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**ABC CONSUMER RELEASE REVIEW**  
December 2014

# OVERVIEW

The latest ABC circulation figures for consumer magazines have been released, and although the prevailing trend of falling numbers has unsurprisingly continued, the report hasn't been a bleak one for everyone. H Bauer's TV Choice remains the nation's most popular actively purchased magazine with circulation at 1,266,242, while Haymarket's Forever Sports has gone from strength to strength since its launch, with the men's lifestyle brand having increased its sales by 44.7% since the last period to 90,093.

With the massive rise in tablet ownership, digital editions could have once provided a beacon of hope for the sector, although while there are gains (The Times Educational Supplement has seen a whopping digital increase, up 1,690.1% from last year to 15,592), the format is still not providing the much anticipated boost to the consumer magazine sector.

Despite the lad's mag market dwindling in recent times, Zoo has increased 8.2% for the period and 9.9% year on year to 32,449, perhaps taking on the readership of its fallen brethren, Nuts and Front, and showing that there is still a market for the lad's mag. These are, however, exceptions to the rule for men's lifestyle magazines. Bauer's FHM has continued to fall, 8.5% for the period and 17.99% year on year to 79,189 combined print and digital sales. Men's Health and Men's Fitness have also taken hits, with 3.4% and 5.2% decreases respectively since the last period.

The upmarket men's lifestyle title GQ's combined print and digital sales have just increased by 0.1% for the period to 125,090 but are down 1.5% year on year. The increase is accredited to the encouraging performance of GQ's digital edition, up 10.2% for the period, while print sales have slightly fallen.

One sector facing across the board decreases, with one or two notable exceptions, is women's weeklies. H Bauer's Take a Break remains by far the highest selling in the sector with 645,884 copies sold, but this

reflects a year on year drop of 7.3%. New! is one of the worst faring women's weeklies, down 8.1% for the period and 20.4% year on year.

New!'s publisher Northern & Shell and owner Richard Desmond will find solace in the fact that OK! has restored its lead over rival HELLO! after being briefly overtaken at the last audit. OK! now averages 292,578 print and digital copies to HELLO!'s 273,353. Bauer have seen Heat sales drop 6.9% period on period and 15.1% over the year to 204,917. Closer's have fallen 4.5% period on period and 11.4% for the year to 298,760. Time Inc. UK's Woman's Weekly represents the only top five women's weekly to increase, rising 0.6% from the last period to 307,756.

Women's lifestyle & fashion reflects more of a mixed bag. Hearst will be encouraged to see Good Housekeeping has retained its crown as the highest selling paid-for magazine in the sector - increasing its sales 3.1% to 419,575, and with Elle increasing its circulation period on period by 5.3%. Vogue remains stoic with consistent sales at 200,141 up 0.1% on the period. There will be less cause for celebration with Cosmopolitan's year on year fall of 9.9% to 257,725. Free commuter title Stylist now circulates 8.2% fewer copies since the last period with 400,302 copies, while the biggest loser in the sector is Candis, having experienced a 12.6% decrease to 133,728.

The same can be said of TV guides. H Bauer's TV Choice remains number one with 1,266,242 sold, but its year on year decline of 7.9% has allowed Time Inc. UK's What's on TV to close the gap between them following a 2.0% rise from the last period to 1,058,855. Radio Times has increased sales from last period by 2.7%, in part due to the Christmas period, but this hasn't prevented a 5.8% fall year on year. Falling sales have hit the soap-centric magazines in the sector the hardest. Time Inc. UK's Soaplife has fallen 19.9% since last year to 54,568, while All About Soap has provided a similar headache

for Hearst, having fallen 19.6% year on year.

The latest ABCs have been far more kind on news and current affairs titles with combined increases across the board. Private Eye remains number one at 219,465, with a 0.5% increase from the last period offsetting a 2.1% fall year on year. The Week, The Spectator and New Statesman have all made small gains from this time last year, reflecting a notable bucking of the downward trend that other magazine sectors are having to endure.

