

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?



1.6 MILLION
ABC
CIRCULATION
(Daily Mail Sat)



2.7 MILLION
WEEKLY
READERSHIP

WHERE?



SOUTH
EAST



MIDLANDS



LONDON



EAST
ENGLAND



SOUTH
WEST



NORTH
WEST



YORKSHIRE



SCOTLAND



WALES



NORTH
EAST

WHO?

GENDER

43% 
57% 

58
AVERAGE
AGE



60%
ABC1%



82%
HOMEOWNERS

WHY?

GREEN FINGERED

+44%
spend more on their gardens
vs. the average GB resident

TV ADDICTS

+17%
more likely to spend more
than 30 hours watching TV per
week

FOODIES

+65%
prefer to cook meals from
scratch