

Metro (National) Readership Breakdown

Circulation 1,346,929 (ABC October 2008 - March 2009)

	Readership 000's	Coverage (% of Market)	Profile (% of Readers)
All Adults	3318	100.00%	6.76%
Men	1881	56.69%	7.88%
Women	1436	43.28%	5.70%
Female Main Shoppers	1083	32.64%	5.07%
<u>CLASS</u>			
ABC1	2119	63.86%	7.77%
AB	979	29.51%	7.45%
C1	1140	34.36%	8.07%
C2	544	16.40%	5.28%
DE	655	19.74%	5.69%
<u>AGE</u>			
15-24	906	27.31%	11.45%
25-34	903	27.22%	11.86%
35-44	615	18.54%	6.92%
45-54	455	13.71%	5.74%
55-64	271	8.17%	3.82%
65+	167	5.03%	1.73%

Sources: NRS January - December 2008