

AUSTRIA
BELGIUM
BULGARIA
CZECH REPUBLIC
DENMARK
ESTONIA
FINLAND
FRANCE
GERMANY
GREECE
HUNGARY
IRELAND
ITALY
THE NETHERLANDS
POLAND
PORTUGAL
ROMANIA
RUSSIA
SERBIA
SPAIN
SWEDEN
TURKEY
UK



COMMENTARY

The global economic downturn had a different impact on the two regions within Europe, Central & Eastern Europe and Western Europe. According to ZenithOptimedia figures, the advertising market contracted more sharply in Central & Eastern Europe but recovery is expected to be stronger. For Western Europe, the contraction has been less severe but has lasted longer and the return to growth will be more modest, with advertising revenues in 2012 still a long way below their 2008 level.

The advertising market in Central & Eastern Europe had been enjoying double-digit growth until economic difficulties caused by the global financial crisis led to a sharp fall of 24.6% in 2009. However, ZenithOptimedia expects adspend growth of 7.2% for 2010 followed by continued growth of 9.9% in 2011 and 11% in 2012.

Prospects look less encouraging for the magazine industry. After a 19.7% decline in adspend in 2009, a further fall of 6.3% is expected in 2010 before adspend stabilises in 2011 and finally returns to growth of 3.2% in 2012. As a result of this performance, magazines are forecast to see a decline in their share of the advertising market from 10.9% in 2009 to 8.1% in 2012.

Return to growth in 2010

The Western European advertising market contracted slightly in 2008 and then by a more significant 11.2% in 2009. There is a return to growth in 2010 with ZenithOptimedia forecasting a 3% increase in both 2010 and 2011 and a slightly higher 3.5% rate

of growth in 2012. The magazine market suffered particularly badly in the downturn, losing 4.4% of adspend in 2008 and 19.7% in 2009. Recovery will be slow with further declines expected in 2010 and 2011 of 2.8% and 1% respectively before a very modest return to growth in 2012 of 0.6%. The magazine industry's share of adspend is expected to fall from 13.4% in 2009 to 11.8% in 2012.

Hopeful signs in some countries

The overall trend for the magazine industry across the whole of Europe is therefore of decreasing advertising revenues due not only to the economic downturn but also to a poorer performance by the magazine sector than media as a whole. In countries across the continent, magazine advertising revenues are predicted to be significantly lower in 2012 than they were in 2008. There are a handful of exceptions (Serbia, the Czech Republic, Belgium and Ireland) where the decline in 2009 was less dramatic and recovery is expected to be stronger, leading to overall growth in magazine adspend by 2012.

The economic downturn has not just depressed advertising expenditure but has also had an impact on consumer spending. Magazine publishers across Europe, of both consumer and B2B titles, report declining sales and a drop in the number of magazine titles available. Publishers have sought to make economies through a range of measures such as restructuring their organisations, closing magazine titles or switching them to online-only publication, reducing print runs and cutting frequency. There are howev-

er a few hopeful signs in some countries, such as an increase in the number of consumer titles in France, Germany and the Czech Republic, an increase in circulation for UK consumer titles in 2010 driven by new free and customer titles, increased readership levels in Finland in 2009 and an expanding B2B segment in Portugal.

Another common theme across Europe is the increasing appeal of the internet to advertisers and consumers. In Western Europe, internet's share of adspend increased to 15.9% in 2009, overtaking magazines. This share is expected to reach 19.6% in 2012. In Central & Eastern Europe internet has a lower share of adspend, of 6.4% in 2009, but it is rising quickly and is expected to reach 9.2% 2012, higher than that of magazines.

Digital platforms offer best opportunities

Many publishers, especially in the mature markets of Western Europe, see new digital platforms as offering their greatest opportunities for growth. The recent launch of tablet devices has sparked interest among publishers in launching specially designed editions and this is expected to be an increasing trend. However, this type of development requires investment at a time when most publishers are not yet generating significant income from online and digital products. The question facing them, therefore, is how best to adapt to digital platforms and earn more income from these initiatives. This appears to be a concern for publishers in Western Europe especially but is also an emerging trend in Central & Eastern Europe.

MAJOR MAGAZINE TITLES (CONSUMER)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
AUTOMOTIVE/MOTOR RACING/MOTORCYCLE						
1	Germany	Adac Motorwelt	Adac Verlag	Monthly	13,808,111	17,920,000
2	Austria	auto touring	ÖAMTC-Verlag	11 per year	1,434,103	-
3	Italy	Automobile Club	Aci-Mondadori	Monthly	686,613	-
4	Germany	Auto Bild	Axel Springer	Weekly	592,245	2,650,000
5	Germany	Ace-Lenkrad	Ace Verlag	Monthly	552,406	930,000
6	Russia	Za Rulem	Za Rulem	Monthly	460,500	7,556,000
7	Italy	Al Volante	Unimedia	Monthly	437,791	2,256,000
8	Belguim	Touring Explorer	Touring Wegenhulp	10 per year	429,000	904,000
9	Germany	Auto Motor Und Sport	Motor Presse Stuttgart	Fortnightly	406,474	1,980,000
10	Austria	Freie Fahrt	ARBÖ	8 per year	378,583	-
11	Netherlands	ANWB Auto	ANWB Media	Monthly	361,532	-
12	Italy	Quattroruote	Editoriale Domus	Monthly	354,735	4,219,000
13	Russia	Top Gear	Parlan Publishing	Monthly	350,000	1,674,000
14	Italy	Am Automese	Conti Editore	Monthly	310,024	502,000
15	Belguim	Uit Magazine	VTB-BAB	11 per year	281,932	427,000
16	France	Auto Plus	Mondadori France	Weekly	269,059	2,345,000
17	France	Action Auto Moto	Lagardère Active	Monthly	261,545	3,211,000
18	Germany	Auto Test	Axel Springer Auto Verlag	Monthly	207,062	460,000
19	Germany	Auto Zeitung	Bauer Media	Fortnightly	204,547	730,000
20	UK	BBC Top Gear Magazine	BBC Worldwide	Monthly	190,375	2,047,000
21	Portugal	ACP Revista	Automovel Clube de Portugal	Monthly	181,587	-
22	Germany	Autostraßenverkehr	Motor Presse Stuttgart	Fortnightly	178,361	510,000
23	Poland	Auto Świat	Axel Springer Polska	Weekly	171,305	2,562,000
24	Poland	Motor	Wydawnictwo Bauer	Weekly	164,409	1,067,000
25	Russia	Avtopanorama	Media Panorama	Monthly	158,000	391,000
26	Russia	Avtomobili	NRT	Monthly	152,500	650,000
27	Russia	Pyatoe Koleso	SPN	Monthly	152,000	1,031,000
28	Finland	Tekniikan Maailma	Otavamedia	22 per year	148,216	667,000
29	Italy	Gente Motori	HLM - Hachette Lifestyle	Monthly	144,523	1,153,000
30	Italy	In Sella	Unibeta	Monthly	141,260	1,412,000
31	Russia	Quattroruote	Burda	Monthly	139,167	808,000
32	Germany	Oldtimer Markt	VF Verlagsgesellschaft	Monthly	139,042	440,000
33	Poland	Top Gear	Burda Communications	Monthly	134,964	467,000
34	Russia	Avtomir	Burda	Weekly	130,000	1,614,000
35	France	Automobile Magazine	Motor Press France	Monthly	128,546	2,476,000
36	Sweden	Vi Bilägare	OK Förlaget	18 per year	127,300	359,000
37	Sweden	Motor	Motormännens Riksförbund	10 per year	118,900	117,000
38	Germany	Motorrad	Motor Presse Stuttgart	Fortnightly	117,422	790,000
39	France	Moto Magazine	Editions de la FFMC	Monthly	111,779	-
40	Germany	Oldtimer Praxis	VF Verlagsgesellschaft	Monthly	106,594	-
41	Italy	Due Ruote	Editoriale Domus	Monthly	105,523	-
42	Netherlands	Autoweek	Sanoma Men's Magazines	Weekly	104,103	794,000
43	France	L'Auto Journal	Mondadori France	Fortnightly	103,925	1,517,000
44	Finland	Moottori	Otavamedia	10 per year	92,208	186,000
45	Russia	4x4 Club	Klub 4x4	Monthly	91,000	-
46	Spain	Automovil	Motorpress	Monthly	90,071	175,998
47	UK	What Car?	Haymarket Consumer Media	Monthly	84,425	837,000
48	Finland	Tuulilasi	A-lehdet	16 per year	80,071	487,000
49	UK	Classic & Sports Car	Haymarket Consumer Media	Monthly	72,825	264,000
50	Italy	Auto	Conti Editore	Monthly	72,734	796,000
BUSINESS/FINANCIAL/NEWS						
1	France	Le Nouvel Observateur	Groupe Nouvel Observateur	Weekly	502,108	2,363,000
2	France	Le Particulier	Finances Editions / Groupe Figaro	Monthly	460,090	1,586,000
3	France	L'Express	Groupe Express Roularta	Weekly	440,468	2,139,000
4	France	Le Point	Le Point	Weekly	412,045	1,864,000
5	France	Capital	Prisma Presse	Monthly	352,052	2,329,000
6	Germany	Der Steuerzahler	BdSt Steuerzahler Service	Monthly	313,127	350,000
7	Germany	Guter Rat	Hubert Burda Media	Monthly	285,232	1,300,000
8	France	Marianne	Marianne	Weekly	260,290	1,023,000
9	France	Challenges	Groupe Nouvel Observateur	Weekly	250,065	583,000
10	Czech Republic	Nedlní Blesk	Ringier Axel Springer CZ	Weekly	243,824	692,000
11	France	Mieux Vivre Votre Argent	Groupe Express Roularta	Weekly	238,555	960,000
12	Finland	Taloustaito	Verotieto	Monthly	236,362	245,000
13	UK	Private Eye	Pressdram	Fortnightly	207,680	816,000
14	UK	Newsweek - EMEA (Group)	Newsweek Inc (UK Branch)	Weekly	197,382	-

