

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?



1.79
MILLION
ABC
CIRCULATION
(Daily Mail Sat)



3.0
MILLION
WEEKLY
READERSHIP

Where?



Who?

GENDER



61
AVERAGE
AGE

60%
ABC1%

85%
HOMEOWNERS

Why?

GREEN FINGERED

+71%
more spent on their gardens
last year vs the average GB
resident

TV ADDICTS

+35%
watch more than 30 hours of
TV every week
i146

FOODIES

6/10
prefer to prepare meals from
scratch