

weekend

The hugely popular Weekend magazine is edited by Heather McGlone and is a key driver of Daily Mail's robust Saturday sale. With attention grabbing covers featuring stars of the small screen, it focuses on the best of the week's TV and radio, with readers often keeping the comprehensive listings for the whole week.



Did you know?
WEEKEND IS THE UK'S MOST-READ SUPPLEMENT

What?



1.83
MILLION
ABC
CIRCULATION
(Daily Mail Sat)



3.13
MILLION
WEEKLY
READERSHIP

Where?



SOUTH EAST



MIDLANDS



LONDON



EAST ENGLAND



SOUTH WEST



NORTH WEST



YORKSHIRE



SCOTLAND



WALES



NORTH EAST

Who?

GENDER

42%

58%

63
AVERAGE
AGE

62%
ABC1%

83%
HOMEOWNERS

Why?

GREEN FINGERED

X1.7

more spent on their gardens last year vs the average GB resident

TV ADDICTS

1/3

watch more than 30 hours of TV every week
i132

FOODIES

6/10

like to try out new recipes