MAJOR MAGAZINE TITLES (CONSUMER)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
15	UK	The Economist - UK	The Economist News	Weekly	195,244	-
16	France	Courrier International	Groupe Le Monde	Monthly	194,779	1,347,000
17	Netherlands	Intermediair	VNU Media	Weekly	191,644	548,000
18	UK	Newsweek - Europe	Newsweek Inc (UK Branch)	Weekly	189,922	-
19	Netherlands	De Zaak	Small Business Publishing	8 per year	186,945	-
20	Germany	Wirtschaftswoche	Verlagsgruppe Handelsblatt	Weekly	182,603	1,000,000
21	UK	The Week	Dennis Publishing	Weekly	176,680	315,000
22	Germany	Capital	Gruener + Jahr	Monthly	175,240	1,030,000
23	France	L'Expansion	Groupe Express Roularta	Weekly	150,076	769,000
24	Germany	Euro	Finanzen Verlag	Monthly	144,456	240,000
25	Italy	Espansione	Newspaper Milano	Monthly	143,919	-
26	Germany	Focus Money	Hubert Burda Media	Weekly	142,210	570,000
27	Netherlands	Elsevier	Reed Business	Weekly	135,838	829,000
28	Netherlands	Bizz	Reed Business	11 per year	129,568	-
29	Netherlands	Management Team	MT MediaGroep	20 per year	127,765	231,000
30	Germany	Creditreform	Verlagsgruppe Handelsblatt	Monthly	120,808	190,000
31	Belgium	Knack	Roularta Media Group	51 per year	119,920	658,000
32	Germany	Manager Magazin	Spiegel Verlag	Monthly	113,774	630,000
33	Germany	Impulse	Gruener + Jahr	Monthly	112,539	240,000
34	Netherlands	Ondernemen!	Scope Business Media	10 per year	112,366	-
35	Russia	RBC	RBC Media	Monthly	112,333	1,017,000
36	Sweden	Chef	Chef Stockholm Hb	11 per year	111,600	165,000
37	Russia	Forbes	Axel Springer Russia	Monthly	107,583	1,079,000
38	UK	New Scientist (Worldwide Excl Aus & US/Canada)	Reed Business Information	Weekly	101,046	454,000
39	Germany	Brand Eins	Brand Eins Verlag	Monthly	100,758	70,000
40	Italy	Milano Finanza	Class Editori	Weekly	96,648	329,000
41	Finland	Tekniikka & Talous	Talentum Media	40 per year	95,853	122,000
42	Russia	Expert	Expert	Weekly	92,000	421,000
43	Russia	Profil	PH Rodionov	Weekly	83,000	131,000
44	Russia	Kariera	PH Rodionov	Monthly	81,000	-
45	Italy	Capital	Class Editori	Monthly	80,878	217,000
46	Austria	Gewinn	Wailand & Waldstein	11 per year	80,254	309,000
47	Finland	Talouselämä	Talentum Media	44 per year	80,101	193,000
48	Italy	Class	Class Editori	Monthly	79,804	106,000
49	Belgium	Le Vif	Roularta Media Group	51 per year	79,223	466,000
50	Sweden	Jusek-Tidningen	Jusek	10 per year	79,100	73,000
CHILDREN'S/COMICS/TEENAGE						
1	Germany	Bravo	Bauer Media	Weekly	512,358	-
2	Russia	Yes! - Zvezdi	Independent Media Sanoma	Monthly	320,000	444,000
3	Finland	Aku Ankka	Sanoma Magazines Finland	51 per year	317,529	1,076,000
4	Netherlands	Donald Duck	Sanoma Uitgevers	Weekly	314,281	1,793,000
5	Russia	Joy	Burda	Monthly	303,333	432,000
6	Poland	Bravo	Wydawnictwo Bauer	Fortnightly	256,341	1,326,000
7	Russia	Oops!	Burda	Monthly	243,333	672,000
8	Germany	Geolino	Gruener + Jahr	Monthly	231,360	-
9	Austria	News	Verlagsgruppe NEWS	Weekly	222,144	820,000
10	Russia	Bravo	Bauer Russia	Weekly	220,000	312,000
11	Russia	Elle Girl	Hachette Filipacchi Shkulev/InterMediaGroup	Monthly	210,000	287,000
12	Italy	Topolino	The Walt Disney Comp.italia	Weekly	202,410	125,000
13	Russia	Yes!	Independent Media Sanoma	Monthly	200,000	696,000
14	Russia	I love you	Bauer Russia	Monthly	200,000	-
15	Germany	Popcorn	Vision Media	13 per year	189,990	-
16	Poland	Twist	Wydawnictwo Bauer	Monthly	188,647	506,000
17	Poland	Bella Relaks	Wydawnictwo Bauer	Weekly	186,105	416,000
18	Germany	Bravo Girl	Bauer Media	Fortnightly	181,907	-
19	Germany	Micky Maus	Egmont Ehapa Verlag	Weekly	172,074	-
20	France	Super Picsou Géant	Disney Hachette Presse	6 per year	170,215	-
21	Poland	Bravo Girl	Wydawnictwo Bauer	Fortnightly	169,013	681,000
22	Poland	Popcorn	Axel Springer Polska	Monthly	166,190	651,000
23	Russia	Liza Girl	Burda	Monthly	163,333	672,000
24	Germany	Hey!	Panini Verlags	17 per year	163,189	-
25	Poland	Dziewczynina	Axel Springer Polska	Monthly	159,100	756,000
26	France	Science et Vie Junior	Mondadori France	Monthly	156,860	-
27	Germany	Mädchen	Vision Media	Fortnightly	151,649	-
28	Poland	Bravo Sport	Wydawnictwo Bauer	Fortnightly	145,239	865,000
29	France	Le Journal de Mickey	Disney Hachette Presse	Weekly	136,656	-

MAJOR MAGAZINE TITLES (CONSUMER)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
30	Germany	Prinzessin Lillifee	Blue Ocean Entertainment	13 per year	130,016	-
31	France	J'Aime Lire	Bayard Presse	Monthly	121,337	-
32	France	Mickey Parade Géant	Disney Hachette Presse	6 per year	115,407	-
33	UK	Sugar	Hachette Filipacchi (UK)	Monthly	113,320	363,000
34	Netherlands	Girlz!	Audax Publishing bv	13 per year	111,749	337,000
35	Germany	Pokémon	Panini Verlags	Monthly	111,135	-
36	Poland	Scooby - Doo!	Media Service Zawada	Monthly	109,786	-
37	France	Pomme d'Api	Bayard Presse	Monthly	107,728	-
38	UK	Top of the Pops	BBC Worldwide	Monthly	104,709	161,000
39	Netherlands	CosmoGIRL!	Pelican Magazines Hearst	13 per year	102,233	301,000
40	France	Picou	Disney Hachette Presse	Monthly	102,091	-
41	Poland	Kubu_ Puchatek	Egmont Polska	Monthly	98,320	-
42	France	Winnie	Disney Hachette Presse	Monthly	93,427	-
43	Italy	Ragazza Moderna	Piscopo Editore	Monthly	92,731	467,000
44	Poland	13 Magazyn Nastolatki	Egmont Polska	Monthly	92,499	-
45	Germany	Yeah!	Bauer Media	Monthly	91,851	-
46	Austria	profil	Verlagsgruppe NEWS	Weekly	90,487	432,000
47	Turkey	Bilim Cocuk	Tubitak	Monthly	85,800	-
48	UK	Bliss	Panini UK	Monthly	84,141	-
49	France	Witch	Disney Hachette Presse	Monthly	82,452	-
50	UK	The Simpsons Comics	Titan Publishing Group	Monthly	81,862	-
GENERAL INTEREST						
1	Netherlands	Kampioen	ANWB Media	Monthly	3,541,566	4,702,000
2	Germany	Bild Am Sonntag	Axel Springer	Weekly	1,577,764	9,510,000
3	Germany	Der Spiegel	Spiegel Verlag	Weekly	1,016,373	6,080,000
4	Germany	Stern	Gruner + Jahr	Weekly	895,962	7,200,000
5	France	Notre Temps	Bayard Presse	Monthly	890,451	3,466,000
6	France	Pleine Vie	Mondadori France	Monthly	854,366	2,625,000
7	Germany	Readers Digest	Verlag Das Beste	Monthly	770,803	1,590,000
8	Hungary	Helyi Téma	Théma Lap- És Könyvkiadó	Weekly	739,488	667,400
9	UK	Saga Magazine	Saga Publishing	Monthly	653,949	1,541,000
10	Germany	Bunte	Hubert Burda Media	Weekly	648,923	3,850,000
11	France	Paris Match	Lagardère Active	Weekly	611,045	4,403,000
12	Germany	Focus	Hubert Burda Media	Weekly	579,788	5,580,000
13	Italy	Famiglia Cristiana	Periodici S. Paolo	Weekly	544,576	2,764,000
14	Sweden	Hem & Hyra	Hyresgästföreningen	8 per year	537,300	290,000
15	Italy	Il Venerdì' di Repubblica	Gruppo Ed.Le L'Espresso	Weekly	522,858	2,252,000
16	Italy	Messaggero di Sant'antonio	Messaggero Di Sant'antonio	Monthly	514,171	1,001,000
17	Italy	Oggi	RCS Periodici	Weekly	511,439	3,071,000
18	Italy	Panorama	Arnoldo Mondadori Editore	Weekly	511,349	2,822,000
19	Hungary	Itthon	Geomédia Kiadó	10 per year	491,033	-
20	Poland	Tygodnik Angora	Wydawnictwo Westa Druk Mirosław Kuliś	Weekly	469,675	3,194,000
21	UK	Reader's Digest	Reader's Digest Association	Monthly	463,683	1,434,000
22	Germany	Super Illu	Hubert Burda Media	Weekly	434,169	3,570,000
23	France	Le Figaro Magazine	Groupe Figaro	Weekly	424,385	1,761,000
24	Russia	Reader's Digest	Reader's Digest	Monthly	411,000	1,546,000
25	Italy	Chi	Arnoldo Mondadori Editore	Weekly	403,599	2,745,000
26	Italy	TRUE	Guido Veneziani Editore	Weekly	344,813	-
27	Italy	L'Espresso	-	Weekly	334,260	2,409,000
28	Italy	Gente	Hachette Rusconi	Weekly	332,340	2,655,000
29	UK	National Geographic Magazine	National Geographic Society	Monthly	327,928	2,037,000
30	Germany	Gala	Gruner + Jahr	Weekly	320,066	2,270,000
31	France	Sélection du Reader's Digest	Sélection du Reader's Digest	Monthly	306,474	1,125,000
32	Russia	Teschin Yazyk	Bauer Russia	Weekly	300,000	3,609,000
33	Russia	Zyatek	Bauer Russia	Weekly	300,000	2,938,000
34	Russia	Liza Krossvordy	Burda	Weekly	295,000	3,077,000
35	Czech Republic	Rytmus ivota	Bauer Media	Weekly	283,860	863,000
36	Belguim	De Bond	Gezinsbond	24 per year	282,057	435,000
37	Netherlands	Plus Magazine	Senior Publications	11 per year	279,643	989,000
38	Netherlands	Nestor	PSH Media Sales	10 per year	278,757	-
39	France	GEO	Prisma Presse	Monthly	265,138	4,663,000
40	Russia	Otdokhni!	Burda	Weekly	260,000	2,096,000
41	Czech Republic	Pestr svt	Bauer Media	Weekly	256,849	465,000
42	France	Le Monde Magazine	Groupe Le Monde	Weekly	256,320	1,023,000
43	Finland	ET-lehti	Sanoma Magazines Finland	20 per year	253,914	636,000
44	France	Pèlerin	Bayard Presse	Weekly	242,255	997,000

