

National Press & Magazines Ranked By Readership Profile ALL ADULTS 65+

Title Name	All Adults	Selected Audience	Coverage	Audience Profile
Saga	1,335,000	954,000	9.0%	71.5%
Peoples Friend	383,000	253,000	2.4%	66.1%
Yours	424,000	259,000	2.4%	61.1%
My Weekly	222,000	126,000	1.2%	56.8%
Sunday Post	664,000	355,000	3.3%	53.5%
Daily Telegraph	1,352,000	702,000	6.6%	51.9%
Daily Express	1,157,000	552,000	5.2%	47.7%
Herald (Scotland)	127,000	60,000	0.6%	47.2%
Womans Weekly	717,000	333,000	3.1%	46.4%
Daily Mail	4,245,000	1,849,000	17.4%	43.6%
Sunday Telegraph	1,383,000	600,000	5.6%	43.4%
Sunday Express	1,171,000	508,000	4.8%	43.4%
Radio Times	2,167,000	898,000	8.4%	41.4%
Readers Digest	958,000	372,000	3.5%	38.8%
National Trust Magazine	3,664,000	1,329,000	12.5%	36.3%
Garden Answers	108,000	39,000	0.4%	36.1%
Gardeners World	1,132,000	394,000	3.7%	34.8%
Sunday People	986,000	337,000	3.2%	34.2%
Homes & Antiques	232,000	79,000	0.7%	34.1%
Heritage Today	401,000	136,000	1.3%	33.9%
Mail On Sunday	4,740,000	1,591,000	14.9%	33.6%