393	102,584	106,545	97,892	101,466	-10.4%	-9.7%	-4.6%	-4.8%
71	All About Soap	112,836	113,436	106,474	107,162	95,762	96,341	-15.1%	-15.1%	-10.1%	-10.1%
72	Take a Puzzle	101,949	102,869	-	-	94,886	95,581	-6.9%	-7.1%	-	-
73	R Conley Diet & Fitness Magazine	-	-	-	-	92,565	102,785	-	-	-	-
74	Country Living	82,900	189,200	85,881	192,475	92,513	197,891	11.6%	4.6%	7.7%	2.8%
75	Essentials	84,540	98,487	83,802	102,260	90,078	112,135	6.8%	13.9%	7.5%	9.7%
76	Easy Living	103,015	185,115	97,515	180,034	89,419	170,033	-13.2%	-8.1%	-8.3%	-5.6%
77	Puzzler	94,114	101,515	-	-	83,814	90,556	-10.9%	-10.8%	-	-
78	Bliss	86,144	90,727	80,023	86,054	83,373	88,801	-3.2%	-2.1%	4.2%	3.2%
79	She	97,762	165,008	79,794	148,860	81,139	150,074	-17.0%	-9.1%	1.7%	0.8%
80	Fun to Learn - Peppa Pig	62,269	64,425	82,310	83,896	79,563	82,498	27.8%	28.1%	-3.3%	-1.7%
81	Word Search	89,369	92,359	-	-	78,803	81,708	-11.8%	-11.5%	-	-
82	National Enquirer - UK Edition	80,060	80,454	79,652	79,669	76,502	76,502	-4.4%	-4.4%	-4.0%	-4.0%
83	Fun to Learn - Friends	78,624	79,400	80,701	81,287	76,017	76,846	-3.3%	-3.2%	-5.8%	-5.5%
84	Puzzle Selection	86,717	88,385	-	-	73,794	74,288	-14.9%	-15.9%	-	-
85	25 Beautiful Homes	72,371	102,487	75,711	102,888	73,722	104,114	1.9%	1.6%	-2.6%	1.2%
86	The Big Issue	75,027	75,027	-	-	72,979	72,979	-2.7%	-2.7%	-	-
87	Psychologies Magazine	78,643	140,438	71,925	130,608	72,855	130,860	-7.4%	-6.8%	1.3%	0.2%
88	Stuff	68,136	95,072	58,919	84,565	69,538	95,695	2.1%	0.7%	18.0%	13.2%
89	BBC Gardeners' World	69,790	221,180	106,563	266,179	68,531	216,936	-1.8%	-1.9%	-35.7%	-18.5%
90	Simpsons Comics Presents	71,036	71,582	73,133	73,549	67,968	68,344	-4.3%	-4.5%	-7.1%	-7.1%
91	In The Night Garden	77,358	77,358	80,334	80,334	67,454	67,454	-12.8%	-12.8%	-16.0%	-16.0%
92	What Car?	74,064	92,102	70,375	87,220	66,913	83,102	-9.7%	-9.8%	-4.9%	-4.7%
93	Shout	77,367	81,904	71,907	76,568	66,491	72,008	-14.1%	-12.1%	-7.5%	-6.0%
94	Girl Talk	71,952	73,967	59,136	60,443	66,477	68,026	-7.6%	-8.0%	12.4%	12.5%
95	GO	72,469	130,094	61,597	120,019	66,309	120,557	-8.5%	-7.7%	7.6%	0.0%
96	Sparkle World	58,538	59,367	61,590	63,863	66,068	70,265	12.9%	18.4%	7.3%	10.0%
97	Four Four Two	68,573	105,531	56,301	94,094	64,663	103,216	-5.7%	-2.2%	14.9%	9.7%
98	Zest	67,193	97,765	67,098	96,754	64,317	93,130	-4.3%	-4.7%	-4.1%	-3.7%
99	Ben 10	-	-	70,012	70,012	64,					



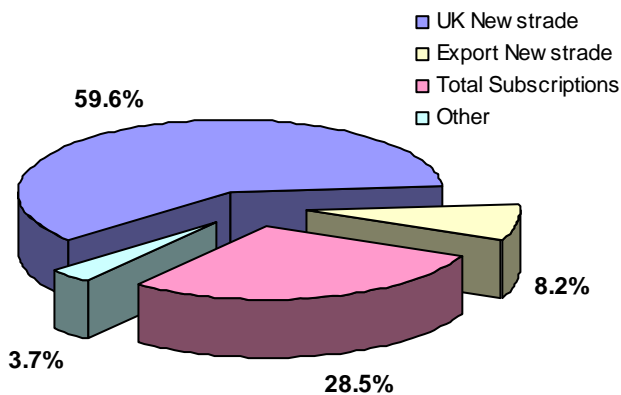
# Total ABC Breakdown

## 2009 vs 2008 ABC Market Performance

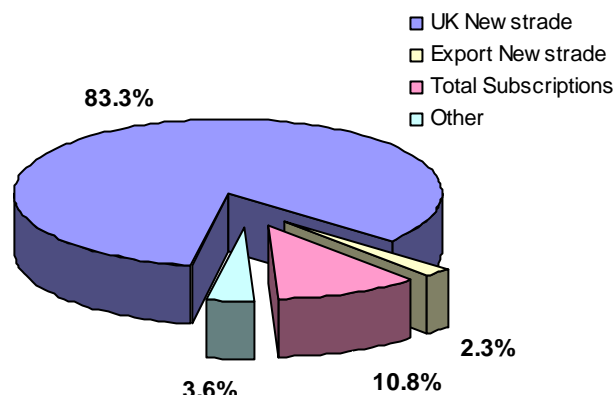


- ▶ Total ABC circulation stands at **1.2 billion** for 2009, a decline of **(8.0%)** YoY. Declines across the UK newstrade, export newstrade and total subscriptions channels demonstrate the challenging nature of the magazine marketplace. 'Other' distribution methods, such as bulk and free copies, was the only component of the ABC not to experience YoY decline.
- ▶ Overall UK newstrade sales declined at a greater rate than the total ABC market, falling by **(9.1%)** YoY to equal **927.4 million** copies.
- ▶ The relationship between UK newstrade, export newstrade, total subscriptions and other ABC constituents varies by frequency and is detailed in the charts below.
- ▶ In 2009 the UK newstrade's share of the total ABC fell by **(1.0%)** point for the weeklies market and **(1.5%)** points for the monthlies market. For monthlies, share was gained by the export newstrade and total subscriptions channels, with total subscriptions and 'other' distribution gaining share for the weeklies.

### ABC BREAKDOWN MONTHLIES - 2009



### ABC BREAKDOWN WEEKLIES - 2009



# Contact Details

This report was prepared by  
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