MAJOR MAGAZINE TITLES (CONSUMER)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
45	Italy	Ventiquattro	Mondadori Sole 24 Ore	Monthly	240,242	221,000
46	Germany	Neon	Gruner + Jahr	Monthly	235,020	910,000
47	France	Le Nouveau Détective	Nuit et Jour (Burda-Rizzoli)	Weekly	234,982	-
48	Finland	7 Päivää	Aller Media	50 per year	224,047	836,000
49	Russia	Popular Mechanics	Independent Media Sanoma	Monthly	220,000	987,000
50	Netherlands	Privé	De Telegraaf Tijdschriften Groep	Weekly	209,891	1,783,000
HOME INTEREST						
1	Germany	Das Haus	Hubert Burda Media	10 per year	1,882,123	2,240,000
2	Germany	House And More	Bellevue And More	4 per year	1,735,421	1,950,000
3	Germany	Gruppe Mein Eigenheim	Verlagsgruppe J. Fink	5 per year	1,701,715	2,400,000
4	Germany	Wohnen	Verlag Hmc Hamburg Media	6 per year	1,060,888	1,810,000
5	Germany	Landlust	Landwirtschaftsverlag	6 per year	648,866	1,430,000
6	Poland	Dobre Rady	Burda Publishing Polska	Monthly	636,192	2,107,000
7	Netherlands	Villa d'Arte	Argo Mediagroep	6 per year	482,457	-
8	Sweden	Hemma i HSB	HSB Riksförbund	8 per year	441,000	359,000
9	Germany	Mein Schöner Garten	Hubert Burda Media	Monthly	330,507	2,400,000
10	Sweden	Villaägaren	Villaägarnas Riksförbund	5 per year	313,500	967,000
11	Italy	Cose Di Casa	World Servizi Editoriali	Monthly	310,562	1,574,000
12	France	Détente Jardin	Uni-Editions	6 per year	308,106	907,000
13	France	Maison Créative	Uni-Editions	6 per year	297,830	1,404,000
14	Germany	Wohnen & Garten	Hubert Burda Media	Monthly	267,637	710,000
15	France	Marie Claire Idées	Groupe Marie Claire	Quarterly	254,672	2,365,000
16	Italy	Casa Facile	Arnoldo Mondadori Editore	Monthly	250,958	739,000
17	France	Art & Décoration	Lagardère Active	6 per year	238,006	4,521,000
18	France	Maxi Cuisine	Editions Bauer	6 per year	233,530	1,768,000
19	France	Rustica	Rustica	Weekly	231,848	986,000
20	Germany	Schöner Wohnen	Gruner + Jahr	Monthly	227,354	1,790,000
21	Russia	Idei Vashego Doma	Salon-Press	Monthly	220,000	1,868,000
22	Germany	Lisa Wohnen & Dekorieren	Hubert Burda Media	Monthly	212,425	550,000
23	UK	Ideal Home	IPC Media	Monthly	205,659	987,000
24	UK	Country Living	The National Magazine Company	Monthly	204,235	215,000
25	France	Vie Pratique Gourmand	Axel Springer France	Fortnightly	198,805	1,192,000
26	Italy	Casa Viva	Arnoldo Mondadori Editore	Monthly	192,662	1,007,000
27	France	Cuisine Actuelle	Prisma Presse	Fortnightly	189,190	3,573,000
28	Italy	Brava Casa	RCS Periodici	Monthly	185,561	974,000
29	France	Maison & Travaux	Lagardère Active	6 per year	178,605	3,719,000
30	France	Le Journal de la Maison	Lagardère Active	Monthly	172,452	1,254,000
31	Germany	Wohnidee	Bauer Media	Monthly	171,349	760,000
32	Russia	Domoy. Interiery Plus Idei	Hachette Filipacchi Shkulev/InterMediaGroup	Monthly	170,000	481,000
33	Italy	Hachette Home	Hachette-Rusconi	Monthly	157,089	94,000
34	UK	House Beautiful	The National Magazine Company	Monthly	152,109	467,000
35	Poland	Murator	Murator	Monthly	152,044	2,646,000
36	UK	Ikea Family Live	August Media	Quarterly	150,000	-
37	Netherlands	VT Wonen	Sanoma Uitgevers	Monthly	149,005	745,000
38	Spain	Cosas de Casa	RBA	Monthly	143,830	706,000
39	Poland	Cztery Katy	Agora	Monthly	142,659	3,134,000
40	Russia	Moy Prekrasny Sad	Burda	Monthly	140,000	1,807,000
41	Spain	El Mueble	RBA	Monthly	137,732	1,050,000
42	UK	Homes & Gardens	IPC Media	Monthly	136,136	841,000
43	UK	House & Garden	Condé Nast Publications	Monthly	130,781	841,000
44	UK	Your Home	Hubert Burda Media UK	Monthly	130,353	-
45	Spain	Casa Diez	Hachette	Monthly	125,527	512,000
46	Russia	Sad Svoimi Rukami	Mediatest	Monthly	125,083	-
47	Poland	M jak Mieszkanie	Murator	Monthly	121,033	1,052,000
48	Netherlands	Landleven	Reed Business	8 per year	118,479	543,000
49	Italy	Ad Architectural Digest	Edizioni Condé Nast	Monthly	117,864	560,000
50	Russia	Moy Uyuntny Dom	Burda	Monthly	115,000	903,000
MEN'S MONTHLIES/WEEKLIES						
1	Italy	Style Magazine	Rizzoli Publishing Italia	Monthly	750,000	-
2	UK	Shortlist	Shortlist Media	10 per year	518,222	-
3	Russia	Maxim	Hachette Filipacchi Shkulev/InterMediaGroup	Monthly	386,667	2,487,000
4	UK	Sport	UTV Media	Monthly	305,479	-
5	Russia	Men's Health	Independent Media Sanoma	Monthly	295,000	1,379,000
6	Russia	Maxim Detox	Hachette Filipacchi Shkulev/InterMediaGroup	Monthly	260,000	129,800*
7	Germany	Playboy	Hubert Burda Media	Monthly	256,866	950,000
8	UK	Men's Health	Natmag Rodale	Weekly	245,754	1,075,000

MAJOR MAGAZINE TITLES (CONSUMER)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
9	Germany	Men's Health	Motor Presse Stuttgart	Monthly	222,742	860,000
10	UK	FHM	Bauer Consumer Media	Monthly	192,586	1,403,000
11	France	Entrevue	SCPE	Monthly	183,779	-
12	Poland	Auto Świat	Axel Springer Polska	Weekly	171,305	2,562,000
13	Germany	FHM	Mitte Editionen	Monthly	166,496	500,000
14	Poland	Motor	Wydawnictwo Bauer	Weekly	164,409	1,067,000
15	UK	Nuts	IPC Media	Monthly	147,134	833,000
16	Russia	Playboy	Burda	Monthly	144,000	938,000
17	Russia	XXL	PH Rodionov	Monthly	140,000	484,000
18	Russia	Esquire	Independent Media Sanoma	Monthly	135,000	254,000
19	Poland	Top Gear	Burda Communications	Monthly	134,964	467,000
20	Germany	GQ	Condé Nast Verlag	Monthly	134,165	330,000
21	Poland	KKM - Czasopismo Kazdego Mezczyzny	Marquard Media Polska	Monthly	124,153	1,459,000
22	UK	GQ	Condé Nast Publications	Weekly	120,063	385,000
23	Italy	Playboy	Play Media Company	Monthly	110,000	-
24	Russia	FHM	PH Rodionov	Monthly	110,000	182,000
25	Poland	Logo	Agora	Monthly	108,180	639,000
26	Italy	GQ	Edizioni Condé Nast	Monthly	107,923	390,000
27	Italy	Men's Health	Mondadori Rodale	Monthly	104,465	447,000
28	Italy	For Men Magazine	Cairo Editore	Monthly	101,227	452,000
29	France	FHM	EMAP	Monthly	100,434	-
30	Russia	GQ	Condé Nast	Monthly	100,000	247,000
31	Russia	GQ Style	Condé Nast	Monthly	100,000	-
32	Poland	Playboy	Marquard Media Polska	Monthly	96,277	991,000
33	Poland	Men's Health Edycja Polska	Motor-Presse Polska	Monthly	94,955	452,000
34	Italy	Max	RCS Periodici	Monthly	90,313	729,000
35	Italy	XL	Gruppo Ed.Le L'Espresso	Monthly	88,912	499,000
36	Spain	Teleprograma	Hachette	Weekly	88,898	333,000
37	Italy	Wired	Edizioni Condé Nast	Monthly	85,768	-
38	UK	Stuff	Haymarket Consumer Media	Monthly	85,370	322,000
39	Russia	Medved	Forward Media Group	Monthly	84,300	257,000
40	UK	Zoo	Bauer Consumer Media	Monthly	80,026	632,000
41	UK	BBC Focus	BBC Worldwide	Monthly	73,614	-
42	Spain	FHM	Focus Ediciones	Monthly	72,841	511,000
43	France	GQ	Condé Nast	Monthly	71,462	-
44	UK	Men's Fitness	Dennis Publishing	6 per year	68,123	597,000
45	Italy	Riders Italian Magazine	HLM-Hachette Lifestyle HLM	Monthly	58,286	-
46	Belguim	P-Magazine	De Vrije Pers	Weekly	57,070	360,000
47	Netherlands	Playboy	Sanoma Men's Magazines	Monthly	55,188	408,000
48	Spain	Supertele	Hachette	Weekly	53,881	153,000
49	France	Men's Health	Editions 1633	Monthly	47,860	-
50	Austria	WIENER	Wiener Verlags	Monthly	47,500	145,000
SPECIAL INTEREST						
1	Russia	Lyublyu Gotovit!	Burda	Monthly	1,500,000	4,170,000
2	Poland	Przy_liz Przepis	Burda Publishing Polska	Monthly	1,420,768	1,037,000
3	Germany	Computer Bild	Axel Springer	Fortnightly	686,527	3,600,000
4	Germany	Dav Panorama	Atlas Verlag	6 per year	517,453	-
5	Italy	Focus	Gruner + Jahr-Mondadori	Monthly	477,366	634,000
6	Germany	Sport Bild	Axel Springer	Weekly	437,516	3,880,000
7	Poland	Moda na Zdrowie	XXL Media	Monthly	426,533	-
8	Russia	Domashniy Doctor	Burda	Monthly	417,667	2,284,000
9	Germany	Meine Familie & Ich	Hubert Burda Media	13 per year	397,446	1,860,000
10	France	Le Chasseur français	Mondadori / EMAP France	Monthly	384,057	1,909,000
11	Germany	Chip	Chip Communications	Monthly	364,199	1,350,000
12	Germany	PC Welt	IDG Magazine Media	Monthly	359,271	1,720,000
13	Germany	Geo	Gruner + Jahr	Monthly	345,908	3,010,000
14	Germany	C't Magazin Für Computer Technik	Heise Zeitschriften Verlag	Fortnightly	343,549	1,020,000
15	France	L'Equipe Magazine	Groupe Amaury	Weekly	334,391	3,674,000
16	Italy	Cucina Moderna	Arnoldo Mondadori Editore	Monthly	329,925	1,512,000
17	Germany	Welt Der Wunder	Bauer Media	Monthly	323,972	1,460,000
18	Germany	P.M. Magazin	Gruner + Jahr	Monthly	320,708	1,370,000
19	Sweden	Svensk Golf	Svenska Golfbundet Affärsutveckling	Monthly	320,100	440,000
20	Italy	Sport Week	RCS Quotidiani	Weekly	317,912	151,000
21	UK	BBC Good Food	BBC Worldwide	Monthly	305,855	1,189,000
22	Finland	Metsästaja	Metsästäjän Keskusjärjestö-Jägarinas Centralorganisation	6 per year	303,241	-
23	UK	Sainsbury's Magazine	Seven Squared	Monthly	300,228	4,091,000

