# INDAGINE SULLA LETTURA DEI PERIODICI E DEI QUOTIDIANI IN ITALIA

DEMOSKOPEA DOXA EXPLORER MAKROTEST

RILEVAZIONE: ottobre, novembre, dicembre 1997

UNIVERSO: adulti + 14 anni (49.445.000)
CAMPIONE: 23.639 individui

VOLUME 3: PERIODICI

## AUTUNNO 1997

AUDIPRESS

## TESTATE RILEVATE:

QUOTIDIANI: 50
SUPPLEMENTI DI QUOTIDIANI: 8
SETTIMANALI: 34
MENSILI: 79
QUATTORDICINALI: 1

## MARZO 1998

# 3 Indagine sulla lettura dei Periodici e dei Quotidiani in Italia

AUDIPRESS

**Volume di sintesi**
**Analisi lettori numero medio dei periodici**
**Fonte di provenienza della copia**

RILEVAZIONE: ottobre, novembre, dicembre 1997

UNIVERSO: adulti + 14 anni (49.445.000)

CAMPIONE: 23.639 individui

## AUDIPRESS AUTUNNO 1997

Marzo 1998
**DEMOSKOPEA DOXA EXPLORER MAKROTEST**

**AUDIPRESS** - Via Larga, 15 - 20122 Milano
Tel. 02/58.30.57.98 - 58.30.58.20 - Fax 02/58.30.58.09

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**Avvertenza importante**

**Questa edizione di Audipress, si differenzia nettamente da tutte le precedenti edizioni, perchè:**

- **presenta dati stagionali, riferiti all'Autunno 1997**
- **basa le sue stime su un solo ciclo di rilevazione (e non sulla cumulazione di più cicli)**
- **la dimensione campionaria è variata rispetto al passato ed è attualmente di 22.000 casi per tutte le tipologie di testate**
- **sono cambiate le procedure di intervista**
- **è cambiata la formulazione delle domande di lettura per i periodici, pur lasciando invariate le definizioni di lettori**

**Pertanto, non è corretto porre a confronto i risultati dell'edizione Autunno 1997 con quelli di alcuna delle edizioni precedenti ( 97/II, 97/I, ecc.).**

# Avvertenza

*Il presente volume contiene l'analisi dei lettori dei singoli periodici.*

*Per quanto riguarda l'elenco dei Committenti, il Comitato Tecnico, gli Organismi Audipress, il Consiglio Direttivo Audipress, la nota metodologica, i limiti fiduciari delle stime e il questionario, si prega di far riferimento al volume 1 del presente rapporto di sintesi.*

# ANALISI DEI LETTORI NUMERO MEDIO

- secondo sesso/caratteri socio-demografici

# Adulti

Lettori numero medio

Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (valori assoluti x 1.000)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **49445** | **2636** | **5900** | **9247** | **7809** | **7335** | **6905** | **9613** | **6032** | **17872** | **9497** | **16045** | **2552** | **13669** | **16949** | **12245** | **4031** |
| AMICA | **1234** | 70 | 232 | 323 | 248 | 153 | 122 | 86 | 264 | 489 | 224 | 258 | 83 | 532 | 448 | 155 | 16 |
| ANNA | **1397** | 77 | 288 | 322 | 254 | 201 | 149 | 106 | 305 | 579 | 261 | 252 | 105 | 605 | 480 | 188 | 20 |
| AUTO OGGI | **866** | 134 | 237 | 213 | 128 | 73 | 50 | 30 | 141 | 404 | 170 | 151 | 22 | 314 | 450 | 75 | 4 |
| AUTOSPRINT | **758** | 88 | 201 | 189 | 131 | 89 | 32 | 28 | 126 | 357 | 114 | 162 | 12 | 276 | 381 | 80 | 9 |
| BELLA | **721** | 14 | 99 | 141 | 177 | 108 | 111 | 72 | 139 | 311 | 125 | 146 | 27 | 241 | 310 | 134 | 9 |
| CHI | **1712** | 163 | 304 | 340 | 269 | 212 | 210 | 214 | 253 | 794 | 314 | 351 | 40 | 574 | 778 | 294 | 26 |
| CONFIDENZE | **1037** | 65 | 112 | 185 | 185 | 158 | 177 | 156 | 85 | 439 | 222 | 291 | 10 | 301 | 403 | 298 | 26 |
| DOMENICA QUIZ | **392** | 25 | 29 | 55 | 71 | 73 | 45 | 94 | 68 | 151 | 100 | 74 | 41 | 147 | 136 | 67 | 1 |
| DONNA MODERNA | **4060** | 263 | 751 | 977 | 843 | 580 | 416 | 230 | 719 | 1910 | 692 | 739 | 249 | 1664 | 1586 | 525 | 36 |
| L'ESPRESSO | **2321** | 91 | 286 | 503 | 585 | 419 | 234 | 201 | 656 | 955 | 413 | 297 | 390 | 1138 | 605 | 169 | 18 |
| EVA EXPRESS TREMILA | **783** | 57 | 166 | 211 | 158 | 80 | 79 | 31 | 84 | 378 | 123 | 198 | 21 | 236 | 377 | 142 | 8 |
| FAMIGLIA CRISTIANA | **5215** | 265 | 535 | 822 | 744 | 844 | 816 | 1189 | 737 | 2148 | 1089 | 1241 | 304 | 1708 | 1644 | 1342 | 215 |
| FILM TV | **317** | 33 | 37 | 88 | 61 | 35 | 32 | 31 | 48 | 145 | 56 | 68 | 27 | 126 | 116 | 45 | 3 |
| GENTE | **4387** | 275 | 603 | 791 | 724 | 664 | 619 | 711 | 744 | 1713 | 942 | 988 | 266 | 1545 | 1575 | 891 | 110 |
| GIOIA | **1487** | 125 | 271 | 347 | 234 | 207 | 185 | 119 | 269 | 596 | 285 | 339 | 74 | 570 | 563 | 238 | 42 |
| IL GIORNALINO | **401** | 100 | 55 | 58 | 81 | 58 | 22 | 26 | 80 | 202 | 67 | 52 | 26 | 135 | 194 | 45 | 2 |
| GRAND HOTEL | **1238** | 47 | 172 | 236 | 232 | 220 | 148 | 183 | 93 | 529 | 248 | 369 | 5 | 320 | 486 | 361 | 67 |
| GRAZIA | **1810** | 132 | 359 | 429 | 272 | 238 | 225 | 156 | 373 | 733 | 327 | 377 | 126 | 729 | 656 | 268 | 30 |
| GUERIN SPORTIVO | **482** | 87 | 115 | 118 | 88 | 36 | 24 | 14 | 75 | 198 | 100 | 110 | 10 | 167 | 265 | 34 | 6 |
| GUIDA TV | **1729** | 85 | 219 | 388 | 340 | 249 | 226 | 222 | 221 | 686 | 359 | 463 | 90 | 537 | 744 | 308 | 50 |
| INTIMITA' | **1192** | 68 | 115 | 189 | 218 | 208 | 188 | 205 | 95 | 480 | 262 | 355 | 23 | 275 | 488 | 366 | 40 |
| MAGAZINE BEAUTIFUL | **351** | 202 | 54 | 26 | 30 | 19 | 11 | 10 | 44 | 157 | 65 | 85 | 0 | 33 | 273 | 45 | 0 |
| IL MONDO | **113** | 2 | 4 | 23 | 29 | 26 | 12 | 16 | 40 | 35 | 19 | 19 | 32 | 50 | 16 | 10 | 5 |
| MOTOSPRINT | **585** | 139 | 162 | 123 | 67 | 59 | 21 | 15 | 81 | 272 | 94 | 138 | 6 | 156 | 379 | 40 | 4 |
| NOVELLA 2000 | **1465** | 95 | 342 | 348 | 239 | 174 | 152 | 114 | 167 | 664 | 246 | 387 | 21 | 465 | 666 | 294 | 19 |
| OGGI | **4430** | 254 | 565 | 749 | 734 | 667 | 638 | 823 | 786 | 1933 | 880 | 832 | 286 | 1520 | 1629 | 914 | 80 |
| PANORAMA | **3507** | 177 | 594 | 892 | 713 | 555 | 308 | 267 | 908 | 1618 | 553 | 430 | 396 | 1723 | 1113 | 257 | 19 |
| SORRISI E CANZONI TV | **8586** | 795 | 1603 | 2006 | 1485 | 1168 | 801 | 728 | 1001 | 3709 | 1586 | 2290 | 250 | 2732 | 3826 | 1559 | 218 |
| STOP | **750** | 24 | 86 | 128 | 113 | 113 | 116 | 171 | 71 | 335 | 170 | 174 | 25 | 156 | 269 | 269 | 32 |
| TELEPIU' | **2157** | 226 | 428 | 506 | 357 | 280 | 166 | 195 | 318 | 812 | 454 | 574 | 76 | 685 | 994 | 370 | 33 |
| TELESETTE | **2296** | 185 | 343 | 457 | 439 | 327 | 245 | 301 | 266 | 895 | 469 | 666 | 96 | 741 | 1006 | 401 | 53 |
| TOPOLINO | **2675** | 394 | 487 | 601 | 698 | 304 | 115 | 76 | 507 | 1174 | 478 | 516 | 176 | 1067 | 1202 | 209 | 21 |
| VISTO | **741** | 47 | 92 | 169 | 159 | 88 | 80 | 105 | 64 | 291 | 141 | 244 | 15 | 148 | 359 | 196 | 23 |
| VIVERSANI & BELLI | **1929** | 102 | 397 | 513 | 367 | 284 | 174 | 91 | 253 | 837 | 397 | 442 | 72 | 749 | 817 | 269 | 22 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 110 | 299 | 340 | 435 | 283 | 113 | 110 | 511 | 772 | 248 | 161 | 324 | 852 | 430 | 82 | 3 |
| DIARIO DELLA SETTIMANA | **165** | 7 | 15 | 26 | 41 | 41 | 17 | 18 | 56 | 71 | 25 | 12 | 48 | 65 | 34 | 18 | 0 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 354 | 566 | 573 | 345 | 287 | 173 | 152 | 310 | 1140 | 446 | 555 | 72 | 856 | 1189 | 314 | 20 |
| IO DONNA | **2071** | 96 | 321 | 476 | 355 | 355 | 229 | 239 | 644 | 940 | 298 | 189 | 334 | 1036 | 540 | 151 | 9 |
| SETTE | **2509** | 103 | 375 | 538 | 421 | 484 | 284 | 306 | 710 | 1161 | 403 | 235 | 408 | 1224 | 682 | 180 | 14 |
| SPECCHIO DELLA STAMPA | **1306** | 143 | 212 | 321 | 207 | 199 | 130 | 94 | 317 | 557 | 259 | 173 | 152 | 610 | 455 | 85 | 6 |
| TV SETTE | **2696** | 173 | 424 | 557 | 426 | 484 | 290 | 341 | 655 | 1219 | 488 | 334 | 344 | 1233 | 854 | 246 | 19 |
| IL VENERDI' | **4025** | 188 | 598 | 935 | 940 | 677 | 384 | 302 | 1135 | 1784 | 672 | 434 | 714 | 2069 | 945 | 283 | 14 |

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (valori assoluti x 1.000)

## MENSILI

| | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| POPOLAZIONE | 49445 | 2636 | 5900 | 9247 | 7809 | 7335 | 6905 | 9613 | 6032 | 17872 | 9497 | 16045 | 2552 | 13669 | 16949 | 12245 | 4031 |
| ABITARE | 449 | 6 | 58 | 154 | 98 | 53 | 62 | 18 | 176 | 174 | 52 | 46 | 85 | 254 | 83 | 26 | 0 |
| AD | 677 | 14 | 103 | 202 | 172 | 108 | 55 | 23 | 324 | 225 | 78 | 50 | 165 | 386 | 112 | 14 | 0 |
| AIRONE | 1090 | 79 | 187 | 197 | 286 | 198 | 75 | 68 | 295 | 535 | 137 | 124 | 149 | 554 | 316 | 68 | 3 |
| AMADEUS | 186 | 7 | 25 | 64 | 30 | 17 | 32 | 10 | 63 | 78 | 19 | 26 | 51 | 81 | 48 | 5 | 0 |
| ARCHEO | 322 | 10 | 79 | 78 | 58 | 61 | 21 | 15 | 108 | 143 | 43 | 28 | 72 | 182 | 60 | 8 | 0 |
| ASTRA | 554 | 76 | 132 | 122 | 108 | 75 | 23 | 18 | 87 | 220 | 97 | 150 | 19 | 203 | 271 | 58 | 3 |
| A TAVOLA | 222 | 5 | 19 | 51 | 49 | 46 | 21 | 31 | 64 | 83 | 29 | 47 | 12 | 101 | 51 | 45 | 14 |
| AUTO | 1289 | 152 | 430 | 369 | 131 | 95 | 78 | 34 | 202 | 601 | 199 | 286 | 39 | 519 | 616 | 105 | 10 |
| L'AUTOMOBILE | 1337 | 81 | 208 | 298 | 207 | 235 | 190 | 117 | 218 | 669 | 237 | 213 | 110 | 517 | 542 | 165 | 4 |
| BELL'EUROPA | 373 | 23 | 44 | 113 | 76 | 59 | 32 | 25 | 135 | 152 | 45 | 41 | 75 | 205 | 68 | 22 | 2 |
| BELL'ITALIA | 746 | 24 | 85 | 186 | 162 | 165 | 85 | 40 | 252 | 347 | 70 | 76 | 160 | 382 | 159 | 41 | 4 |
| BENISSIMO | 440 | 8 | 52 | 124 | 104 | 70 | 49 | 33 | 60 | 233 | 63 | 83 | 31 | 194 | 128 | 69 | 16 |
| BIMBI SANI E BELLI | 1209 | 78 | 195 | 482 | 244 | 82 | 74 | 54 | 149 | 486 | 272 | 302 | 61 | 430 | 556 | 130 | 32 |
| BRAVA CASA | 1164 | 31 | 129 | 415 | 290 | 159 | 98 | 42 | 291 | 538 | 203 | 132 | 137 | 608 | 315 | 85 | 19 |
| BUONA CUCINA | 623 | 27 | 46 | 128 | 112 | 124 | 97 | 89 | 83 | 246 | 118 | 177 | 26 | 166 | 243 | 161 | 28 |
| BURDA | 1286 | 70 | 227 | 359 | 204 | 225 | 125 | 74 | 152 | 478 | 286 | 370 | 61 | 460 | 485 | 262 | 18 |
| CAPITAL | 470 | 13 | 62 | 139 | 107 | 74 | 45 | 31 | 154 | 197 | 67 | 53 | 73 | 247 | 120 | 27 | 2 |
| CARNET | 240 | 14 | 49 | 67 | 46 | 36 | 15 | 14 | 83 | 110 | 35 | 12 | 51 | 145 | 36 | 8 | 0 |
| CASAVIVA | 1846 | 57 | 222 | 592 | 518 | 245 | 142 | 70 | 486 | 790 | 306 | 264 | 164 | 980 | 524 | 160 | 18 |
| CENTO COSE ENERGY | 783 | 65 | 340 | 202 | 85 | 60 | 20 | 11 | 154 | 388 | 119 | 122 | 26 | 446 | 277 | 34 | 0 |
| CIAK | 941 | 160 | 330 | 263 | 133 | 44 | 6 | 5 | 167 | 398 | 181 | 195 | 46 | 428 | 444 | 20 | 2 |
| CIPRIA | 395 | 21 | 103 | 126 | 60 | 56 | 15 | 13 | 103 | 194 | 61 | 36 | 46 | 217 | 103 | 28 | 0 |
| CLASS | 315 | 13 | 61 | 121 | 64 | 39 | 12 | 7 | 116 | 133 | 35 | 31 | 55 | 183 | 75 | 1 | 0 |
| CLUB 3 | 219 | 4 | 13 | 12 | 21 | 29 | 62 | 78 | 40 | 73 | 67 | 39 | 19 | 92 | 66 | 39 | 4 |
| COME STAI | 354 | 30 | 77 | 67 | 71 | 38 | 44 | 26 | 52 | 156 | 73 | 74 | 27 | 156 | 129 | 36 | 7 |
| CONSIGLI PRATICI | 278 | 10 | 35 | 95 | 40 | 43 | 31 | 23 | 38 | 127 | 42 | 71 | 12 | 102 | 114 | 47 | 3 |
| COSE DI CASA | 1942 | 99 | 315 | 619 | 475 | 228 | 126 | 79 | 358 | 844 | 399 | 341 | 144 | 969 | 655 | 150 | 24 |
| LA CUCINA ITALIANA | 995 | 32 | 106 | 244 | 206 | 179 | 142 | 86 | 237 | 395 | 154 | 208 | 99 | 399 | 299 | 178 | 19 |
| CUCINA MODERNA | 1076 | 43 | 183 | 313 | 195 | 172 | 82 | 87 | 164 | 501 | 162 | 250 | 49 | 416 | 433 | 150 | 29 |
| DONNA | 1021 | 156 | 192 | 189 | 158 | 110 | 115 | 100 | 152 | 390 | 195 | 283 | 37 | 308 | 449 | 205 | 22 |
| DONNA E MAMMA | 462 | 18 | 29 | 243 | 102 | 24 | 26 | 19 | 46 | 170 | 93 | 153 | 20 | 186 | 190 | 58 | 8 |
| DOVE | 525 | 22 | 98 | 140 | 114 | 64 | 49 | 38 | 237 | 212 | 46 | 30 | 82 | 311 | 107 | 25 | 0 |
| ELLE | 610 | 36 | 144 | 196 | 102 | 69 | 41 | 22 | 162 | 297 | 83 | 68 | 65 | 325 | 186 | 33 | 1 |
| ELLE DECOR | 200 | 8 | 25 | 86 | 37 | 30 | 12 | 2 | 61 | 94 | 25 | 21 | 35 | 102 | 52 | 8 | 3 |
| FOCUS | 3389 | 410 | 954 | 914 | 477 | 413 | 157 | 65 | 705 | 1745 | 526 | 413 | 235 | 1739 | 1262 | 137 | 16 |
| GARDENIA | 373 | 14 | 51 | 80 | 95 | 61 | 31 | 40 | 108 | 153 | 64 | 48 | 49 | 180 | 104 | 40 | 1 |
| GENTE MESE | 1483 | 127 | 256 | 400 | 263 | 165 | 159 | 113 | 229 | 628 | 291 | 336 | 84 | 588 | 603 | 194 | 15 |
| GENTE MONEY | 315 | 4 | 39 | 100 | 56 | 68 | 36 | 11 | 105 | 157 | 34 | 19 | 38 | 198 | 69 | 10 | 0 |
| GENTE MOTORI | 1765 | 195 | 336 | 456 | 332 | 240 | 131 | 76 | 280 | 789 | 319 | 377 | 66 | 700 | 824 | 167 | 8 |
| GENTE VIAGGI | 872 | 35 | 128 | 244 | 224 | 139 | 79 | 24 | 239 | 398 | 123 | 112 | 99 | 452 | 247 | 67 | 6 |
| GLAMOUR | 432 | 30 | 164 | 159 | 24 | 39 | 9 | 7 | 77 | 241 | 56 | 58 | 17 | 216 | 171 | 28 | 0 |
| GULLIVER | 337 | 31 | 76 | 109 | 50 | 48 | 18 | 5 | 94 | 160 | 47 | 36 | 49 | 181 | 96 | 11 | 0 |
| IN CASA | 209 | 7 | 24 | 68 | 34 | 37 | 24 | 14 | 31 | 79 | 48 | 51 | 8 | 102 | 70 | 25 | 4 |
| INSIEME | 444 | 8 | 26 | 218 | 127 | 32 | 10 | 23 | 79 | 204 | 81 | 79 | 31 | 192 | 181 | 30 | 10 |
| IO E IL MIO BAMBINO | 990 | 23 | 95 | 564 | 201 | 46 | 30 | 30 | 142 | 401 | 182 | 265 | 77 | 406 | 411 | 78 | 19 |
| JESUS | 206 | 21 | 20 | 31 | 28 | 36 | 17 | 52 | 60 | 70 | 45 | 31 | 35 | 79 | 65 | 17 | 10 |
| MADRE | 218 | 10 | 12 | 37 | 34 | 27 | 48 | 50 | 47 | 80 | 34 | 57 | 23 | 42 | 90 | 45 | 18 |
| MARIE CLAIRE | 1065 | 68 | 268 | 351 | 161 | 117 | 60 | 41 | 244 | 513 | 145 | 164 | 83 | 527 | 358 | 85 | 13 |
| MAX | 1725 | 190 | 602 | 613 | 179 | 111 | 26 | 3 | 338 | 929 | 215 | 244 | 93 | 934 | 647 | 46 | 5 |
| MERIDIANI | 211 | 7 | 23 | 67 | 55 | 43 | 14 | 4 | 75 | 97 | 24 | 16 | 54 | 121 | 31 | 5 | 0 |
| MESSAGGERO DI S.ANTONIO | 1771 | 49 | 167 | 243 | 252 | 284 | 312 | 462 | 190 | 668 | 441 | 473 | 101 | 526 | 513 | 520 | 111 |
| LA MIA BOUTIQUE | 460 | 16 | 85 | 118 | 60 | 98 | 62 | 21 | 53 | 166 | 142 | 99 | 20 | 185 | 149 | 102 | 3 |
| LA MIA CASA | 409 | 32 | 59 | 119 | 99 | 47 | 26 | 28 | 88 | 144 | 83 | 94 | 28 | 167 | 164 | 46 | 5 |
| MILLIONAIRE INTRAPRENDERE | 666 | 46 | 164 | 245 | 133 | 51 | 19 | 8 | 110 | 316 | 112 | 129 | 38 | 362 | 241 | 25 | 0 |
| NAUTICA | 278 | 12 | 42 | 60 | 56 | 73 | 21 | 14 | 91 | 105 | 43 | 39 | 21 | 152 | 92 | 14 | 0 |
| PESCARE | 579 | 65 | 69 | 131 | 116 | 119 | 43 | 36 | 50 | 269 | 85 | 174 | 20 | 155 | 326 | 70 | 7 |
| PRATICA | 470 | 19 | 74 | 161 | 96 | 51 | 43 | 26 | 90 | 246 | 66 | 67 | 21 | 240 | 156 | 49 | 5 |
| QUATTRORUOTE | 5663 | 466 | 1143 | 1626 | 1011 | 712 | 457 | 247 | 1061 | 2620 | 902 | 1080 | 329 | 2313 | 2475 | 502 | 44 |
| QUATTRO ZAMPE | 516 | 53 | 120 | 141 | 89 | 49 | 37 | 27 | 114 | 215 | 73 | 115 | 25 | 215 | 218 | 58 | 1 |
| QUI TOURING | 1004 | 27 | 122 | 225 | 156 | 191 | 143 | 140 | 403 | 439 | 119 | 43 | 219 | 551 | 193 | 39 | 2 |
| RAKAM | 611 | 19 | 57 | 135 | 102 | 132 | 93 | 73 | 111 | 259 | 115 | 126 | 57 | 268 | 171 | 98 | 17 |
| SALE & PEPE | 740 | 27 | 105 | 190 | 191 | 108 | 72 | 48 | 181 | 327 | 128 | 104 | 86 | 362 | 203 | 87 | 3 |
| SALVE | 432 | 3 | 39 | 103 | 120 | 92 | 48 | 28 | 93 | 193 | 88 | 58 | 59 | 201 | 130 | 39 | 3 |
| SCIENZA & VITA | 248 | 19 | 44 | 42 | 49 | 52 | 18 | 24 | 48 | 116 | 45 | 38 | 29 | 131 | 75 | 9 | 5 |
| LE SCIENZE | 469 | 23 | 85 | 97 | 140 | 83 | 17 | 23 | 150 | 209 | 77 | 33 | 136 | 243 | 69 | 19 | 1 |
| SELEZIONE READER'S DIGEST | 1222 | 47 | 164 | 262 | 196 | 218 | 188 | 146 | 230 | 572 | 255 | 166 | 64 | 625 | 383 | 141 | 10 |
| SILHOUETTE DONNA | 1475 | 223 | 464 | 376 | 237 | 110 | 50 | 16 | 222 | 631 | 286 | 336 | 48 | 656 | 647 | 119 | 6 |
| SPEAK UP | 272 | 18 | 68 | 102 | 44 | 26 | 6 | 8 | 85 | 114 | 45 | 27 | 68 | 153 | 48 | 3 | 0 |
| STARBENE | 2135 | 138 | 384 | 533 | 450 | 315 | 184 | 131 | 336 | 933 | 392 | 473 | 133 | 880 | 861 | 243 | 17 |
| STARTER | 157 | 24 | 44 | 29 | 28 | 24 | 8 | 0 | 14 | 83 | 21 | 39 | 5 | 57 | 82 | 14 | 0 |
| TUTTI FOTOGRAFI | 230 | 4 | 13 | 63 | 74 | 37 | 25 | 15 | 38 | 116 | 47 | 29 | 30 | 112 | 72 | 16 | 0 |
| TUTTO | 893 | 401 | 335 | 97 | 37 | 21 | 1 | 0 | 120 | 438 | 161 | 174 | 9 | 277 | 585 | 22 | 0 |
| TUTTOMOTO | 1053 | 262 | 280 | 245 | 126 | 90 | 35 | 15 | 169 | 466 | 165 | 253 | 21 | 306 | 638 | 78 | 10 |
| TUTTOTURISMO | 337 | 27 | 51 | 112 | 63 | 44 | 33 | 7 | 83 | 152 | 42 | 60 | 29 | 145 | 130 | 31 | 2 |
| VERA | 1260 | 111 | 206 | 362 | 264 | 172 | 100 | 45 | 163 | 555 | 227 | 315 | 51 | 459 | 558 | 175 | 17 |
| VIAGGIARE | 360 | 18 | 96 | 99 | 79 | 31 | 33 | 4 | 76 | 177 | 59 | 49 | 21 | 168 | 150 | 21 | 0 |
| VITALITY | 274 | 20 | 98 | 89 | 30 | 16 | 10 | 10 | 53 | 127 | 62 | 31 | 12 | 153 | 90 | 18 | 0 |
| VOGUE ITALIA | 1025 | 93 | 247 | 320 | 150 | 118 | 68 | 29 | 189 | 479 | 176 | 181 | 48 | 471 | 430 | 65 | 10 |
| WEEKEND VIAGGI | 255 | 15 | 49 | 85 | 60 | 20 | 24 | 2 | 59 | 125 | 43 | 28 | 26 | 134 | 83 | 9 | 2 |
| DIANA (QUATTORDICINALE) | 348 | 10 | 44 | 74 | 76 | 72 | 35 | 37 | 56 | 159 | 53 | 81 | 18 | 119 | 135 | 65 | 11 |