The fortunes for digital editions vary heavily from sector to sector and publisher to publisher, but the overall trend is that digital editions are still yet to gain the traction amongst the public which publishers had hoped. This release has also shown that many titles in certain sectors have suffered dramatic decreases in digital circulations. Hearst have fared particularly badly, with Cosmopolitan, Elle, Elle Decoration, Harpers Bazaar and Reveal all falling by 10-20%. HELLO!'s digital edition has also suffered a 36.5% decrease year on year to 4,187 copies, while Women's Health has fallen by 27.1%.

Unsurprisingly the trend isn't true of digital editions for tech-focused magazines. Future Publishing has seen year on year rises in digital edition sales for most of its titles, with a 47.4% increase for Playstation Official Magazine to 3,265, and an 18.7% rise for MacFormat to 9,541, highlighting the willingness of tech-savvy readers to engage with their magazines on tablets. The Economist's digital edition has also continued its rapid growth, more than doubling its reach over the last six months and increasing 295.3% year on year to 49,976 copies. The Times Educational Supplement too has seen huge digital gains, up 1,690.1% from last year to 15,592.

\*all figures refer to the combined digital and print total average circulation.

Charles Lloyd, Content Researcher, BRAD Media Planning

# DIGITAL MAGAZINES RANKED BY DIGITAL CIRCULATION

## TOP 50 DIGITAL MAGAZINES RANKED BY DIGITAL CIRCULATION

	Title	Digital Total Average Circulation Dec end 14	Digital Jun end 14	Period Change %	Digital Dec end 13	Year change %
1	The Economist - United Kingdom Edition	49,976	21,780	129.5	12,642	295.3
2	T3	17,791			22,319	-20.3
3	Times Educational Supplement	15,592			871	1,690.10
4	BBC History Magazine	15,122	11,286	34	11,139	35.8
5	BBC Top Gear Magazine	14,140	13,553	4.3	13,402	5.5
6	Stuff	12,903			14,949	-13.7
7	GQ	12,516	11,361	10.2	12,173	2.8
9	Slimming World Magazine	11,653	11,621	0.3	7,739	50.6
10	Empire	11,625	13,073	-11.1		
11	Total Film	11,429	14,091	-18.9	12,134	-5.8
12	BBC Good Food	10,757	10,989	-2.1	11,420	-5.8
13	MacFormat	9,541			8,037	18.7
14	Men's Health	9,490	10,360	-8.4	10,340	-8.2
15	National Geographic Magazine	9,259				
16	Vogue	8,528	7,950	7.3	8,314	2.6
17	New Scientist - Worldwide Sales *	8,347	5,675	47.1	1,563	434
18	Wired	8,316	8,136	2.2	8,218	1.2
19	Vanity Fair	7,724	8,075	-4.3	8,674	-11
20	N Photo	7,184			6,767	6.2
21	OK! Magazine	6,775	7,408	-8.5	6,865	-1.3
23	Edge	6,347			6,134	3.5
24	Digital Camera Magazine	5,916			5,577	6.1
25	Cycling Plus	5,824			5,515	5.6
26	Esquire	5,658	5,679	-0.4	4,968	13.9
27	Cosmopolitan	5,494	6,551	-16.1	6,916	-20.6
28	Time Magazine - British Isles (BI)	5,356			2,662	101.2
29	Women's Health	5,169	5,951	-13.1	7,086	-27.1
30	Elle Decoration	4,950	5,883	-15.9	5,708	-13.3
31	Glamour	4,783	4,656	2.7	4,778	0.1
32	New!	4,508	4,982	-9.5	4,339	3.9
33	What Hi-Fi Sound and Vision	4,418			4,015	10
34	BBC Focus	4,339			4,392	-1.2
35	Airliner World	4,319			3,410	26.7
36	Photo Plus	4,289			3,963	8.2
37	Elle (U.K.)	4,206	4,862	-13.5	5,399	-22.1
38	Grazia	4,190	3,961	5.8		
39	HELLO!	4,187	6,596	-36.5	6,408	-34.7
40	Woman and Home	4,151	3,322	25	3,113	33.3
41	Living etc	4,102	3,653	12.3	3,176	29.2
42	Red	3,826	3,665	4.4	3,513	8.9
43	F1 Racing (UK Edition)	3,810			2,937	29.7
45	Jamie Magazine	3,581	2,746	30.4	3,064	16.9
46	SFX	3,421			2,480	37.9
47	FHM	3,386	3,398	-0.4		
48	Grand Designs	3,352	3,823	-12.3	3,475	-3.5
49	Linux Format	3,272			1,955	67.4
50	Playstation Official	3,265			2,215	47.4