MAJOR MAGAZINE TITLES (CONSUMER)

Country	Title	Publisher	Frequency	Circulation	Average issue Readership	
24	Italy	Silhouette Donna	Tre D. Editoriale	Monthly	289,177	852,000
25	Poland	Detektyw	Przedsiębiorstwo Wydawnicze Rzeczpospolita	Monthly	283,779	-
26	Italy	Qui Touring	Touring Club Italiano	Monthly	283,272	549,000
27	France	Science & Vie	Mondadori France	Monthly	275,371	3,621,000
28	France	Sciences & Avenir	Groupe Nouvel Observateur	Monthly	256,530	2,447,000
29	Netherlands	Wij Jonge Ouders	Wij / Special media	10 per year	251,290	-
30	Russia	Mobile Digital Magazine	SPN	Monthly	250,000	424,000
31	France	Ça m'Intéresse	Prisma Presse	Monthly	237,967	2,934,000
32	Italy	Starbene	Arnoldo Mondadori Editore	Monthly	221,827	1,477,000
33	Poland	Działkowiec	Wydawnictwo Działkowiec	Monthly	198,992	1,709,000
34	Netherlands	Happinez	Uitgeverij Maginez	8 per year	196,596	548,000
35	Russia	Shkola Gastronom	Bonnier Publications	Weekly	193,942	722,000
36	UK	BBC Top Gear Magazine	BBC Worldwide	Monthly	190,375	2,047,000
37	Belguim	Dialogue Santé/Dialoog Gezondheid	CPMmedica Belgium	10 per year	187,584	229,000
38	Poland	Rewia Rozrywki	"Rozrywka"	Fortnightly	181,452	-
39	UK	Empire	Bauer Consumer Media	Monthly	179,064	857,000
40	Russia	Gastronom	Bonnier Publications	Monthly	171,320	1,096,000
41	Poland	Twój Maluszek	Edipresse Polska	Monthly	170,195	567,000
42	Netherlands	Voetbal International	Voetbal International B.V.	Weekly	170,030	995,000
43	Poland	Rozrywka	"Rozrywka"	Monthly	160,517	-
44	Netherlands	GOLFjournaal	Sanoma Men's Magazines	10 per year	159,195	175,000
45	Poland	Magazyn dla Rodziców Mam Dziecko	Wydawnictwo Bauer	Monthly	158,893	666,000
46	Poland	Mamo, to Ja	Edipresse Polska	Monthly	156,927	1,516,000
47	Italy	Focus Junior	Gruner + Jahr-Mondadori	Monthly	152,965	-
48	Belguim	Nest	Roularta Media Groupe	8 per year	152,391	554,000
49	France	Micro Hebdo	Groupe 01	Weekly	150,638	794,000
50	Poland	PC Format	Wydawnictwo Bauer	Monthly	147,729	1,052,000

TV GUIDES

1	Russia	Antenna-Telesem	Hachette Filipacchi Shkulev/InterMediaGroup	Weekly	3,981,899	10,938,000
2	Germany	TV 14	Bauer Media	Fortnightly	2,458,174	6,210,000
3	Germany	TV Digital	Axel Springer	Fortnightly	1,773,677	3,090,000
4	France	Télé Z	EPM 2000	Weekly	1,646,829	6,062,000
5	Germany	TV Movie	Bauer Media	Fortnightly	1,587,555	5,840,000
6	France	Télé 7 Jours	Lagardère Active	Weekly	1,471,593	5,768,000
7	Poland	Tele Tydzień	Wydawnictwo Bauer	Weekly	1,449,859	10,466,000
8	Poland	Teleprogram - Dokładna Informacja	Teleprogram	Weekly	1,440,871	-
9	Germany	Hörzu	Axel Springer	Weekly	1,431,490	4,410,000
10	Germany	TV Spielfilm	Hubert Burda Media	Fortnightly	1,349,076	6,170,000
11	UK	TV Choice	H Bauer Publishing	Weekly	1,309,469	1,687,000
12	Germany	Auf Einen Blick	Bauer Media	Weekly	1,261,814	3,100,000
13	Austria	tele	tele-Zeitschriftenverlagsgesellschaft	Weekly	1,236,631	1,938,000
14	UK	What's on TV	IPC Media	Weekly	1,209,018	3,438,000
15	Germany	TV Direkt	Waz Zeitschriften Marketing	Fortnightly	1,151,964	1,650,000
16	France	TV Grandes Chaines	Prisma Presse	Fortnightly	1,118,520	2,976,000
17	France	Télé Loisirs	Prisma Presse	Weekly	1,100,242	4,779,000
18	France	Télé 2 Semaines	Prisma Presse	Fortnightly	1,099,022	4,885,000
19	France	Télé Star	Mondadori France	Weekly	1,090,815	4,671,000
20	Russia	Telenedelya	Populyarnaya pressa	Weekly	1,043,701	4,826,000
21	Russia	7 Dney	7 Dney	Weekly	1,038,181	4,102,000
22	UK	Radio Times	BBC Worldwide	Weekly	947,131	2,479,000
23	Poland	Tele Magazyn	Polskapresse	Weekly	939,137	-
24	Netherlands	Veronica Magazine	Veronica Uitgeverij	Weekly	903,613	2,660,000
25	Italy	Sorrisi E Canzoni Tv	Arnoldo Mondadori Editore	Weekly	883,220	4,716,000
26	Germany	TV Hören Und Sehen	Bauer Media	Weekly	882,770	3,120,000
27	Poland	To & Owo	Wydawnictwo Bauer	Weekly	664,598	2,290,000
28	Germany	TV Pur	Bauer Media	13 per year	661,790	930,000
29	Germany	Nur TV	Waz Zeitschriften Marketing	13 per year	633,688	-
30	France	Télérama	Groupe Le Monde	Weekly	633,559	2,469,000
31	France	Téléçablesat Hebdo	Groupe Hommell	Weekly	618,670	2,236,000
32	France	Télé Poche	Mondadori France	Weekly	580,628	2,736,000
33	Ireland	Sky Magazine Ireland	News Magazines	Monthly	563,076	-
34	Poland	Tele Świat	Wydawnictwo Bauer	Fortnightly	499,907	1,742,000
35	Italy	Dipiù' Tv	Cairo Editore	Weekly	472,322	2,633,000
36	Poland	Twoje Imperium	Wydawnictwo Bauer	Weekly	456,604	1,874,000
37	Italy	Telesette	Edizioni Del Duca	Weekly	436,135	1,452,000
38	Poland	TV14	Wydawnictwo Bauer	Fortnightly	431,568	247,000

MAJOR MAGAZINE TITLES (CONSUMER)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
39	Netherlands	Troskompas	Hilversumse Media Compagnie C.V.	Weekly	428,627	903,000
40	Belguim	Dag Allemaal / TV Express	de Persgroep Publishing	Weekly	423,103	1,807,000
41	Netherlands	Mikro Gids	BV Programmabladen AKN	Weekly	422,522	1,004,000
42	Poland	Magazyn Telewizyjny Kurier TV	Wydawnictwo Bauer	Weekly	404,178	1,453,000
43	Czech Republic	TV MAX	Bauer Media	Fortnightly	391,071	415,000
44	Poland	Tele Max	Wydawnictwo Bauer	Weekly	387,717	600,000
45	Russia	TV-Park	Media Park	Weekly	383,623	1,978,000
46	Poland	Super TV	Wydawnictwo Bauer	Weekly	380,355	1,239,000
47	France	Télé Magazine	Axel Springer	Weekly	350,685	1,088,000
48	Belguim	Cine Tele Revue	Editions Cine Revue	Weekly	342,413	1,742,000
49	Netherlands	VARAgids	VARA Omroepvereniging	Weekly	338,081	897,000
50	Netherlands	AVRObode	BV Programmabladen AKN	Weekly	320,868	682,000
WOMEN'S MONTHLIES						
1	Russia	Kollektsiya Karavan Istoriy	7 Dney	Monthly	906,667	1,325,000
2	Russia	Cosmopolitan	Independent Media Sanoma	Monthly	863,333	6,974,000
3	Russia	Glamour	Condé Nast	Monthly	700,000	2,233,000
4	Germany	Brigitte	Gruner + Jahr	Fortnightly	693,248	3,460,000
5	Poland	Kobieta i życie	Wydawnictwo Bauer	Monthly	631,070	2,236,000
6	Poland	Świat Kobiety	Wydawnictwo Bauer	Monthly	614,359	2,221,000
7	Poland	Claudia	G+J Gruner+Jahr Polska	Monthly	566,284	3,315,000
8	Poland	Poradnik Domowy	Agora	Monthly	559,323	2,812,000
9	UK	Glamour	Condé Nast Publications	Monthly	526,216	772,000
10	Germany	Glamour	Condé Nast Verlag	Monthly	521,836	1,240,000
11	Germany	Freundin	Hubert Burda Media	Fortnightly	516,443	2,530,000
12	France	Prima	Prisma Presse	Monthly	477,389	2,269,000
13	Czech Republic	Svet zeny Posli recept!	Burda Praha	Monthly	474,859	376,000
14	Russia	Burda	Burda	Monthly	460,000	3,042,000
15	Germany	InStyle	Hubert Burda Media	Monthly	454,773	1,230,000
16	Poland	Olivia	Marquard Media Polska	Monthly	452,454	2,426,000
17	Germany	Für Sie	Jahreszeiten Verlag	Fortnightly	446,514	2,150,000
18	France	Avantages	Groupe Marie Claire	Monthly	438,565	1,754,000
19	France	Marie Claire	Groupe Marie Claire	Monthly	430,355	2,905,000
20	UK	Good Housekeeping	The National Magazine Company	Monthly	422,496	1,641,000
21	Russia	Liza Dobrye sovetny	Burda	Monthly	413,333	2,886,000
22	UK	Cosmopolitan	The National Magazine Company	Monthly	401,750	1,716,000
23	Germany	Jolie	Vision Media	Monthly	387,633	760,000
24	France	Cosmopolitan	Groupe Marie Claire	Monthly	377,842	1,702,000
25	Germany	Joy	MVG Medien Verlagsgesellschaft	Monthly	372,840	850,000
26	France	Modes & Travaux	Mondadori France	Monthly	372,056	2,613,000
27	UK	Woman & Home	IPC Media	Monthly	369,321	814,000
28	Russia	Samaya	Edipress-Konliga	Monthly	360,000	750,000
29	France	Glamour	Condé Nast	Monthly	359,836	1,429,000
30	Russia	Psychologies	Hachette Filipacchi Shkulev/InterMediaGroup	Monthly	358,333	633,000
31	Germany	Cosmopolitan	MVG Medien Verlagsgesellschaft	Monthly	357,914	1,190,000
32	Russia	Story	Forward Media Group	Monthly	350,000	273,000
33	France	Psychologies Magazine	Lagardère Active	Monthly	333,731	2,692,000
34	Russia	Elle	Hachette Filipacchi Shkulev/InterMediaGroup	Monthly	330,000	684,000
35	Russia	Otdokhni! Imena	Burda	Monthly	325,000	638,000
36	UK	Look	Evarn	Weekly	313,358	610,000
37	France	Top Santé	Mondadori France	Monthly	313,303	3,127,000
38	Russia	Karavan Istoriy	7 Dney	Monthly	310,833	4,286,000
39	Poland	Twój Styl	Wydawnictwo Bauer	Monthly	306,528	3,954,000
40	UK	Yours	Bauer Consumer Media	Fortnightly	297,231	530,000
41	France	Biba	Mondadori France	Monthly	296,474	950,000
42	Germany	Laviva	Rewe-Verlag	Monthly	293,435	750,000
43	Russia	Marie Claire	Hachette Filipacchi Shkulev/InterMediaGroup	Monthly	290,000	202,000
44	UK	Prima	The National Magazine Company	Monthly	289,058	617,000
45	UK	Marie Claire	European Magazines	Monthly	280,021	1,028,000
46	Russia	Domashniy Ochag	Independent Media Sanoma	Monthly	280,000	2,317,000
47	Poland	Joy	Hearst Marquard Publishing	Monthly	273,228	1,172,000
48	Germany	Myself	Condé Nast Verlag	Monthly	269,386	350,000
49	Italy	Glamour	Edizioni Condé Nast	Monthly	266,196	1,152,000
50	UK	Candis	Newhall Publications	Monthly	254,420	383,000
WOMEN'S WEEKLIES						
1	Germany	Bild Der Frau	Axel Springer	Weekly	1,021,098	6,040,000
2	Germany	Freizeit Revue	Hubert Burda Media	Weekly	1,011,197	2,990,000