# Adulti

Lettori numero medio

Analisi secondo: ● **classe di età** ● **classe socio-economica** ● **titolo di studio** (percentuali di composizione)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **100.0** | **5.3** | **11.9** | **18.7** | **15.8** | **14.8** | **14.0** | **19.4** | **12.2** | **36.1** | **19.2** | **32.4** | **5.2** | **27.6** | **34.3** | **24.8** | **8.2** |
| AMICA | 100.0 | 5.6 | 18.8 | 26.1 | 20.1 | 12.4 | 9.9 | 7.0 | 21.4 | 39.6 | 18.1 | 20.9 | 6.7 | 43.1 | 36.3 | 12.6 | 1.3 |
| ANNA | 100.0 | 5.5 | 20.6 | 23.0 | 18.2 | 14.4 | 10.6 | 7.6 | 21.9 | 41.4 | 18.7 | 18.0 | 7.5 | 43.3 | 34.4 | 13.4 | 1.4 |
| AUTO OGGI | 100.0 | 15.5 | 27.4 | 24.6 | 14.7 | 8.5 | 5.8 | 3.5 | 16.3 | 46.7 | 19.6 | 17.4 | 2.5 | 36.3 | 52.0 | 8.7 | 0.4 |
| AUTOSPRINT | 100.0 | 11.6 | 26.5 | 25.0 | 17.3 | 11.7 | 4.2 | 3.6 | 16.6 | 47.1 | 15.0 | 21.3 | 1.6 | 36.4 | 50.3 | 10.5 | 1.2 |
| BELLA | 100.0 | 1.9 | 13.8 | 19.5 | 24.5 | 14.9 | 15.3 | 10.0 | 19.2 | 43.2 | 17.3 | 20.3 | 3.8 | 33.4 | 43.0 | 18.5 | 1.2 |
| CHI | 100.0 | 9.5 | 17.7 | 19.9 | 15.7 | 12.4 | 12.3 | 12.5 | 14.8 | 46.4 | 18.3 | 20.5 | 2.3 | 33.5 | 45.4 | 17.2 | 1.5 |
| CONFIDENZE | 100.0 | 6.2 | 10.8 | 17.8 | 17.8 | 15.2 | 17.1 | 15.0 | 8.2 | 42.3 | 21.4 | 28.0 | 1.0 | 29.0 | 38.8 | 28.7 | 2.5 |
| DOMENICA QUIZ | 100.0 | 6.4 | 7.4 | 13.9 | 18.1 | 18.7 | 11.6 | 23.9 | 17.3 | 38.4 | 25.6 | 18.7 | 10.4 | 37.6 | 34.6 | 17.1 | 0.2 |
| DONNA MODERNA | 100.0 | 6.5 | 18.5 | 24.1 | 20.8 | 14.3 | 10.3 | 5.7 | 17.7 | 47.1 | 17.0 | 18.2 | 6.1 | 41.0 | 39.1 | 12.9 | 0.9 |
| L'ESPRESSO | 100.0 | 3.9 | 12.3 | 21.7 | 25.2 | 18.1 | 10.1 | 8.7 | 28.3 | 41.2 | 17.8 | 12.8 | 16.8 | 49.0 | 26.1 | 7.3 | 0.8 |
| EVA EXPRESS TREMILA | 100.0 | 7.3 | 21.1 | 26.9 | 20.2 | 10.2 | 10.1 | 4.0 | 10.7 | 48.3 | 15.7 | 25.3 | 2.7 | 30.1 | 48.1 | 18.1 | 1.0 |
| FAMIGLIA CRISTIANA | 100.0 | 5.1 | 10.3 | 15.8 | 14.3 | 16.2 | 15.6 | 22.8 | 14.1 | 41.2 | 20.9 | 23.8 | 5.8 | 32.8 | 31.5 | 25.7 | 4.1 |
| FILM TV | 100.0 | 10.4 | 11.8 | 27.8 | 19.1 | 11.0 | 10.1 | 9.7 | 15.0 | 45.8 | 17.7 | 21.5 | 8.6 | 39.8 | 36.6 | 14.1 | 0.9 |
| GENTE | 100.0 | 6.3 | 13.8 | 18.0 | 16.5 | 15.1 | 14.1 | 16.2 | 17.0 | 39.1 | 21.5 | 22.5 | 6.1 | 35.2 | 35.9 | 20.3 | 2.5 |
| GIOIA | 100.0 | 8.4 | 18.2 | 23.3 | 15.7 | 13.9 | 12.5 | 8.0 | 18.1 | 40.0 | 19.1 | 22.8 | 5.0 | 38.4 | 37.8 | 16.0 | 2.8 |
| IL GIORNALINO | 100.0 | 25.0 | 13.7 | 14.5 | 20.3 | 14.5 | 5.5 | 6.5 | 20.0 | 50.5 | 16.6 | 12.9 | 6.4 | 33.6 | 48.5 | 11.1 | 0.5 |
| GRAND HOTEL | 100.0 | 3.8 | 13.9 | 19.0 | 18.8 | 17.8 | 12.0 | 14.7 | 7.5 | 42.7 | 20.0 | 29.8 | 0.4 | 25.8 | 39.3 | 29.1 | 5.4 |
| GRAZIA | 100.0 | 7.3 | 19.9 | 23.7 | 15.0 | 13.1 | 12.4 | 8.6 | 20.6 | 40.5 | 18.1 | 20.8 | 7.0 | 40.3 | 36.2 | 14.8 | 1.7 |
| GUERIN SPORTIVO | 100.0 | 18.0 | 23.9 | 24.4 | 18.3 | 7.5 | 5.0 | 2.9 | 15.6 | 41.0 | 20.7 | 22.7 | 2.1 | 34.6 | 55.0 | 7.2 | 1.2 |
| GUIDA TV | 100.0 | 4.9 | 12.7 | 22.4 | 19.7 | 14.4 | 13.0 | 12.8 | 12.8 | 39.7 | 20.7 | 26.8 | 5.2 | 31.0 | 43.0 | 17.8 | 2.9 |
| INTIMITA' | 100.0 | 5.7 | 9.7 | 15.8 | 18.3 | 17.5 | 15.8 | 17.2 | 8.0 | 40.2 | 22.0 | 29.8 | 1.9 | 23.1 | 41.0 | 30.7 | 3.4 |
| MAGAZINE BEAUTIFUL | 100.0 | 57.4 | 15.3 | 7.5 | 8.6 | 5.4 | 3.0 | 2.8 | 12.7 | 44.6 | 18.5 | 24.2 | 0.0 | 9.3 | 77.9 | 12.8 | 0.0 |
| IL MONDO | 100.0 | 1.7 | 3.8 | 20.8 | 26.1 | 23.1 | 10.4 | 14.1 | 35.3 | 30.9 | 17.2 | 16.5 | 28.5 | 44.3 | 13.8 | 9.0 | 4.4 |
| MOTOSPRINT | 100.0 | 23.7 | 27.7 | 21.1 | 11.4 | 10.0 | 3.6 | 2.5 | 13.8 | 46.5 | 16.1 | 23.5 | 1.1 | 26.6 | 64.8 | 6.9 | 0.6 |
| NOVELLA 2000 | 100.0 | 6.5 | 23.4 | 23.8 | 16.3 | 11.8 | 10.4 | 7.8 | 11.4 | 45.3 | 16.8 | 26.4 | 1.4 | 31.7 | 45.5 | 20.1 | 1.3 |
| OGGI | 100.0 | 5.7 | 12.8 | 16.9 | 16.6 | 15.1 | 14.4 | 18.6 | 17.7 | 43.6 | 19.9 | 18.8 | 6.5 | 34.3 | 36.8 | 20.6 | 1.8 |
| PANORAMA | 100.0 | 5.0 | 16.9 | 25.4 | 20.3 | 15.8 | 8.8 | 7.6 | 25.9 | 46.1 | 15.8 | 12.2 | 11.3 | 49.1 | 31.7 | 7.3 | 0.5 |
| SORRISI E CANZONI TV | 100.0 | 9.3 | 18.7 | 23.4 | 17.3 | 13.6 | 9.3 | 8.5 | 11.7 | 43.2 | 18.5 | 26.7 | 2.9 | 31.8 | 44.6 | 18.2 | 2.5 |
| STOP | 100.0 | 3.2 | 11.4 | 17.0 | 15.1 | 15.1 | 15.4 | 22.8 | 9.5 | 44.6 | 22.7 | 23.2 | 3.3 | 20.8 | 35.8 | 35.9 | 4.2 |
| TELEPIU' | 100.0 | 10.5 | 19.8 | 23.4 | 16.5 | 13.0 | 7.7 | 9.0 | 14.7 | 37.6 | 21.0 | 26.6 | 3.5 | 31.7 | 46.1 | 17.1 | 1.5 |
| TELESETTE | 100.0 | 8.1 | 14.9 | 19.9 | 19.1 | 14.2 | 10.7 | 13.1 | 11.6 | 39.0 | 20.4 | 29.0 | 4.2 | 32.3 | 43.8 | 17.5 | 2.3 |
| TOPOLINO | 100.0 | 14.7 | 18.2 | 22.5 | 26.1 | 11.4 | 4.3 | 2.8 | 18.9 | 43.9 | 17.9 | 19.3 | 6.6 | 39.9 | 44.9 | 7.8 | 0.8 |
| VISTO | 100.0 | 6.4 | 12.4 | 22.8 | 21.4 | 11.9 | 10.8 | 14.2 | 8.6 | 39.4 | 19.1 | 33.0 | 2.0 | 20.0 | 48.4 | 26.5 | 3.1 |
| VIVERSANI & BELLI | 100.0 | 5.3 | 20.6 | 26.6 | 19.0 | 14.7 | 9.0 | 4.7 | 13.1 | 43.4 | 20.6 | 22.9 | 3.7 | 38.8 | 42.4 | 13.9 | 1.2 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 6.5 | 17.7 | 20.1 | 25.7 | 16.7 | 6.7 | 6.5 | 30.2 | 45.6 | 14.6 | 9.5 | 19.2 | 50.4 | 25.4 | 4.9 | 0.2 |
| DIARIO DELLA SETTIMANA | 100.0 | 4.1 | 9.0 | 15.7 | 25.2 | 24.9 | 10.2 | 10.9 | 33.7 | 43.4 | 15.3 | 7.6 | 29.0 | 39.4 | 20.8 | 10.8 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 14.5 | 23.1 | 23.4 | 14.1 | 11.7 | 7.0 | 6.2 | 12.6 | 46.5 | 18.2 | 22.6 | 2.9 | 34.9 | 48.5 | 12.8 | 0.8 |
| IO DONNA | 100.0 | 4.6 | 15.5 | 23.0 | 17.1 | 17.2 | 11.1 | 11.5 | 31.1 | 45.4 | 14.4 | 9.1 | 16.1 | 50.0 | 26.1 | 7.3 | 0.5 |
| SETTE | 100.0 | 4.1 | 14.9 | 21.4 | 16.8 | 19.3 | 11.3 | 12.2 | 28.3 | 46.3 | 16.1 | 9.4 | 16.3 | 48.8 | 27.2 | 7.2 | 0.6 |
| SPECCHIO DELLA STAMPA | 100.0 | 10.9 | 16.2 | 24.6 | 15.8 | 15.3 | 10.0 | 7.2 | 24.3 | 42.6 | 19.9 | 13.3 | 11.6 | 46.7 | 34.8 | 6.5 | 0.4 |
| TV SETTE | 100.0 | 6.4 | 15.7 | 20.7 | 15.8 | 18.0 | 10.8 | 12.7 | 24.3 | 45.2 | 18.1 | 12.4 | 12.8 | 45.7 | 31.7 | 9.1 | 0.7 |
| IL VENERDI' | 100.0 | 4.7 | 14.9 | 23.2 | 23.4 | 16.8 | 9.5 | 7.5 | 28.2 | 44.3 | 16.7 | 10.8 | 17.7 | 51.4 | 23.5 | 7.0 | 0.4 |

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (percentuali di composizione)

| MENSILI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **100.0** | **5.3** | **11.9** | **18.7** | **15.8** | **14.8** | **14.0** | **19.4** | **12.2** | **36.1** | **19.2** | **32.4** | **5.2** | **27.6** | **34.3** | **24.8** | **8.2** |
| ABITARE | 100.0 | 1.3 | 12.9 | 34.4 | 21.9 | 11.8 | 13.8 | 4.0 | 39.1 | 38.9 | 11.7 | 10.3 | 19.0 | 56.7 | 18.4 | 5.8 | 0.0 |
| AD | 100.0 | 2.0 | 15.2 | 29.9 | 25.4 | 16.0 | 8.1 | 3.4 | 47.9 | 33.2 | 11.6 | 7.3 | 24.4 | 57.0 | 16.6 | 2.1 | 0.0 |
| AIRONE | 100.0 | 7.2 | 17.1 | 18.1 | 26.2 | 18.1 | 6.9 | 6.3 | 27.0 | 49.1 | 12.5 | 11.3 | 13.6 | 50.8 | 29.0 | 6.3 | 0.3 |
| AMADEUS | 100.0 | 3.8 | 13.4 | 34.7 | 16.0 | 9.3 | 17.2 | 5.6 | 33.9 | 41.9 | 10.2 | 13.9 | 27.5 | 43.8 | 25.9 | 2.7 | 0.0 |
| ARCHEO | 100.0 | 3.2 | 24.5 | 24.1 | 18.0 | 19.0 | 6.5 | 4.7 | 33.4 | 44.4 | 13.4 | 8.8 | 22.2 | 56.6 | 18.7 | 2.5 | 0.0 |
| ASTRA | 100.0 | 13.7 | 23.9 | 22.0 | 19.4 | 13.5 | 4.2 | 3.2 | 15.7 | 39.6 | 17.6 | 27.1 | 3.4 | 36.7 | 48.9 | 10.5 | 0.6 |
| A TAVOLA | 100.0 | 2.4 | 8.8 | 23.1 | 21.9 | 20.7 | 9.2 | 14.0 | 28.8 | 37.3 | 13.0 | 20.9 | 5.4 | 45.4 | 22.9 | 20.1 | 6.2 |
| AUTO | 100.0 | 11.8 | 33.4 | 28.6 | 10.2 | 7.3 | 6.0 | 2.6 | 15.7 | 46.6 | 15.5 | 22.2 | 3.0 | 40.3 | 47.8 | 8.1 | 0.8 |
| L'AUTOMOBILE | 100.0 | 6.0 | 15.5 | 22.3 | 15.5 | 17.6 | 14.2 | 8.8 | 16.3 | 50.0 | 17.7 | 15.9 | 8.2 | 38.7 | 40.5 | 12.3 | 0.3 |
| BELL'EUROPA | 100.0 | 6.1 | 11.9 | 30.4 | 20.3 | 15.8 | 8.7 | 6.8 | 36.3 | 40.8 | 12.0 | 10.9 | 20.2 | 55.1 | 18.2 | 5.9 | 0.6 |
| BELL'ITALIA | 100.0 | 3.2 | 11.4 | 24.9 | 21.7 | 22.1 | 11.4 | 5.4 | 33.8 | 46.6 | 9.4 | 10.2 | 21.5 | 51.2 | 21.3 | 5.6 | 0.5 |
| BENISSIMO | 100.0 | 1.7 | 11.7 | 28.3 | 23.6 | 15.9 | 11.2 | 7.5 | 13.7 | 53.0 | 14.4 | 18.8 | 7.2 | 44.2 | 29.2 | 15.8 | 3.7 |
| BIMBI SANI E BELLI | 100.0 | 6.5 | 16.1 | 39.8 | 20.2 | 6.8 | 6.1 | 4.5 | 12.4 | 40.2 | 22.5 | 25.0 | 5.0 | 35.5 | 46.0 | 10.8 | 2.6 |
| BRAVA CASA | 100.0 | 2.7 | 11.0 | 35.7 | 24.9 | 13.7 | 8.4 | 3.6 | 25.0 | 46.2 | 17.4 | 11.3 | 11.7 | 52.2 | 27.1 | 7.3 | 1.6 |
| BUONA CUCINA | 100.0 | 4.3 | 7.3 | 20.5 | 18.0 | 19.9 | 15.6 | 14.3 | 13.4 | 39.4 | 18.9 | 28.4 | 4.2 | 26.6 | 39.0 | 25.9 | 4.5 |
| BURDA | 100.0 | 5.5 | 17.7 | 28.0 | 15.9 | 17.5 | 9.8 | 5.7 | 11.8 | 37.2 | 22.3 | 28.8 | 4.8 | 35.7 | 37.7 | 20.4 | 1.4 |
| CAPITAL | 100.0 | 2.7 | 13.3 | 29.6 | 22.8 | 15.7 | 9.5 | 6.5 | 32.7 | 41.9 | 14.2 | 11.2 | 15.6 | 52.6 | 25.5 | 5.8 | 0.5 |
| CARNET | 100.0 | 5.9 | 20.3 | 27.7 | 19.2 | 14.8 | 6.2 | 5.9 | 34.6 | 45.7 | 14.6 | 5.1 | 21.2 | 60.3 | 15.1 | 3.3 | 0.0 |
| CASAVIVA | 100.0 | 3.1 | 12.0 | 32.1 | 28.1 | 13.3 | 7.7 | 3.8 | 26.3 | 42.8 | 16.6 | 14.3 | 8.9 | 53.1 | 28.4 | 8.7 | 0.9 |
| CENTO COSE ENERGY | 100.0 | 8.2 | 43.5 | 25.8 | 10.9 | 7.6 | 2.6 | 1.4 | 19.7 | 49.5 | 15.2 | 15.6 | 3.3 | 57.0 | 35.4 | 4.3 | 0.0 |
| CIAK | 100.0 | 17.1 | 35.1 | 27.9 | 14.1 | 4.6 | 0.7 | 0.5 | 17.7 | 42.4 | 19.2 | 20.7 | 4.9 | 45.5 | 47.2 | 2.1 | 0.2 |
| CIPRIA | 100.0 | 5.4 | 26.0 | 32.0 | 15.3 | 14.2 | 3.9 | 3.2 | 26.1 | 49.2 | 15.5 | 9.2 | 11.8 | 54.9 | 26.2 | 7.2 | 0.0 |
| CLASS | 100.0 | 4.0 | 19.3 | 38.3 | 20.3 | 12.4 | 3.7 | 2.1 | 36.8 | 42.1 | 11.2 | 9.9 | 17.5 | 58.2 | 23.9 | 0.3 | 0.0 |
| CLUB 3 | 100.0 | 1.6 | 5.8 | 5.7 | 9.6 | 13.4 | 28.1 | 35.8 | 18.3 | 33.2 | 30.7 | 17.8 | 8.6 | 41.9 | 30.0 | 17.9 | 1.7 |
| COME STAI | 100.0 | 8.5 | 21.8 | 18.9 | 20.2 | 10.8 | 12.6 | 7.2 | 14.6 | 44.1 | 20.6 | 20.8 | 7.5 | 44.0 | 36.5 | 10.1 | 1.9 |
| CONSIGLI PRATICI | 100.0 | 3.6 | 12.5 | 34.1 | 14.4 | 15.6 | 11.3 | 8.4 | 13.8 | 45.8 | 15.0 | 25.5 | 4.5 | 36.8 | 40.9 | 16.9 | 1.0 |
| COSE DI CASA | 100.0 | 5.1 | 16.2 | 31.9 | 24.5 | 11.8 | 6.5 | 4.1 | 18.4 | 43.5 | 20.5 | 17.5 | 7.4 | 49.9 | 33.7 | 7.7 | 1.2 |
| LA CUCINA ITALIANA | 100.0 | 3.2 | 10.6 | 24.5 | 20.7 | 17.9 | 14.3 | 8.7 | 23.9 | 39.7 | 15.5 | 20.9 | 10.0 | 40.1 | 30.1 | 17.9 | 1.9 |
| CUCINA MODERNA | 100.0 | 4.0 | 17.1 | 29.1 | 18.1 | 16.0 | 7.6 | 8.1 | 15.2 | 46.6 | 15.0 | 23.2 | 4.5 | 38.6 | 40.2 | 14.0 | 2.7 |
| DONNA | 100.0 | 15.3 | 18.8 | 18.5 | 15.5 | 10.8 | 11.3 | 9.8 | 14.9 | 38.2 | 19.1 | 27.7 | 3.6 | 30.1 | 44.0 | 20.1 | 2.2 |
| DONNA E MAMMA | 100.0 | 3.9 | 6.3 | 52.7 | 22.2 | 5.2 | 5.6 | 4.2 | 9.9 | 36.8 | 20.1 | 33.1 | 4.2 | 40.2 | 41.1 | 12.6 | 1.8 |
| DOVE | 100.0 | 4.2 | 18.6 | 26.7 | 21.8 | 12.3 | 9.3 | 7.2 | 45.3 | 40.4 | 8.8 | 5.6 | 15.5 | 59.3 | 20.4 | 4.7 | 0.0 |
| ELLE | 100.0 | 5.9 | 23.6 | 32.1 | 16.6 | 11.3 | 6.7 | 3.7 | 26.6 | 48.6 | 13.6 | 11.2 | 10.7 | 53.3 | 30.5 | 5.4 | 0.2 |
| ELLE DECOR | 100.0 | 4.1 | 12.3 | 43.1 | 18.3 | 15.0 | 5.9 | 1.2 | 30.3 | 46.9 | 12.4 | 10.3 | 17.6 | 50.9 | 25.9 | 4.0 | 1.5 |
| FOCUS | 100.0 | 12.1 | 28.1 | 27.0 | 14.1 | 12.2 | 4.6 | 1.9 | 20.8 | 51.5 | 15.5 | 12.2 | 6.9 | 51.3 | 37.2 | 4.0 | 0.5 |
| GARDENIA | 100.0 | 3.9 | 13.7 | 21.5 | 25.6 | 16.4 | 8.2 | 10.8 | 29.0 | 41.0 | 17.3 | 12.8 | 13.1 | 48.2 | 27.8 | 10.7 | 0.3 |
| GENTE MESE | 100.0 | 8.6 | 17.3 | 27.0 | 17.7 | 11.1 | 10.7 | 7.6 | 15.5 | 42.3 | 19.6 | 22.6 | 5.6 | 39.6 | 40.7 | 13.1 | 1.0 |
| GENTE MONEY | 100.0 | 1.3 | 12.4 | 31.9 | 17.9 | 21.6 | 11.4 | 3.4 | 33.3 | 49.8 | 11.0 | 5.9 | 12.1 | 62.9 | 21.8 | 3.1 | 0.0 |
| GENTE MOTORI | 100.0 | 11.0 | 19.0 | 25.8 | 18.8 | 13.6 | 7.4 | 4.3 | 15.9 | 44.7 | 18.0 | 21.4 | 3.7 | 39.7 | 46.7 | 9.5 | 0.5 |
| GENTE VIAGGI | 100.0 | 4.0 | 14.7 | 28.0 | 25.7 | 15.9 | 9.0 | 2.8 | 27.4 | 45.6 | 14.1 | 12.9 | 11.4 | 51.9 | 28.3 | 7.7 | 0.7 |
| GLAMOUR | 100.0 | 6.9 | 38.1 | 36.8 | 5.7 | 9.0 | 2.0 | 1.6 | 17.9 | 55.8 | 13.0 | 13.3 | 4.0 | 50.0 | 39.5 | 6.4 | 0.0 |
| GULLIVER | 100.0 | 9.2 | 22.6 | 32.3 | 14.7 | 14.3 | 5.4 | 1.5 | 27.9 | 47.5 | 14.1 | 10.6 | 14.6 | 53.7 | 28.3 | 3.3 | 0.0 |
| IN CASA | 100.0 | 3.2 | 11.4 | 32.7 | 16.5 | 17.9 | 11.5 | 6.9 | 15.0 | 37.8 | 22.7 | 24.4 | 4.0 | 48.7 | 33.5 | 11.9 | 1.8 |
| INSIEME | 100.0 | 1.7 | 5.9 | 49.0 | 28.6 | 7.3 | 2.2 | 5.3 | 17.8 | 46.1 | 18.2 | 17.9 | 7.0 | 43.2 | 40.7 | 6.8 | 2.2 |
| IO E IL MIO BAMBINO | 100.0 | 2.3 | 9.6 | 57.0 | 20.3 | 4.7 | 3.1 | 3.0 | 14.3 | 40.5 | 18.4 | 26.7 | 7.7 | 41.0 | 41.5 | 7.9 | 1.9 |
| JESUS | 100.0 | 10.3 | 9.6 | 15.2 | 13.7 | 17.6 | 8.2 | 25.4 | 29.2 | 33.8 | 22.0 | 15.1 | 17.2 | 38.1 | 31.4 | 8.4 | 4.9 |
| MADRE | 100.0 | 4.4 | 5.5 | 16.9 | 15.5 | 12.6 | 22.1 | 23.0 | 21.7 | 36.5 | 15.7 | 26.1 | 10.6 | 19.4 | 41.4 | 20.4 | 8.2 |
| MARIE CLAIRE | 100.0 | 6.4 | 25.1 | 32.9 | 15.1 | 10.9 | 5.6 | 3.8 | 22.9 | 48.1 | 13.6 | 15.4 | 7.8 | 49.4 | 33.6 | 8.0 | 1.2 |
| MAX | 100.0 | 11.0 | 34.9 | 35.5 | 10.4 | 6.5 | 1.5 | 0.2 | 19.6 | 53.8 | 12.5 | 14.1 | 5.4 | 54.1 | 37.5 | 2.7 | 0.3 |
| MERIDIANI | 100.0 | 3.1 | 11.0 | 31.6 | 25.9 | 20.2 | 6.4 | 1.7 | 35.4 | 45.8 | 11.4 | 7.4 | 25.4 | 57.2 | 14.8 | 2.6 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 2.8 | 9.4 | 13.7 | 14.2 | 16.1 | 17.6 | 26.1 | 10.7 | 37.7 | 24.9 | 26.7 | 5.7 | 29.7 | 29.0 | 29.4 | 6.3 |
| LA MIA BOUTIQUE | 100.0 | 3.5 | 18.5 | 25.6 | 13.0 | 21.3 | 13.4 | 4.7 | 11.4 | 36.1 | 31.0 | 21.5 | 4.3 | 40.2 | 32.4 | 22.3 | 0.8 |
| LA MIA CASA | 100.0 | 7.7 | 14.4 | 29.0 | 24.1 | 11.6 | 6.4 | 6.8 | 21.5 | 35.2 | 20.4 | 23.0 | 6.7 | 40.7 | 40.0 | 11.3 | 1.2 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 6.9 | 24.6 | 36.8 | 20.0 | 7.6 | 2.9 | 1.2 | 16.5 | 47.4 | 16.8 | 19.3 | 5.7 | 54.4 | 36.1 | 3.8 | 0.0 |
| NAUTICA | 100.0 | 4.5 | 15.1 | 21.7 | 20.1 | 26.1 | 7.6 | 4.9 | 32.7 | 37.7 | 15.6 | 14.0 | 7.5 | 54.7 | 32.9 | 4.9 | 0.0 |
| PESCARE | 100.0 | 11.2 | 12.0 | 22.6 | 19.9 | 20.5 | 7.4 | 6.3 | 8.6 | 46.5 | 14.8 | 30.1 | 3.5 | 26.8 | 56.4 | 12.1 | 1.2 |
| PRATICA | 100.0 | 4.0 | 15.7 | 34.3 | 20.4 | 10.8 | 9.2 | 5.5 | 19.2 | 52.4 | 14.1 | 14.2 | 4.5 | 51.0 | 33.2 | 10.3 | 1.0 |
| QUATTRORUOTE | 100.0 | 8.2 | 20.2 | 28.7 | 17.9 | 12.6 | 8.1 | 4.4 | 18.7 | 46.3 | 15.9 | 19.1 | 5.8 | 40.8 | 43.7 | 8.9 | 0.8 |
| QUATTRO ZAMPE | 100.0 | 10.2 | 23.2 | 27.3 | 17.3 | 9.5 | 7.2 | 5.2 | 22.0 | 41.7 | 14.1 | 22.2 | 4.9 | 41.6 | 42.2 | 11.1 | 0.2 |
| QUI TOURING | 100.0 | 2.7 | 12.1 | 22.4 | 15.6 | 19.0 | 14.2 | 13.9 | 40.1 | 43.7 | 11.8 | 4.3 | 21.8 | 54.9 | 19.2 | 3.9 | 0.2 |
| RAKAM | 100.0 | 3.1 | 9.3 | 22.1 | 16.8 | 21.6 | 15.2 | 12.0 | 18.1 | 42.4 | 18.8 | 20.6 | 9.4 | 43.9 | 28.0 | 16.1 | 2.7 |
| SALE & PEPE | 100.0 | 3.6 | 14.1 | 25.6 | 25.8 | 14.6 | 9.7 | 6.5 | 24.5 | 44.1 | 17.3 | 14.1 | 11.6 | 48.9 | 27.5 | 11.7 | 0.4 |
| SALVE | 100.0 | 0.6 | 9.0 | 23.8 | 27.8 | 21.2 | 11.1 | 6.5 | 21.5 | 44.7 | 20.4 | 13.4 | 13.7 | 46.6 | 30.0 | 9.1 | 0.7 |
| SCIENZA & VITA | 100.0 | 7.7 | 17.7 | 17.0 | 19.9 | 20.8 | 7.2 | 9.7 | 19.5 | 46.9 | 18.2 | 15.3 | 11.9 | 52.7 | 30.1 | 3.5 | 1.9 |
| LE SCIENZE | 100.0 | 5.0 | 18.1 | 20.7 | 29.9 | 17.7 | 3.7 | 4.8 | 31.9 | 44.6 | 16.4 | 7.0 | 29.0 | 51.8 | 14.7 | 4.1 | 0.3 |
| SELEZIONE READER'S DIGEST | 100.0 | 3.9 | 13.4 | 21.5 | 16.0 | 17.9 | 15.4 | 12.0 | 18.8 | 46.8 | 20.9 | 13.6 | 5.2 | 51.1 | 31.3 | 11.5 | 0.8 |
| SILHOUETTE DONNA | 100.0 | 15.1 | 31.5 | 25.5 | 16.0 | 7.4 | 3.4 | 1.1 | 15.0 | 42.8 | 19.4 | 22.8 | 3.2 | 44.5 | 43.8 | 8.1 | 0.4 |
| SPEAK UP | 100.0 | 6.5 | 24.9 | 37.6 | 16.3 | 9.6 | 2.2 | 2.8 | 31.4 | 42.0 | 16.5 | 10.1 | 24.9 | 56.4 | 17.5 | 1.2 | 0.0 |
| STARBENE | 100.0 | 6.4 | 18.0 | 25.0 | 21.1 | 14.7 | 8.6 | 6.1 | 15.7 | 43.7 | 18.4 | 22.2 | 6.2 | 41.2 | 40.3 | 11.4 | 0.8 |
| STARTER | 100.0 | 15.2 | 28.1 | 18.3 | 18.1 | 15.4 | 4.9 | 0.0 | 8.9 | 52.6 | 13.7 | 24.8 | 2.9 | 36.1 | 51.9 | 9.1 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 1.6 | 5.5 | 27.3 | 32.2 | 16.1 | 10.9 | 6.3 | 16.5 | 50.5 | 20.4 | 12.6 | 13.2 | 48.7 | 31.3 | 6.8 | 0.0 |
| TUTTO | 100.0 | 45.0 | 37.6 | 10.9 | 4.2 | 2.3 | 0.1 | 0.0 | 13.5 | 49.0 | 18.0 | 19.5 | 1.1 | 31.1 | 65.5 | 2.4 | 0.0 |
| TUTTOMOTO | 100.0 | 24.9 | 26.6 | 23.3 | 12.0 | 8.5 | 3.3 | 1.4 | 16.1 | 44.2 | 15.6 | 24.1 | 2.0 | 29.1 | 60.6 | 7.4 | 0.9 |
| TUTTOTURISMO | 100.0 | 7.9 | 15.1 | 33.3 | 18.8 | 13.1 | 9.8 | 2.0 | 24.5 | 45.2 | 12.5 | 17.8 | 8.5 | 43.1 | 38.6 | 9.2 | 0.7 |
| VERA | 100.0 | 8.8 | 16.3 | 28.8 | 20.9 | 13.7 | 7.9 | 3.6 | 12.9 | 44.0 | 18.0 | 25.0 | 4.0 | 36.4 | 44.3 | 13.9 | 1.4 |
| VIAGGIARE | 100.0 | 5.1 | 26.7 | 27.5 | 22.0 | 8.5 | 9.1 | 1.0 | 21.0 | 49.0 | 16.3 | 13.7 | 5.9 | 46.6 | 41.7 | 5.8 | 0.0 |
| VITALITY | 100.0 | 7.3 | 35.8 | 32.6 | 10.9 | 5.9 | 3.8 | 3.6 | 19.5 | 46.5 | 22.7 | 11.4 | 4.5 | 56.1 | 32.8 | 6.6 | 0.0 |
| VOGUE ITALIA | 100.0 | 9.0 | 24.1 | 31.2 | 14.6 | 11.5 | 6.7 | 2.8 | 18.5 | 46.7 | 17.2 | 17.7 | 4.7 | 45.9 | 42.0 | 6.4 | 1.0 |
| WEEKEND VIAGGI | 100.0 | 5.8 | 19.2 | 33.4 | 23.4 | 7.9 | 9.6 | 0.8 | 23.0 | 49.1 | 16.7 | 11.1 | 10.3 | 52.5 | 32.6 | 3.7 | 0.9 |
| DIANA (QUATTORDICINALE) | 100.0 | 3.0 | 12.5 | 21.2 | 21.9 | 20.8 | 10.0 | 10.7 | 16.1 | 45.7 | 15.1 | 23.1 | 5.2 | 34.1 | 38.9 | 18.6 | 3.1 |

