

Bauer Media Consumer Magazines: ABC Jul-Dec 2008

Total ABC

Women's Market	Jul 2007 - Dec 2007	Jan 2008 - Jun 2008	Jul 2008 - Dec 2008	YOY % change	POP % change
More!	200,033	162,544	181,260	-9%	12%
Grazia	227,083	227,102	227,156	0%	0%
Closer	548,594	527,325	539,991	-2%	2%
Heat	533,034	470,129	470,475	-12%	0%
Mother and Baby	65,856	65,996	51,229	-22%	-22%
Pregnancy & Birth	44,152	44,466	33,327	-25%	-25%
Top Sante Health & Beauty	98,082	92,981	74,007	-25%	-20%
Yours	327,072	337,639	307,064	-6%	-9%

Men's	Jul 2007 - Dec 2007	Jan 2008 - Jun 2008	Jul 2008 - Dec 2008	YOY % change	POP % change
FHM	315,149	280,392	272,545	-14%	-3%
Arena	25,232	30,896	29,374	16%	-5%
ZOO	179,006	161,331	145,555	-19%	-10%

Music & Entertainment	Jul 2007 - Dec 2007	Jan 2008 - Jun 2008	Jul 2008 - Dec 2008	YOY % change	POP % change
Empire	181,511	187,202	189,619	4%	1%
Kerrang!	76,937	60,290	52,272	-32%	-13%
Mojo	106,218	106,367	100,507	-5%	-6%
Q	131,330	113,174	103,017	-22%	-9%

Motoring	Jul 2007 - Dec 2007	Jan 2008 - Jun 2008	Jul 2008 - Dec 2008	YOY % change	POP % change
Car	75,031	68,126	72,536	-3%	6%
Classic Cars	40,162	34,589	37,091	-8%	7%
Land Rover Owner International	47,028	43,021	40,033	-15%	-7%
Practical Classics and Car Restorer	59,651	59,011	57,758	-3%	-2%

Motoring*	Jan 2007 - Dec 2007	Jan 2008 - Dec 2008	YOY % change
Bike	81,579	74,339	-9%
Classic Bike	41,285	40,647	-2%
Motor Cycle News	128,801	120,002	-7%
Parkers Car Price Guide	32,034	25,462	-21%
Performance Bikes	28,011	24,694	-12%
Ride	50,598	45,844	-9%
Maxpower	45,806	30,076	-34%

Sport	Jul 2007 - Dec 2007	Jan 2008 - Jun 2008	Jul 2008 - Dec 2008	YOY % change	POP % change
Golf World	30,034	35,014	35,787	19%	2%
Today's Golfer	81,790	86,428	81,862	0%	-5%

Sport & Leisure*	Jan 2007 - Dec 2007	Jan 2008 - Dec 2008	YOY % change
Angling Times	51,006	51,114	0%
Bird Watching	19,763	18,732	-5%
Country Walking	44,549	44,044	-1%
Digital Photo	70,039	68,687	-2%
Improve Your Coarse Fishing	52,594	48,883	-7%
Match	113,049	100,007	-12%
Model Rail	30,228	28,925	-4%
Practical Fishkeeping	15,466	15,401	0%
Practical Photography	62,303	56,003	-10%
Rail	21,369	21,019	-2%
Sea Angler	41,668	37,359	-10%
Steam Railway	32,889	32,124	-2%
Trail	39,349	40,531	3%
Trout & Salmon	33,183	31,800	-4%
Trout Fisherman	25,673	22,146	-14%
Your Horse	40,006	33,052	-17%

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Gardening	Jul 2007 - Dec 2007	Jan 2008 - Jun 2008	Jul 2008 - Dec 2008	YOY % change	POP % change
Garden Answers	26,880	28,018	24,404	-9%	-13%
Garden News	36,020	36,248	33,690	-6%	-7%