MAJOR MAGAZINE TITLES (CONSUMER)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
3	Spain	Pronto	Heres	Weekly	971,248	3,669,000
4	France	Femme Actuelle	Prisma Presse	Weekly	927,420	5,689,000
5	UK	Take a Break	H Bauer Publishing	Weekly	855,372	2,902,000
6	Poland	Życie na Gorąco	Wydawnictwo Bauer	Weekly	816,067	5,765,000
7	Netherlands	Vrouw	De Telegraaf Tijdschriften Groep	Weekly	785,409	1,342,000
8	Germany	Neue Post	Bauer Media	Weekly	738,370	2,340,000
9	Russia	Liza	Burda	Weekly	720,000	3,522,000
10	Russia	Starhit	Hachette Filipacchi Shkulev/InterMediaGroup	Weekly	650,000	762,000
11	Poland	Tina	Wydawnictwo Bauer	Fortnightly	584,345	4,945,000
12	Russia	Tayny Zvezd	Bauer Russia	Weekly	579,696	1,279,000
13	UK	New!	Northern & Shell Magazines	Weekly	577,899	695,000
14	Poland	Przyjaciółka	Edipresse Polska	Fortnightly	566,468	5,286,000
15	Poland	Party Życie Gwiazd	Edipresse Polska	Fortnightly	561,829	1,835,000
16	Poland	Show	Wydawnictwo Bauer	Fortnightly	547,512	967,000
17	UK	Closer	Bauer Consumer Media	Weekly	526,713	1,775,000
18	Germany	Tina	Bauer Media	Weekly	519,749	2,790,000
19	Germany	Das Neue Blatt	Bauer Media	Weekly	518,897	1,560,000
20	Germany	Freizeitwoche	Bauer Media	Weekly	514,845	990,000
21	UK	OK! Magazine	Northern & Shell	Weekly	478,878	2,464,000
22	Spain	¡Hola!	Hola	Weekly	475,049	2,459,000
23	France	Closer	Mondadori France	Weekly	465,742	3,933,000
24	France	Maxi	Editions Bauer	Weekly	464,961	2,388,000
25	Netherlands	Libelle	Sanoma Uitgevers	Weekly	461,694	2,393,000
26	Poland	Pani Domu	Edipresse Polska	Fortnightly	454,356	4,505,000
27	Poland	Z Życia Wzięte	Phoenix Press	Fortnightly	441,367	3,014,000
28	UK	Star	Northern & Shell	Weekly	440,862	467,000
29	Italy	Io Donna	RCS Periodici	Weekly	439,023	1,138,000
30	UK	Chat	IPC Media	Weekly	430,674	1,285,000
31	France	Public	Lagardère Active	Weekly	428,220	3,096,000
32	Italy	Donna Moderna	Arnoldo Mondadori Editore	Weekly	422,585	256,000
33	Germany	Freizeitpass	Hubert Burda Media	Weekly	419,775	730,000
34	UK	Heat	Bauer Consumer Media	Weekly	417,163	1,795,000
35	UK	Hello!	Hello!	Weekly	412,195	1,568,000
36	Poland	Chwila dla Ciebie	Wydawnictwo Bauer	Weekly	411,858	4,551,000
37	France	Voici	Prisma Presse	Weekly	408,120	1,355,000
38	France	France Dimanche	Lagardère Active	Weekly	396,012	3,915,000
39	Germany	Die Aktuelle	Waz Zeitschriften Marketing	Weekly	388,275	1,700,000
40	Italy	D la Repubblica delle Donne	Gruppo Ed. Le L'Espresso	Weekly	383,489	964,000
41	Poland	Rewia	Wydawnictwo Bauer	Weekly	383,353	1,037,000
42	Germany	Frau Im Trend	Hubert Burda Media	Weekly	370,836	770,000
43	France	Elle	Lagardère Active	Weekly	370,658	1,787,000
44	Russia	Zvezdi I Sovety	Bauer Russia	Weekly	361,667	447,000
45	Germany	Neue Woche	Hubert Burda Media	Weekly	351,903	290,000
46	Russia	Hello!	Forward Media Group	Weekly	350,000	445,000
47	France	Ici Paris	Lagardère Active	Weekly	346,891	2,270,000
48	Poland	Naj	G+J Gruner+Jahr Polska	Fortnightly	343,152	4,231,000
49	UK	That's Life	H Bauer Publishing	Weekly	341,545	860,000
50	UK	Woman's Weekly	IPC Media	Weekly	338,577	772,000

Titles listed only where circulation data has been supplied by contributors. Categories and circulation data based on publisher's statements or audited figures (see country reports for details).

MAJOR MAGAZINE TITLES (B2B)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
ADVERTISING/COMMUNICATION/MARKETING						
1	UK	The Marketer	The Chartered Institute of Marketing	10 per year	36,416	-
2	UK	Marketing Week	Centaur Media	Weekly	35,806	-
3	UK	Marketing	Haymarket Business Media	Weekly	35,615	-
4	Denmark	InBusiness	Business Danmark	11 per year	26,901	-
5	Sweden	Journalisten	Svenska Journalistförbundet	15 per year	18,800	35,000
6	UK	Conference & Incentive Travel	Haymarket Business Media	10 per year	18,176	-
7	UK	Meetings & Incentive Travel	Conference & Travel Publications	9 per year	17,129	-
8	Belgium	Direct News	Tycoon Company	Monthly	16,000	-
9	UK	Event	Haymarket Business Media	11 per year	15,055	-
10	Poland	Top Class	Unit Wydawnictwo Informacje Branżowe	Quarterly	15,000	-
11	UK	PRWeek	Haymarket Business Media	48 per year	14,818	-

MAJOR MAGAZINE TITLES (B2B)

Country	Title	Publisher	Frequency	Circulation	Average issue Readership
12 Austria	Horizont	Manstein Zeitschriftenverlag	Weekly	14,400	-
13 Belgium	Experience	Leo	Seasonal	14,000	-
14 Austria	a3BOOM!	a3 Wirtschaftsverlag	10 per year	13,300	-
15 Austria	Bestseller	Manstein Zeitschriftenverlag	7 per year	12,800	-
16 Belgium	Ad!Dict! Inspiration Books	Laboo/Ad!Dict Creative Lab	Seasonal	12,000	-
17 Ireland	Computerscope	Mediateam	Monthly	10,554	-
18 UK	Research Magazine	The Market Research Society	Monthly	10,314	-
19 UK	Exhibiting	Mash Media Group	11 per year	10,010	-
20 Belgium	Direct Instrument	Tycoon Company	5 per year	10,000	-
21 UK	Association Meetings International	Conference & Travel Publications	6 per year	9,998	-
22 Denmark	Market Magasine	Market Magazine	9 per year	9,278	-
23 Poland	Press	Press	Monthly	8,811	-
24 Poland	Brief – Pierwszy Magazyn Marketingu i Sprzedaży	AdPress Wydawnictwo Reklamowe	Monthly	8,702	-
25 Czech Republic	Marketing & Media	Economia	Weekly	8,300	-
26 Sweden	Medievärlden	Tidningsutgivarna	Monthly	8,100	-
27 Belgium	Media Marketing	Dupuis Presse	10 per year	8,000	-
28 Belgium	Rendevenement	Professional Media Group	6 per year	7,758	-
29 Sweden	Dagens Media	Dagens Media Sverige	22 per year	7,300	-
30 Poland	Marketing & More	Medical Tribune Polska	Monthly	7,236	-