# Adulti

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | non operaie Fascia alta E1 | non operaie Fascia bassa E2 | operaie Fascia alta E3 | operaie Fascia bassa E4 |
| **POPOLAZIONE** | **49445** | **1761** | **7834** | **2278** | **724** | **1327** | **5384** | **4002** | **2833** | **417** | **5236** | **9244** | **2321** | **3541** | **774** | **1768** |
| AMICA | **1234** | 42 | 318 | 57 | 5 | 47 | 180 | 65 | 40 | 3 | 116 | 110 | 95 | 102 | 24 | 31 |
| ANNA | **1397** | 69 | 256 | 68 | 5 | 66 | 205 | 106 | 48 | 9 | 130 | 121 | 133 | 117 | 26 | 38 |
| AUTO OGGI | **866** | 43 | 199 | 50 | 5 | 11 | 213 | 134 | 51 | 4 | 64 | 62 | 15 | 7 | 2 | 5 |
| AUTOSPRINT | **758** | 26 | 188 | 35 | 10 | 9 | 170 | 138 | 55 | 0 | 60 | 52 | 6 | 2 | 2 | 5 |
| BELLA | **721** | 14 | 129 | 12 | 2 | 25 | 83 | 91 | 14 | 3 | 79 | 78 | 83 | 58 | 11 | 39 |
| CHI | **1712** | 61 | 352 | 57 | 14 | 49 | 280 | 170 | 59 | 3 | 184 | 197 | 113 | 86 | 38 | 52 |
| CONFIDENZE | **1037** | 6 | 128 | 47 | 7 | 18 | 100 | 93 | 42 | 2 | 118 | 161 | 111 | 107 | 40 | 57 |
| DOMENICA QUIZ | **392** | 17 | 67 | 25 | 0 | 14 | 43 | 22 | 14 | 0 | 66 | 63 | 28 | 26 | 5 | 1 |
| DONNA MODERNA | **4060** | 168 | 894 | 182 | 17 | 150 | 686 | 380 | 103 | 10 | 412 | 318 | 300 | 224 | 69 | 148 |
| L'ESPRESSO | **2321** | 286 | 568 | 187 | 11 | 139 | 344 | 121 | 86 | 4 | 263 | 172 | 72 | 46 | 4 | 20 |
| EVA EXPRESS TREMILA | **783** | 15 | 170 | 38 | 4 | 17 | 100 | 127 | 53 | 3 | 65 | 68 | 47 | 35 | 13 | 30 |
| FAMIGLIA CRISTIANA | **5215** | 170 | 823 | 207 | 108 | 213 | 577 | 350 | 167 | 25 | 701 | 921 | 340 | 383 | 88 | 141 |
| FILM TV | **317** | 30 | 54 | 16 | 2 | 7 | 57 | 16 | 30 | 0 | 37 | 27 | 17 | 9 | 0 | 13 |
| GENTE | **4387** | 177 | 814 | 209 | 34 | 152 | 576 | 284 | 185 | 18 | 520 | 652 | 277 | 302 | 54 | 133 |
| GIOIA | **1487** | 48 | 295 | 77 | 7 | 35 | 242 | 117 | 53 | 4 | 150 | 146 | 117 | 128 | 20 | 47 |
| IL GIORNALINO | **401** | 4 | 70 | 11 | 0 | 23 | 140 | 45 | 11 | 1 | 33 | 10 | 22 | 12 | 2 | 15 |
| GRAND HOTEL | **1238** | 10 | 242 | 36 | 4 | 12 | 91 | 146 | 41 | 2 | 150 | 196 | 66 | 102 | 29 | 113 |
| GRAZIA | **1810** | 68 | 384 | 69 | 2 | 82 | 338 | 130 | 53 | 3 | 183 | 173 | 134 | 100 | 25 | 65 |
| GUERIN SPORTIVO | **482** | 22 | 96 | 27 | 2 | 7 | 137 | 67 | 37 | 0 | 29 | 41 | 4 | 3 | 1 | 9 |
| GUIDA TV | **1729** | 63 | 317 | 77 | 12 | 45 | 197 | 131 | 147 | 0 | 217 | 226 | 89 | 106 | 29 | 73 |
| INTIMITA' | **1192** | 19 | 121 | 49 | 10 | 16 | 111 | 127 | 48 | 5 | 142 | 205 | 109 | 115 | 41 | 74 |
| MAGAZINE BEAUTIFUL | **351** | 0 | 38 | 8 | 0 | 3 | 214 | 4 | 6 | 2 | 16 | 18 | 9 | 13 | 8 | 12 |
| IL MONDO | **113** | 19 | 25 | 8 | 0 | 12 | 10 | 0 | 2 | 3 | 22 | 6 | 0 | 5 | 0 | 0 |
| MOTOSPRINT | **585** | 15 | 142 | 33 | 5 | 6 | 173 | 89 | 40 | 0 | 32 | 41 | 4 | 2 | 2 | 1 |
| NOVELLA 2000 | **1465** | 33 | 312 | 55 | 17 | 23 | 191 | 210 | 98 | 11 | 120 | 149 | 79 | 71 | 30 | 66 |
| OGGI | **4430** | 196 | 855 | 181 | 31 | 157 | 556 | 303 | 139 | 10 | 607 | 623 | 307 | 272 | 86 | 107 |
| PANORAMA | **3507** | 354 | 868 | 217 | 29 | 153 | 643 | 279 | 120 | 7 | 353 | 204 | 159 | 85 | 10 | 27 |
| SORRISI E CANZONI TV | **8586** | 245 | 1563 | 383 | 88 | 154 | 1512 | 999 | 503 | 52 | 763 | 932 | 411 | 447 | 193 | 340 |
| STOP | **750** | 24 | 118 | 24 | 9 | 7 | 52 | 97 | 32 | 9 | 84 | 127 | 68 | 55 | 16 | 29 |
| TELEPIU' | **2157** | 103 | 391 | 117 | 17 | 48 | 379 | 214 | 136 | 14 | 158 | 199 | 91 | 148 | 49 | 93 |
| TELESETTE | **2296** | 63 | 352 | 117 | 12 | 65 | 335 | 226 | 128 | 12 | 250 | 302 | 111 | 175 | 53 | 93 |
| TOPOLINO | **2675** | 144 | 591 | 158 | 18 | 128 | 658 | 238 | 133 | 11 | 151 | 145 | 84 | 105 | 37 | 74 |
| VISTO | **741** | 9 | 125 | 54 | 5 | 18 | 74 | 85 | 42 | 13 | 62 | 91 | 40 | 60 | 23 | 37 |
| VIVERSANI & BELLI | **1929** | 71 | 368 | 103 | 12 | 62 | 306 | 188 | 80 | 13 | 153 | 187 | 117 | 137 | 47 | 84 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 143 | 429 | 86 | 0 | 164 | 391 | 80 | 38 | 0 | 145 | 87 | 73 | 33 | 6 | 16 |
| DIARIO DELLA SETTIMANA | **165** | 14 | 61 | 8 | 0 | 14 | 21 | 10 | 2 | 0 | 14 | 12 | 4 | 2 | 2 | 0 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 106 | 522 | 147 | 13 | 23 | 582 | 323 | 151 | 9 | 250 | 226 | 27 | 38 | 9 | 24 |
| IO DONNA | **2071** | 198 | 491 | 56 | 12 | 140 | 358 | 63 | 36 | 6 | 256 | 164 | 186 | 84 | 7 | 14 |
| SETTE | **2509** | 252 | 590 | 102 | 8 | 151 | 453 | 95 | 56 | 0 | 329 | 193 | 164 | 90 | 13 | 14 |
| SPECCHIO DELLA STAMPA | **1306** | 110 | 274 | 56 | 5 | 84 | 294 | 54 | 33 | 3 | 140 | 118 | 48 | 44 | 12 | 32 |
| TV SETTE | **2696** | 214 | 560 | 120 | 10 | 134 | 527 | 140 | 63 | 0 | 341 | 233 | 186 | 121 | 12 | 37 |
| IL VENERDI' | **4025** | 428 | 936 | 270 | 24 | 324 | 707 | 231 | 93 | 4 | 424 | 258 | 170 | 105 | 20 | 32 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operaio | | operaie | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| POPOLAZIONE | 49445 | 1761 | 7834 | 2278 | 724 | 1327 | 5384 | 4002 | 2833 | 417 | 5236 | 9244 | 2321 | 3541 | 774 | 1768 |
| ABITARE | 449 | 75 | 141 | 19 | 4 | 20 | 63 | 22 | 13 | 0 | 30 | 22 | 18 | 18 | 0 | 3 |
| AD | 677 | 119 | 166 | 38 | 2 | 48 | 114 | 20 | 4 | 0 | 49 | 31 | 65 | 13 | 3 | 5 |
| AIRONE | 1090 | 104 | 291 | 48 | 9 | 101 | 211 | 63 | 24 | 0 | 119 | 52 | 38 | 20 | 2 | 7 |
| AMADEUS | 186 | 24 | 39 | 8 | 2 | 25 | 33 | 7 | 3 | 0 | 17 | 12 | 11 | 0 | 0 | 4 |
| ARCHEO | 322 | 38 | 82 | 12 | 0 | 30 | 92 | 12 | 2 | 0 | 29 | 12 | 7 | 3 | 0 | 2 |
| ASTRA | 554 | 18 | 114 | 30 | 0 | 15 | 125 | 64 | 16 | 2 | 48 | 46 | 14 | 21 | 12 | 27 |
| A TAVOLA | 222 | 15 | 47 | 9 | 0 | 17 | 18 | 13 | 3 | 3 | 34 | 18 | 20 | 17 | 2 | 5 |
| AUTO | 1289 | 67 | 292 | 73 | 9 | 3 | 339 | 194 | 89 | 8 | 84 | 100 | 7 | 11 | 3 | 10 |
| L'AUTOMOBILE | 1337 | 75 | 331 | 87 | 17 | 35 | 188 | 149 | 71 | 2 | 157 | 155 | 30 | 14 | 10 | 16 |
| BELL'EUROPA | 373 | 54 | 79 | 16 | 2 | 50 | 74 | 16 | 3 | 1 | 37 | 14 | 11 | 5 | 0 | 10 |
| BELL'ITALIA | 746 | 102 | 210 | 17 | 9 | 82 | 99 | 43 | 13 | 4 | 83 | 45 | 23 | 12 | 0 | 5 |
| BENISSIMO | 440 | 5 | 113 | 22 | 2 | 24 | 38 | 40 | 15 | 3 | 37 | 26 | 52 | 32 | 12 | 19 |
| BIMBI SANI E BELLI | 1209 | 33 | 242 | 60 | 11 | 52 | 155 | 88 | 48 | 3 | 69 | 88 | 75 | 134 | 40 | 110 |
| BRAVA CASA | 1164 | 104 | 328 | 71 | 1 | 92 | 123 | 85 | 28 | 3 | 94 | 50 | 75 | 71 | 10 | 28 |
| BUONA CUCINA | 623 | 12 | 131 | 20 | 2 | 26 | 59 | 48 | 27 | 9 | 57 | 64 | 48 | 64 | 9 | 48 |
| BURDA | 1286 | 16 | 203 | 62 | 6 | 65 | 180 | 100 | 34 | 10 | 75 | 123 | 123 | 139 | 30 | 119 |
| CAPITAL | 470 | 72 | 126 | 36 | 5 | 24 | 73 | 14 | 24 | 0 | 43 | 24 | 21 | 5 | 0 | 3 |
| CARNET | 240 | 35 | 60 | 13 | 0 | 20 | 54 | 11 | 5 | 0 | 19 | 8 | 8 | 5 | 0 | 3 |
| CASAVIVA | 1846 | 144 | 552 | 129 | 10 | 99 | 218 | 121 | 44 | 3 | 134 | 76 | 123 | 106 | 35 | 53 |
| CENTO COSE ENERGY | 783 | 24 | 167 | 30 | 0 | 23 | 269 | 78 | 18 | 6 | 56 | 32 | 42 | 14 | 4 | 20 |
| CIAK | 941 | 29 | 159 | 67 | 4 | 25 | 356 | 103 | 72 | 0 | 55 | 37 | 3 | 14 | 5 | 13 |
| CIPRIA | 395 | 30 | 81 | 10 | 0 | 32 | 101 | 23 | 10 | 0 | 25 | 16 | 45 | 6 | 3 | 12 |
| CLASS | 315 | 50 | 109 | 27 | 0 | 13 | 65 | 17 | 4 | 0 | 12 | 11 | 5 | 0 | 0 | 1 |
| CLUB 3 | 219 | 5 | 24 | 7 | 2 | 3 | 14 | 7 | 0 | 0 | 50 | 63 | 17 | 22 | 5 | 0 |
| COME STAI | 354 | 13 | 78 | 12 | 0 | 16 | 75 | 31 | 7 | 2 | 26 | 47 | 12 | 12 | 7 | 16 |
| CONSIGLI PRATICI | 278 | 4 | 57 | 11 | 6 | 10 | 22 | 36 | 2 | 0 | 32 | 26 | 14 | 30 | 12 | 16 |
| COSE DI CASA | 1942 | 95 | 481 | 119 | 10 | 90 | 247 | 168 | 77 | 3 | 159 | 118 | 143 | 120 | 29 | 83 |
| LA CUCINA ITALIANA | 995 | 51 | 217 | 36 | 12 | 46 | 99 | 53 | 39 | 4 | 137 | 89 | 73 | 69 | 20 | 52 |
| CUCINA MODERNA | 1076 | 26 | 244 | 41 | 2 | 38 | 148 | 128 | 44 | 9 | 97 | 82 | 78 | 75 | 18 | 46 |
| DONNA | 1021 | 17 | 159 | 34 | 6 | 42 | 221 | 73 | 40 | 3 | 102 | 97 | 63 | 80 | 21 | 62 |
| DONNA E MAMMA | 462 | 10 | 81 | 31 | 5 | 42 | 17 | 33 | 27 | 2 | 22 | 29 | 45 | 49 | 5 | 63 |
| DOVE | 525 | 80 | 137 | 12 | 0 | 37 | 116 | 27 | 3 | 0 | 54 | 9 | 38 | 3 | 2 | 8 |
| ELLE | 610 | 60 | 137 | 23 | 1 | 33 | 143 | 45 | 18 | 1 | 48 | 33 | 42 | 10 | 7 | 9 |
| ELLE DECOR | 200 | 20 | 60 | 9 | 0 | 13 | 27 | 10 | 2 | 0 | 16 | 1 | 17 | 13 | 6 | 4 |
| FOCUS | 3389 | 209 | 786 | 158 | 24 | 139 | 1057 | 324 | 92 | 4 | 241 | 112 | 110 | 60 | 38 | 35 |
| GARDENIA | 373 | 45 | 80 | 16 | 5 | 13 | 53 | 34 | 12 | 4 | 36 | 21 | 24 | 24 | 4 | 2 |
| GENTE MESE | 1483 | 50 | 238 | 94 | 12 | 94 | 285 | 154 | 74 | 5 | 127 | 135 | 54 | 86 | 26 | 50 |
| GENTE MONEY | 315 | 55 | 110 | 28 | 5 | 14 | 36 | 8 | 2 | 0 | 33 | 13 | 6 | 1 | 0 | 4 |
| GENTE MOTORI | 1765 | 114 | 431 | 145 | 22 | 29 | 334 | 202 | 116 | 11 | 144 | 151 | 31 | 17 | 7 | 12 |
| GENTE VIAGGI | 872 | 82 | 258 | 56 | 8 | 46 | 122 | 73 | 41 | 2 | 86 | 36 | 36 | 17 | 0 | 9 |
| GLAMOUR | 432 | 20 | 94 | 10 | 0 | 22 | 134 | 56 | 2 | 3 | 33 | 12 | 14 | 15 | 4 | 12 |
| GULLIVER | 337 | 46 | 61 | 18 | 0 | 16 | 97 | 40 | 4 | 0 | 26 | 13 | 4 | 10 | 0 | 0 |
| IN CASA | 209 | 5 | 67 | 8 | 0 | 11 | 17 | 12 | 19 | 0 | 12 | 17 | 5 | 23 | 5 | 6 |
| INSIEME | 444 | 16 | 122 | 19 | 5 | 30 | 19 | 36 | 23 | 0 | 25 | 7 | 50 | 43 | 10 | 37 |
| IO E IL MIO BAMBINO | 990 | 44 | 235 | 58 | 7 | 71 | 47 | 89 | 55 | 3 | 38 | 34 | 68 | 85 | 31 | 128 |
| JESUS | 206 | 10 | 26 | 13 | 1 | 19 | 36 | 9 | 10 | 0 | 33 | 27 | 13 | 7 | 0 | 3 |
| MADRE | 218 | 13 | 30 | 5 | 2 | 10 | 14 | 11 | 8 | 0 | 47 | 25 | 17 | 25 | 2 | 10 |
| MARIE CLAIRE | 1065 | 61 | 259 | 57 | 2 | 62 | 234 | 100 | 28 | 1 | 75 | 39 | 67 | 34 | 11 | 34 |
| MAX | 1725 | 98 | 445 | 80 | 14 | 38 | 536 | 231 | 63 | 2 | 86 | 65 | 37 | 17 | 5 | 9 |
| MERIDIANI | 211 | 40 | 88 | 14 | 0 | 8 | 28 | 5 | 3 | 0 | 11 | 8 | 6 | 0 | 0 | 1 |
| MESSAGGERO DI S.ANTONIO | 1771 | 36 | 227 | 81 | 26 | 76 | 132 | 126 | 67 | 14 | 262 | 405 | 93 | 147 | 31 | 47 |
| LA MIA BOUTIQUE | 460 | 2 | 62 | 32 | 0 | 28 | 54 | 33 | 7 | 2 | 35 | 45 | 44 | 63 | 7 | 47 |
| LA MIA CASA | 409 | 32 | 96 | 18 | 0 | 5 | 56 | 34 | 35 | 1 | 35 | 15 | 16 | 41 | 3 | 21 |
| MILLIONAIRE INTRAPRENDERE | 666 | 56 | 208 | 46 | 9 | 23 | 132 | 50 | 34 | 0 | 25 | 39 | 19 | 9 | 2 | 14 |
| NAUTICA | 278 | 32 | 84 | 30 | 6 | 5 | 46 | 21 | 8 | 0 | 20 | 11 | 11 | 5 | 0 | 0 |
| PESCARE | 579 | 22 | 144 | 37 | 3 | 3 | 83 | 98 | 33 | 2 | 74 | 49 | 6 | 8 | 3 | 12 |
| PRATICA | 470 | 13 | 130 | 16 | 0 | 22 | 49 | 37 | 8 | 5 | 62 | 33 | 36 | 27 | 7 | 26 |
| QUATTRORUOTE | 5663 | 371 | 1453 | 389 | 84 | 126 | 1026 | 639 | 394 | 40 | 466 | 405 | 115 | 64 | 39 | 51 |
| QUATTRO ZAMPE | 516 | 24 | 105 | 21 | 8 | 12 | 99 | 61 | 29 | 3 | 64 | 37 | 22 | 12 | 7 | 12 |
| QUI TOURING | 1004 | 115 | 282 | 35 | 2 | 70 | 142 | 32 | 6 | 0 | 178 | 63 | 63 | 15 | 0 | 0 |
| RAKAM | 611 | 17 | 107 | 8 | 2 | 50 | 63 | 30 | 15 | 2 | 66 | 60 | 87 | 63 | 16 | 25 |
| SALE & PEPE | 740 | 49 | 184 | 32 | 4 | 56 | 95 | 59 | 16 | 3 | 61 | 66 | 51 | 34 | 7 | 24 |
| SALVE | 432 | 32 | 110 | 25 | 0 | 37 | 37 | 38 | 9 | 0 | 57 | 29 | 15 | 30 | 7 | 5 |
| SCIENZA & VITA | 248 | 18 | 52 | 15 | 2 | 27 | 53 | 10 | 7 | 0 | 17 | 27 | 7 | 8 | 0 | 5 |
| LE SCIENZE | 469 | 53 | 91 | 13 | 5 | 79 | 134 | 9 | 11 | 0 | 33 | 15 | 11 | 11 | 0 | 4 |
| SELEZIONE READER'S DIGEST | 1222 | 57 | 262 | 70 | 22 | 49 | 163 | 80 | 54 | 0 | 176 | 115 | 79 | 64 | 20 | 10 |
| SILHOUETTE DONNA | 1475 | 23 | 256 | 59 | 6 | 43 | 448 | 165 | 43 | 6 | 93 | 109 | 69 | 86 | 19 | 49 |
| SPEAK UP | 272 | 37 | 57 | 10 | 3 | 27 | 89 | 8 | 2 | 0 | 8 | 19 | 7 | 4 | 2 | 0 |
| STARBENE | 2135 | 79 | 456 | 108 | 15 | 109 | 377 | 208 | 79 | 8 | 166 | 190 | 88 | 130 | 40 | 82 |
| STARTER | 157 | 9 | 29 | 11 | 0 | 3 | 46 | 28 | 11 | 0 | 10 | 6 | 3 | 0 | 2 | 0 |
| TUTTI FOTOGRAFI | 230 | 30 | 70 | 16 | 2 | 13 | 12 | 22 | 8 | 2 | 25 | 12 | 6 | 8 | 2 | 1 |
| TUTTO | 893 | 13 | 73 | 18 | 2 | 12 | 599 | 59 | 27 | 0 | 34 | 25 | 8 | 12 | 2 | 9 |
| TUTTOMOTO | 1053 | 36 | 239 | 57 | 7 | 13 | 348 | 131 | 69 | 6 | 60 | 77 | 3 | 5 | 0 | 1 |
| TUTTOTURISMO | 337 | 42 | 98 | 21 | 0 | 15 | 54 | 22 | 22 | 3 | 16 | 19 | 9 | 11 | 0 | 5 |
| VERA | 1260 | 21 | 265 | 68 | 10 | 40 | 183 | 163 | 39 | 11 | 96 | 94 | 94 | 103 | 29 | 44 |
| VIAGGIARE | 360 | 21 | 90 | 23 | 7 | 4 | 81 | 48 | 19 | 3 | 33 | 14 | 4 | 9 | 3 | 0 |
| VITALITY | 274 | 11 | 59 | 11 | 0 | 8 | 75 | 31 | 14 | 0 | 26 | 16 | 4 | 16 | 1 | 2 |
| VOGUE ITALIA | 1025 | 50 | 248 | 56 | 7 | 37 | 220 | 93 | 34 | 2 | 83 | 67 | 50 | 39 | 12 | 27 |
| WEEKEND VIAGGI | 255 | 16 | 74 | 9 | 2 | 13 | 40 | 18 | 10 | 3 | 32 | 13 | 5 | 6 | 0 | 15 |
| DIANA (QUATTORDICINALE) | 348 | 23 | 89 | 16 | 16 | 5 | 28 | 46 | 25 | 6 | 45 | 39 | 1 | 3 | 6 | 1 |

# Adulti

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi: Fascia alta B1 | Ceti medi: Fascia bassa B2 | Ceti medi: Agricoltori B3 | Intellettuali: Docenti C1 | Intellettuali: Studenti C2 | Operai: Fascia alta D1 | Operai: Fascia bassa D2 | Operai: Braccianti D3 | Pensionati e altri: Fascia alta F1 | Pensionati e altri: Fascia bassa F2 | CASALINGHE DI FAMIGLIE non operale: Fascia alta E1 | CASALINGHE DI FAMIGLIE non operale: Fascia bassa E2 | CASALINGHE DI FAMIGLIE operale: Fascia alta E3 | CASALINGHE DI FAMIGLIE operale: Fascia bassa E4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **100.0** | **3.6** | **15.8** | **4.6** | **1.5** | **2.7** | **10.9** | **8.1** | **5.7** | **0.8** | **10.6** | **18.7** | **4.7** | **7.2** | **1.6** | **3.6** |
| AMICA | 100.0 | 3.4 | 25.8 | 4.6 | 0.4 | 3.8 | 14.6 | 5.3 | 3.3 | 0.2 | 9.4 | 8.9 | 7.7 | 8.3 | 1.9 | 2.5 |
| ANNA | 100.0 | 5.0 | 18.3 | 4.9 | 0.4 | 4.7 | 14.7 | 7.6 | 3.4 | 0.6 | 9.3 | 8.7 | 9.5 | 8.3 | 1.9 | 2.7 |
| AUTO OGGI | 100.0 | 4.9 | 23.0 | 5.8 | 0.5 | 1.3 | 24.6 | 15.5 | 5.9 | 0.5 | 7.4 | 7.1 | 1.7 | 0.8 | 0.3 | 0.6 |
| AUTOSPRINT | 100.0 | 3.4 | 24.7 | 4.6 | 1.3 | 1.1 | 22.4 | 18.3 | 7.3 | 0.0 | 7.9 | 6.9 | 0.8 | 0.3 | 0.3 | 0.7 |
| BELLA | 100.0 | 2.0 | 17.9 | 1.6 | 0.3 | 3.4 | 11.5 | 12.6 | 1.9 | 0.4 | 10.9 | 10.8 | 11.5 | 8.1 | 1.5 | 5.5 |
| CHI | 100.0 | 3.5 | 20.6 | 3.4 | 0.8 | 2.8 | 16.3 | 9.9 | 3.4 | 0.2 | 10.7 | 11.5 | 6.6 | 5.0 | 2.2 | 3.0 |
| CONFIDENZE | 100.0 | 0.6 | 12.4 | 4.5 | 0.6 | 1.7 | 9.7 | 8.9 | 4.0 | 0.2 | 11.4 | 15.5 | 10.7 | 10.3 | 3.8 | 5.5 |
| DOMENICA QUIZ | 100.0 | 4.4 | 17.2 | 6.3 | 0.0 | 3.5 | 11.0 | 5.6 | 3.7 | 0.0 | 16.7 | 16.1 | 7.3 | 6.5 | 1.4 | 0.4 |
| DONNA MODERNA | 100.0 | 4.1 | 22.0 | 4.5 | 0.4 | 3.7 | 16.9 | 9.4 | 2.5 | 0.2 | 10.1 | 7.8 | 7.4 | 5.5 | 1.7 | 3.6 |
| L'ESPRESSO | 100.0 | 12.3 | 24.5 | 8.0 | 0.5 | 6.0 | 14.8 | 5.2 | 3.7 | 0.2 | 11.3 | 7.4 | 3.1 | 2.0 | 0.2 | 0.9 |
| EVA EXPRESS TREMILA | 100.0 | 1.9 | 21.7 | 4.8 | 0.5 | 2.2 | 12.7 | 16.3 | 6.8 | 0.4 | 8.3 | 8.7 | 5.9 | 4.4 | 1.6 | 3.9 |
| FAMIGLIA CRISTIANA | 100.0 | 3.3 | 15.8 | 4.0 | 2.1 | 4.1 | 11.1 | 6.7 | 3.2 | 0.5 | 13.4 | 17.7 | 6.5 | 7.3 | 1.7 | 2.7 |
| FILM TV | 100.0 | 9.6 | 17.2 | 5.1 | 0.7 | 2.4 | 17.9 | 5.2 | 9.4 | 0.0 | 11.6 | 8.7 | 5.3 | 2.8 | 0.0 | 4.2 |
| GENTE | 100.0 | 4.0 | 18.6 | 4.8 | 0.8 | 3.5 | 13.1 | 6.5 | 4.2 | 0.4 | 11.8 | 14.9 | 6.3 | 6.9 | 1.2 | 3.0 |
| GIOIA | 100.0 | 3.2 | 19.9 | 5.2 | 0.5 | 2.4 | 16.3 | 7.9 | 3.6 | 0.3 | 10.1 | 9.8 | 7.9 | 8.6 | 1.4 | 3.2 |
| IL GIORNALINO | 100.0 | 0.9 | 17.5 | 2.9 | 0.0 | 5.8 | 35.0 | 11.3 | 2.8 | 0.3 | 8.3 | 2.4 | 5.4 | 3.1 | 0.6 | 3.8 |
| GRAND HOTEL | 100.0 | 0.8 | 19.5 | 2.9 | 0.3 | 1.0 | 7.4 | 11.8 | 3.3 | 0.2 | 12.1 | 15.8 | 5.3 | 8.2 | 2.3 | 9.1 |
| GRAZIA | 100.0 | 3.7 | 21.2 | 3.8 | 0.1 | 4.5 | 18.7 | 7.2 | 2.9 | 0.2 | 10.1 | 9.6 | 7.4 | 5.5 | 1.4 | 3.6 |
| GUERIN SPORTIVO | 100.0 | 4.5 | 20.0 | 5.6 | 0.3 | 1.5 | 28.3 | 14.0 | 7.8 | 0.0 | 6.0 | 8.5 | 0.8 | 0.7 | 0.2 | 1.9 |
| GUIDA TV | 100.0 | 3.6 | 18.4 | 4.5 | 0.7 | 2.6 | 11.4 | 7.6 | 8.5 | 0.0 | 12.5 | 13.1 | 5.2 | 6.1 | 1.7 | 4.2 |
| INTIMITA' | 100.0 | 1.6 | 10.1 | 4.1 | 0.8 | 1.4 | 9.3 | 10.6 | 4.1 | 0.4 | 11.9 | 17.2 | 9.1 | 9.7 | 3.4 | 6.2 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 10.8 | 2.4 | 0.0 | 0.7 | 60.9 | 1.2 | 1.6 | 0.4 | 4.7 | 5.1 | 2.6 | 3.8 | 2.2 | 3.5 |
| IL MONDO | 100.0 | 16.7 | 22.5 | 6.8 | 0.0 | 10.4 | 9.2 | 0.0 | 2.0 | 2.4 | 19.9 | 5.4 | 0.0 | 4.6 | 0.0 | 0.0 |
| MOTOSPRINT | 100.0 | 2.5 | 24.3 | 5.6 | 0.8 | 1.0 | 29.5 | 15.2 | 6.9 | 0.0 | 5.5 | 7.0 | 0.7 | 0.4 | 0.4 | 0.2 |
| NOVELLA 2000 | 100.0 | 2.2 | 21.3 | 3.8 | 1.1 | 1.6 | 13.0 | 14.4 | 6.7 | 0.7 | 8.2 | 10.2 | 5.4 | 4.9 | 2.0 | 4.5 |
| OGGI | 100.0 | 4.4 | 19.3 | 4.1 | 0.7 | 3.5 | 12.6 | 6.8 | 3.1 | 0.2 | 13.7 | 14.1 | 6.9 | 6.1 | 1.9 | 2.4 |
| PANORAMA | 100.0 | 10.1 | 24.8 | 6.2 | 0.8 | 4.4 | 18.3 | 7.9 | 3.4 | 0.2 | 10.1 | 5.8 | 4.5 | 2.4 | 0.3 | 0.8 |
| SORRISI E CANZONI TV | 100.0 | 2.9 | 18.2 | 4.5 | 1.0 | 1.8 | 17.6 | 11.6 | 5.9 | 0.6 | 8.9 | 10.9 | 4.8 | 5.2 | 2.2 | 4.0 |
| STOP | 100.0 | 3.3 | 15.7 | 3.2 | 1.2 | 0.9 | 6.9 | 12.9 | 4.3 | 1.2 | 11.2 | 16.9 | 9.1 | 7.3 | 2.2 | 3.9 |
| TELEPIU' | 100.0 | 4.8 | 18.1 | 5.4 | 0.8 | 2.2 | 17.6 | 9.9 | 6.3 | 0.7 | 7.3 | 9.2 | 4.2 | 6.9 | 2.3 | 4.3 |
| TELESETTE | 100.0 | 2.7 | 15.3 | 5.1 | 0.5 | 2.9 | 14.6 | 9.9 | 5.6 | 0.5 | 10.9 | 13.1 | 4.8 | 7.6 | 2.3 | 4.1 |
| TOPOLINO | 100.0 | 5.4 | 22.1 | 5.9 | 0.7 | 4.8 | 24.6 | 8.9 | 5.0 | 0.4 | 5.6 | 5.4 | 3.1 | 3.9 | 1.4 | 2.8 |
| VISTO | 100.0 | 1.3 | 16.9 | 7.4 | 0.7 | 2.5 | 10.0 | 11.5 | 5.7 | 1.7 | 8.4 | 12.3 | 5.4 | 8.1 | 3.1 | 5.1 |
| VIVERSANI & BELLI | 100.0 | 3.7 | 19.1 | 5.4 | 0.6 | 3.2 | 15.9 | 9.7 | 4.1 | 0.7 | 8.0 | 9.7 | 6.1 | 7.1 | 2.5 | 4.4 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 8.5 | 25.4 | 5.1 | 0.0 | 9.7 | 23.1 | 4.7 | 2.3 | 0.0 | 8.6 | 5.1 | 4.3 | 2.0 | 0.4 | 0.9 |
| DIARIO DELLA SETTIMANA | 100.0 | 8.7 | 36.9 | 5.0 | 0.0 | 8.7 | 12.8 | 6.4 | 1.3 | 0.0 | 8.2 | 7.2 | 2.5 | 1.0 | 1.2 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.3 | 21.3 | 6.0 | 0.5 | 0.9 | 23.8 | 13.2 | 6.2 | 0.4 | 10.2 | 9.2 | 1.1 | 1.5 | 0.4 | 1.0 |
| IO DONNA | 100.0 | 9.6 | 23.7 | 2.7 | 0.6 | 6.8 | 17.3 | 3.1 | 1.7 | 0.3 | 12.4 | 7.9 | 9.0 | 4.0 | 0.4 | 0.7 |
| SETTE | 100.0 | 10.0 | 23.5 | 4.0 | 0.3 | 6.0 | 18.0 | 3.8 | 2.2 | 0.0 | 13.1 | 7.7 | 6.5 | 3.6 | 0.5 | 0.6 |
| SPECCHIO DELLA STAMPA | 100.0 | 8.4 | 21.0 | 4.3 | 0.4 | 6.5 | 22.5 | 4.1 | 2.5 | 0.2 | 10.7 | 9.1 | 3.6 | 3.3 | 0.9 | 2.4 |
| TV SETTE | 100.0 | 7.9 | 20.8 | 4.4 | 0.4 | 5.0 | 19.5 | 5.2 | 2.3 | 0.0 | 12.7 | 8.6 | 6.9 | 4.5 | 0.4 | 1.4 |
| IL VENERDI' | 100.0 | 10.6 | 23.3 | 6.7 | 0.6 | 8.1 | 17.6 | 5.7 | 2.3 | 0.1 | 10.5 | 6.4 | 4.2 | 2.6 | 0.5 | 0.8 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale**