source: ABC, 2014

\*Excluding Australasia and US/Canada

# ABC TOP 50 ACTIVELY PURCHASED MAGAZINES (TOTAL PRINT CIRCULATION)

## ABC TOP 50 ACTIVELY PURCHASED MAGAZINES (TOTAL PRINT CIRCULATION)

	Title	Dec end 14	Jun end 14	Period change %	Dec end 13	Year Change %
1	TV Choice	1,266,242	1,303,011	-2.8	1,374,813	-7.9
2	What's on TV	1,056,885	1,035,779	2	1,049,558	0.7
3	Radio Times	783,042	762,814	2.7	831,591	-5.8
4	Take a Break	645,884	657,282	-1.7	696,507	-7.3
5	Slimming World Magazine	486,054	465,120	4.5	450,778	7.8
6	Saga Magazine	420,763	453,704	-7.3	488,074	-13.8
7	Good Housekeeping	416,413	403,442	3.2	410,981	1.3
8	Glamour	400,270	400,389	0	410,480	-2.5
9	Woman and Home	347,566	341,600	1.7	353,169	-1.6
10	Time Out	308,579	307,767	0.3	305,850	0.9
11	Woman's Weekly	307,315	305,589	0.6	307,086	0.1
12	Chat	301,619	307,276	-1.8	329,821	-8.6
13	Closer	297,519	311,637	-4.5	337,190	-11.8
14	New!	296,682	322,818	-8.1	373,972	-20.7
15	OK! Magazine	285,803	268,761	6.3	301,355	-5.2
16	Yours	270,010	272,329	-0.9	271,025	-0.4
17	HELLO!	269,166	270,347	-0.4	281,923	-4.5
18	Prima	267,085	263,189	1.5	260,051	2.7
19	That's Life	260,933	252,786	3.2	278,770	-6.4
20	Cosmopolitan	252,231	282,493	-10.7	279,127	-9.6
21	Woman	251,668	253,987	-0.9	251,296	0.1
22	BBC Good Food	238,491	225,876	5.6	257,424	-7.4
23	TV Times	237,561	227,953	4.2	254,376	-6.6
24	Sainsbury's Magazine	230,298	216,894	6.2	205,081	12.3
25	Peoples Friend	225,607	229,848	-1.8	240,051	-6
26	Woman's Own	219,693	225,440	-2.5	225,436	-2.5
27	Private Eye	w219,465	218,290	0.5	224,162	-2.1
28	National Geographic Magazine	219,254	226,901	-3.4	248,079	-11.6
29	Heat	203,728	218,779	-6.9	241,328	-15.6
30	The Week	200,096	199,459	0.3	198,339	0.9
31	Bella	198,832	195,193	1.9	215,360	-7.7
32	Marie Claire	196,393	200,047	-1.8	225,708	-13
33	Best	195,204	205,307	-4.9	208,548	-6.4
34	Vogue	191,613	192,082	-0.2	192,763	-0.6
35	Men's Health	190,666	196,894	-3.2	203,053	-6.1
36	Star	189,844	210,915	-10	260,693	-27.2
37	Red	188,611	188,298	0.2	199,841	-5.6
38	Ideal Home	185,557	194,689	-4.7	191,197	-2.9
39	BBC Gardeners' World	180,925	217,089	-16.7	195,763	-7.6
40	Country Living	180,135	176,397	2.1	187,360	-3.9
41	Real People	174,827	169,775	3	185,682	-5.8
42	The Economist*	173,939	201,950	-13.9	208,438	-16.6
43	Take a Break Series	172,608	157,830	9.4	172,591	0
44	Now	161,066	179,249	-10.1	194,948	-17.4
45	Reveal	159,777	165,508	-3.5	176,844	-9.7
46	Elle (U.K.)	159,292	150,427	5.9	166,680	-4.4
47	Pick Me Up	158,923	162,920	-2.5	183,210	-13.3
48	Look	153,007	166,482	-8.1	186,055	-17.8
49	Instyle UK	149,894	145,468	3	144,628	3.6
50	Grazia	149,846	151,328	-1	160,019	-6.4