AUTOMOTIVE INDUSTRIES

1 Austria	auto touring	ÖAMTC Verlag	11 per year	1,434,100	1,914,000
2 Austria	Freie Fahrt	ARBÖ	8 per year	378,580	446,000
3 Italy	Fleet Magazine	Sumo Publishing	Monthly	164,609	-
4 Italy	Edizioni Semantica per L'Automobile	Semantica Automotive	Monthly	151,615	-
5 Italy	Notiziario Motoristico	Collins	Monthly	150,523	-
6 Finland	Suomen YrittäjäSanomat	Suomen Yrittäjien Skypoint	Monthly	84,751	115,000
7 Italy	Car Carrozzeria	Reed Business Information	Monthly	74,969	-
8 Austria	autorevue	Verlagsgruppe News	1Quarterly	64,660	408,000
9 Italy	Parts	Reed Business Information	Monthly	63,405	-
10 Sweden	Transportarbetaren	Svenska Transportarbetareförbundet	11 per year	63,200	-
11 Denmark	Finans	Finansförbundet	-	55,513	-
12 Austria	Der Reitwagen	Der Reitwagen Zeitschriften Verlag	10 per year	45,000	-
13 Finland	Taloustaito Yrittäys	Verotieto	Quarterly	44,288	-
14 Finland	Ekonomi	Otavamedia	9 per year	43,460	-
15 Austria	Alles Auto	gefco Verlags	10 per year	42,530	320,000
16 Austria	AUTO aktuell	CB Verlags	5 per year	34,200	-
17 Finland	Koneviesti	Viestilehdet	18 per year	33,541	220,000
18 Sweden	Trailer magazine	Albinsson & Sjöberg	11 per year	31,700	82,000
19 UK	Aftermarket	Crystal Communications	10 per year	30,151	-
20 Czech Republic	Autoforum	Motor – Public	6 per year	30,000	-
21 Italy	Nautech	Tecniche Nuove	6 per year	29,055	-
22 Finland	Yrittäjä	Suomen Yrittäjien Sypoint	6 per year	27,729	-
23 Belgium	Fleet	Effective Media	6 per year	27,600	-
24 Finland	O&P	Oy Nordinfo	6 per year	27,405	-
25 Austria	Firmenwagen	WEKA Verlag	6 per year	26,080	-
26 Belgium	Fleet & Business	MMM Business media	8 per year	23,700	-
27 Italy	Nautic Service	Collins	Quarterly	23,605	-
28 Sweden	Åkeri & Entreprenad	Svenska Media Docu	6 per year	23,200	-
29 Italy	Notiziario Veicoli Industriali	Collins	3 per year	22,777	-
30 Austria	Motor Freizeit & Trends	MOTOR Freizeit & Tr.	6 per year	22,000	-
31 Belgium	Van management	Transportmedia	6 per year	22,000	-
32 Sweden	Åkeri & Transport	VTT Förlag	6 per year	21,100	-
33 UK	Motor Industry Magazine	The Institute of the Motor Industry	10 per year	20,367	-
34 Belgium	Garage Info	IPS Snoecks	8 per year	19,100	-
35 UK	CAT – Car & Accessory Trader	Haymarket Consumer Media	13 per year	17,008	-
36 UK	Motor Trader	Metropolis Business Publishing	30 per year	16,903	-
37 Sweden	Bil & Verkstad	Svensk Media docu	Quarterly	16,500	-
38 Denmark	Aktionæren	Dansk Aktionærforening	-	16,437	-
39 UK	Glass's Guide Car Values	Glass's Information Services	Monthly	15,693	-
40 Sweden	Motor-Magasinet	Aller Business	40 per year	15,600	-
41 Belgium	Fleet Europe	MMM Business media	5 per year	15,000	-
42 Belgium	De Lichte Bedrijfswagen / L'utilitaire léger	MMM Business media	Seasonal	15,000	-
43 Belgium	Fleet Europe	MMM Business media	5 per year	15,000	-
44 Belgium	De Lichte Bedrijfswagen / L'utilitaire léger	MMM Business media	Quarterly	15,000	-
45 Czech Republic	Autoprofi	Axel Springer Praha	Monthly	15,000	-
46 Belgium	Truck & Business	MMM Business media	8 per year	14,850	-

MAJOR MAGAZINE TITLES (B2B)

Country	Title	Publisher	Frequency	Circulation	Average issue Readership	
47	Sweden	Svensk Åkeritidning	SÅ Åkeriförlaget	11 per year	13,800	-
48	Austria	Strassengüterverkehr	Österr. Wirtschaftsverlag	Monthly	13,310	-
49	Sweden	Tidningen Proffs För Yrkestrafikanter	Vägpress	Monthly	12,900	-
50	Austria	Traktuell	WEKA Verlag	10 per year	12,570	-
BANKING/FINANCIAL/INSURANCE/LEGAL						
1	Austria	SVA aktuell	Österr. Wirtschaftsverlag	Quarterly	500,000	-
2	UK	Accountancy	Wolters Kluwer (UK)	Monthly	153,169	-
3	Sweden	Arbetsliv	Prevent	Quarterly	143,000	-
4	UK	Accounting & Business	ACCA	10 per year	134,449	-
5	France	Revue Fiduciaire (La)	Groupe Revue Fiduciaire	Weekly	125,000	-
6	UK	The Law Society Gazette	The Council of the Law Society	48 per year	120,914	-
7	Sweden	Chef	Chef Stockholm Hb	11 per year	111,600	165,000
8	Sweden	Nytt från revisorn	FAR förlag	10 per year	96,400	-
9	France	Batiment Artisanal (Le)	Capeb	Monthly	83,670	-
10	France	Journal des Finances (Le)	Particulier et Finances Editions (Le)	Weekly	81,409	-
11	Austria	GEWINN	Wailand & Waldstein	11 per year	80,250	309,000
12	Sweden	Jusek-Tidningen	Jusek	10 per year	79,100	73,000
13	Sweden	Entreprenör	Svenskt Näringsliv	10 per year	70,200	37,000
14	Sweden	LO-Tidningen	LO-tidningen	42 per year	60,800	-
15	France	Proprietaire Immobilier (Le)	Presse Immobilière (La)	Monthly	55,466	-
16	France	Social Francis Lefebvre	Editions Francis Lefebvre	Bi-Weekly	54,700	-
17	Sweden	Akademikern	Akademikerförbundet SSR	10 per year	54,600	-
18	Sweden	Företagaren	Företagarnas Riksorganisation Service	10 per year	51,800	46,000
19	France	Regions Magazine	Fmi	Quarterly	50,000	-
20	Sweden	TCO-tidningen	TCO	5 per year	46,200	-
21	Sweden	Computer Sweden	IDG	104 per year	45,000	107,000
22	UK	Accountancy Age	Incisive Media	46 per year	44,945	-
23	France	Actualités Sociales Hebdomadaire	Wolters Kluwer France	Weekly	43,670	-
24	Austria	Raiffeisenzeitung	Öst. Raiffeisenverband	Weekly	41,400	-
25	France	Liaisons Sociales Magazine	Wolters Kluwer France	Monthly	36,620	-
26	UK	PQ Magazine	PQ Publishing	Monthly	35,495	-
27	Poland	Kancelaria	Wolters Kluwer Polska	Monthly	33,901	-
28	France	Social Pratique	Wolters Kluwer France	Bi-Monthly	32,346	-
29	France	Rf Comptable	Groupe Revue Fiduciaire	Monthly	31,000	-
30	UK	Financial Adviser	FT Business	Weekly	30,957	-
31	UK	Money Marketing	Centaur Media	Weekly	29,271	-
32	UK	The Lawyer	Centaur Media	Weekly	28,221	-
33	UK	The Banker	FT Business	Monthly	28,022	-
34	Austria	CASH - Das Handelsmagazin	Manstein Zeitschriften	11 per year	27,000	-
35	Ireland	Accountancy Ireland	ICAI	6 per year	26,552	-
36	UK	Accountancy Ireland	Institute of Chartered Accountants (Ire)	6 per year	26,552	-
37	Czech Republic	Euro	Euronews	Weekly	23,000	75,000
38	Belgium	SBJ Finance	ICS	9 per year	20,000	-
39	Czech Republic	Ekonom	Economia	Weekly	20,000	113,000
40	Czech Republic	Profit	Stanford	Weekly	19,000	36,000
41	Poland	Monitor Księgowego	Infor Ekspert	Fortnightly	17,809	-
42	Poland	Własny Biznes Franchising	Profit System	Monthly	17,458	-
43	Hungary	Adó	Complex Kiadó	16 per year	14,507	67,600
44	Belgium	Banking & Finance	Internat. Financial Publishers	6 per year	14,000	-
45	Poland	Inwestuj w Nieruchomości	System Oferowania Nieruchomości	Monthly	13,751	-
46	Czech Republic	BIZ	Cpress Media	Quarterly	11,600	-
47	Czech Republic	Podnikatel	Profil Brno	Monthly	11,000	-
48	Ireland	Law Society Gazette	Law Society of Ireland	Monthly	11,000	-
49	Czech Republic	CIO Business World	IDG Czech	Monthly	10,000	-
50	Hungary	Ügyvédivilág	Complex Kiadó	11 per year	9,769	13,100
BUILDING/ENGINEERING/CONSTRUCTION						
1	Italy	Imprese Edili	Tecniche Nuove	Monthly	296,871	-
2	Italy	Casa&Clima	Quine	6 per year	123,287	-
3	Italy	Modulo	Be-Ma Editrice	Monthly	122,098	-
4	Sweden	Byggnadsarbetaren	Svenska Byggnadsarbetareförbundet	18 per year	118,200	118,000
5	Poland	Inżynier Budownictwa	Wydawnictwo Polskiej Izby Inżynierów Budownictwa	Monthly	115,436	-
6	Italy	Xylon	Cepa	Monthly	89,447	-
7	Italy	Nuova Finestra	Reed Business Information	Monthly	81,484	-
8	Italy	Specializzata	Be-Ma Editrice	Monthly	78,407	-
9	Italy	Il Commercio Edile	Tecniche Nuove	Monthly	78,153	-

MAJOR MAGAZINE TITLES (B2B)

Country	Title	Publisher	Frequency	Circulation	Average issue Readership	
10	Italy	Serramenti + Design	Tecniche Nuove	Monthly	72,972	-
11	Denmark	Ingeniøren	Mediehuset ingeniøren	44 per year	68,698	-
12	Finland	TEK-teknikaan akateemiset	Tekniikan Akateemisten	7 per year	66,244	-
13	Italy	Finiture & Colore	Be-Ma Editrice	Monthly	62,567	-
14	Finland	Uusi Insinööri	Uusi Insinööriliitto UIL	9 per year	61,141	-
15	Italy	La Rivendita	Be-Ma Editrice	6 per year	55,235	-
16	UK	New Civil Engineer	Emap Inform	6 per year	54,747	-
17	Finland	Särmä	Puu- ja erityisalojen liitto	15 per year	42,682	-
18	Belgium	Beton	Fed van de Beonindustrie	5 per year	39,000	-
19	Belgium	De Vlaamse Ondernemer	Editor International	22 per year	35,452	-
20	Sweden	Fastighetsfolket	Fastighetsanställdas Förbund	10 per year	34,500	-
21	Finland	Rakennuslehti	Tekniikan Akateemisten	40 per year	32,548	69,000
22	Czech Republic	Stavebnictvi	Expo Data	Monthly	31,300	-
23	Sweden	Elektrikern	Modern Teknik i Stockholm	9 per year	31,100	-
24	Finland	Suomen Kiinteistölehti	Kiinteistöalan Kustannus	10 per year	31,015	-
25	Denmark	Byggeteknik	Fagbladsgruppen	15 per year	30,323	-
26	Belgium	Le Courrier du Bois / Houtnieuws	Decom	Seasonal	30,000	-
27	Poland	Katalog Inżyniera Budownictwo Ogólne	Wydawnictwo Polskiej Izby Inżynierów Budownictwa	Annually	30,000	-
28	Denmark	Mestertidende	Danske Fagmedier	Monthly	28,260	-
29	UK	Building Products	Metropolis Business Publishing	Monthly	26,850	-
30	UK	Inside Housing	Ocean Media Group	Weekly	26,343	-