(percentuali di composizione)

| MENSILI | Totale | Ceti super. A | Ceti medi: Fascia alta B1 | Ceti medi: Fascia bassa B2 | Ceti medi: Agricoltori B3 | Intellettuali: Docenti C1 | Intellettuali: Studenti C2 | Operai: Fascia alta D1 | Operai: Fascia bassa D2 | Operai: Braccianti D3 | Pensionati e altri: Fascia alta F1 | Pensionati e altri: Fascia bassa F2 | CASALINGHE DI FAMIGLIE non operaie: Fascia alta E1 | CASALINGHE DI FAMIGLIE non operaie: Fascia bassa E2 | CASALINGHE DI FAMIGLIE operaie: Fascia alta E3 | CASALINGHE DI FAMIGLIE operaie: Fascia bassa E4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| POPOLAZIONE | 100.0 | 3.6 | 15.8 | 4.6 | 1.5 | 2.7 | 10.9 | 8.1 | 5.7 | 0.8 | 10.6 | 18.7 | 4.7 | 7.2 | 1.6 | 3.6 |
| ABITARE | 100.0 | 16.8 | 31.4 | 4.2 | 1.0 | 4.6 | 14.0 | 4.9 | 2.9 | 0.0 | 6.8 | 4.8 | 3.9 | 4.0 | 0.0 | 0.7 |
| AD | 100.0 | 17.6 | 24.5 | 5.7 | 0.3 | 7.1 | 16.9 | 2.9 | 0.6 | 0.0 | 7.3 | 4.6 | 9.7 | 1.9 | 0.4 | 0.7 |
| AIRONE | 100.0 | 9.5 | 26.7 | 4.4 | 0.8 | 9.3 | 19.3 | 5.8 | 2.2 | 0.0 | 10.9 | 4.8 | 3.5 | 1.9 | 0.2 | 0.7 |
| AMADEUS | 100.0 | 13.1 | 20.8 | 4.4 | 1.2 | 13.5 | 17.9 | 3.5 | 1.9 | 0.0 | 9.1 | 6.4 | 6.2 | 0.0 | 0.0 | 2.0 |
| ARCHEO | 100.0 | 11.8 | 25.3 | 3.8 | 0.0 | 9.4 | 28.7 | 3.7 | 0.7 | 0.0 | 9.0 | 3.7 | 2.1 | 1.0 | 0.0 | 0.7 |
| ASTRA | 100.0 | 3.3 | 20.6 | 5.4 | 0.0 | 2.8 | 22.5 | 11.6 | 3.0 | 0.4 | 8.6 | 8.4 | 2.6 | 3.8 | 2.1 | 4.9 |
| A TAVOLA | 100.0 | 7.0 | 21.3 | 3.8 | 0.0 | 7.5 | 8.0 | 6.0 | 1.5 | 1.2 | 15.5 | 8.1 | 8.9 | 7.6 | 1.1 | 2.5 |
| AUTO | 100.0 | 5.2 | 22.7 | 5.6 | 0.7 | 0.2 | 26.3 | 15.1 | 6.9 | 0.6 | 6.5 | 7.7 | 0.6 | 0.9 | 0.3 | 0.8 |
| L'AUTOMOBILE | 100.0 | 5.6 | 24.8 | 6.5 | 1.3 | 2.6 | 14.1 | 11.1 | 5.3 | 0.1 | 11.8 | 11.6 | 2.2 | 1.0 | 0.7 | 1.2 |
| BELL'EUROPA | 100.0 | 14.6 | 21.2 | 4.3 | 0.6 | 13.3 | 19.8 | 4.4 | 0.9 | 0.3 | 9.9 | 3.7 | 3.1 | 1.4 | 0.0 | 2.6 |
| BELL'ITALIA | 100.0 | 13.6 | 28.2 | 2.3 | 1.2 | 10.9 | 13.2 | 5.7 | 1.7 | 0.6 | 11.1 | 6.0 | 3.1 | 1.6 | 0.0 | 0.6 |
| BENISSIMO | 100.0 | 1.1 | 25.6 | 4.9 | 0.5 | 5.5 | 8.7 | 9.1 | 3.4 | 0.7 | 8.3 | 6.0 | 11.9 | 7.3 | 2.7 | 4.3 |
| BIMBI SANI E BELLI | 100.0 | 2.7 | 20.0 | 4.9 | 0.9 | 4.3 | 12.8 | 7.3 | 4.0 | 0.2 | 5.7 | 7.3 | 6.2 | 11.1 | 3.3 | 9.1 |
| BRAVA CASA | 100.0 | 9.0 | 28.2 | 6.1 | 0.1 | 7.9 | 10.6 | 7.3 | 2.4 | 0.2 | 8.0 | 4.3 | 6.4 | 6.1 | 0.9 | 2.4 |
| BUONA CUCINA | 100.0 | 2.0 | 21.0 | 3.3 | 0.3 | 4.1 | 9.4 | 7.6 | 4.3 | 1.5 | 9.1 | 10.3 | 7.6 | 10.2 | 1.5 | 7.7 |
| BURDA | 100.0 | 1.3 | 15.8 | 4.8 | 0.4 | 5.0 | 14.0 | 7.8 | 2.6 | 0.7 | 5.8 | 9.6 | 9.6 | 10.8 | 2.4 | 9.3 |
| CAPITAL | 100.0 | 15.3 | 26.9 | 7.6 | 1.0 | 5.2 | 15.5 | 3.0 | 5.1 | 0.0 | 9.2 | 5.1 | 4.5 | 1.0 | 0.0 | 0.6 |
| CARNET | 100.0 | 14.7 | 25.0 | 5.3 | 0.0 | 8.3 | 22.6 | 4.7 | 1.9 | 0.0 | 7.9 | 3.2 | 3.4 | 1.9 | 0.0 | 1.1 |
| CASAVIVA | 100.0 | 7.8 | 29.9 | 7.0 | 0.5 | 5.3 | 11.8 | 6.6 | 2.4 | 0.2 | 7.3 | 4.1 | 6.7 | 5.7 | 1.9 | 2.9 |
| CENTO COSE ENERGY | 100.0 | 3.1 | 21.3 | 3.9 | 0.0 | 3.0 | 34.3 | 10.0 | 2.3 | 0.8 | 7.1 | 4.1 | 5.4 | 1.8 | 0.5 | 2.6 |
| CIAK | 100.0 | 3.1 | 16.9 | 7.1 | 0.4 | 2.7 | 37.8 | 11.0 | 7.6 | 0.0 | 5.8 | 4.0 | 0.3 | 1.5 | 0.5 | 1.3 |
| CIPRIA | 100.0 | 7.6 | 20.5 | 2.6 | 0.0 | 8.1 | 25.6 | 5.8 | 2.4 | 0.0 | 6.4 | 4.0 | 11.4 | 1.6 | 0.9 | 3.1 |
| CLASS | 100.0 | 15.8 | 34.7 | 8.6 | 0.0 | 4.1 | 20.5 | 5.4 | 1.3 | 0.0 | 3.8 | 3.6 | 1.7 | 0.0 | 0.0 | 0.4 |
| CLUB 3 | 100.0 | 2.3 | 10.8 | 3.1 | 0.9 | 1.3 | 6.4 | 3.2 | 0.0 | 0.0 | 23.1 | 28.7 | 7.8 | 10.2 | 2.3 | 0.0 |
| COME STAI | 100.0 | 3.6 | 22.0 | 3.5 | 0.0 | 4.4 | 21.1 | 8.8 | 1.9 | 0.6 | 7.3 | 13.2 | 3.5 | 3.4 | 2.0 | 4.6 |
| CONSIGLI PRATICI | 100.0 | 1.6 | 20.4 | 4.0 | 2.3 | 3.5 | 8.1 | 12.8 | 0.8 | 0.0 | 11.5 | 9.4 | 5.0 | 10.7 | 4.4 | 5.6 |
| COSE DI CASA | 100.0 | 4.9 | 24.8 | 6.1 | 0.5 | 4.6 | 12.7 | 8.6 | 4.0 | 0.1 | 8.2 | 6.1 | 7.4 | 6.2 | 1.5 | 4.3 |
| LA CUCINA ITALIANA | 100.0 | 5.1 | 21.8 | 3.6 | 1.2 | 4.6 | 9.9 | 5.3 | 4.0 | 0.4 | 13.7 | 8.9 | 7.3 | 6.9 | 2.0 | 5.2 |
| CUCINA MODERNA | 100.0 | 2.4 | 22.7 | 3.8 | 0.2 | 3.5 | 13.8 | 11.9 | 4.1 | 0.9 | 9.0 | 7.6 | 7.2 | 6.9 | 1.7 | 4.3 |
| DONNA | 100.0 | 1.7 | 15.6 | 3.4 | 0.6 | 4.1 | 21.6 | 7.2 | 3.9 | 0.3 | 10.0 | 9.5 | 6.2 | 7.8 | 2.0 | 6.1 |
| DONNA E MAMMA | 100.0 | 2.3 | 17.4 | 6.7 | 1.1 | 9.1 | 3.8 | 7.1 | 5.9 | 0.5 | 4.7 | 6.3 | 9.7 | 10.7 | 1.0 | 13.7 |
| DOVE | 100.0 | 15.2 | 26.1 | 2.3 | 0.0 | 7.1 | 22.1 | 5.1 | 0.5 | 0.0 | 10.3 | 1.7 | 7.2 | 0.6 | 0.3 | 1.5 |
| ELLE | 100.0 | 9.8 | 22.5 | 3.7 | 0.2 | 5.5 | 23.4 | 7.3 | 2.9 | 0.2 | 7.9 | 5.4 | 6.9 | 1.6 | 1.2 | 1.4 |
| ELLE DECOR | 100.0 | 10.1 | 30.0 | 4.7 | 0.0 | 6.7 | 13.6 | 5.2 | 1.2 | 0.0 | 8.1 | 0.4 | 8.5 | 6.4 | 3.1 | 2.0 |
| FOCUS | 100.0 | 6.2 | 23.2 | 4.6 | 0.7 | 4.1 | 31.2 | 9.6 | 2.7 | 0.1 | 7.1 | 3.3 | 3.3 | 1.8 | 1.1 | 1.0 |
| GARDENIA | 100.0 | 12.0 | 21.4 | 4.3 | 1.2 | 3.5 | 14.1 | 9.2 | 3.2 | 1.2 | 9.7 | 5.7 | 6.4 | 6.4 | 1.0 | 0.6 |
| GENTE MESE | 100.0 | 3.4 | 16.0 | 6.3 | 0.8 | 6.3 | 19.2 | 10.4 | 5.0 | 0.4 | 8.5 | 9.1 | 3.6 | 5.8 | 1.7 | 3.4 |
| GENTE MONEY | 100.0 | 17.6 | 35.0 | 8.7 | 1.4 | 4.6 | 11.3 | 2.7 | 0.7 | 0.0 | 10.5 | 4.1 | 1.8 | 0.5 | 0.0 | 1.2 |
| GENTE MOTORI | 100.0 | 6.5 | 24.4 | 8.2 | 1.2 | 1.6 | 18.9 | 11.5 | 6.6 | 0.6 | 8.2 | 8.6 | 1.7 | 0.9 | 0.4 | 0.7 |
| GENTE VIAGGI | 100.0 | 9.4 | 29.6 | 6.4 | 0.9 | 5.3 | 14.0 | 8.4 | 4.7 | 0.2 | 9.8 | 4.1 | 4.2 | 2.0 | 0.0 | 1.0 |
| GLAMOUR | 100.0 | 4.7 | 21.7 | 2.3 | 0.0 | 5.1 | 31.1 | 13.0 | 0.4 | 0.6 | 7.7 | 2.8 | 3.2 | 3.4 | 1.0 | 2.9 |
| GULLIVER | 100.0 | 13.7 | 18.1 | 5.5 | 0.0 | 4.9 | 28.9 | 12.0 | 1.2 | 0.0 | 7.8 | 3.8 | 1.1 | 2.9 | 0.0 | 0.0 |
| IN CASA | 100.0 | 2.4 | 32.0 | 4.0 | 0.0 | 5.4 | 8.2 | 5.9 | 9.3 | 0.0 | 5.9 | 8.3 | 2.3 | 11.0 | 2.3 | 2.8 |
| INSIEME | 100.0 | 3.7 | 27.6 | 4.2 | 1.0 | 6.8 | 4.4 | 8.2 | 5.1 | 0.0 | 5.6 | 1.7 | 11.2 | 9.8 | 2.3 | 8.4 |
| IO E IL MIO BAMBINO | 100.0 | 4.4 | 23.8 | 5.8 | 0.7 | 7.1 | 4.7 | 8.9 | 5.6 | 0.3 | 3.8 | 3.4 | 6.9 | 8.5 | 3.1 | 12.9 |
| JESUS | 100.0 | 4.9 | 12.8 | 6.3 | 0.5 | 9.0 | 17.3 | 4.6 | 4.6 | 0.0 | 16.0 | 13.2 | 6.3 | 3.2 | 0.0 | 1.3 |
| MADRE | 100.0 | 5.9 | 13.6 | 2.4 | 1.0 | 4.4 | 6.2 | 5.1 | 3.8 | 0.0 | 21.4 | 11.7 | 7.6 | 11.5 | 1.0 | 4.5 |
| MARIE CLAIRE | 100.0 | 5.7 | 24.3 | 5.3 | 0.1 | 5.8 | 21.9 | 9.4 | 2.6 | 0.1 | 7.0 | 3.7 | 6.3 | 3.2 | 1.1 | 3.2 |
| MAX | 100.0 | 5.7 | 25.8 | 4.6 | 0.8 | 2.2 | 31.0 | 13.4 | 3.6 | 0.1 | 5.0 | 3.8 | 2.1 | 1.0 | 0.3 | 0.5 |
| MERIDIANI | 100.0 | 18.8 | 41.7 | 6.7 | 0.0 | 3.9 | 13.2 | 2.2 | 1.3 | 0.0 | 5.3 | 3.8 | 2.7 | 0.0 | 0.0 | 0.5 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 2.1 | 12.8 | 4.6 | 1.5 | 4.3 | 7.4 | 7.1 | 3.8 | 0.8 | 14.8 | 22.9 | 5.3 | 8.3 | 1.8 | 2.7 |
| LA MIA BOUTIQUE | 100.0 | 0.4 | 13.4 | 6.9 | 0.0 | 6.1 | 11.8 | 7.1 | 1.6 | 0.5 | 7.6 | 9.8 | 9.5 | 13.7 | 1.4 | 10.2 |
| LA MIA CASA | 100.0 | 7.8 | 23.5 | 4.4 | 0.0 | 1.2 | 13.7 | 8.4 | 8.5 | 0.4 | 8.5 | 3.7 | 4.0 | 10.0 | 0.7 | 5.2 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 8.3 | 31.2 | 6.9 | 1.3 | 3.5 | 19.9 | 7.5 | 5.1 | 0.0 | 3.8 | 5.9 | 2.9 | 1.3 | 0.3 | 2.1 |
| NAUTICA | 100.0 | 11.5 | 30.3 | 10.9 | 2.0 | 1.7 | 16.7 | 7.7 | 2.7 | 0.0 | 7.1 | 3.8 | 3.8 | 1.7 | 0.0 | 0.0 |
| PESCARE | 100.0 | 3.8 | 24.9 | 6.3 | 0.4 | 0.6 | 14.3 | 17.0 | 5.7 | 0.4 | 12.8 | 8.5 | 1.1 | 1.5 | 0.5 | 2.0 |
| PRATICA | 100.0 | 2.7 | 27.6 | 3.5 | 0.0 | 4.6 | 10.5 | 7.9 | 1.6 | 1.0 | 13.3 | 7.0 | 7.7 | 5.7 | 1.5 | 5.4 |
| QUATTRORUOTE | 100.0 | 6.5 | 25.7 | 6.9 | 1.5 | 2.2 | 18.1 | 11.3 | 7.0 | 0.7 | 8.2 | 7.2 | 2.0 | 1.1 | 0.7 | 0.9 |
| QUATTRO ZAMPE | 100.0 | 4.7 | 20.3 | 4.0 | 1.5 | 2.3 | 19.1 | 11.9 | 5.6 | 0.5 | 12.5 | 7.3 | 4.3 | 2.3 | 1.3 | 2.4 |
| QUI TOURING | 100.0 | 11.5 | 28.0 | 3.5 | 0.2 | 7.0 | 14.2 | 3.2 | 0.6 | 0.0 | 17.7 | 6.3 | 6.3 | 1.5 | 0.0 | 0.0 |
| RAKAM | 100.0 | 2.7 | 17.6 | 1.3 | 0.3 | 8.1 | 10.3 | 4.9 | 2.5 | 0.4 | 10.9 | 9.8 | 14.3 | 10.3 | 2.5 | 4.0 |
| SALE & PEPE | 100.0 | 6.6 | 24.8 | 4.4 | 0.5 | 7.6 | 12.8 | 7.9 | 2.1 | 0.4 | 8.2 | 8.9 | 6.9 | 4.7 | 0.9 | 3.2 |
| SALVE | 100.0 | 7.4 | 25.5 | 5.7 | 0.0 | 8.5 | 8.6 | 8.8 | 2.1 | 0.0 | 13.3 | 6.8 | 3.6 | 7.0 | 1.6 | 1.1 |
| SCIENZA & VITA | 100.0 | 7.1 | 20.9 | 5.9 | 1.0 | 10.9 | 21.5 | 4.2 | 3.0 | 0.0 | 6.8 | 10.9 | 2.6 | 3.2 | 0.0 | 2.0 |
| LE SCIENZE | 100.0 | 11.3 | 19.3 | 2.8 | 1.0 | 16.9 | 28.6 | 2.0 | 2.3 | 0.0 | 7.0 | 3.3 | 2.4 | 2.2 | 0.0 | 0.8 |
| SELEZIONE READER'S DIGEST | 100.0 | 4.7 | 21.5 | 5.7 | 1.8 | 4.0 | 13.3 | 6.6 | 4.4 | 0.0 | 14.4 | 9.4 | 6.5 | 5.2 | 1.7 | 0.8 |
| SILHOUETTE DONNA | 100.0 | 1.6 | 17.4 | 4.0 | 0.4 | 2.9 | 30.4 | 11.2 | 2.9 | 0.4 | 6.3 | 7.4 | 4.7 | 5.8 | 1.3 | 3.3 |
| SPEAK UP | 100.0 | 13.8 | 20.8 | 3.6 | 1.0 | 10.0 | 32.7 | 2.8 | 0.8 | 0.0 | 3.1 | 6.8 | 2.4 | 1.6 | 0.9 | 0.0 |
| STARBENE | 100.0 | 3.7 | 21.4 | 5.1 | 0.7 | 5.1 | 17.7 | 9.7 | 3.7 | 0.4 | 7.8 | 8.9 | 4.1 | 6.1 | 1.9 | 3.8 |
| STARTER | 100.0 | 5.8 | 18.7 | 6.7 | 0.0 | 2.2 | 29.0 | 17.6 | 7.0 | 0.0 | 6.2 | 4.0 | 1.6 | 0.0 | 1.3 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 13.2 | 30.5 | 7.1 | 0.8 | 5.6 | 5.1 | 9.6 | 3.4 | 1.0 | 10.9 | 5.3 | 2.8 | 3.3 | 0.8 | 0.5 |
| TUTTO | 100.0 | 1.4 | 8.2 | 2.0 | 0.2 | 1.4 | 67.0 | 6.7 | 3.0 | 0.0 | 3.9 | 2.8 | 0.9 | 1.3 | 0.2 | 1.0 |
| TUTTOMOTO | 100.0 | 3.5 | 22.7 | 5.4 | 0.7 | 1.2 | 33.1 | 12.4 | 6.6 | 0.6 | 5.7 | 7.3 | 0.3 | 0.5 | 0.0 | 0.1 |
| TUTTOTURISMO | 100.0 | 12.4 | 29.2 | 6.4 | 0.0 | 4.3 | 16.0 | 6.6 | 6.7 | 0.8 | 4.7 | 5.7 | 2.7 | 3.2 | 0.0 | 1.5 |
| VERA | 100.0 | 1.7 | 21.0 | 5.4 | 0.8 | 3.2 | 14.5 | 12.9 | 3.1 | 0.8 | 7.6 | 7.4 | 7.5 | 8.1 | 2.3 | 3.5 |
| VIAGGIARE | 100.0 | 5.9 | 25.1 | 6.4 | 2.0 | 1.1 | 22.6 | 13.3 | 5.2 | 0.7 | 9.3 | 4.0 | 1.2 | 2.5 | 0.8 | 0.0 |
| VITALITY | 100.0 | 4.1 | 21.5 | 3.9 | 0.0 | 2.8 | 27.5 | 11.2 | 5.2 | 0.0 | 9.4 | 6.0 | 1.4 | 5.9 | 0.4 | 0.7 |
| VOGUE ITALIA | 100.0 | 4.8 | 24.2 | 5.5 | 0.7 | 3.6 | 21.5 | 9.1 | 3.3 | 0.2 | 8.1 | 6.5 | 4.8 | 3.8 | 1.2 | 2.6 |
| WEEKEND VIAGGI | 100.0 | 6.3 | 28.9 | 3.4 | 0.9 | 5.0 | 15.8 | 7.0 | 3.8 | 1.2 | 12.5 | 4.9 | 2.1 | 2.4 | 0.0 | 5.7 |
| DIANA (QUATTORDICINALE) | 100.0 | 6.6 | 25.5 | 4.5 | 4.5 | 1.5 | 7.9 | 13.2 | 7.3 | 1.8 | 12.8 | 11.3 | 0.4 | 0.8 | 1.6 | 0.4 |

# Adulti

Lettori numero medio

Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **49445** | **16343** | **10822** | **10321** | **3656** | **8302** | **15210** | **34235** | **13012** | **3061** | **2376** | **3781** | **7593** | **7756** | **36433** |
| AMICA | **1234** | 299 | 284 | 278 | 126 | 247 | 468 | 767 | 363 | 64 | 53 | 111 | 187 | 231 | 871 |
| ANNA | **1397** | 386 | 289 | 277 | 146 | 299 | 546 | 851 | 364 | 84 | 63 | 101 | 208 | 223 | 1033 |
| AUTO OGGI | **866** | 305 | 214 | 174 | 62 | 112 | 235 | 631 | 266 | 57 | 30 | 59 | 129 | 178 | 599 |
| AUTOSPRINT | **758** | 274 | 167 | 145 | 61 | 111 | 219 | 540 | 239 | 57 | 27 | 38 | 106 | 163 | 520 |
| BELLA | **721** | 248 | 153 | 140 | 71 | 110 | 235 | 486 | 192 | 48 | 40 | 59 | 129 | 105 | 529 |
| CHI | **1712** | 544 | 314 | 385 | 154 | 315 | 610 | 1102 | 432 | 71 | 59 | 90 | 199 | 291 | 1280 |
| CONFIDENZE | **1037** | 361 | 215 | 206 | 93 | 163 | 330 | 707 | 249 | 53 | 46 | 79 | 147 | 148 | 789 |
| DOMENICA QUIZ | **392** | 78 | 60 | 80 | 45 | 129 | 202 | 190 | 79 | 13 | 15 | 22 | 48 | 51 | 313 |
| DONNA MODERNA | **4060** | 1277 | 886 | 818 | 354 | 725 | 1394 | 2666 | 1230 | 269 | 233 | 340 | 708 | 729 | 2829 |
| L'ESPRESSO | **2321** | 623 | 448 | 487 | 246 | 517 | 958 | 1363 | 681 | 152 | 97 | 245 | 412 | 414 | 1640 |
| EVA EXPRESS TREMILA | **783** | 241 | 156 | 160 | 64 | 163 | 282 | 501 | 232 | 60 | 45 | 62 | 153 | 123 | 551 |
| FAMIGLIA CRISTIANA | **5215** | 2189 | 1178 | 874 | 389 | 585 | 1252 | 3963 | 1308 | 243 | 214 | 381 | 699 | 840 | 3907 |
| FILM TV | **317** | 76 | 67 | 62 | 35 | 77 | 148 | 169 | 83 | 17 | 10 | 27 | 46 | 47 | 235 |
| GENTE | **4387** | 1324 | 865 | 948 | 392 | 858 | 1623 | 2764 | 1143 | 273 | 185 | 329 | 646 | 658 | 3244 |
| GIOIA | **1487** | 446 | 287 | 313 | 153 | 289 | 545 | 942 | 464 | 116 | 57 | 131 | 253 | 277 | 1024 |
| IL GIORNALINO | **401** | 136 | 114 | 75 | 29 | 47 | 105 | 296 | 227 | 31 | 16 | 69 | 99 | 181 | 174 |
| GRAND HOTEL | **1238** | 470 | 188 | 293 | 81 | 205 | 379 | 858 | 330 | 82 | 65 | 97 | 204 | 181 | 907 |
| GRAZIA | **1810** | 523 | 369 | 347 | 196 | 375 | 716 | 1094 | 489 | 107 | 75 | 143 | 266 | 321 | 1321 |
| GUERIN SPORTIVO | **482** | 121 | 107 | 113 | 38 | 104 | 196 | 286 | 146 | 32 | 27 | 50 | 76 | 92 | 336 |
| GUIDA TV | **1729** | 436 | 386 | 373 | 182 | 352 | 654 | 1075 | 545 | 153 | 94 | 181 | 351 | 298 | 1184 |
| INTIMITA' | **1192** | 445 | 218 | 278 | 83 | 168 | 358 | 835 | 295 | 41 | 46 | 95 | 152 | 198 | 898 |
| MAGAZINE BEAUTIFUL | **351** | 115 | 104 | 56 | 27 | 50 | 98 | 253 | 124 | 13 | 8 | 19 | 32 | 100 | 227 |
| IL MONDO | **113** | 24 | 21 | 26 | 5 | 36 | 49 | 64 | 32 | 1 | 3 | 20 | 22 | 21 | 81 |
| MOTOSPRINT | **585** | 207 | 139 | 110 | 43 | 85 | 173 | 413 | 163 | 41 | 30 | 41 | 93 | 106 | 422 |
| NOVELLA 2000 | **1465** | 485 | 275 | 298 | 154 | 253 | 493 | 972 | 388 | 102 | 73 | 98 | 234 | 218 | 1077 |
| OGGI | **4430** | 1389 | 924 | 870 | 434 | 813 | 1610 | 2821 | 1141 | 224 | 174 | 296 | 585 | 730 | 3289 |
| PANORAMA | **3507** | 967 | 705 | 752 | 328 | 755 | 1364 | 2143 | 1026 | 247 | 179 | 339 | 620 | 562 | 2482 |
| SORRISI E CANZONI TV | **8586** | 2808 | 1910 | 1855 | 634 | 1380 | 2576 | 6010 | 2654 | 575 | 466 | 646 | 1448 | 1597 | 5932 |
| STOP | **750** | 286 | 144 | 122 | 77 | 121 | 238 | 512 | 148 | 44 | 28 | 44 | 94 | 70 | 602 |
| TELEPIU' | **2157** | 679 | 434 | 474 | 159 | 410 | 744 | 1413 | 734 | 137 | 116 | 206 | 382 | 470 | 1424 |
| TELESETTE | **2296** | 586 | 556 | 496 | 208 | 450 | 835 | 1462 | 733 | 171 | 108 | 239 | 447 | 404 | 1563 |
| TOPOLINO | **2675** | 740 | 496 | 597 | 264 | 579 | 1057 | 1618 | 1319 | 214 | 222 | 428 | 724 | 875 | 1355 |
| VISTO | **741** | 298 | 121 | 126 | 100 | 95 | 227 | 514 | 267 | 75 | 51 | 73 | 165 | 150 | 473 |
| VIVERSANI & BELLI | **1929** | 668 | 377 | 346 | 168 | 370 | 646 | 1283 | 588 | 151 | 114 | 124 | 327 | 335 | 1341 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 322 | 340 | 316 | 179 | 534 | 841 | 850 | 490 | 82 | 95 | 126 | 253 | 322 | 1201 |
| DIARIO DELLA SETTIMANA | **165** | 32 | 15 | 40 | 15 | 62 | 98 | 67 | 35 | 7 | 5 | 11 | 19 | 26 | 129 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 883 | 476 | 532 | 260 | 299 | 740 | 1711 | 666 | 130 | 92 | 181 | 339 | 423 | 1785 |
| IO DONNA | **2071** | 423 | 444 | 407 | 172 | 624 | 924 | 1147 | 470 | 110 | 87 | 145 | 278 | 265 | 1601 |
| SETTE | **2509** | 554 | 464 | 503 | 227 | 761 | 1149 | 1361 | 555 | 115 | 107 | 147 | 304 | 341 | 1955 |
| SPECCHIO DELLA STAMPA | **1306** | 330 | 274 | 252 | 122 | 328 | 568 | 739 | 360 | 80 | 57 | 106 | 203 | 201 | 946 |
| TV SETTE | **2696** | 626 | 526 | 515 | 222 | 807 | 1196 | 1501 | 640 | 137 | 123 | 180 | 365 | 388 | 2056 |
| IL VENERDI' | **4025** | 898 | 803 | 732 | 400 | 1192 | 1868 | 2157 | 1135 | 272 | 225 | 338 | 688 | 682 | 2890 |