source: ABC, 2014

\* United Kingdom Edition

# ABC TOP 50 MAGAZINES - COMBINED TOTAL AVERAGE CIRCULATION/DISTRIBUTION (DIGITAL AND PRINT)

## ABC TOP 50 MAGAZINES - COMBINED TOTAL AVERAGE CIRCULATION/DISTRIBUTION (DIGITAL AND PRINT)

	Title	Dec end 14	Jun end 14	Period Change %	Dec end 13	Year change %
1	The National Trust Magazine	2,100,485			2,043,876	2.8
2	Asda Magazine	1,973,282	1,987,633	-0.7	1,983,433	-0.5
3	Tesco Magazine	1,948,250	1,932,187	0.8	1,936,665	0.6
4	Morrisons Magazine	1,373,539	1,371,778	0.1	1,333,787	3
5	TV Choice	1,266,242	1,303,011	-2.8	1,374,813	-7.9
6	What's on TV	1,058,855	1,037,595	2	1,051,129	0.7
7	Radio Times	783,042	762,814	2.7	831,591	-5.8
8	Waitrose Kitchen	687,100	680,925	0.9	659,271	4.2
9	Take a Break	645,884	657,282	-1.7	696,507	-7.3
10	Pet People	569,175			554,848	2.6
11	John Lewis Edition	501,630	481,220	4.2	497,512	0.8
12	Shortlist	500,449	535,505	-6.5	534,692	-6.4
13	Slimming World Magazine	497,707	476,741	4.4	458,517	8.5
14	ASOS.com	486,168	476,569	2	449,860	8.1
15	Saga Magazine	421,485	454,375	-7.2	488,074	-13.6
16	Good Housekeeping	419,575	406,803	3.1	414,542	1.2
17	Glamour	405,053	405,045	0	415,258	-2.5
18	Stylist	400,302	436,120	-8.2	435,975	-8.2
19	Emma's Diary Pregnancy Guide	388,675	384,587	1.1	409,350	-5.1
20	The Garden	385,655	381,153	1.2	377,205	2.2
21	BMW Magazine UK	372,588			291,911	27.6
22	Benhealth	358,524	361,962	-0.9	360,572	-0.6
23	The Caravan Club Magazine	355,220			361,144	-1.6
24	Woman and Home	351,717	344,922	2	356,282	-1.3
25	English Heritage Members Magazine	347,352			338,714	2.6
26	ES Magazine	337,150				
28	Time Out	308,579	307,767	0.3	305,850	0.9
29	Woman's Weekly	307,756	305,983	0.6	307,357	0.1
30	Chat	302,954	308,518	-1.8	331,102	-8.5
31	Sport	301,502	304,160	-0.9	304,184	-0.9
32	New!	301,190	327,800	-8.1	378,311	-20.4
33	Village Life	299,999			366,667	-18.2
34	Closer	298,760	312,917	-4.5	337,190	-11.4
35	OK! Magazine	292,578	276,169	5.9	308,220	-5.1
36	HELLO!	273,353	276,943	-1.3	288,331	-5.2
37	Club Life	271,360			270,741	0.2
38	Yours	270,010	272,329	-0.9	271,025	-0.4
39	Legion	269,947			293,686	-8.1
40	Prima	267,780	263,893	1.5	260,734	2.7
41	That's Life	260,933	252,786	3.2	278,770	-6.4
42	Cosmopolitan	257,725	289,044	-10.8	286,043	-9.9
43	Woman	252,627	254,939	-0.9	252,239	0.2
44	BBC Good Food	249,248	236,865	5.2	268,844	-7.3
46	Camping and Caravanning	244,792			260,634	-6.1
47	TV Times	237,835	228,244	4.2	254,593	-6.6
48	Sainsbury's Magazine	230,298	216,894	6.2	205,081	12.3
49	National Geographic Magazine	228,513	226,901	0.7	248,079	-7.9
50	All About Health Magazine	227,500			193,188	17.8

source: ABC, 2014