

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?



1.69 MILLION
ABC CIRCULATION
(Daily Mail Sat)



2.7 MILLION
WEEKLY READERSHIP

WHERE?



WHO?

GENDER



60
AVERAGE AGE



60%
ABC1%



82%
HOMEOWNERS

WHY?

GREEN FINGERED

+88%

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
i146

FOODIES

+61%

prefer to prepare meals from scratch