Lettori numero medio
Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| MENSILI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| POPOLAZIONE | 49445 | 16343 | 10822 | 10321 | 3656 | 8302 | 15210 | 34235 | 13012 | 3061 | 2376 | 3781 | 7593 | 7756 | 36433 |
| ABITARE | 449 | 114 | 74 | 102 | 57 | 102 | 192 | 257 | 118 | 44 | 31 | 39 | 84 | 48 | 330 |
| AD | 677 | 161 | 122 | 136 | 82 | 177 | 310 | 367 | 184 | 45 | 39 | 55 | 114 | 105 | 493 |
| AIRONE | 1090 | 328 | 228 | 200 | 106 | 229 | 433 | 657 | 327 | 62 | 41 | 82 | 163 | 216 | 763 |
| AMADEUS | 186 | 53 | 22 | 29 | 20 | 61 | 96 | 90 | 34 | 11 | 4 | 9 | 22 | 18 | 152 |
| ARCHEO | 322 | 96 | 63 | 59 | 29 | 76 | 133 | 189 | 96 | 24 | 17 | 35 | 65 | 47 | 226 |
| ASTRA | 554 | 171 | 123 | 91 | 30 | 138 | 196 | 358 | 187 | 43 | 26 | 47 | 96 | 125 | 367 |
| A TAVOLA | 222 | 51 | 48 | 54 | 32 | 38 | 97 | 125 | 63 | 15 | 15 | 26 | 46 | 31 | 159 |
| AUTO | 1289 | 398 | 304 | 254 | 127 | 205 | 419 | 870 | 312 | 49 | 55 | 70 | 159 | 184 | 977 |
| L'AUTOMOBILE | 1337 | 358 | 257 | 277 | 171 | 274 | 596 | 741 | 336 | 59 | 58 | 79 | 161 | 212 | 1001 |
| BELL'EUROPA | 373 | 96 | 59 | 65 | 50 | 103 | 177 | 196 | 95 | 29 | 21 | 27 | 67 | 52 | 278 |
| BELL'ITALIA | 746 | 181 | 150 | 117 | 95 | 203 | 354 | 392 | 201 | 54 | 34 | 61 | 125 | 124 | 544 |
| BENISSIMO | 440 | 133 | 98 | 78 | 33 | 97 | 161 | 279 | 136 | 54 | 32 | 26 | 91 | 66 | 304 |
| BIMBI SANI E BELLI | 1209 | 394 | 226 | 266 | 95 | 228 | 414 | 794 | 725 | 417 | 180 | 134 | 602 | 240 | 484 |
| BRAVA CASA | 1164 | 381 | 254 | 224 | 116 | 189 | 376 | 788 | 437 | 129 | 86 | 143 | 291 | 209 | 728 |
| BUONA CUCINA | 623 | 199 | 114 | 127 | 70 | 113 | 233 | 390 | 169 | 37 | 24 | 41 | 83 | 118 | 454 |
| BURDA | 1286 | 383 | 307 | 278 | 115 | 202 | 372 | 913 | 477 | 115 | 100 | 139 | 279 | 267 | 809 |
| CAPITAL | 470 | 119 | 56 | 98 | 43 | 154 | 221 | 249 | 113 | 29 | 20 | 25 | 66 | 57 | 356 |
| CARNET | 240 | 43 | 37 | 64 | 28 | 69 | 134 | 107 | 54 | 5 | 9 | 10 | 19 | 41 | 186 |
| CASAVIVA | 1846 | 603 | 403 | 379 | 170 | 292 | 581 | 1265 | 688 | 147 | 152 | 217 | 423 | 396 | 1158 |
| CENTO COSE ENERGY | 783 | 251 | 172 | 137 | 68 | 155 | 268 | 515 | 174 | 43 | 25 | 27 | 85 | 107 | 610 |
| CIAK | 941 | 277 | 232 | 166 | 86 | 180 | 335 | 606 | 209 | 26 | 32 | 44 | 88 | 151 | 731 |
| CIPRIA | 395 | 88 | 72 | 89 | 41 | 105 | 173 | 221 | 95 | 16 | 16 | 20 | 46 | 66 | 300 |
| CLASS | 315 | 70 | 61 | 67 | 32 | 85 | 139 | 176 | 95 | 26 | 15 | 21 | 48 | 53 | 220 |
| CLUB 3 | 219 | 61 | 40 | 54 | 22 | 41 | 92 | 127 | 31 | 3 | 5 | 10 | 14 | 21 | 188 |
| COME STAI | 354 | 125 | 69 | 65 | 38 | 57 | 119 | 235 | 107 | 24 | 18 | 23 | 56 | 68 | 248 |
| CONSIGLI PRATICI | 278 | 115 | 52 | 44 | 21 | 46 | 94 | 184 | 76 | 29 | 24 | 25 | 55 | 29 | 201 |
| COSE DI CASA | 1942 | 611 | 401 | 373 | 188 | 368 | 661 | 1281 | 756 | 218 | 142 | 208 | 467 | 413 | 1186 |
| LA CUCINA ITALIANA | 995 | 257 | 206 | 196 | 106 | 230 | 417 | 577 | 275 | 61 | 54 | 89 | 166 | 162 | 720 |
| CUCINA MODERNA | 1076 | 335 | 221 | 201 | 114 | 206 | 378 | 698 | 322 | 81 | 64 | 94 | 196 | 180 | 754 |
| DONNA | 1021 | 278 | 251 | 174 | 115 | 204 | 362 | 659 | 295 | 38 | 36 | 76 | 123 | 212 | 726 |
| DONNA E MAMMA | 462 | 170 | 99 | 101 | 23 | 70 | 127 | 336 | 310 | 215 | 81 | 69 | 290 | 65 | 153 |
| DOVE | 525 | 142 | 87 | 91 | 67 | 137 | 258 | 266 | 140 | 25 | 20 | 32 | 67 | 99 | 385 |
| ELLE | 610 | 177 | 106 | 107 | 70 | 149 | 269 | 341 | 152 | 26 | 13 | 29 | 59 | 110 | 458 |
| ELLE DECOR | 200 | 51 | 30 | 45 | 21 | 54 | 91 | 109 | 63 | 26 | 4 | 11 | 37 | 36 | 137 |
| FOCUS | 3389 | 1044 | 781 | 688 | 336 | 539 | 1162 | 2227 | 882 | 167 | 118 | 209 | 429 | 551 | 2507 |
| GARDENIA | 373 | 97 | 108 | 39 | 39 | 90 | 151 | 222 | 107 | 24 | 11 | 32 | 54 | 66 | 266 |
| GENTE MESE | 1483 | 476 | 296 | 323 | 138 | 250 | 504 | 979 | 451 | 78 | 95 | 138 | 259 | 263 | 1032 |
| GENTE MONEY | 315 | 79 | 74 | 70 | 33 | 59 | 108 | 206 | 80 | 19 | 14 | 19 | 44 | 52 | 235 |
| GENTE MOTORI | 1765 | 552 | 366 | 388 | 164 | 294 | 596 | 1169 | 559 | 111 | 99 | 141 | 303 | 353 | 1205 |
| GENTE VIAGGI | 872 | 259 | 143 | 195 | 110 | 165 | 365 | 507 | 232 | 48 | 36 | 70 | 125 | 139 | 640 |
| GLAMOUR | 432 | 147 | 109 | 78 | 30 | 68 | 128 | 305 | 86 | 14 | 25 | 8 | 42 | 53 | 347 |
| GULLIVER | 337 | 101 | 67 | 62 | 46 | 61 | 131 | 206 | 87 | 19 | 14 | 30 | 57 | 42 | 250 |
| IN CASA | 209 | 57 | 29 | 49 | 34 | 40 | 90 | 119 | 58 | 9 | 15 | 11 | 31 | 29 | 152 |
| INSIEME | 444 | 179 | 85 | 75 | 28 | 77 | 144 | 300 | 294 | 168 | 77 | 69 | 254 | 89 | 150 |
| IO E IL MIO BAMBINO | 990 | 356 | 209 | 211 | 50 | 164 | 275 | 715 | 775 | 584 | 147 | 163 | 700 | 170 | 215 |
| JESUS | 206 | 65 | 58 | 35 | 16 | 31 | 61 | 145 | 50 | 9 | 1 | 14 | 19 | 34 | 157 |
| MADRE | 218 | 110 | 45 | 23 | 15 | 25 | 53 | 165 | 65 | 17 | 11 | 19 | 38 | 43 | 153 |
| MARIE CLAIRE | 1065 | 323 | 220 | 212 | 108 | 202 | 386 | 679 | 255 | 59 | 40 | 39 | 124 | 154 | 810 |
| MAX | 1725 | 513 | 374 | 387 | 144 | 308 | 591 | 1134 | 315 | 69 | 52 | 75 | 176 | 182 | 1410 |
| MERIDIANI | 211 | 36 | 55 | 43 | 32 | 46 | 96 | 115 | 52 | 17 | 22 | 10 | 39 | 18 | 159 |
| MESSAGGERO DI S.ANTONIO | 1771 | 713 | 438 | 291 | 122 | 207 | 443 | 1328 | 357 | 80 | 53 | 114 | 203 | 217 | 1414 |
| LA MIA BOUTIQUE | 460 | 133 | 99 | 112 | 35 | 82 | 139 | 321 | 129 | 26 | 26 | 25 | 64 | 81 | 331 |
| LA MIA CASA | 409 | 130 | 87 | 72 | 40 | 80 | 137 | 272 | 138 | 36 | 22 | 41 | 85 | 83 | 271 |
| MILLIONAIRE INTRAPRENDERE | 666 | 174 | 167 | 171 | 52 | 103 | 207 | 459 | 214 | 78 | 37 | 54 | 139 | 101 | 452 |
| NAUTICA | 278 | 42 | 62 | 79 | 40 | 56 | 120 | 158 | 99 | 20 | 12 | 29 | 51 | 56 | 179 |
| PESCARE | 579 | 173 | 124 | 135 | 46 | 100 | 188 | 391 | 174 | 33 | 42 | 41 | 95 | 107 | 405 |
| PRATICA | 470 | 157 | 87 | 93 | 40 | 93 | 166 | 304 | 174 | 44 | 57 | 35 | 110 | 110 | 296 |
| QUATTRORUOTE | 5663 | 1881 | 1148 | 1222 | 478 | 933 | 1871 | 3792 | 1745 | 439 | 317 | 481 | 1044 | 987 | 3917 |
| QUATTRO ZAMPE | 516 | 160 | 115 | 92 | 45 | 104 | 177 | 339 | 106 | 26 | 18 | 27 | 63 | 54 | 410 |
| QUI TOURING | 1004 | 195 | 216 | 196 | 109 | 288 | 449 | 556 | 202 | 44 | 36 | 55 | 115 | 111 | 802 |
| RAKAM | 611 | 203 | 121 | 123 | 45 | 120 | 207 | 405 | 171 | 49 | 29 | 38 | 90 | 94 | 440 |
| SALE & PEPE | 740 | 215 | 152 | 154 | 76 | 143 | 296 | 444 | 236 | 40 | 61 | 59 | 136 | 135 | 505 |
| SALVE | 432 | 124 | 70 | 108 | 51 | 80 | 168 | 264 | 128 | 24 | 37 | 29 | 69 | 72 | 304 |
| SCIENZA & VITA | 248 | 78 | 62 | 48 | 24 | 35 | 81 | 167 | 74 | 5 | 10 | 23 | 30 | 57 | 174 |
| LE SCIENZE | 469 | 112 | 93 | 81 | 56 | 128 | 215 | 255 | 147 | 33 | 23 | 51 | 96 | 79 | 322 |
| SELEZIONE READER'S DIGEST | 1222 | 380 | 234 | 242 | 131 | 235 | 471 | 750 | 285 | 82 | 54 | 73 | 177 | 167 | 937 |
| SILHOUETTE DONNA | 1475 | 451 | 371 | 270 | 95 | 289 | 475 | 1000 | 452 | 69 | 66 | 106 | 213 | 292 | 1023 |
| SPEAK UP | 272 | 54 | 48 | 74 | 26 | 70 | 117 | 155 | 63 | 25 | 4 | 7 | 33 | 40 | 210 |
| STARBENE | 2135 | 669 | 392 | 472 | 203 | 399 | 770 | 1365 | 662 | 133 | 119 | 209 | 400 | 367 | 1473 |
| STARTER | 157 | 56 | 38 | 32 | 11 | 20 | 48 | 110 | 34 | 1 | 4 | 5 | 10 | 28 | 123 |
| TUTTI FOTOGRAFI | 230 | 58 | 48 | 50 | 26 | 48 | 88 | 143 | 82 | 18 | 19 | 16 | 49 | 42 | 149 |
| TUTTO | 893 | 292 | 228 | 197 | 52 | 124 | 237 | 656 | 264 | 18 | 20 | 49 | 80 | 199 | 629 |
| TUTTOMOTO | 1053 | 412 | 217 | 201 | 70 | 154 | 287 | 766 | 340 | 70 | 43 | 93 | 174 | 217 | 714 |
| TUTTOTURISMO | 337 | 132 | 49 | 70 | 28 | 59 | 120 | 217 | 123 | 26 | 27 | 38 | 67 | 65 | 214 |
| VERA | 1260 | 425 | 293 | 241 | 94 | 207 | 385 | 875 | 452 | 86 | 87 | 128 | 268 | 269 | 808 |
| VIAGGIARE | 360 | 118 | 68 | 72 | 38 | 64 | 135 | 225 | 84 | 26 | 4 | 23 | 44 | 51 | 276 |
| VITALITY | 274 | 85 | 37 | 62 | 31 | 59 | 113 | 161 | 44 | 14 | 5 | 8 | 25 | 26 | 229 |
| VOGUE ITALIA | 1025 | 282 | 227 | 203 | 94 | 218 | 361 | 664 | 318 | 83 | 47 | 70 | 165 | 192 | 707 |
| WEEKEND VIAGGI | 255 | 77 | 30 | 57 | 31 | 61 | 106 | 149 | 79 | 23 | 12 | 15 | 42 | 48 | 176 |
| DIANA (QUATTORDICINALE) | 348 | 131 | 103 | 73 | 16 | 27 | 77 | 271 | 100 | 23 | 6 | 33 | 57 | 55 | 248 |

# Adulti

Lettori numero medio

Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (percentuali di composizione)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **33.1** | **21.9** | **20.9** | **7.4** | **16.8** | **30.8** | **69.2** | **26.3** | **6.2** | **4.8** | **7.6** | **15.4** | **15.7** | **73.7** |
| AMICA | 100.0 | 24.2 | 23.0 | 22.5 | 10.2 | 20.0 | 37.9 | 62.1 | 29.4 | 5.2 | 4.3 | 9.0 | 15.2 | 18.7 | 70.6 |
| ANNA | 100.0 | 27.7 | 20.7 | 19.8 | 10.5 | 21.4 | 39.1 | 60.9 | 26.1 | 6.0 | 4.5 | 7.2 | 14.9 | 15.9 | 73.9 |
| AUTO OGGI | 100.0 | 35.2 | 24.7 | 20.0 | 7.2 | 12.9 | 27.1 | 72.9 | 30.8 | 6.6 | 3.5 | 6.8 | 14.9 | 20.6 | 69.2 |
| AUTOSPRINT | 100.0 | 36.2 | 22.0 | 19.1 | 8.1 | 14.6 | 28.8 | 71.2 | 31.5 | 7.5 | 3.6 | 5.0 | 14.0 | 21.5 | 68.5 |
| BELLA | 100.0 | 34.3 | 21.2 | 19.4 | 9.8 | 15.3 | 32.6 | 67.4 | 26.6 | 6.7 | 5.5 | 8.2 | 17.9 | 14.5 | 73.4 |
| CHI | 100.0 | 31.8 | 18.3 | 22.5 | 9.0 | 18.4 | 35.6 | 64.4 | 25.2 | 4.2 | 3.5 | 5.3 | 11.6 | 17.0 | 74.8 |
| CONFIDENZE | 100.0 | 34.8 | 20.7 | 19.8 | 8.9 | 15.7 | 31.8 | 68.2 | 24.0 | 5.1 | 4.4 | 7.6 | 14.1 | 14.3 | 76.0 |
| DOMENICA QUIZ | 100.0 | 20.0 | 15.2 | 20.5 | 11.4 | 32.9 | 51.5 | 48.5 | 20.1 | 3.4 | 3.9 | 5.5 | 12.4 | 12.9 | 79.9 |
| DONNA MODERNA | 100.0 | 31.4 | 21.8 | 20.2 | 8.7 | 17.8 | 34.3 | 65.7 | 30.3 | 6.6 | 5.7 | 8.4 | 17.4 | 18.0 | 69.7 |
| L'ESPRESSO | 100.0 | 26.9 | 19.3 | 21.0 | 10.6 | 22.3 | 41.3 | 58.7 | 29.4 | 6.6 | 4.2 | 10.6 | 17.8 | 17.8 | 70.6 |
| EVA EXPRESS TREMILA | 100.0 | 30.8 | 19.9 | 20.4 | 8.1 | 20.8 | 36.1 | 63.9 | 29.6 | 7.6 | 5.7 | 7.9 | 19.5 | 15.6 | 70.4 |
| FAMIGLIA CRISTIANA | 100.0 | 42.0 | 22.6 | 16.8 | 7.5 | 11.2 | 24.0 | 76.0 | 25.1 | 4.7 | 4.1 | 7.3 | 13.4 | 16.1 | 74.9 |
| FILM TV | 100.0 | 24.0 | 21.1 | 19.6 | 11.2 | 24.2 | 46.8 | 53.2 | 26.0 | 5.3 | 3.2 | 8.4 | 14.4 | 14.7 | 74.0 |
| GENTE | 100.0 | 30.2 | 19.7 | 21.6 | 8.9 | 19.6 | 37.0 | 63.0 | 26.1 | 6.2 | 4.2 | 7.5 | 14.7 | 15.0 | 73.9 |
| GIOIA | 100.0 | 30.0 | 19.3 | 21.0 | 10.3 | 19.4 | 36.7 | 63.3 | 31.2 | 7.8 | 3.8 | 8.8 | 17.0 | 18.6 | 68.8 |
| IL GIORNALINO | 100.0 | 33.9 | 28.5 | 18.7 | 7.2 | 11.7 | 26.1 | 73.9 | 56.6 | 7.8 | 4.0 | 17.1 | 24.7 | 45.0 | 43.4 |
| GRAND HOTEL | 100.0 | 38.0 | 15.2 | 23.7 | 6.5 | 16.6 | 30.7 | 69.3 | 26.7 | 6.6 | 5.3 | 7.8 | 16.5 | 14.6 | 73.3 |
| GRAZIA | 100.0 | 28.9 | 20.4 | 19.2 | 10.8 | 20.7 | 39.6 | 60.4 | 27.0 | 5.9 | 4.1 | 7.9 | 14.7 | 17.8 | 73.0 |
| GUERIN SPORTIVO | 100.0 | 25.0 | 22.2 | 23.3 | 7.9 | 21.6 | 40.6 | 59.4 | 30.4 | 6.7 | 5.5 | 10.5 | 15.8 | 19.1 | 69.6 |
| GUIDA TV | 100.0 | 25.2 | 22.3 | 21.6 | 10.5 | 20.4 | 37.8 | 62.2 | 31.5 | 8.9 | 5.5 | 10.4 | 20.3 | 17.2 | 68.5 |
| INTIMITA' | 100.0 | 37.3 | 18.3 | 23.4 | 7.0 | 14.1 | 30.0 | 70.0 | 24.7 | 3.4 | 3.8 | 8.0 | 12.7 | 16.6 | 75.3 |
| MAGAZINE BEAUTIFUL | 100.0 | 32.7 | 29.6 | 15.9 | 7.7 | 14.2 | 27.9 | 72.1 | 35.4 | 3.8 | 2.2 | 5.3 | 9.0 | 28.4 | 64.6 |
| IL MONDO | 100.0 | 21.6 | 18.9 | 22.6 | 4.8 | 32.1 | 43.4 | 56.6 | 28.2 | 0.5 | 2.4 | 17.3 | 19.7 | 18.3 | 71.8 |
| MOTOSPRINT | 100.0 | 35.4 | 23.8 | 18.9 | 7.3 | 14.6 | 29.5 | 70.5 | 27.8 | 7.0 | 5.2 | 6.9 | 15.9 | 18.1 | 72.2 |
| NOVELLA 2000 | 100.0 | 33.1 | 18.8 | 20.3 | 10.5 | 17.3 | 33.6 | 66.4 | 26.5 | 6.9 | 5.0 | 6.7 | 16.0 | 14.9 | 73.5 |
| OGGI | 100.0 | 31.4 | 20.9 | 19.6 | 9.8 | 18.3 | 36.3 | 63.7 | 25.8 | 5.0 | 3.9 | 6.7 | 13.2 | 16.5 | 74.2 |
| PANORAMA | 100.0 | 27.6 | 20.1 | 21.4 | 9.4 | 21.5 | 38.9 | 61.1 | 29.2 | 7.0 | 5.1 | 9.7 | 17.7 | 16.0 | 70.8 |
| SORRISI E CANZONI TV | 100.0 | 32.7 | 22.2 | 21.6 | 7.4 | 16.1 | 30.0 | 70.0 | 30.9 | 6.7 | 5.4 | 7.5 | 16.9 | 18.6 | 69.1 |
| STOP | 100.0 | 38.1 | 19.2 | 16.3 | 10.3 | 16.1 | 31.7 | 68.3 | 19.7 | 5.8 | 3.7 | 5.9 | 12.6 | 9.3 | 80.3 |
| TELEPIU' | 100.0 | 31.5 | 20.1 | 22.0 | 7.4 | 19.0 | 34.5 | 65.5 | 34.0 | 6.3 | 5.4 | 9.6 | 17.7 | 21.8 | 66.0 |
| TELESETTE | 100.0 | 25.5 | 24.2 | 21.6 | 9.0 | 19.6 | 36.3 | 63.7 | 31.9 | 7.4 | 4.7 | 10.4 | 19.5 | 17.6 | 68.1 |
| TOPOLINO | 100.0 | 27.7 | 18.5 | 22.3 | 9.9 | 21.7 | 39.5 | 60.5 | 49.3 | 8.0 | 8.3 | 16.0 | 27.1 | 32.7 | 50.7 |
| VISTO | 100.0 | 40.3 | 16.4 | 17.1 | 13.5 | 12.8 | 30.6 | 69.4 | 36.1 | 10.1 | 6.9 | 9.9 | 22.2 | 20.3 | 63.9 |
| VIVERSANI & BELLI | 100.0 | 34.6 | 19.5 | 18.0 | 8.7 | 19.2 | 33.5 | 66.5 | 30.5 | 7.8 | 5.9 | 6.4 | 16.9 | 17.4 | 69.5 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 19.1 | 20.1 | 18.7 | 10.6 | 31.6 | 49.7 | 50.3 | 29.0 | 4.9 | 5.6 | 7.5 | 14.9 | 19.1 | 71.0 |
| DIARIO DELLA SETTIMANA | 100.0 | 19.6 | 9.2 | 24.5 | 9.3 | 37.4 | 59.6 | 40.4 | 21.4 | 4.4 | 3.0 | 6.5 | 11.2 | 15.7 | 78.6 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 36.0 | 19.4 | 21.7 | 10.6 | 12.2 | 30.2 | 69.8 | 27.2 | 5.3 | 3.8 | 7.4 | 13.8 | 17.2 | 72.8 |
| IO DONNA | 100.0 | 20.4 | 21.5 | 19.7 | 8.3 | 30.1 | 44.6 | 55.4 | 22.7 | 5.3 | 4.2 | 7.0 | 13.4 | 12.8 | 77.3 |
| SETTE | 100.0 | 22.1 | 18.5 | 20.0 | 9.0 | 30.3 | 45.8 | 54.2 | 22.1 | 4.6 | 4.3 | 5.8 | 12.1 | 13.6 | 77.9 |
| SPECCHIO DELLA STAMPA | 100.0 | 25.3 | 21.0 | 19.3 | 9.3 | 25.1 | 43.5 | 56.5 | 27.6 | 6.1 | 4.4 | 8.1 | 15.6 | 15.4 | 72.4 |
| TV SETTE | 100.0 | 23.2 | 19.5 | 19.1 | 8.2 | 29.9 | 44.3 | 55.7 | 23.8 | 5.1 | 4.6 | 6.7 | 13.5 | 14.4 | 76.2 |
| IL VENERDI' | 100.0 | 22.3 | 19.9 | 18.2 | 9.9 | 29.6 | 46.4 | 53.6 | 28.2 | 6.8 | 5.6 | 8.4 | 17.1 | 16.9 | 71.8 |