CHEMICAL/PETROLEUM/GAS

1	Poland	Szerokiej Drogi. Magazyn Programu VITAY	Polski Koncern Naftowy ORLEN	Annually	1,200,000	-
2	Italy	Macplas	Promaplast	Monthly	82,229	-
3	Italy	PLAST – Rivista Delle Materia Plastiche	Reed Business Information	Monthly	80,742	-
4	Italy	Macplas International	Promaplast	Quarterly	74,693	-
5	Italy	Plastix	Tecniche Nuove	Monthly	46,692	-
6	Belgium	Neo/ Snackblad	Vyncke	5 per year	9,772	-
7	Belgium	Gondola Magazine / Retail Today	Retail Today	Monthly	9,571	-
8	Belgium	Distr. Vandaag	CBD	8 per year	9,200	-
9	Belgium	Supermagazine	Buurtsuper.be	9 per year	8,402	-
10	Belgium	Storecheck	EMG	11 per year	8,364	-
11	Belgium	Electro-vente / Elektroverkoop	EMG	11 per year	7,954	-
12	Belgium	Retail	Professional Media Group	3 per year	7,750	-
13	Belgium	Kiosk	Professional Media Group	9 per year	6,500	-
14	Belgium	De Digitale krant	Agora Press	6 per year	5,795	-
15	Belgium	Retail Up Date	EMG	5 per year	5,000	-

COMPUTING/SOFTWARE/TELECOMMUNICATIONS

1	Italy	Game Informer	Editoriale Duesse	Monthly	630,179	-
2	Italy	Trade Consumer Electronics	Editoriale Duesse	Monthly	94,347	-
3	Italy	Elettronica Oggi	Fiera Milano Editore	Monthly	82,643	-
4	Austria	E-media	Verlagsgruppe NEWS	Fortnightly	69,240	277,000
5	Belgium	This is IT	Roularta media Group	Seasonal	68,000	-
6	Poland	Komputer Świat Ekspert	Axel Springer Polska	6 per year	47,152	-
7	Finland	Tietokone	Sanoma Magazines Finland	Monthly	41,440	135,000
8	Belgium	I-Tel	I-Tel	20 per year	34,496	-
9	Finland	MikroPC	Talentum Media	11 per year	30,122	119,000
10	Belgium	PC World Belgium	Best of Publishing	8 per year	28,000	-
11	Czech Republic	Chip	Burda Praha	Monthly	28,000	103,000
12	Austria	Hiltech	Siemens AG Österreich	Quarterly	25,000	-
13	Belgium	PC Magazine	Minoc Business Press	11 per year	25,000	-
14	Czech Republic	Computer	Mlada fronta	Fortnightly	23,000	70,000
15	Czech Republic	Computerworld	IDG Czech	Fortnightly	21,000	55,000
16	Belgium	Business ICT	Roularta B2B Media	10 per year	19,167	-
17	Belgium	IT Professional	Minoc Business Press	24 per year	19,000	-
18	Belgium	Data News + Careers	Roularta B2B Media	40 per year	18,521	-
19	Belgium	Solutions	Dixitcom	9 per year	17,350	-
20	Belgium	Inside	Best of Publishing	Monthly	16,000	-
21	Austria	CD Austria	CDA Verlag	Monthly	15,670	-
22	Czech Republic	IT Systém	CCB	Monthly	15,000	-
23	Austria	Monitor	Bohmann Druck und Verlag	11 per year	14,500	-
24	Belgium	Network & Telecom	Best of Publishing	Seasonal	14,500	-
25	Hungary	Chip Számítástechnika És Kommunikáció	Motor-Press Budapest Lapkiadó	Monthly	14,263	75,200

MAJOR MAGAZINE TITLES (B2B)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
FASHION AND BEAUTY						
1	Austria	woman	Verlagsgruppe NEWS	Fortnightly	202,940	506,000
2	Denmark	Helse	Mediegruppen	10 per year	102,630	-
3	Austria	WIENERIN	Styria Multi Media Ladies	Monthly	82,920	253,000
4	Belgium	Choez Magazine	Gicom	Fortnightly	82,000	-
5	Austria	DIVA	Styria Multi Media Ladies	9 per year	40,000	94,000
6	Denmark	Modemagasinet	Mediegruppen	6 per year	40,000	-
7	Poland	Fashion Magazine	Fashion Group	Quarterly	22,000	-
8	Denmark	Cover	Malling Publications	10 per year	21,606	-
9	Belgium	Echos de la coiffure	Echos de la coiffure	6 per year	20,000	-
10	UK	Guild News	Guild Press	13 per year	17,229	-
11	UK	Professional Hairdresser	Hamerville Magazines	11 per year	16,920	-
12	UK	Professional Beauty	Emap Inform	11 per year	15,550	-
13	Poland	Wiadomości Kosmetyczne	Wydawnictwo Gospodarcze	Monthly	13,875	-
14	UK	Vitality	British Association of Beauty Therapists and Cosmetologists	6 per year	13,380	-
15	UK	Hairdressers Journal International	Reed Business Information	Weekly	13,340	-
16	UK	Scratch	Seed Publishing	Monthly	13,230	-
17	UK	Health & Beauty Salon	Reed Business Information	Monthly	12,702	-
18	Belgium	J.U.S.T.	Aha!Media	Seasonal	11,000	-
19	Belgium	Mode Flash	Aha!Media	6 per year	11,000	-
20	UK	Drapers	Emap Inform	48 per year	10,536	-
FILM/RADIO/TV/VIDEO						
1	Italy	Best Movie – Versione Pocket	Editoriale Duesse	Monthly	1,207,610	-
2	Austria	tv media	Verlagsgruppe NEWS	Weekly	254,230	1,008,000
3	Austria	ORF-Nachlese	ORF Enterprise	Monthly	106,700	403,000
4	Italy	Trade Home Entertainment	Editoriale Duesse	Monthly	63,459	-
5	UK	The Stage	The Stage Newspaper	Weekly	18,611	-
6	Austria	Film & Video	Österr. Filmservice	Quarterly	12,000	-
7	UK	AV Magazine	Haymarket Business Media	11 per year	11,731	-
8	UK	Lighting & Sound International	Professional Lighting & Sound Association	11 per year	9,877	-
9	UK	Broadcast	Emap Inform	Weekly	8,082	-
10	Denmark	Digitale medier	Digitale Medier	Quarterly	8,000	-
11	Denmark	AVM audio visuelle medier	AVM ApS	11 per year	7,360	-
12	Denmark	Monitor	Monitor Danmark	11 per year	6,610	-
13	Belgium	Foto Video Audio News	Image media Phro Group	6 per year	6,500	-
14	UK	Screen International	Emap Inform	45 per year	6,306	-
15	UK	Music Week	UBM Specialist	Weekly	5,962	-
HEALTHCARE/MEDICAL/PHARMACEUTICAL						
1	Italy	M.D. Medicinae Doctor	Passoni Editore	-	1,321,572	-
2	Italy	Corriere Medico	Ariete Servizi Editoriali	Weekly	830,291	-
3	Italy	Medici Oggi	Springer – Verlag Italia	Monthly	371,047	-
4	Italy	Aggiornamento Medico	Editrice Kurtis	Monthly	362,440	-
5	Italy	Punto Effe	Punto Effe	24 per year	347,647	-
6	Italy	Giornale Dell'odontoiatra	Elsevier	24 per year	336,983	-
7	Italy	Doctor	Ariete Servizi Editoriali	Monthly	293,643	-
8	Italy	Medico E Paziente	Mep Edizioni – Medico E Paziente	Monthly	282,450	-
9	Belgium	Tchin	Roularta B2B Media	Quarterly	250,000	-
10	France	Médecins	Ordre National des Medecins	Monthly	250,000	-
11	Italy	Il Dentista Moderno	Tecniche Nuove	Monthly	243,868	-
12	Italy	Italian Dental Journal	Griffin	Monthly	237,984	-
13	Poland	Zdrowie dla Każdego	Med Vision Corporation	Annually	206,000	-
14	Denmark	medicin&mening	Lægemiddelindustriforeningen	3 per year	160,000	-
15	Hungary	Vitál Magazin	Absolut Média Kft.	Monthly	144,987	-
16	Finland	Tehy-lehti	Tehy.	16 per year	113,790	-
17	Sweden	Vårdfacket	Vårdförbundet	11 per year	112,000	162,000
18	Austria	Medizin populär	Verlagshaus der Ärzte	11 per year	106,540	329,000
19	Finland	Sydän	Suomen Sydänliitto	5 per year	78,973	-
20	Sweden	Omvårdnadsmagasinet	Svensk Sjuksköterskeförening	6 per year	76,600	-
21	Denmark	Sygeplejersken	Dansk Sygeplejeråd	22 per year	73,133	-
22	France	Le Quotidien du Medecin	Société d'Éditions Scientifiques et Culturelles	Daily	72,267	-
23	Finland	Super	Suomen lähi- ja perushoitajaliitto SuPer	11 per year	70,922	-
24	Austria	Gesundheit	Verlag Gesundheit	Monthly	68,000	-
25	Finland	Työ Terveys Turvallisuus	Työturvallisuusliitto	8 per year	63,343	-
26	Austria	Gesünder Leben	Gesünder Leben Verlags	10 per year	63,330	254,000
27	Finland	Diabetes	Suomen Diabetesliitto	10 per year	61,292	-