Lettori numero medio
Analisi secondo: • **ampiezza dei centri** • **comuni** • **presenza bambini e/o ragazzi** (percentuali di composizione)

| MENSILI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **33.1** | **21.9** | **20.9** | **7.4** | **16.8** | **30.8** | **69.2** | **26.3** | **6.2** | **4.8** | **7.6** | **15.4** | **15.7** | **73.7** |
| ABITARE | 100.0 | 25.4 | 16.5 | 22.7 | 12.7 | 22.7 | 42.7 | 57.3 | 26.4 | 9.9 | 6.9 | 8.7 | 18.8 | 10.7 | 73.6 |
| AD | 100.0 | 23.7 | 18.0 | 20.0 | 12.2 | 26.1 | 45.8 | 54.2 | 27.2 | 6.7 | 5.8 | 8.1 | 16.9 | 15.5 | 72.8 |
| AIRONE | 100.0 | 30.1 | 20.9 | 18.3 | 9.7 | 21.0 | 39.7 | 60.3 | 30.0 | 5.7 | 3.7 | 7.6 | 14.9 | 19.8 | 70.0 |
| AMADEUS | 100.0 | 28.6 | 12.1 | 15.6 | 11.0 | 32.8 | 51.6 | 48.4 | 18.3 | 5.9 | 2.1 | 5.0 | 11.7 | 9.5 | 81.7 |
| ARCHEO | 100.0 | 29.7 | 19.5 | 18.4 | 8.9 | 23.5 | 41.2 | 58.8 | 29.8 | 7.6 | 5.4 | 10.7 | 20.1 | 14.5 | 70.2 |
| ASTRA | 100.0 | 30.8 | 22.3 | 16.4 | 5.5 | 24.9 | 35.3 | 64.7 | 33.7 | 7.8 | 4.6 | 8.5 | 17.4 | 22.6 | 66.3 |
| A TAVOLA | 100.0 | 22.7 | 21.5 | 24.5 | 14.2 | 17.1 | 43.8 | 56.2 | 28.5 | 7.0 | 6.9 | 11.7 | 20.6 | 13.8 | 71.5 |
| AUTO | 100.0 | 30.9 | 23.6 | 19.7 | 9.9 | 15.9 | 32.5 | 67.5 | 24.2 | 3.8 | 4.3 | 5.4 | 12.3 | 14.3 | 75.8 |
| L'AUTOMOBILE | 100.0 | 26.8 | 19.2 | 20.7 | 12.8 | 20.5 | 44.6 | 55.4 | 25.1 | 4.4 | 4.4 | 5.9 | 12.1 | 15.9 | 74.9 |
| BELL'EUROPA | 100.0 | 25.8 | 15.9 | 17.4 | 13.3 | 27.7 | 47.6 | 52.4 | 25.4 | 7.8 | 5.6 | 7.3 | 17.8 | 14.0 | 74.6 |
| BELL'ITALIA | 100.0 | 24.3 | 20.1 | 15.6 | 12.8 | 27.2 | 47.4 | 52.6 | 27.0 | 7.3 | 4.5 | 8.1 | 16.8 | 16.6 | 73.0 |
| BENISSIMO | 100.0 | 30.3 | 22.4 | 17.7 | 7.6 | 22.1 | 36.6 | 63.4 | 30.8 | 12.3 | 7.2 | 5.9 | 20.6 | 15.1 | 69.2 |
| BIMBI SANI E BELLI | 100.0 | 32.6 | 18.7 | 22.0 | 7.8 | 18.8 | 34.3 | 65.7 | 60.0 | 34.5 | 14.9 | 11.1 | 49.8 | 19.8 | 40.0 |
| BRAVA CASA | 100.0 | 32.7 | 21.8 | 19.2 | 9.9 | 16.3 | 32.3 | 67.7 | 37.5 | 11.1 | 7.4 | 12.3 | 25.0 | 18.0 | 62.5 |
| BUONA CUCINA | 100.0 | 31.9 | 18.3 | 20.4 | 11.2 | 18.2 | 37.4 | 62.6 | 27.1 | 5.9 | 3.8 | 6.6 | 13.3 | 18.9 | 72.9 |
| BURDA | 100.0 | 29.8 | 23.9 | 21.7 | 8.9 | 15.7 | 29.0 | 71.0 | 37.1 | 8.9 | 7.8 | 10.8 | 21.7 | 20.8 | 62.9 |
| CAPITAL | 100.0 | 25.3 | 11.8 | 20.9 | 9.2 | 32.9 | 47.0 | 53.0 | 24.1 | 6.2 | 4.2 | 5.3 | 14.0 | 12.2 | 75.9 |
| CARNET | 100.0 | 17.8 | 15.4 | 26.5 | 11.6 | 28.7 | 55.7 | 44.3 | 22.6 | 2.2 | 3.7 | 4.0 | 7.8 | 17.0 | 77.4 |
| CASAVIVA | 100.0 | 32.6 | 21.8 | 20.5 | 9.2 | 15.8 | 31.5 | 68.5 | 37.3 | 7.9 | 8.2 | 11.7 | 22.9 | 21.5 | 62.7 |
| CENTO COSE ENERGY | 100.0 | 32.0 | 22.0 | 17.5 | 8.7 | 19.8 | 34.2 | 65.8 | 22.2 | 5.5 | 3.3 | 3.5 | 10.9 | 13.6 | 77.8 |
| CIAK | 100.0 | 29.5 | 24.6 | 17.7 | 9.1 | 19.2 | 35.6 | 64.4 | 22.3 | 2.8 | 3.4 | 4.7 | 9.3 | 16.0 | 77.7 |
| CIPRIA | 100.0 | 22.3 | 18.2 | 22.6 | 10.3 | 26.6 | 43.9 | 56.1 | 24.1 | 4.0 | 3.9 | 5.1 | 11.7 | 16.7 | 75.9 |
| CLASS | 100.0 | 22.2 | 19.5 | 21.4 | 10.1 | 26.9 | 44.0 | 56.0 | 30.0 | 8.3 | 4.9 | 6.7 | 15.1 | 16.9 | 70.0 |
| CLUB 3 | 100.0 | 28.0 | 18.4 | 24.7 | 9.9 | 18.9 | 42.2 | 57.8 | 14.3 | 1.4 | 2.4 | 4.8 | 6.4 | 9.8 | 85.7 |
| COME STAI | 100.0 | 35.2 | 19.6 | 18.3 | 10.9 | 16.1 | 33.7 | 66.3 | 30.1 | 6.9 | 5.0 | 6.6 | 15.8 | 19.2 | 69.9 |
| CONSIGLI PRATICI | 100.0 | 41.2 | 18.9 | 15.8 | 7.7 | 16.4 | 33.7 | 66.3 | 27.5 | 10.3 | 8.6 | 9.0 | 19.7 | 10.5 | 72.5 |
| COSE DI CASA | 100.0 | 31.5 | 20.7 | 19.2 | 9.7 | 19.0 | 34.0 | 66.0 | 38.9 | 11.2 | 7.3 | 10.7 | 24.0 | 21.3 | 61.1 |
| LA CUCINA ITALIANA | 100.0 | 25.8 | 20.7 | 19.7 | 10.7 | 23.1 | 42.0 | 58.0 | 27.6 | 6.2 | 5.4 | 9.0 | 16.7 | 16.3 | 72.4 |
| CUCINA MODERNA | 100.0 | 31.1 | 20.5 | 18.7 | 10.6 | 19.1 | 35.1 | 64.9 | 29.9 | 7.5 | 6.0 | 8.8 | 18.3 | 16.7 | 70.1 |
| DONNA | 100.0 | 27.2 | 24.6 | 17.0 | 11.2 | 20.0 | 35.4 | 64.6 | 28.9 | 3.7 | 3.5 | 7.4 | 12.0 | 20.8 | 71.1 |
| DONNA E MAMMA | 100.0 | 36.7 | 21.5 | 21.8 | 4.9 | 15.0 | 27.4 | 72.6 | 66.9 | 46.5 | 17.4 | 15.0 | 62.8 | 14.0 | 33.1 |
| DOVE | 100.0 | 27.1 | 16.6 | 17.4 | 12.8 | 26.1 | 49.2 | 50.8 | 26.6 | 4.8 | 3.9 | 6.1 | 12.7 | 18.9 | 73.4 |
| ELLE | 100.0 | 29.1 | 17.4 | 17.6 | 11.5 | 24.5 | 44.1 | 55.9 | 25.0 | 4.3 | 2.1 | 4.7 | 9.7 | 18.1 | 75.0 |
| ELLE DECOR | 100.0 | 25.3 | 15.0 | 22.4 | 10.3 | 26.9 | 45.3 | 54.7 | 31.6 | 12.8 | 1.8 | 5.4 | 18.6 | 18.0 | 68.4 |
| FOCUS | 100.0 | 30.8 | 23.1 | 20.3 | 9.9 | 15.9 | 34.3 | 65.7 | 26.0 | 4.9 | 3.5 | 6.2 | 12.7 | 16.3 | 74.0 |
| GARDENIA | 100.0 | 25.9 | 29.0 | 10.5 | 10.5 | 24.1 | 40.5 | 59.5 | 28.6 | 6.4 | 3.0 | 8.6 | 14.6 | 17.7 | 71.4 |
| GENTE MESE | 100.0 | 32.1 | 20.0 | 21.8 | 9.3 | 16.9 | 34.0 | 66.0 | 30.4 | 5.3 | 6.4 | 9.3 | 17.5 | 17.7 | 69.6 |
| GENTE MONEY | 100.0 | 25.0 | 23.4 | 22.4 | 10.4 | 18.9 | 34.4 | 65.6 | 25.4 | 5.9 | 4.5 | 6.2 | 13.9 | 16.6 | 74.6 |
| GENTE MOTORI | 100.0 | 31.3 | 20.8 | 22.0 | 9.3 | 16.6 | 33.8 | 66.2 | 31.7 | 6.3 | 5.6 | 8.0 | 17.2 | 20.0 | 68.3 |
| GENTE VIAGGI | 100.0 | 29.7 | 16.4 | 22.4 | 12.7 | 18.9 | 41.9 | 58.1 | 26.6 | 5.5 | 4.1 | 8.1 | 14.3 | 15.9 | 73.4 |
| GLAMOUR | 100.0 | 34.1 | 25.2 | 18.0 | 6.9 | 15.7 | 29.5 | 70.5 | 19.8 | 3.1 | 5.8 | 1.9 | 9.7 | 12.3 | 80.2 |
| GULLIVER | 100.0 | 29.9 | 19.8 | 18.5 | 13.6 | 18.2 | 38.9 | 61.1 | 25.7 | 5.5 | 4.2 | 8.9 | 17.0 | 12.4 | 74.3 |
| IN CASA | 100.0 | 27.3 | 13.9 | 23.4 | 16.2 | 19.2 | 43.2 | 56.8 | 27.6 | 4.5 | 7.0 | 5.3 | 14.8 | 13.9 | 72.4 |
| INSIEME | 100.0 | 40.3 | 19.1 | 17.0 | 6.4 | 17.3 | 32.4 | 67.6 | 66.2 | 37.9 | 17.4 | 15.6 | 57.2 | 20.1 | 33.8 |
| IO E IL MIO BAMBINO | 100.0 | 36.0 | 21.1 | 21.3 | 5.0 | 16.5 | 27.8 | 72.2 | 78.3 | 58.9 | 14.9 | 16.5 | 70.7 | 17.1 | 21.7 |
| JESUS | 100.0 | 31.7 | 28.2 | 17.2 | 7.8 | 15.2 | 29.7 | 70.3 | 24.0 | 4.4 | 0.4 | 7.0 | 9.2 | 16.4 | 76.0 |
| MADRE | 100.0 | 50.6 | 20.6 | 10.6 | 7.0 | 11.2 | 24.5 | 75.5 | 29.8 | 7.8 | 4.8 | 8.5 | 17.6 | 19.6 | 70.2 |
| MARIE CLAIRE | 100.0 | 30.4 | 20.7 | 19.9 | 10.1 | 19.0 | 36.3 | 63.7 | 23.9 | 5.5 | 3.7 | 3.7 | 11.6 | 14.4 | 76.1 |
| MAX | 100.0 | 29.7 | 21.7 | 22.4 | 8.4 | 17.8 | 34.2 | 65.8 | 18.3 | 4.0 | 3.0 | 4.4 | 10.2 | 10.5 | 81.7 |
| MERIDIANI | 100.0 | 16.9 | 26.1 | 20.2 | 15.2 | 21.6 | 45.7 | 54.3 | 24.6 | 7.8 | 10.6 | 4.9 | 18.6 | 8.5 | 75.4 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 40.3 | 24.7 | 16.4 | 6.9 | 11.7 | 25.0 | 75.0 | 20.1 | 4.5 | 3.0 | 6.4 | 11.5 | 12.3 | 79.9 |
| LA MIA BOUTIQUE | 100.0 | 28.9 | 21.4 | 24.4 | 7.6 | 17.8 | 30.1 | 69.9 | 28.1 | 5.6 | 5.6 | 5.4 | 13.9 | 17.7 | 71.9 |
| LA MIA CASA | 100.0 | 31.7 | 21.4 | 17.7 | 9.8 | 19.4 | 33.6 | 66.4 | 33.8 | 8.8 | 5.4 | 10.1 | 20.7 | 20.2 | 66.2 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 26.1 | 25.0 | 25.6 | 7.8 | 15.4 | 31.1 | 68.9 | 32.1 | 11.6 | 5.6 | 8.2 | 20.9 | 15.2 | 67.9 |
| NAUTICA | 100.0 | 15.0 | 22.1 | 28.3 | 14.5 | 20.0 | 43.3 | 56.7 | 35.7 | 7.1 | 4.2 | 10.6 | 18.2 | 20.3 | 64.3 |
| PESCARE | 100.0 | 30.0 | 21.5 | 23.3 | 8.0 | 17.3 | 32.5 | 67.5 | 30.1 | 5.6 | 7.3 | 7.1 | 16.5 | 18.5 | 69.9 |
| PRATICA | 100.0 | 33.4 | 18.4 | 19.8 | 8.6 | 19.9 | 35.4 | 64.6 | 37.0 | 9.3 | 12.1 | 7.4 | 23.3 | 23.4 | 63.0 |
| QUATTRORUOTE | 100.0 | 33.2 | 20.3 | 21.6 | 8.4 | 16.5 | 33.0 | 67.0 | 30.8 | 7.8 | 5.6 | 8.5 | 18.4 | 17.4 | 69.2 |
| QUATTRO ZAMPE | 100.0 | 31.0 | 22.3 | 17.7 | 8.7 | 20.2 | 34.4 | 65.6 | 20.6 | 5.0 | 3.5 | 5.2 | 12.3 | 10.5 | 79.4 |
| QUI TOURING | 100.0 | 19.4 | 21.5 | 19.5 | 10.9 | 28.6 | 44.7 | 55.3 | 20.1 | 4.4 | 3.6 | 5.4 | 11.5 | 11.1 | 79.9 |
| RAKAM | 100.0 | 33.1 | 19.8 | 20.1 | 7.4 | 19.6 | 33.8 | 66.2 | 28.0 | 8.0 | 4.7 | 6.3 | 14.8 | 15.4 | 72.0 |
| SALE & PEPE | 100.0 | 29.1 | 20.6 | 20.8 | 10.2 | 19.4 | 40.0 | 60.0 | 31.8 | 5.4 | 8.3 | 8.0 | 18.3 | 18.3 | 68.2 |
| SALVE | 100.0 | 28.6 | 16.1 | 25.0 | 11.8 | 18.5 | 38.8 | 61.2 | 29.6 | 5.6 | 8.7 | 6.6 | 15.9 | 16.6 | 70.4 |
| SCIENZA & VITA | 100.0 | 31.5 | 25.0 | 19.5 | 9.7 | 14.3 | 32.6 | 67.4 | 29.9 | 2.0 | 4.2 | 9.1 | 12.1 | 22.9 | 70.1 |
| LE SCIENZE | 100.0 | 23.9 | 19.7 | 17.2 | 12.0 | 27.2 | 45.7 | 54.3 | 31.3 | 7.0 | 4.9 | 10.9 | 20.4 | 16.9 | 68.7 |
| SELEZIONE READER'S DIGEST | 100.0 | 31.1 | 19.1 | 19.8 | 10.8 | 19.2 | 38.6 | 61.4 | 23.3 | 6.7 | 4.5 | 6.0 | 14.5 | 13.6 | 76.7 |
| SILHOUETTE DONNA | 100.0 | 30.6 | 25.1 | 18.3 | 6.4 | 19.6 | 32.2 | 67.8 | 30.7 | 4.7 | 4.5 | 7.2 | 14.4 | 19.8 | 69.3 |
| SPEAK UP | 100.0 | 19.7 | 17.7 | 27.4 | 9.6 | 25.7 | 43.0 | 57.0 | 23.0 | 9.3 | 1.6 | 2.7 | 12.0 | 14.6 | 77.0 |
| STARBENE | 100.0 | 31.3 | 18.3 | 22.1 | 9.5 | 18.7 | 36.1 | 63.9 | 31.0 | 6.2 | 5.6 | 9.8 | 18.8 | 17.2 | 69.0 |
| STARTER | 100.0 | 35.7 | 24.3 | 20.4 | 6.8 | 12.8 | 30.3 | 69.7 | 21.8 | 0.9 | 2.5 | 3.2 | 6.6 | 17.7 | 78.2 |
| TUTTI FOTOGRAFI | 100.0 | 25.4 | 20.9 | 21.8 | 11.2 | 20.7 | 38.0 | 62.0 | 35.4 | 7.7 | 8.3 | 6.9 | 21.2 | 18.4 | 64.6 |
| TUTTO | 100.0 | 32.7 | 25.5 | 22.1 | 5.8 | 13.9 | 26.5 | 73.5 | 29.6 | 2.1 | 2.2 | 5.5 | 8.9 | 22.3 | 70.4 |
| TUTTOMOTO | 100.0 | 39.1 | 20.6 | 19.1 | 6.6 | 14.6 | 27.3 | 72.7 | 32.2 | 6.6 | 4.1 | 8.8 | 16.6 | 20.6 | 67.8 |
| TUTTOTURISMO | 100.0 | 39.1 | 14.4 | 20.8 | 8.2 | 17.5 | 35.6 | 64.4 | 36.6 | 7.7 | 7.9 | 11.2 | 19.9 | 19.2 | 63.4 |
| VERA | 100.0 | 33.7 | 23.3 | 19.2 | 7.4 | 16.4 | 30.5 | 69.5 | 35.9 | 6.8 | 6.9 | 10.1 | 21.3 | 21.4 | 64.1 |
| VIAGGIARE | 100.0 | 32.8 | 18.9 | 19.9 | 10.7 | 17.7 | 37.5 | 62.5 | 23.3 | 7.1 | 1.1 | 6.4 | 12.1 | 14.1 | 76.7 |
| VITALITY | 100.0 | 31.1 | 13.3 | 22.8 | 11.3 | 21.4 | 41.1 | 58.9 | 16.2 | 5.1 | 1.7 | 2.9 | 9.0 | 9.5 | 83.8 |
| VOGUE ITALIA | 100.0 | 27.5 | 22.2 | 19.8 | 9.2 | 21.3 | 35.2 | 64.8 | 31.0 | 8.1 | 4.6 | 6.8 | 16.1 | 18.7 | 69.0 |
| WEEKEND VIAGGI | 100.0 | 30.1 | 11.9 | 22.2 | 12.0 | 23.8 | 41.5 | 58.5 | 31.0 | 9.0 | 4.9 | 5.8 | 16.5 | 18.6 | 69.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 37.5 | 29.5 | 20.8 | 4.6 | 7.6 | 22.1 | 77.9 | 28.7 | 6.7 | 1.6 | 9.4 | 16.4 | 15.7 | 71.3 |

# Adulti

Lettori numero medio
Analisi secondo: ● **regioni**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **49445** | **3920** | **1501** | **7849** | **779** | **3888** | **1066** | **3531** | **3147** | **1268** | **729** | **4506** | **1372** | **4674** | **3387** |
| AMICA | **1234** | 76 | 41 | 229 | 15 | 83 | 24 | 142 | 94 | 52 | 18 | 128 | 24 | 111 | 66 |
| ANNA | **1397** | 97 | 39 | 292 | 18 | 134 | 30 | 136 | 84 | 37 | 20 | 121 | 32 | 108 | 64 |
| AUTO OGGI | **866** | 63 | 7 | 164 | 12 | 99 | 17 | 51 | 56 | 23 | 11 | 70 | 16 | 75 | 47 |
| AUTOSPRINT | **758** | 54 | 16 | 148 | 17 | 98 | 15 | 79 | 61 | 18 | 14 | 69 | 14 | 32 | 16 |
| BELLA | **721** | 76 | 19 | 165 | 13 | 86 | 21 | 64 | 55 | 12 | 11 | 72 | 12 | 45 | 21 |
| CHI | **1712** | 189 | 44 | 332 | 27 | 158 | 76 | 160 | 129 | 51 | 15 | 162 | 19 | 101 | 80 |
| CONFIDENZE | **1037** | 84 | 36 | 193 | 25 | 114 | 12 | 82 | 84 | 13 | 17 | 88 | 17 | 96 | 39 |
| DOMENICA QUIZ | **392** | 26 | 47 | 69 | 9 | 25 | 12 | 25 | 9 | 6 | 8 | 36 | 7 | 34 | 25 |
| DONNA MODERNA | **4060** | 327 | 192 | 782 | 59 | 412 | 111 | 387 | 264 | 99 | 60 | 381 | 105 | 321 | 181 |
| L'ESPRESSO | **2321** | 152 | 69 | 297 | 41 | 196 | 54 | 174 | 136 | 62 | 36 | 288 | 90 | 193 | 160 |
| EVA EXPRESS TREMILA | **783** | 56 | 18 | 145 | 13 | 55 | 23 | 78 | 69 | 23 | 12 | 101 | 12 | 55 | 32 |
| FAMIGLIA CRISTIANA | **5215** | 419 | 124 | 1247 | 81 | 734 | 141 | 291 | 256 | 124 | 60 | 284 | 123 | 385 | 249 |
| FILM TV | **317** | 38 | 26 | 51 | 3 | 16 | 13 | 41 | 25 | 12 | 2 | 24 | 2 | 18 | 11 |
| GENTE | **4387** | 296 | 264 | 697 | 67 | 432 | 131 | 296 | 252 | 122 | 63 | 449 | 98 | 390 | 220 |
| GIOIA | **1487** | 105 | 78 | 275 | 16 | 130 | 34 | 145 | 109 | 45 | 20 | 126 | 32 | 108 | 73 |
| IL GIORNALINO | **401** | 30 | 5 | 104 | 4 | 76 | 4 | 25 | 15 | 4 | 4 | 25 | 5 | 19 | 26 |
| GRAND HOTEL | **1238** | 175 | 51 | 182 | 21 | 84 | 36 | 105 | 108 | 17 | 10 | 124 | 18 | 111 | 45 |
| GRAZIA | **1810** | 127 | 61 | 313 | 17 | 169 | 36 | 188 | 125 | 84 | 32 | 125 | 51 | 164 | 96 |
| GUERIN SPORTIVO | **482** | 24 | 20 | 50 | 7 | 25 | 21 | 45 | 36 | 21 | 10 | 49 | 13 | 66 | 30 |
| GUIDA TV | **1729** | 179 | 36 | 285 | 12 | 146 | 43 | 215 | 148 | 40 | 21 | 165 | 63 | 92 | 115 |
| INTIMITA' | **1192** | 108 | 31 | 242 | 29 | 138 | 28 | 119 | 70 | 25 | 22 | 130 | 42 | 69 | 28 |
| MAGAZINE BEAUTIFUL | **351** | 27 | 9 | 76 | 4 | 46 | 1 | 20 | 41 | 2 | 4 | 33 | 4 | 22 | 20 |
| IL MONDO | **113** | 9 | 9 | 27 | 1 | 9 | 5 | 8 | 3 | 2 | 1 | 9 | 3 | 11 | 9 |
| MOTOSPRINT | **585** | 29 | 23 | 130 | 11 | 54 | 7 | 63 | 55 | 13 | 12 | 53 | 9 | 27 | 16 |
| NOVELLA 2000 | **1465** | 86 | 38 | 212 | 16 | 148 | 32 | 194 | 109 | 49 | 24 | 140 | 37 | 120 | 58 |
| OGGI | **4430** | 344 | 231 | 795 | 60 | 516 | 131 | 349 | 251 | 95 | 79 | 422 | 81 | 271 | 205 |
| PANORAMA | **3507** | 216 | 125 | 508 | 62 | 397 | 93 | 313 | 208 | 91 | 59 | 348 | 109 | 276 | 176 |
| SORRISI E CANZONI TV | **8586** | 678 | 195 | 1535 | 78 | 827 | 195 | 718 | 581 | 186 | 128 | 747 | 205 | 904 | 449 |
| STOP | **750** | 120 | 27 | 190 | 12 | 88 | 37 | 77 | 68 | 11 | 9 | 60 | 3 | 19 | 12 |
| TELEPIU' | **2157** | 209 | 56 | 311 | 18 | 142 | 53 | 133 | 161 | 55 | 27 | 245 | 62 | 186 | 103 |
| TELESETTE | **2296** | 225 | 61 | 299 | 27 | 176 | 74 | 174 | 121 | 52 | 19 | 290 | 59 | 215 | 154 |
| TOPOLINO | **2675** | 263 | 90 | 444 | 44 | 188 | 95 | 197 | 186 | 58 | 43 | 331 | 55 | 197 | 104 |
| VISTO | **741** | 58 | 23 | 172 | 17 | 85 | 22 | 54 | 44 | 14 | 15 | 53 | 14 | 27 | 44 |
| VIVERSANI & BELLI | **1929** | 183 | 38 | 294 | 34 | 154 | 43 | 115 | 113 | 38 | 21 | 244 | 54 | 251 | 80 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 71 | 55 | 270 | 13 | 115 | 49 | 173 | 138 | 60 | 19 | 288 | 27 | 187 | 66 |
| DIARIO DELLA SETTIMANA | **165** | 8 | 12 | 31 | 1 | 5 | 2 | 19 | 15 | 5 | 4 | 30 | 2 | 10 | 4 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 113 | 74 | 549 | 65 | 218 | 108 | 242 | 249 | 75 | 38 | 115 | 54 | 125 | 123 |
| IO DONNA | **2071** | 89 | 46 | 1003 | 25 | 122 | 54 | 137 | 60 | 42 | 20 | 182 | 18 | 89 | 56 |
| SETTE | **2509** | 46 | 50 | 1327 | 34 | 141 | 68 | 116 | 62 | 38 | 18 | 185 | 30 | 103 | 91 |
| SPECCHIO DELLA STAMPA | **1306** | 430 | 67 | 100 | 23 | 44 | 9 | 76 | 39 | 15 | 13 | 106 | 19 | 76 | 91 |
| TV SETTE | **2696** | 98 | 46 | 1284 | 42 | 137 | 58 | 133 | 68 | 67 | 32 | 233 | 26 | 137 | 98 |
| IL VENERDI' | **4025** | 171 | 156 | 492 | 46 | 248 | 98 | 476 | 365 | 96 | 51 | 659 | 99 | 452 | 164 |

Lettori numero medio
Analisi secondo: ● **regioni**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| POPOLAZIONE | 49445 | 3920 | 1501 | 7849 | 779 | 3888 | 1066 | 3531 | 3147 | 1268 | 729 | 4506 | 1372 | 4674 | 3387 |
| ABITARE | 449 | 48 | 25 | 114 | 4 | 27 | 26 | 55 | 19 | 16 | 11 | 42 | 10 | 11 | 4 |
| AD | 677 | 55 | 22 | 121 | 6 | 82 | 9 | 77 | 35 | 14 | 17 | 97 | 8 | 25 | 26 |
| AIRONE | 1090 | 118 | 59 | 284 | 28 | 104 | 41 | 105 | 77 | 20 | 16 | 111 | 19 | 22 | 20 |
| AMADEUS | 186 | 19 | 9 | 38 | 5 | 18 | 4 | 25 | 7 | 9 | 0 | 25 | 0 | 10 | 5 |
| ARCHEO | 322 | 19 | 11 | 61 | 3 | 30 | 7 | 26 | 17 | 23 | 6 | 55 | 12 | 10 | 15 |
| ASTRA | 554 | 61 | 11 | 101 | 6 | 37 | 10 | 58 | 48 | 10 | 4 | 58 | 13 | 36 | 18 |
| A TAVOLA | 222 | 12 | 13 | 51 | 4 | 24 | 3 | 18 | 15 | 8 | 3 | 20 | 5 | 18 | 14 |
| AUTO | 1289 | 90 | 37 | 211 | 14 | 134 | 40 | 123 | 102 | 44 | 20 | 107 | 29 | 111 | 41 |
| L'AUTOMOBILE | 1337 | 151 | 42 | 283 | 17 | 99 | 44 | 141 | 145 | 33 | 23 | 104 | 44 | 79 | 34 |
| BELL'EUROPA | 373 | 33 | 28 | 95 | 2 | 44 | 16 | 38 | 17 | 6 | 5 | 49 | 9 | 8 | 4 |
| BELL'ITALIA | 746 | 64 | 36 | 183 | 11 | 51 | 15 | 106 | 53 | 19 | 19 | 99 | 10 | 23 | 17 |
| BENISSIMO | 440 | 42 | 18 | 73 | 12 | 60 | 13 | 28 | 41 | 8 | 9 | 40 | 15 | 31 | 6 |
| BIMBI SANI E BELLI | 1209 | 77 | 38 | 182 | 17 | 109 | 26 | 89 | 54 | 18 | 24 | 142 | 44 | 164 | 59 |
| BRAVA CASA | 1164 | 90 | 47 | 208 | 18 | 89 | 28 | 93 | 79 | 36 | 22 | 109 | 31 | 96 | 55 |
| BUONA CUCINA | 623 | 54 | 38 | 85 | 11 | 55 | 11 | 68 | 42 | 9 | 7 | 53 | 6 | 64 | 44 |
| BURDA | 1286 | 75 | 14 | 129 | 16 | 125 | 18 | 48 | 64 | 23 | 22 | 132 | 42 | 111 | 143 |
| CAPITAL | 470 | 46 | 14 | 111 | 2 | 44 | 8 | 33 | 29 | 15 | 8 | 59 | 14 | 20 | 23 |
| CARNET | 240 | 19 | 13 | 52 | 2 | 26 | 8 | 41 | 10 | 9 | 1 | 28 | 1 | 8 | 3 |
| CASAVIVA | 1846 | 133 | 72 | 308 | 35 | 148 | 36 | 155 | 95 | 39 | 27 | 182 | 41 | 166 | 117 |
| CENTO COSE ENERGY | 783 | 83 | 25 | 142 | 6 | 70 | 17 | 82 | 49 | 25 | 18 | 71 | 28 | 49 | 35 |
| CIAK | 941 | 82 | 39 | 136 | 12 | 83 | 30 | 97 | 50 | 18 | 9 | 117 | 33 | 90 | 44 |
| CIPRIA | 395 | 16 | 24 | 65 | 3 | 26 | 12 | 35 | 28 | 11 | 9 | 38 | 11 | 50 | 22 |
| CLASS | 315 | 24 | 10 | 80 | 3 | 29 | 5 | 39 | 21 | 1 | 3 | 29 | 11 | 11 | 8 |
| CLUB 3 | 219 | 23 | 16 | 52 | 8 | 10 | 16 | 24 | 13 | 3 | 4 | 17 | 10 | 5 | 6 |
| COME STAI | 354 | 34 | 19 | 34 | 10 | 37 | 19 | 22 | 16 | 6 | 4 | 43 | 11 | 38 | 18 |
| CONSIGLI PRATICI | 278 | 36 | 10 | 41 | 12 | 33 | 22 | 15 | 15 | 6 | 6 | 27 | 11 | 23 | 2 |
| COSE DI CASA | 1942 | 161 | 33 | 354 | 36 | 146 | 40 | 163 | 105 | 43 | 39 | 185 | 65 | 210 | 109 |
| LA CUCINA ITALIANA | 995 | 80 | 41 | 205 | 13 | 62 | 35 | 105 | 61 | 14 | 22 | 110 | 16 | 76 | 39 |
| CUCINA MODERNA | 1076 | 119 | 37 | 150 | 13 | 95 | 31 | 122 | 73 | 18 | 21 | 102 | 16 | 101 | 42 |
| DONNA | 1021 | 65 | 26 | 158 | 13 | 75 | 18 | 94 | 66 | 21 | 22 | 77 | 28 | 142 | 61 |
| DONNA E MAMMA | 462 | 39 | 9 | 77 | 12 | 41 | 19 | 22 | 25 | 13 | 9 | 48 | 19 | 39 | 23 |
| DOVE | 525 | 51 | 35 | 164 | 8 | 40 | 6 | 62 | 37 | 4 | 14 | 51 | 7 | 23 | 2 |
| ELLE | 610 | 31 | 29 | 119 | 15 | 58 | 16 | 88 | 53 | 33 | 17 | 52 | 11 | 28 | 13 |
| ELLE DECOR | 200 | 12 | 8 | 57 | 4 | 20 | 6 | 26 | 12 | 3 | 2 | 13 | 3 | 14 | 5 |
| FOCUS | 3389 | 285 | 104 | 524 | 62 | 442 | 144 | 291 | 234 | 92 | 64 | 294 | 96 | 185 | 136 |
| GARDENIA | 373 | 19 | 24 | 82 | 6 | 28 | 14 | 32 | 49 | 10 | 8 | 56 | 3 | 13 | 2 |
| GENTE MESE | 1483 | 64 | 38 | 191 | 19 | 128 | 36 | 117 | 84 | 39 | 22 | 161 | 49 | 171 | 69 |
| GENTE MONEY | 315 | 27 | 5 | 49 | 4 | 25 | 13 | 30 | 14 | 8 | 9 | 29 | 15 | 31 | 16 |
| GENTE MOTORI | 1765 | 83 | 64 | 319 | 24 | 170 | 58 | 125 | 96 | 42 | 39 | 175 | 35 | 139 | 76 |
| GENTE VIAGGI | 872 | 76 | 48 | 185 | 6 | 67 | 25 | 111 | 69 | 32 | 13 | 79 | 21 | 56 | 23 |
| GLAMOUR | 432 | 37 | 8 | 89 | 5 | 37 | 21 | 41 | 24 | 17 | 4 | 47 | 14 | 32 | 14 |
| GULLIVER | 337 | 38 | 14 | 73 | 10 | 27 | 14 | 49 | 17 | 12 | 7 | 34 | 11 | 12 | 7 |
| IN CASA | 209 | 14 | 4 | 35 | 3 | 27 | 1 | 23 | 10 | 7 | 3 | 21 | 5 | 31 | 10 |
| INSIEME | 444 | 34 | 13 | 66 | 5 | 58 | 23 | 48 | 31 | 5 | 5 | 29 | 24 | 34 | 11 |
| IO E IL MIO BAMBINO | 990 | 80 | 32 | 152 | 21 | 99 | 28 | 49 | 40 | 13 | 16 | 109 | 53 | 101 | 46 |
| JESUS | 206 | 15 | 15 | 45 | 2 | 24 | 8 | 17 | 12 | 2 | 1 | 12 | 4 | 10 | 5 |
| MADRE | 218 | 18 | 6 | 123 | 6 | 25 | 5 | 14 | 9 | 0 | 0 | 0 | 0 | 7 | 0 |
| MARIE CLAIRE | 1065 | 55 | 66 | 213 | 15 | 97 | 46 | 162 | 77 | 33 | 16 | 81 | 20 | 66 | 39 |
| MAX | 1725 | 108 | 57 | 361 | 23 | 176 | 48 | 169 | 111 | 54 | 25 | 177 | 33 | 96 | 89 |
| MERIDIANI | 211 | 15 | 17 | 52 | 3 | 36 | 7 | 27 | 6 | 3 | 2 | 22 | 0 | 0 | 6 |
| MESSAGGERO DI S.ANTONIO | 1771 | 113 | 40 | 280 | 25 | 216 | 43 | 72 | 104 | 22 | 14 | 132 | 61 | 148 | 197 |
| LA MIA BOUTIQUE | 460 | 22 | 11 | 55 | 4 | 49 | 5 | 40 | 12 | 2 | 3 | 47 | 9 | 31 | 52 |
| LA MIA CASA | 409 | 19 | 12 | 87 | 1 | 37 | 9 | 29 | 23 | 9 | 7 | 36 | 7 | 38 | 12 |
| MILLIONAIRE INTRAPRENDERE | 666 | 32 | 15 | 68 | 5 | 40 | 19 | 44 | 19 | 20 | 11 | 50 | 42 | 95 | 74 |
| NAUTICA | 278 | 10 | 3 | 42 | 0 | 26 | 19 | 11 | 26 | 14 | 4 | 25 | 2 | 14 | 23 |
| PESCARE | 579 | 50 | 20 | 88 | 9 | 46 | 11 | 57 | 41 | 15 | 16 | 48 | 15 | 36 | 34 |
| PRATICA | 470 | 40 | 21 | 101 | 13 | 44 | 22 | 36 | 23 | 3 | 10 | 51 | 12 | 45 | 15 |
| QUATTRORUOTE | 5663 | 464 | 155 | 1043 | 107 | 497 | 138 | 437 | 345 | 168 | 94 | 526 | 150 | 453 | 243 |
| QUATTRO ZAMPE | 516 | 43 | 30 | 105 | 6 | 42 | 13 | 41 | 44 | 14 | 5 | 48 | 9 | 26 | 21 |
| QUI TOURING | 1004 | 87 | 51 | 317 | 12 | 133 | 34 | 99 | 57 | 18 | 12 | 76 | 9 | 28 | 18 |
| RAKAM | 611 | 44 | 25 | 99 | 7 | 57 | 18 | 36 | 51 | 19 | 12 | 50 | 16 | 39 | 26 |
| SALE & PEPE | 740 | 72 | 38 | 148 | 8 | 81 | 22 | 79 | 62 | 9 | 12 | 54 | 15 | 34 | 29 |
| SALVE | 432 | 27 | 21 | 89 | 3 | 38 | 12 | 69 | 12 | 14 | 5 | 36 | 21 | 23 | 20 |
| SCIENZA & VITA | 248 | 20 | 7 | 53 | 4 | 24 | 14 | 21 | 13 | 1 | 5 | 19 | 7 | 10 | 16 |
| LE SCIENZE | 469 | 41 | 9 | 64 | 5 | 43 | 21 | 60 | 56 | 3 | 12 | 56 | 5 | 28 | 26 |
| SELEZIONE READER'S DIGEST | 1222 | 88 | 52 | 195 | 31 | 117 | 49 | 105 | 51 | 24 | 15 | 112 | 47 | 105 | 42 |
| SILHOUETTE DONNA | 1475 | 107 | 47 | 175 | 20 | 93 | 39 | 116 | 94 | 41 | 21 | 178 | 42 | 186 | 74 |
| SPEAK UP | 272 | 23 | 10 | 49 | 2 | 25 | 5 | 24 | 13 | 7 | 8 | 37 | 5 | 24 | 9 |
| STARBENE | 2135 | 197 | 60 | 301 | 35 | 184 | 47 | 179 | 104 | 51 | 34 | 230 | 68 | 224 | 97 |
| STARTER | 157 | 19 | 8 | 32 | 0 | 19 | 8 | 8 | 9 | 4 | 0 | 7 | 1 | 13 | 1 |
| TUTTI FOTOGRAFI | 230 | 11 | 3 | 35 | 5 | 18 | 8 | 15 | 17 | 13 | 3 | 23 | 6 | 32 | 9 |
| TUTTO | 893 | 84 | 22 | 136 | 8 | 95 | 24 | 69 | 32 | 34 | 5 | 64 | 24 | 86 | 58 |
| TUTTOMOTO | 1053 | 68 | 18 | 199 | 15 | 96 | 20 | 53 | 57 | 37 | 18 | 82 | 30 | 106 | 46 |
| TUTTOTURISMO | 337 | 17 | 23 | 80 | 9 | 23 | 8 | 34 | 17 | 6 | 6 | 29 | 6 | 29 | 6 |
| VERA | 1260 | 117 | 46 | 200 | 16 | 143 | 47 | 101 | 57 | 36 | 23 | 114 | 17 | 129 | 64 |
| VIAGGIARE | 360 | 25 | 14 | 57 | 8 | 43 | 17 | 30 | 23 | 17 | 5 | 34 | 15 | 31 | 11 |
| VITALITY | 274 | 29 | 9 | 43 | 4 | 25 | 13 | 28 | 18 | 8 | 6 | 19 | 5 | 17 | 10 |
| VOGUE ITALIA | 1025 | 76 | 27 | 171 | 9 | 94 | 26 | 111 | 64 | 35 | 23 | 97 | 19 | 117 | 53 |
| WEEKEND VIAGGI | 255 | 20 | 17 | 58 | 1 | 26 | 12 | 30 | 16 | 1 | 2 | 33 | 1 | 19 | 3 |
| DIANA (QUATTORDICINALE) | 348 | 15 | 38 | 47 | 7 | 16 | 20 | 34 | 60 | 19 | 12 | 37 | 0 | 12 | 8 |

# Adulti

Lettori numero medio
Analisi secondo: ● **regioni**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **7.9** | **3.0** | **15.9** | **1.6** | **7.9** | **2.2** | **7.1** | **6.4** | **2.6** | **1.5** | **9.1** | **2.8** | **9.5** | **6.9** |
| AMICA | 100.0 | 6.2 | 3.3 | 18.6 | 1.2 | 6.7 | 1.9 | 11.5 | 7.6 | 4.2 | 1.5 | 10.3 | 2.0 | 9.0 | 5.4 |
| ANNA | 100.0 | 6.9 | 2.8 | 20.9 | 1.3 | 9.6 | 2.1 | 9.8 | 6.0 | 2.6 | 1.4 | 8.6 | 2.3 | 7.8 | 4.6 |
| AUTO OGGI | 100.0 | 7.3 | 0.8 | 19.0 | 1.4 | 11.4 | 2.0 | 5.9 | 6.5 | 2.7 | 1.3 | 8.0 | 1.8 | 8.6 | 5.5 |
| AUTOSPRINT | 100.0 | 7.1 | 2.1 | 19.5 | 2.3 | 12.9 | 2.0 | 10.4 | 8.1 | 2.4 | 1.9 | 9.1 | 1.8 | 4.2 | 2.1 |
| BELLA | 100.0 | 10.5 | 2.6 | 22.9 | 1.7 | 11.9 | 2.9 | 8.9 | 7.7 | 1.6 | 1.6 | 10.0 | 1.6 | 6.3 | 3.0 |
| CHI | 100.0 | 11.0 | 2.6 | 19.4 | 1.6 | 9.2 | 4.5 | 9.4 | 7.5 | 3.0 | 0.9 | 9.4 | 1.1 | 5.9 | 4.7 |
| CONFIDENZE | 100.0 | 8.1 | 3.4 | 18.6 | 2.4 | 11.0 | 1.2 | 7.9 | 8.1 | 1.2 | 1.6 | 8.5 | 1.7 | 9.3 | 3.7 |
| DOMENICA QUIZ | 100.0 | 6.5 | 12.0 | 17.7 | 2.3 | 6.3 | 3.1 | 6.4 | 2.4 | 1.6 | 2.1 | 9.1 | 1.8 | 8.8 | 6.5 |
| DONNA MODERNA | 100.0 | 8.1 | 4.7 | 19.3 | 1.5 | 10.1 | 2.7 | 9.5 | 6.5 | 2.4 | 1.5 | 9.4 | 2.6 | 7.9 | 4.4 |
| L'ESPRESSO | 100.0 | 6.6 | 3.0 | 12.8 | 1.8 | 8.4 | 2.3 | 7.5 | 5.9 | 2.7 | 1.6 | 12.4 | 3.9 | 8.3 | 6.9 |
| EVA EXPRESS TREMILA | 100.0 | 7.2 | 2.3 | 18.5 | 1.7 | 7.0 | 2.9 | 10.0 | 8.9 | 2.9 | 1.5 | 12.9 | 1.5 | 7.0 | 4.1 |
| FAMIGLIA CRISTIANA | 100.0 | 8.0 | 2.4 | 23.9 | 1.5 | 14.1 | 2.7 | 5.6 | 4.9 | 2.4 | 1.2 | 5.5 | 2.4 | 7.4 | 4.8 |
| FILM TV | 100.0 | 11.9 | 8.3 | 16.1 | 0.8 | 5.0 | 4.0 | 12.9 | 7.9 | 3.8 | 0.7 | 7.6 | 0.7 | 5.7 | 3.6 |
| GENTE | 100.0 | 6.7 | 6.0 | 15.9 | 1.5 | 9.8 | 3.0 | 6.7 | 5.8 | 2.8 | 1.4 | 10.2 | 2.2 | 8.9 | 5.0 |
| GIOIA | 100.0 | 7.1 | 5.3 | 18.5 | 1.0 | 8.7 | 2.3 | 9.8 | 7.4 | 3.0 | 1.3 | 8.4 | 2.2 | 7.2 | 4.9 |
| IL GIORNALINO | 100.0 | 7.6 | 1.2 | 26.0 | 0.9 | 18.9 | 0.9 | 6.3 | 3.7 | 1.0 | 1.0 | 6.2 | 1.4 | 4.8 | 6.4 |
| GRAND HOTEL | 100.0 | 14.1 | 4.1 | 14.7 | 1.7 | 6.8 | 2.9 | 8.5 | 8.7 | 1.4 | 0.8 | 10.0 | 1.4 | 9.0 | 3.6 |
| GRAZIA | 100.0 | 7.0 | 3.4 | 17.3 | 0.9 | 9.3 | 2.0 | 10.4 | 6.9 | 4.7 | 1.8 | 6.9 | 2.8 | 9.0 | 5.3 |
| GUERIN SPORTIVO | 100.0 | 4.9 | 4.1 | 10.5 | 1.6 | 5.1 | 4.4 | 9.3 | 7.4 | 4.4 | 2.1 | 10.2 | 2.7 | 13.7 | 6.2 |
| GUIDA TV | 100.0 | 10.4 | 2.1 | 16.5 | 0.7 | 8.4 | 2.5 | 12.4 | 8.6 | 2.3 | 1.2 | 9.5 | 3.6 | 5.3 | 6.6 |
| INTIMITA' | 100.0 | 9.0 | 2.6 | 20.3 | 2.4 | 11.6 | 2.3 | 10.0 | 5.9 | 2.1 | 1.8 | 10.9 | 3.5 | 5.8 | 2.3 |
| MAGAZINE BEAUTIFUL | 100.0 | 7.6 | 2.6 | 21.7 | 1.3 | 13.0 | 0.3 | 5.8 | 11.7 | 0.6 | 1.2 | 9.4 | 1.1 | 6.4 | 5.6 |
| IL MONDO | 100.0 | 7.6 | 7.6 | 24.3 | 1.1 | 8.3 | 4.2 | 6.8 | 2.8 | 1.4 | 0.8 | 8.2 | 2.9 | 9.4 | 7.9 |
| MOTOSPRINT | 100.0 | 5.0 | 4.0 | 22.1 | 1.8 | 9.2 | 1.2 | 10.8 | 9.4 | 2.2 | 2.0 | 9.0 | 1.6 | 4.6 | 2.7 |
| NOVELLA 2000 | 100.0 | 5.8 | 2.6 | 14.5 | 1.1 | 10.1 | 2.2 | 13.3 | 7.5 | 3.4 | 1.7 | 9.6 | 2.5 | 8.2 | 4.0 |
| OGGI | 100.0 | 7.8 | 5.2 | 17.9 | 1.3 | 11.7 | 3.0 | 7.9 | 5.7 | 2.1 | 1.8 | 9.5 | 1.8 | 6.1 | 4.6 |
| PANORAMA | 100.0 | 6.2 | 3.6 | 14.5 | 1.8 | 11.3 | 2.6 | 8.9 | 5.9 | 2.6 | 1.7 | 9.9 | 3.1 | 7.9 | 5.0 |
| SORRISI E CANZONI TV | 100.0 | 7.9 | 2.3 | 17.9 | 0.9 | 9.6 | 2.3 | 8.4 | 6.8 | 2.2 | 1.5 | 8.7 | 2.4 | 10.5 | 5.2 |
| STOP | 100.0 | 16.0 | 3.5 | 25.3 | 1.6 | 11.7 | 5.0 | 10.3 | 9.0 | 1.5 | 1.2 | 8.0 | 0.4 | 2.5 | 1.6 |
| TELEPIU' | 100.0 | 9.7 | 2.6 | 14.4 | 0.8 | 6.6 | 2.5 | 6.2 | 7.5 | 2.6 | 1.3 | 11.4 | 2.9 | 8.6 | 4.8 |
| TELESETTE | 100.0 | 9.8 | 2.6 | 13.0 | 1.2 | 7.6 | 3.2 | 7.6 | 5.3 | 2.3 | 0.8 | 12.6 | 2.6 | 9.4 | 6.7 |
| TOPOLINO | 100.0 | 9.8 | 3.4 | 16.6 | 1.6 | 7.0 | 3.5 | 7.4 | 7.0 | 2.2 | 1.6 | 12.4 | 2.0 | 7.4 | 3.9 |
| VISTO | 100.0 | 7.9 | 3.1 | 23.2 | 2.3 | 11.5 | 2.9 | 7.3 | 6.0 | 1.9 | 2.0 | 7.1 | 1.9 | 3.6 | 5.9 |
| VIVERSANI & BELLI | 100.0 | 9.5 | 2.0 | 15.2 | 1.8 | 8.0 | 2.2 | 6.0 | 5.8 | 2.0 | 1.1 | 12.7 | 2.8 | 13.0 | 4.1 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 4.2 | 3.3 | 16.0 | 0.8 | 6.8 | 2.9 | 10.2 | 8.2 | 3.5 | 1.1 | 17.0 | 1.6 | 11.0 | 3.9 |
| DIARIO DELLA SETTIMANA | 100.0 | 5.0 | 7.4 | 19.1 | 0.5 | 3.1 | 1.5 | 11.3 | 9.4 | 2.9 | 2.6 | 18.4 | 1.4 | 5.9 | 2.4 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.6 | 3.0 | 22.4 | 2.6 | 8.9 | 4.4 | 9.9 | 10.1 | 3.0 | 1.5 | 4.7 | 2.2 | 5.1 | 5.0 |
| IO DONNA | 100.0 | 4.3 | 2.2 | 48.4 | 1.2 | 5.9 | 2.6 | 6.6 | 2.9 | 2.0 | 1.0 | 8.8 | 0.9 | 4.3 | 2.7 |
| SETTE | 100.0 | 1.8 | 2.0 | 52.9 | 1.3 | 5.6 | 2.7 | 4.6 | 2.5 | 1.5 | 0.7 | 7.4 | 1.2 | 4.1 | 3.6 |
| SPECCHIO DELLA STAMPA | 100.0 | 32.9 | 5.1 | 7.7 | 1.8 | 3.4 | 0.7 | 5.9 | 3.0 | 1.2 | 1.0 | 8.1 | 1.5 | 5.8 | 7.0 |
| TV SETTE | 100.0 | 3.7 | 1.7 | 47.6 | 1.6 | 5.1 | 2.2 | 4.9 | 2.5 | 2.5 | 1.2 | 8.6 | 1.0 | 5.1 | 3.6 |
| IL VENERDI' | 100.0 | 4.3 | 3.9 | 12.2 | 1.2 | 6.2 | 2.4 | 11.8 | 9.1 | 2.4 | 1.3 | 16.4 | 2.5 | 11.2 | 4.1 |

Lettori numero medio
Analisi secondo: ● **regioni**

(percentuali di composizione)

| MENSILI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **7.9** | **3.0** | **15.9** | **1.6** | **7.9** | **2.2** | **7.1** | **6.4** | **2.6** | **1.5** | **9.1** | **2.8** | **9.5** | **6.9** |
| ABITARE | 100.0 | 10.7 | 5.7 | 25.4 | 0.8 | 6.1 | 5.9 | 12.3 | 4.3 | 3.6 | 2.3 | 9.5 | 2.3 | 2.5 | 0.9 |
| AD | 100.0 | 8.1 | 3.3 | 17.9 | 1.0 | 12.2 | 1.3 | 11.4 | 5.2 | 2.0 | 2.5 | 14.4 | 1.1 | 3.8 | 3.8 |
| AIRONE | 100.0 | 10.8 | 5.4 | 26.1 | 2.5 | 9.5 | 3.7 | 9.6 | 7.1 | 1.8 | 1.5 | 10.2 | 1.8 | 2.0 | 1.8 |
| AMADEUS | 100.0 | 10.4 | 4.7 | 20.5 | 3.0 | 9.9 | 2.0 | 13.3 | 4.0 | 4.7 | 0.0 | 13.3 | 0.3 | 5.6 | 3.0 |
| ARCHEO | 100.0 | 5.9 | 3.5 | 18.8 | 0.9 | 9.3 | 2.3 | 8.1 | 5.3 | 7.1 | 1.9 | 17.0 | 3.6 | 3.1 | 4.6 |
| ASTRA | 100.0 | 11.1 | 1.9 | 18.2 | 1.1 | 6.6 | 1.8 | 10.6 | 8.8 | 1.9 | 0.8 | 10.5 | 2.3 | 6.5 | 3.2 |
| A TAVOLA | 100.0 | 5.3 | 6.0 | 22.9 | 1.6 | 11.0 | 1.2 | 8.2 | 6.5 | 3.8 | 1.2 | 8.9 | 2.4 | 7.9 | 6.5 |
| AUTO | 100.0 | 7.0 | 2.9 | 16.4 | 1.1 | 10.4 | 3.1 | 9.5 | 7.9 | 3.4 | 1.5 | 8.3 | 2.2 | 8.6 | 3.2 |
| L'AUTOMOBILE | 100.0 | 11.3 | 3.1 | 21.2 | 1.3 | 7.4 | 3.3 | 10.5 | 10.9 | 2.5 | 1.7 | 7.8 | 3.3 | 5.9 | 2.6 |
| BELL'EUROPA | 100.0 | 9.0 | 7.6 | 25.5 | 0.5 | 11.8 | 4.4 | 10.3 | 4.6 | 1.5 | 1.3 | 13.2 | 2.5 | 2.1 | 1.0 |
| BELL'ITALIA | 100.0 | 8.6 | 4.8 | 24.6 | 1.5 | 6.8 | 1.9 | 14.3 | 7.1 | 2.6 | 2.5 | 13.2 | 1.3 | 3.1 | 2.2 |
| BENISSIMO | 100.0 | 9.6 | 4.1 | 16.5 | 2.7 | 13.6 | 3.0 | 6.4 | 9.3 | 1.8 | 2.1 | 9.1 | 3.3 | 7.0 | 1.4 |
| BIMBI SANI E BELLI | 100.0 | 6.4 | 3.2 | 15.1 | 1.4 | 9.0 | 2.1 | 7.4 | 4.5 | 1.5 | 2.0 | 11.7 | 3.7 | 13.6 | 4.9 |
| BRAVA CASA | 100.0 | 7.8 | 4.0 | 17.9 | 1.5 | 7.6 | 2.4 | 8.0 | 6.8 | 3.1 | 1.9 | 9.4 | 2.7 | 8.2 | 4.7 |
| BUONA CUCINA | 100.0 | 8.6 | 6.1 | 13.7 | 1.8 | 8.8 | 1.7 | 10.9 | 6.7 | 1.4 | 1.2 | 8.6 | 0.9 | 10.3 | 7.1 |
| BURDA | 100.0 | 5.9 | 1.1 | 10.1 | 1.3 | 9.7 | 1.4 | 3.8 | 5.0 | 1.8 | 1.7 | 10.2 | 3.3 | 8.6 | 11.1 |
| CAPITAL | 100.0 | 9.8 | 2.9 | 23.7 | 0.3 | 9.4 | 1.7 | 7.0 | 6.1 | 3.1 | 1.7 | 12.5 | 3.1 | 4.3 | 4.8 |
| CARNET | 100.0 | 8.1 | 5.3 | 21.8 | 0.7 | 10.6 | 3.4 | 17.0 | 4.3 | 3.5 | 0.5 | 11.5 | 0.4 | 3.2 | 1.1 |
| CASAVIVA | 100.0 | 7.2 | 3.9 | 16.7 | 1.9 | 8.0 | 2.0 | 8.4 | 5.1 | 2.1 | 1.4 | 9.9 | 2.2 | 9.0 | 6.3 |
| CENTO COSE ENERGY | 100.0 | 10.6 | 3.2 | 18.1 | 0.7 | 9.0 | 2.2 | 10.4 | 6.2 | 3.1 | 2.3 | 9.0 | 3.6 | 6.2 | 4.5 |
| CIAK | 100.0 | 8.7 | 4.1 | 14.5 | 1.3 | 8.9 | 3.2 | 10.3 | 5.3 | 1.9 | 0.9 | 12.4 | 3.5 | 9.6 | 4.7 |
| CIPRIA | 100.0 | 4.0 | 6.1 | 16.4 | 0.8 | 6.6 | 3.0 | 8.9 | 7.0 | 2.8 | 2.4 | 9.7 | 2.7 | 12.7 | 5.5 |
| CLASS | 100.0 | 7.6 | 3.2 | 25.4 | 1.0 | 9.3 | 1.7 | 12.5 | 6.6 | 0.4 | 0.9 | 9.2 | 3.3 | 3.6 | 2.7 |
| CLUB 3 | 100.0 | 10.4 | 7.4 | 23.9 | 3.5 | 4.7 | 7.1 | 10.8 | 5.8 | 1.2 | 1.6 | 7.6 | 4.7 | 2.3 | 2.8 |
| COME STAI | 100.0 | 9.6 | 5.4 | 9.5 | 2.8 | 10.5 | 5.4 | 6.2 | 4.6 | 1.8 | 1.1 | 12.0 | 3.1 | 10.7 | 5.1 |
| CONSIGLI PRATICI | 100.0 | 12.8 | 3.5 | 14.9 | 4.4 | 11.7 | 8.1 | 5.4 | 5.4 | 2.0 | 2.3 | 9.6 | 4.0 | 8.4 | 0.7 |
| COSE DI CASA | 100.0 | 8.3 | 1.7 | 18.2 | 1.9 | 7.5 | 2.1 | 8.4 | 5.4 | 2.2 | 2.0 | 9.5 | 3.3 | 10.8 | 5.6 |
| LA CUCINA ITALIANA | 100.0 | 8.1 | 4.1 | 20.6 | 1.3 | 6.2 | 3.6 | 10.6 | 6.1 | 1.4 | 2.2 | 11.0 | 1.6 | 7.7 | 4.0 |
| CUCINA MODERNA | 100.0 | 11.1 | 3.5 | 13.9 | 1.2 | 8.8 | 2.9 | 11.3 | 6.8 | 1.7 | 2.0 | 9.5 | 1.5 | 9.4 | 3.9 |
| DONNA | 100.0 | 6.4 | 2.6 | 15.4 | 1.3 | 7.3 | 1.7 | 9.2 | 6.4 | 2.0 | 2.2 | 7.5 | 2.7 | 13.9 | 6.0 |
| DONNA E MAMMA | 100.0 | 8.5 | 1.8 | 16.7 | 2.5 | 8.8 | 4.1 | 4.7 | 5.4 | 2.8 | 1.9 | 10.3 | 4.1 | 8.5 | 4.9 |
| DOVE | 100.0 | 9.7 | 6.6 | 31.3 | 1.5 | 7.6 | 1.1 | 11.8 | 7.1 | 0.7 | 2.6 | 9.7 | 1.3 | 4.4 | 0.4 |
| ELLE | 100.0 | 5.0 | 4.7 | 19.4 | 2.5 | 9.6 | 2.5 | 14.5 | 8.7 | 5.4 | 2.8 | 8.6 | 1.8 | 4.5 | 2.1 |
| ELLE DECOR | 100.0 | 5.9 | 4.1 | 28.5 | 1.8 | 10.0 | 2.8 | 13.1 | 6.2 | 1.3 | 1.1 | 6.3 | 1.5 | 6.9 | 2.4 |
| FOCUS | 100.0 | 8.4 | 3.1 | 15.5 | 1.8 | 13.0 | 4.2 | 8.6 | 6.9 | 2.7 | 1.9 | 8.7 | 2.8 | 5.5 | 4.0 |
| GARDENIA | 100.0 | 5.1 | 6.3 | 21.9 | 1.6 | 7.6 | 3.8 | 8.6 | 13.1 | 2.6 | 2.2 | 15.0 | 0.9 | 3.4 | 0.5 |
| GENTE MESE | 100.0 | 4.3 | 2.5 | 12.8 | 1.3 | 8.6 | 2.4 | 7.9 | 5.6 | 2.7 | 1.4 | 10.8 | 3.3 | 11.5 | 4.6 |
| GENTE MONEY | 100.0 | 8.5 | 1.5 | 15.4 | 1.2 | 8.0 | 4.0 | 9.4 | 4.6 | 2.5 | 3.0 | 9.1 | 4.9 | 9.8 | 5.2 |
| GENTE MOTORI | 100.0 | 4.7 | 3.6 | 18.1 | 1.4 | 9.6 | 3.3 | 7.1 | 5.4 | 2.4 | 2.2 | 9.9 | 2.0 | 7.9 | 4.3 |
| GENTE VIAGGI | 100.0 | 8.7 | 5.5 | 21.3 | 0.7 | 7.7 | 2.9 | 12.7 | 7.9 | 3.6 | 1.5 | 9.0 | 2.4 | 6.5 | 2.7 |
| GLAMOUR | 100.0 | 8.6 | 1.8 | 20.6 | 1.1 | 8.6 | 4.8 | 9.5 | 5.5 | 3.8 | 0.9 | 10.9 | 3.1 | 7.4 | 3.2 |
| GULLIVER | 100.0 | 11.3 | 4.0 | 21.7 | 2.9 | 8.1 | 4.2 | 14.6 | 5.1 | 3.4 | 2.1 | 10.0 | 3.4 | 3.7 | 2.1 |
| IN CASA | 100.0 | 6.8 | 1.7 | 16.7 | 1.3 | 13.1 | 0.7 | 11.0 | 4.9 | 3.3 | 1.4 | 10.2 | 2.3 | 14.6 | 4.7 |
| INSIEME | 100.0 | 7.7 | 2.8 | 14.8 | 1.1 | 13.1 | 5.1 | 10.8 | 7.0 | 1.1 | 1.2 | 6.5 | 5.4 | 7.8 | 2.4 |
| IO E IL MIO BAMBINO | 100.0 | 8.1 | 3.2 | 15.3 | 2.1 | 10.0 | 2.8 | 5.0 | 4.1 | 1.3 | 1.7 | 11.0 | 5.3 | 10.2 | 4.7 |
| JESUS | 100.0 | 7.0 | 7.1 | 21.7 | 0.8 | 11.4 | 4.0 | 8.3 | 5.8 | 0.8 | 0.5 | 5.6 | 2.0 | 4.8 | 2.5 |
| MADRE | 100.0 | 8.2 | 2.7 | 56.5 | 2.6 | 11.3 | 2.2 | 6.3 | 3.9 | 0.0 | 0.0 | 0.0 | 0.0 | 3.1 | 0.0 |
| MARIE CLAIRE | 100.0 | 5.2 | 6.2 | 20.0 | 1.5 | 9.1 | 4.3 | 15.2 | 7.3 | 3.1 | 1.5 | 7.6 | 1.9 | 6.2 | 3.6 |
| MAX | 100.0 | 6.3 | 3.3 | 20.9 | 1.3 | 10.2 | 2.8 | 9.8 | 6.4 | 3.2 | 1.5 | 10.3 | 1.9 | 5.6 | 5.2 |
| MERIDIANI | 100.0 | 7.1 | 8.3 | 24.5 | 1.5 | 16.9 | 3.3 | 13.0 | 3.0 | 1.7 | 1.0 | 10.5 | 0.0 | 0.0 | 2.7 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 6.4 | 2.3 | 15.8 | 1.4 | 12.2 | 2.4 | 4.1 | 5.9 | 1.2 | 0.8 | 7.5 | 3.5 | 8.4 | 11.1 |
| LA MIA BOUTIQUE | 100.0 | 4.8 | 2.4 | 12.0 | 0.9 | 10.6 | 1.1 | 8.6 | 2.6 | 0.5 | 0.7 | 10.3 | 1.9 | 6.6 | 11.3 |
| LA MIA CASA | 100.0 | 4.7 | 3.0 | 21.2 | 0.3 | 9.2 | 2.2 | 7.0 | 5.7 | 2.2 | 1.7 | 8.8 | 1.7 | 9.3 | 2.9 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 4.9 | 2.2 | 10.2 | 0.7 | 6.1 | 2.9 | 6.6 | 2.9 | 3.1 | 1.7 | 7.4 | 6.3 | 14.3 | 11.1 |
| NAUTICA | 100.0 | 3.7 | 1.1 | 14.9 | 0.0 | 9.3 | 6.9 | 4.1 | 9.2 | 5.0 | 1.3 | 9.1 | 0.5 | 5.2 | 8.1 |
| PESCARE | 100.0 | 8.7 | 3.4 | 15.1 | 1.5 | 7.9 | 1.9 | 9.8 | 7.0 | 2.6 | 2.7 | 8.3 | 2.5 | 6.3 | 5.9 |
| PRATICA | 100.0 | 8.6 | 4.4 | 21.5 | 2.7 | 9.4 | 4.7 | 7.7 | 4.9 | 0.7 | 2.2 | 10.9 | 2.5 | 9.6 | 3.1 |
| QUATTRORUOTE | 100.0 | 8.2 | 2.7 | 18.4 | 1.9 | 8.8 | 2.4 | 7.7 | 6.1 | 3.0 | 1.7 | 9.3 | 2.6 | 8.0 | 4.3 |
| QUATTRO ZAMPE | 100.0 | 8.3 | 5.8 | 20.4 | 1.1 | 8.1 | 2.5 | 8.0 | 8.5 | 2.6 | 1.0 | 9.3 | 1.7 | 5.1 | 4.0 |
| QUI TOURING | 100.0 | 8.7 | 5.0 | 31.5 | 1.2 | 13.2 | 3.3 | 9.8 | 5.7 | 1.8 | 1.2 | 7.6 | 0.8 | 2.8 | 1.8 |
| RAKAM | 100.0 | 7.2 | 4.0 | 16.2 | 1.1 | 9.3 | 2.9 | 5.9 | 8.4 | 3.1 | 2.0 | 8.3 | 2.6 | 6.4 | 4.3 |
| SALE & PEPE | 100.0 | 9.7 | 5.1 | 20.0 | 1.1 | 10.9 | 2.9 | 10.6 | 8.4 | 1.2 | 1.6 | 7.3 | 2.1 | 4.6 | 3.9 |
| SALVE | 100.0 | 6.2 | 4.8 | 20.6 | 0.8 | 8.8 | 2.8 | 15.9 | 2.8 | 3.3 | 1.1 | 8.3 | 4.9 | 5.3 | 4.6 |
| SCIENZA & VITA | 100.0 | 7.9 | 2.8 | 21.6 | 1.8 | 9.8 | 5.6 | 8.4 | 5.0 | 0.6 | 2.1 | 7.6 | 2.8 | 4.1 | 6.5 |
| LE SCIENZE | 100.0 | 8.7 | 2.0 | 13.6 | 1.1 | 9.1 | 4.5 | 12.7 | 11.9 | 0.6 | 2.6 | 11.9 | 1.1 | 6.0 | 5.6 |
| SELEZIONE READER'S DIGEST | 100.0 | 7.2 | 4.3 | 16.0 | 2.5 | 9.6 | 4.0 | 8.6 | 4.2 | 2.0 | 1.2 | 9.2 | 3.8 | 8.6 | 3.4 |
| SILHOUETTE DONNA | 100.0 | 7.2 | 3.2 | 11.9 | 1.4 | 6.3 | 2.7 | 7.9 | 6.4 | 2.8 | 1.4 | 12.1 | 2.9 | 12.6 | 5.0 |
| SPEAK UP | 100.0 | 8.4 | 3.7 | 17.9 | 0.6 | 9.3 | 1.9 | 8.7 | 4.9 | 2.7 | 2.9 | 13.7 | 1.9 | 8.8 | 3.3 |
| STARBENE | 100.0 | 9.2 | 2.8 | 14.1 | 1.7 | 8.6 | 2.2 | 8.4 | 4.9 | 2.4 | 1.6 | 10.8 | 3.2 | 10.5 | 4.5 |
| STARTER | 100.0 | 11.8 | 5.3 | 20.4 | 0.0 | 12.3 | 4.8 | 5.1 | 5.7 | 2.5 | 0.0 | 4.6 | 0.8 | 8.1 | 0.5 |
| TUTTI FOTOGRAFI | 100.0 | 4.6 | 1.2 | 15.3 | 2.3 | 8.0 | 3.6 | 6.3 | 7.4 | 5.6 | 1.5 | 10.1 | 2.6 | 14.0 | 4.0 |
| TUTTO | 100.0 | 9.4 | 2.5 | 15.2 | 0.9 | 10.7 | 2.7 | 7.8 | 3.6 | 3.9 | 0.6 | 7.2 | 2.7 | 9.7 | 6.5 |
| TUTTOMOTO | 100.0 | 6.5 | 1.7 | 18.9 | 1.4 | 9.1 | 1.9 | 5.0 | 5.4 | 3.5 | 1.7 | 7.8 | 2.8 | 10.0 | 4.4 |
| TUTTOTURISMO | 100.0 | 5.0 | 7.0 | 23.6 | 2.6 | 6.7 | 2.3 | 10.1 | 5.1 | 1.8 | 1.7 | 8.7 | 1.7 | 8.7 | 1.9 |
| VERA | 100.0 | 9.3 | 3.7 | 15.8 | 1.2 | 11.4 | 3.8 | 8.0 | 4.5 | 2.9 | 1.9 | 9.1 | 1.3 | 10.3 | 5.1 |
| VIAGGIARE | 100.0 | 6.9 | 3.8 | 15.8 | 2.2 | 12.0 | 4.7 | 8.3 | 6.4 | 4.6 | 1.5 | 9.5 | 4.1 | 8.5 | 3.1 |
| VITALITY | 100.0 | 10.7 | 3.2 | 15.9 | 1.6 | 9.3 | 4.6 | 10.2 | 6.4 | 3.1 | 2.1 | 6.9 | 1.9 | 6.2 | 3.7 |
| VOGUE ITALIA | 100.0 | 7.4 | 2.7 | 16.7 | 0.9 | 9.2 | 2.6 | 10.8 | 6.2 | 3.4 | 2.3 | 9.5 | 1.9 | 11.4 | 5.1 |
| WEEKEND VIAGGI | 100.0 | 7.8 | 6.7 | 22.6 | 0.3 | 10.0 | 4.5 | 11.8 | 6.2 | 0.5 | 0.8 | 12.8 | 0.5 | 7.3 | 1.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 4.4 | 10.9 | 13.5 | 2.1 | 4.7 | 5.8 | 9.8 | 17.1 | 5.6 | 3.5 | 10.5 | 0.0 | 3.4 | 2.2 |