MAJOR MAGAZINE TITLES (B2B)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
28	France	Panorama du Medecin	Global Media Santé	Weekly	48,205	-
29	France	Generaliste (Le)	Editions du Médecine Generaliste (Les)	Bi-Weekly	42,495	-
30	France	Le Concours Medical	Global Media Santé	Weekly	42,454	-
31	Finland	Sairaanhoitaja	Suomen sairaanhoitajaliitto	11 per year	41,993	-
32	France	Impact Medecine	Groupe Impact Médecine	Weekly	41,928	-
33	France	(Médecine Générale)	Global Media Santé	Weekly	41,314	-
34	Sweden	Läkartidningen	Läkartidningen Förlag	42 per year	40,900	-
35	France	Aim (Actualités Innovations Médecine)	Groupe Impact Medecine	Monthly	35,500	-
36	Hungary	Orvosok Lapja	The Promenade Kft.	Monthly	35,012	-
37	Finland	Hyvä Hengitys	Hengityslitto Heli	6 per year	34,967	-
38	Finland	IT Invalidityö	Invalidiliitto	10 per year	32,141	195,000
39	Poland	Medycyna po Dyplomie	Medical Tribune Polska	Annually	30,000	-
40	Poland	Medycyna Praktyczna	Medycyna Praktyczna Wojciech Bodzoń	Monthly	29,910	-
41	Belgium	Semper	Roularta B2B Media	10 per year	29,613	-
42	France	Prescrire	Association Mieux Prescrire	Monthly	29,000	-
43	Ireland	Euro Times	ESCRS	6 per year	28,212	-
44	Poland	Puls Medycyny	Medicine Today Poland	Fortnightly	26,140	-
45	Belgium	Artsenkrant/Journal du Médecin	CMPMEDICA Belgium	80 per year	25,707	2,056,560
46	Finland	Suomen Lääkärelehti	Julkaisija Suomen Lääkäriliitto	44 per year	25,494	-
47	Denmark	Ugeskrift for læger	Lægeforeningen	40 per year	24,430	-
48	France	Tout Prevoir	Editions Tout Prevoir	Monthly	23,950	-
49	Denmark	Rask Magasinet	Rask Magasinet	10 per year	23,500	-
50	Belgium	De specialist / Le Spécialiste	Roularta B2B Media	24 per year	23,000	-

MANUFACTURING/PROCESSING

1	Sweden	Dagens Arbete	Dagens Arbete	10 per year	468,900	248,000
2	Denmark	Fagbladet 3F	Fagligt Fælles Forbund	16 per year	307,821	-
3	Sweden	Ny Teknik	Talentum Sweden	41 per year	156,400	292,000
4	Sweden	Ingenjören	Sveriges Ingenjörer	-	121,300	107,000
5	Italy	Tecnologie Meccaniche – Sistemi Per Produrre	Reed Business Information	Monthly	95,833	-
6	Italy	Macchine Utensili	Tecniche Nuove	Monthly	78,156	-
7	Italy	Ien Italia – Industrial Engineering News	Thomas Industrial Media	Monthly	74,585	-
8	Poland	Wiadomości Rolnicze Polska	Wiadomości Rolnicze Polska	Monthly	63,597	-
9	Poland	Top Agrar Polska	Polskie Wydawnictwo Rolnicze	Monthly	54,224	-
10	Belgium	De Koerier	LVZ Liberaal Verbond	6 per year	47,000	-
11	Italy	Subfornitura News	Tecniche Nuove	Monthly	46,445	-
12	Poland	Poradnik Rolniczy	Promark	Weekly	45,499	-
13	Belgium	Go	Roularta B2B Media	Seasonal	45,000	-
14	Poland	Tygodnik Rolniczy	Polskie Wydawnictwo Rolnicze	Weekly	39,554	-
15	Belgium	KME/PMO	KMO	10 per year	30,000	-
16	Austria	Das österr. Industriemagazin	Industriemagazin Verlag	10 per year	25,350	-
17	Sweden	Elektronik i Norden	Elektronik i Norden	20 per year	25,300	-
18	Denmark	Proces-Teknik	Danske Fagmedier	Monthly	25,000	-
19	Ireland	Irish Farmer's Monthly	IFP Media	Monthly	25,000	-
20	Ireland	Forage & Nutrition Guide	IFP Media	-	24,000	-
21	Belgium	Industrie Technisch Management	Roularta B2B Media	9 per year	23,316	54,700
22	Denmark	Jern- og Maskinindustrien	Danske Fagmedier	Weekly	23,237	-
23	Belgium	Transporama	Transporama Publishing	10 per year	22,500	-
24	Poland	Farmer	Plantpress	Fortnightly	20,083	-
25	Czech Republic	Gastronom International	Gastronom International	6 per year	20,000	-
26	Sweden	Svensk Verkstad	Qimtek	6 per year	19,700	-
27	Denmark	DI Business	DI	40 per year	18,402	-
28	Sweden	Process Nordic	Mentor Communications	Monthly	18,000	-
29	Poland	Nowoczesny Warsztat	Goldman s.c.	Monthly	17,273	-
30	Sweden	Träinformation	Skogsindustrierna	Quarterly	17,100	-

PUBLIC SECTOR

1	Sweden	Kommunalarbetaren	Svenska Kommunalarbetareförbundet	22 per year	541,900	452,000
2	Sweden	Studentliv	Tjänstemännens Centralorganisation	Quarterly	226,500	-
3	Sweden	Lärarnas Tidning	Läraryrket	20 per year	223,800	231,000
4	Sweden	Pedagogiska Magasinet	Läraryrket	Quarterly	218,400	-
5	UK	Business Management First Voice of Business	NFSE Sales	6 per year	202,111	-
6	UK	Business Network	NFSE Sales	6 per year	201,476	-
7	Belgium	Klasse voor Leerkrachten	VI. Ministerie van Onderwijs en Vorming	10 per year	190,000	-
8	Sweden	SKTF-Tidningen	SKTF media	20 per year	159,100	151,000
9	UK	Financial Management	Caspian Publishing	10 per year	154,496	-
10	UK	People Management	Personnel Publications	25 per year	132,168	-

MAJOR MAGAZINE TITLES (B2B)

	Country	Title	Publisher	Frequency	Circulation	Average issue Readership
11	UK	Management Today	Haymarket Business Media	Monthly	100,016	-
12	Belgium	Fedra	F-Twee Communicatie	10 per year	88,000	-
13	Sweden	Skolvärlden	Lärarnas Riksförbund	19 per year	86,100	132,000
14	UK	Professional Manager	Chartered Management Institute	6 per year	81,977	-
15	Sweden	Förskolan	Läraryrket	10 per year	65,300	100,000
16	Denmark	HK Kommunalbladet	HK Kommunal	20 per year	59,864	-
17	UK	Director	The Director Publications	Monthly	56,701	-
18	Belgium	Agora	Union Synd. du Service Public Européen	3 per year	43,000	-
19	UK	Community Care	Reed Business Information	Weekly	42,052	-
20	Belgium	Weliswaar.be	Vlaamse Overheid	6 per year	42,000	-
21	Sweden	Kyrkans Tidning	Svenska Kyrkans Press	46 per year	38,700	-
22	UK	Growing Business	Crimson Business	10 per year	37,153	-
23	Austria	Kommunal	Österr. Kommunal Verlag	10 per year	34,500	-
24	UK	Business XL	Vitesse Media	10 per year	31,461	-
25	Denmark	HK Statbladet	HK Stat	10 per year	31,457	-
RETAIL						
1	Sweden	Handelsnytt	Handelsanställdas förbund	11 per year	149,700	-
2	Poland	Kolporter Salon Kulturalny	Kolporter Holding	Quarterly	113,500	-
3	Poland	Magazyn Życie Handlowe	Media Direct	Monthly	90,000	-
4	Poland	Detal Działaj	Trade Press	Fortnightly	84,188	-
5	Poland	Handel	Polskie Wydawnictwo Fachowe	Fortnightly	70,004	-
6	Poland	Poradnik Handlowca	Biuro Promocji i Reklamy Generalczyk	Monthly	65,000	-
7	Poland	Wiadomości Handlowe Miesięcznik Przemysłu i Handlu	Wydawnictwo Gospodarcze	Monthly	64,364	-
8	Poland	Ogólnopolskie Pismo Rynku FMCG Hurt & Detal	Fischer Trading Group	Monthly	60,000	-
9	UK	Retail Express	Newtrade Publishing	13 per year	50,301	-
10	UK	Asian Trader	Asian Trade Publications	25 per year	49,626	-
11	UK	Convenience Store	William Reed Business Media	25 per year	42,518	-
12	UK	Independent Retail News	Metropolis Business Publishing	25 per year	39,709	-
13	UK	Morning Advertiser	William Reed Business Media	Weekly	31,635	-
14	Sweden	Fri Köpenskap	Mentor Communications	44 per year	31,600	-
15	Poland	Nasz Kolporter	Kolporter Holding	Monthly	30,627	-
16	Sweden	Dagens Handel	Mentor Communications	44 per year	28,000	-
17	Austria	REGAL	Regal Verlags Ges.m.b.H.	-	27,000	-
18	UK	Eat Out	Dewberry Redpoint	Monthly	23,944	-
19	Hungary	Trade Magazin	Grabowski Kiadó	10 per year	22,988	-
20	Sweden	Servicehandlaren	Svensk Servicehandel och Fast Food	8 per year	18,300	-
21	Hungary	Élelmiszer	Professional Publishing Kiadó	10 per year	17,837	-
22	UK	Scottish Licensed Trade News-SLTN	Peebles Media Group	25 per year	17,340	-
23	Sweden	Hotell och Restaurang	Svenska Media Docu	6 per year	16,500	-
24	Sweden	Icanyheter	Forma Publishing Group	43 per year	16,100	-
25	Austria	Die LK Handelszeitung	Österr. Wirtschaftsverlag	-	15,890	-
SPORT AND LEISURE						
1	Italy	Il Calcio Illustrato	Moruzzi's Group	Monthly	664,813	-
2	Denmark	Samvirke	Coop	6 per year	488,267	-
3	Denmark	Motor	FDM	Monthly	238,983	-
4	Denmark	Ud & Se	DSB	Monthly	190,613	-
5	Denmark	Dansk Golf	Dansk Golf Union	10 per year	103,224	-
6	Denmark	Jæger	Dansk Jægerforbund	11 per year	74,918	-
7	Italy	Tim - Trade Interactive Multimedia	Editoriale Duesse	24 per year	74,584	-
8	Austria	GUSTO	Verlagsgruppe NEWS	Monthly	68,950	595,000
9	Belgium	ZOO	KMDA	-	55,000	-
10	Austria	LAUFSPORT Marathon	LW Werbe- und Verlags	8 per year	20,000	-
11	Belgium	Camping & Loisirs/Kampeur Wereld	William Smesman	Seasonal	20,000	-
12	Poland	Muscular Development	Fitness Authority Alicja Zarębska	Monthly	14,093	-
13	Belgium	Travel Express	Traviscan	10 per year	14,000	-
14	Belgium	Golf	Belgame	8 per year	12,000	-
15	Czech Republic	Hotel & Spa Management	Economia	Monthly	11,600	-

Titles listed only where circulation data has been supplied by contributors. Categories and circulation data based on publisher's statements or audited figures (see country reports for details).