# Adulti

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **49445** | **509** | **1708** | **4196** | **1415** | **13269** | **9264** | **9650** | **11651** | **5611** |
| AMICA | **1234** | 7 | 28 | 76 | 20 | 347 | 264 | 291 | 236 | 96 |
| ANNA | **1397** | 14 | 25 | 106 | 40 | 428 | 318 | 261 | 243 | 146 |
| AUTO OGGI | **866** | 8 | 47 | 78 | 21 | 234 | 180 | 160 | 193 | 99 |
| AUTOSPRINT | **758** | 6 | 20 | 65 | 16 | 217 | 210 | 163 | 87 | 82 |
| BELLA | **721** | 1 | 15 | 19 | 13 | 259 | 184 | 151 | 94 | 32 |
| CHI | **1712** | 8 | 28 | 91 | 42 | 565 | 422 | 357 | 236 | 133 |
| CONFIDENZE | **1037** | 18 | 25 | 62 | 34 | 312 | 233 | 202 | 195 | 95 |
| DOMENICA QUIZ | **392** | 3 | 11 | 15 | 24 | 142 | 71 | 59 | 81 | 39 |
| DONNA MODERNA | **4060** | 23 | 109 | 147 | 100 | 1300 | 969 | 804 | 739 | 247 |
| L'ESPRESSO | **2321** | 31 | 85 | 164 | 94 | 518 | 464 | 523 | 558 | 257 |
| EVA EXPRESS TREMILA | **783** | 1 | 15 | 42 | 33 | 219 | 169 | 205 | 116 | 75 |
| FAMIGLIA CRISTIANA | **5215** | 53 | 161 | 287 | 195 | 1790 | 1247 | 725 | 972 | 481 |
| FILM TV | **317** | 0 | 9 | 19 | 6 | 115 | 72 | 63 | 41 | 26 |
| GENTE | **4387** | 39 | 116 | 279 | 177 | 1256 | 926 | 886 | 863 | 456 |
| GIOIA | **1487** | 28 | 20 | 102 | 41 | 459 | 324 | 300 | 261 | 143 |
| IL GIORNALINO | **401** | 0 | 11 | 25 | 19 | 139 | 108 | 48 | 62 | 44 |
| GRAND HOTEL | **1238** | 4 | 12 | 103 | 35 | 407 | 245 | 259 | 189 | 138 |
| GRAZIA | **1810** | 13 | 33 | 120 | 55 | 501 | 410 | 366 | 358 | 175 |
| GUERIN SPORTIVO | **482** | 5 | 7 | 23 | 29 | 94 | 99 | 117 | 121 | 52 |
| GUIDA TV | **1729** | 15 | 26 | 93 | 35 | 501 | 415 | 375 | 311 | 128 |
| INTIMITA' | **1192** | 13 | 22 | 46 | 29 | 381 | 314 | 247 | 175 | 74 |
| MAGAZINE BEAUTIFUL | **351** | 0 | 7 | 23 | 11 | 112 | 72 | 80 | 52 | 34 |
| IL MONDO | **113** | 0 | 2 | 5 | 0 | 45 | 23 | 15 | 25 | 5 |
| MOTOSPRINT | **585** | 4 | 25 | 39 | 16 | 182 | 134 | 132 | 82 | 55 |
| NOVELLA 2000 | **1465** | 6 | 33 | 114 | 48 | 336 | 391 | 323 | 253 | 162 |
| OGGI | **4430** | 46 | 113 | 271 | 170 | 1370 | 1056 | 847 | 715 | 441 |
| PANORAMA | **3507** | 46 | 91 | 226 | 163 | 849 | 864 | 707 | 698 | 390 |
| SORRISI E CANZONI TV | **8586** | 78 | 225 | 530 | 327 | 2408 | 1817 | 1643 | 1862 | 857 |
| STOP | **750** | 2 | 5 | 5 | 7 | 336 | 214 | 148 | 40 | 11 |
| TELEPIU' | **2157** | 26 | 93 | 208 | 69 | 576 | 346 | 489 | 469 | 277 |
| TELESETTE | **2296** | 21 | 59 | 197 | 74 | 585 | 451 | 482 | 509 | 271 |
| TOPOLINO | **2675** | 9 | 81 | 172 | 118 | 797 | 523 | 618 | 446 | 290 |
| VISTO | **741** | 3 | 33 | 38 | 25 | 254 | 178 | 125 | 121 | 64 |
| VIVERSANI & BELLI | **1929** | 14 | 94 | 111 | 47 | 515 | 345 | 417 | 494 | 158 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 9 | 36 | 66 | 48 | 396 | 350 | 506 | 325 | 114 |
| DIARIO DELLA SETTIMANA | **165** | 1 | 4 | 7 | 3 | 52 | 27 | 55 | 21 | 10 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 23 | 61 | 134 | 85 | 736 | 633 | 476 | 386 | 219 |
| IO DONNA | **2071** | 7 | 24 | 58 | 38 | 1138 | 338 | 304 | 195 | 96 |
| SETTE | **2509** | 14 | 58 | 66 | 62 | 1423 | 359 | 303 | 297 | 128 |
| SPECCHIO DELLA STAMPA | **1306** | 11 | 67 | 97 | 23 | 597 | 153 | 172 | 265 | 120 |
| TV SETTE | **2696** | 24 | 64 | 100 | 47 | 1428 | 371 | 401 | 349 | 147 |
| IL VENERDI' | **4025** | 39 | 116 | 177 | 122 | 819 | 868 | 1170 | 870 | 299 |

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| POPOLAZIONE | 49445 | 509 | 1708 | 4196 | 1415 | 13269 | 9264 | 9650 | 11651 | 5611 |
| ABITARE | 449 | 1 | 5 | 17 | 12 | 187 | 112 | 88 | 32 | 29 |
| AD | 677 | 0 | 12 | 61 | 10 | 198 | 175 | 163 | 71 | 71 |
| AIRONE | 1090 | 0 | 12 | 22 | 34 | 461 | 277 | 224 | 73 | 56 |
| AMADEUS | 186 | 0 | 0 | 4 | 6 | 66 | 52 | 41 | 16 | 10 |
| ARCHEO | 322 | 1 | 3 | 13 | 10 | 91 | 67 | 101 | 41 | 23 |
| ASTRA | 554 | 5 | 23 | 46 | 7 | 172 | 111 | 121 | 95 | 54 |
| A TAVOLA | 222 | 2 | 4 | 6 | 2 | 76 | 49 | 45 | 44 | 8 |
| AUTO | 1289 | 14 | 58 | 72 | 41 | 338 | 311 | 273 | 253 | 113 |
| L'AUTOMOBILE | 1337 | 9 | 12 | 67 | 10 | 475 | 300 | 306 | 179 | 76 |
| BELL'EUROPA | 373 | 0 | 2 | 11 | 4 | 157 | 101 | 77 | 23 | 16 |
| BELL'ITALIA | 746 | 2 | 8 | 19 | 12 | 283 | 182 | 190 | 60 | 31 |
| BENISSIMO | 440 | 0 | 3 | 30 | 11 | 133 | 113 | 98 | 55 | 41 |
| BIMBI SANI E BELLI | 1209 | 13 | 38 | 83 | 30 | 298 | 241 | 239 | 318 | 113 |
| BRAVA CASA | 1164 | 7 | 38 | 73 | 46 | 345 | 228 | 246 | 226 | 119 |
| BUONA CUCINA | 623 | 6 | 17 | 46 | 8 | 177 | 145 | 111 | 137 | 54 |
| BURDA | 1286 | 16 | 60 | 196 | 51 | 219 | 208 | 240 | 371 | 247 |
| CAPITAL | 470 | 0 | 8 | 23 | 13 | 171 | 87 | 110 | 66 | 36 |
| CARNET | 240 | 0 | 2 | 16 | 2 | 85 | 76 | 48 | 13 | 19 |
| CASAVIVA | 1846 | 12 | 66 | 138 | 77 | 513 | 374 | 343 | 401 | 215 |
| CENTO COSE ENERGY | 783 | 1 | 20 | 35 | 28 | 250 | 175 | 162 | 134 | 63 |
| CIAK | 941 | 7 | 13 | 61 | 21 | 257 | 222 | 193 | 186 | 82 |
| CIPRIA | 395 | 4 | 9 | 18 | 13 | 105 | 76 | 87 | 96 | 31 |
| CLASS | 315 | 1 | 5 | 21 | 12 | 114 | 77 | 54 | 37 | 33 |
| CLUB 3 | 219 | 0 | 7 | 4 | 3 | 91 | 57 | 36 | 28 | 7 |
| COME STAI | 354 | 5 | 12 | 21 | 6 | 87 | 88 | 69 | 84 | 27 |
| CONSIGLI PRATICI | 278 | 2 | 4 | 7 | 6 | 87 | 82 | 54 | 43 | 13 |
| COSE DI CASA | 1942 | 6 | 47 | 144 | 54 | 548 | 386 | 373 | 436 | 199 |
| LA CUCINA ITALIANA | 995 | 10 | 20 | 68 | 17 | 325 | 215 | 208 | 162 | 85 |
| CUCINA MODERNA | 1076 | 6 | 34 | 66 | 29 | 307 | 261 | 214 | 200 | 95 |
| DONNA | 1021 | 4 | 27 | 84 | 43 | 249 | 199 | 185 | 261 | 126 |
| DONNA E MAMMA | 462 | 7 | 6 | 35 | 19 | 125 | 94 | 95 | 95 | 54 |
| DOVE | 525 | 1 | 4 | 13 | 4 | 250 | 115 | 106 | 37 | 17 |
| ELLE | 610 | 0 | 5 | 26 | 17 | 178 | 177 | 155 | 56 | 43 |
| ELLE DECOR | 200 | 0 | 3 | 9 | 3 | 77 | 55 | 30 | 25 | 13 |
| FOCUS | 3389 | 27 | 95 | 167 | 146 | 912 | 939 | 685 | 540 | 313 |
| GARDENIA | 373 | 0 | 5 | 16 | 7 | 124 | 80 | 123 | 23 | 23 |
| GENTE MESE | 1483 | 20 | 53 | 139 | 85 | 292 | 300 | 305 | 362 | 223 |
| GENTE MONEY | 315 | 1 | 7 | 25 | 6 | 80 | 71 | 60 | 72 | 32 |
| GENTE MOTORI | 1765 | 21 | 95 | 162 | 42 | 466 | 376 | 352 | 366 | 205 |
| GENTE VIAGGI | 872 | 4 | 8 | 37 | 12 | 309 | 209 | 192 | 112 | 49 |
| GLAMOUR | 432 | 0 | 4 | 20 | 20 | 134 | 104 | 91 | 63 | 40 |
| GULLIVER | 337 | 2 | 5 | 2 | 2 | 125 | 100 | 70 | 38 | 5 |
| IN CASA | 209 | 0 | 6 | 8 | 2 | 53 | 55 | 41 | 51 | 10 |
| INSIEME | 444 | 7 | 17 | 26 | 8 | 113 | 133 | 70 | 93 | 34 |
| IO E IL MIO BAMBINO | 990 | 12 | 35 | 86 | 18 | 263 | 197 | 179 | 247 | 104 |
| JESUS | 206 | 1 | 5 | 21 | 9 | 74 | 50 | 26 | 26 | 30 |
| MADRE | 218 | 0 | 0 | 5 | 2 | 147 | 49 | 9 | 7 | 7 |
| MARIE CLAIRE | 1065 | 5 | 14 | 34 | 26 | 335 | 320 | 207 | 144 | 60 |
| MAX | 1725 | 8 | 55 | 82 | 53 | 526 | 415 | 368 | 281 | 135 |
| MERIDIANI | 211 | 0 | 4 | 5 | 5 | 84 | 73 | 34 | 10 | 9 |
| MESSAGGERO DI S.ANTONIO | 1771 | 18 | 56 | 88 | 138 | 433 | 357 | 273 | 481 | 227 |
| LA MIA BOUTIQUE | 460 | 6 | 32 | 70 | 10 | 88 | 98 | 65 | 130 | 80 |
| LA MIA CASA | 409 | 4 | 20 | 51 | 8 | 118 | 77 | 75 | 80 | 58 |
| MILLIONAIRE INTRAPRENDERE | 666 | 6 | 36 | 57 | 33 | 115 | 108 | 100 | 253 | 90 |
| NAUTICA | 278 | 0 | 16 | 29 | 15 | 55 | 56 | 69 | 55 | 43 |
| PESCARE | 579 | 4 | 14 | 42 | 34 | 158 | 122 | 120 | 103 | 76 |
| PRATICA | 470 | 5 | 6 | 11 | 12 | 162 | 115 | 87 | 82 | 23 |
| QUATTRORUOTE | 5663 | 62 | 188 | 428 | 163 | 1663 | 1180 | 1133 | 1096 | 591 |
| QUATTRO ZAMPE | 516 | 1 | 14 | 45 | 9 | 178 | 102 | 111 | 71 | 54 |
| QUI TOURING | 1004 | 1 | 8 | 28 | 18 | 455 | 277 | 164 | 64 | 45 |
| RAKAM | 611 | 3 | 32 | 59 | 18 | 167 | 117 | 133 | 117 | 76 |
| SALE & PEPE | 740 | 5 | 10 | 55 | 8 | 258 | 189 | 137 | 93 | 63 |
| SALVE | 432 | 5 | 13 | 16 | 10 | 136 | 122 | 67 | 82 | 25 |
| SCIENZA & VITA | 248 | 6 | 4 | 21 | 2 | 80 | 63 | 38 | 44 | 23 |
| LE SCIENZE | 469 | 2 | 14 | 23 | 2 | 114 | 128 | 126 | 75 | 25 |
| SELEZIONE READER'S DIGEST | 1222 | 6 | 51 | 88 | 44 | 335 | 301 | 202 | 251 | 132 |
| SILHOUETTE DONNA | 1475 | 17 | 65 | 93 | 65 | 329 | 269 | 334 | 385 | 158 |
| SPEAK UP | 272 | 0 | 11 | 15 | 5 | 82 | 56 | 66 | 49 | 20 |
| STARBENE | 2135 | 35 | 77 | 120 | 91 | 557 | 445 | 420 | 502 | 211 |
| STARTER | 157 | 0 | 12 | 15 | 2 | 59 | 35 | 20 | 27 | 17 |
| TUTTI FOTOGRAFI | 230 | 1 | 6 | 17 | 6 | 49 | 47 | 57 | 55 | 24 |
| TUTTO | 893 | 6 | 39 | 72 | 33 | 243 | 197 | 135 | 213 | 105 |
| TUTTOMOTO | 1053 | 18 | 55 | 100 | 36 | 285 | 184 | 193 | 255 | 136 |
| TUTTOTURISMO | 337 | 1 | 5 | 27 | 11 | 120 | 73 | 58 | 48 | 38 |
| VERA | 1260 | 6 | 43 | 72 | 27 | 363 | 307 | 232 | 259 | 99 |
| VIAGGIARE | 360 | 1 | 4 | 11 | 16 | 95 | 98 | 79 | 61 | 26 |
| VITALITY | 274 | 5 | 2 | 21 | 11 | 81 | 71 | 51 | 39 | 32 |
| VOGUE ITALIA | 1025 | 4 | 20 | 58 | 20 | 274 | 241 | 219 | 213 | 78 |
| WEEKEND VIAGGI | 255 | 0 | 8 | 6 | 5 | 95 | 68 | 52 | 30 | 11 |
| DIANA (QUATTORDICINALE) | 348 | 0 | 2 | 17 | 4 | 100 | 78 | 128 | 21 | 21 |

# Adulti

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.5** | **8.5** | **2.9** | **26.8** | **18.7** | **19.5** | **23.6** | **11.3** |
| AMICA | 100.0 | 0.6 | 2.3 | 6.2 | 1.6 | 28.1 | 21.4 | 23.6 | 19.2 | 7.8 |
| ANNA | 100.0 | 1.0 | 1.8 | 7.6 | 2.9 | 30.6 | 22.8 | 18.7 | 17.4 | 10.5 |
| AUTO OGGI | 100.0 | 1.0 | 5.5 | 9.0 | 2.5 | 27.1 | 20.8 | 18.4 | 22.3 | 11.4 |
| AUTOSPRINT | 100.0 | 0.7 | 2.6 | 8.6 | 2.1 | 28.6 | 27.7 | 21.5 | 11.5 | 10.8 |
| BELLA | 100.0 | 0.2 | 2.0 | 2.6 | 1.8 | 36.0 | 25.5 | 20.9 | 13.1 | 4.5 |
| CHI | 100.0 | 0.5 | 1.7 | 5.3 | 2.4 | 33.0 | 24.6 | 20.8 | 13.8 | 7.8 |
| CONFIDENZE | 100.0 | 1.7 | 2.4 | 6.0 | 3.2 | 30.1 | 22.5 | 19.4 | 18.8 | 9.2 |
| DOMENICA QUIZ | 100.0 | 0.8 | 2.9 | 3.7 | 6.1 | 36.2 | 18.0 | 15.2 | 20.7 | 9.9 |
| DONNA MODERNA | 100.0 | 0.6 | 2.7 | 3.6 | 2.5 | 32.0 | 23.9 | 19.8 | 18.2 | 6.1 |
| L'ESPRESSO | 100.0 | 1.3 | 3.7 | 7.1 | 4.0 | 22.3 | 20.0 | 22.5 | 24.1 | 11.1 |
| EVA EXPRESS TREMILA | 100.0 | 0.2 | 1.9 | 5.3 | 4.2 | 28.0 | 21.6 | 26.2 | 14.8 | 9.5 |
| FAMIGLIA CRISTIANA | 100.0 | 1.0 | 3.1 | 5.5 | 3.7 | 34.3 | 23.9 | 13.9 | 18.6 | 9.2 |
| FILM TV | 100.0 | 0.0 | 2.9 | 6.1 | 2.0 | 36.3 | 22.7 | 20.0 | 12.9 | 8.1 |
| GENTE | 100.0 | 0.9 | 2.6 | 6.4 | 4.0 | 28.6 | 21.1 | 20.2 | 19.7 | 10.4 |
| GIOIA | 100.0 | 1.9 | 1.4 | 6.9 | 2.7 | 30.9 | 21.8 | 20.1 | 17.6 | 9.6 |
| IL GIORNALINO | 100.0 | 0.0 | 2.8 | 6.1 | 4.8 | 34.7 | 27.0 | 12.0 | 15.4 | 10.9 |
| GRAND HOTEL | 100.0 | 0.3 | 0.9 | 8.4 | 2.8 | 32.9 | 19.8 | 20.9 | 15.2 | 11.2 |
| GRAZIA | 100.0 | 0.7 | 1.8 | 6.6 | 3.0 | 27.7 | 22.6 | 20.2 | 19.8 | 9.7 |
| GUERIN SPORTIVO | 100.0 | 0.9 | 1.5 | 4.7 | 6.1 | 19.5 | 20.4 | 24.2 | 25.1 | 10.8 |
| GUIDA TV | 100.0 | 0.9 | 1.5 | 5.4 | 2.0 | 29.0 | 24.0 | 21.7 | 18.0 | 7.4 |
| INTIMITA' | 100.0 | 1.1 | 1.9 | 3.8 | 2.4 | 32.0 | 26.4 | 20.8 | 14.7 | 6.2 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 1.9 | 6.5 | 3.3 | 31.9 | 20.4 | 22.9 | 14.9 | 9.8 |
| IL MONDO | 100.0 | 0.0 | 2.1 | 4.6 | 0.0 | 39.5 | 20.4 | 13.3 | 22.3 | 4.6 |
| MOTOSPRINT | 100.0 | 0.7 | 4.3 | 6.6 | 2.7 | 31.2 | 23.0 | 22.6 | 13.9 | 9.4 |
| NOVELLA 2000 | 100.0 | 0.4 | 2.3 | 7.8 | 3.3 | 22.9 | 26.7 | 22.0 | 17.3 | 11.1 |
| OGGI | 100.0 | 1.0 | 2.6 | 6.1 | 3.8 | 30.9 | 23.8 | 19.1 | 16.1 | 10.0 |
| PANORAMA | 100.0 | 1.3 | 2.6 | 6.5 | 4.7 | 24.2 | 24.6 | 20.1 | 19.9 | 11.1 |
| SORRISI E CANZONI TV | 100.0 | 0.9 | 2.6 | 6.2 | 3.8 | 28.0 | 21.2 | 19.1 | 21.7 | 10.0 |
| STOP | 100.0 | 0.3 | 0.7 | 0.6 | 0.9 | 44.8 | 28.6 | 19.7 | 5.4 | 1.5 |
| TELEPIU' | 100.0 | 1.2 | 4.3 | 9.6 | 3.2 | 26.7 | 16.0 | 22.7 | 21.7 | 12.8 |
| TELESETTE | 100.0 | 0.9 | 2.6 | 8.6 | 3.2 | 25.5 | 19.6 | 21.0 | 22.2 | 11.8 |
| TOPOLINO | 100.0 | 0.3 | 3.0 | 6.4 | 4.4 | 29.8 | 19.6 | 23.1 | 16.7 | 10.8 |
| VISTO | 100.0 | 0.4 | 4.5 | 5.2 | 3.4 | 34.2 | 24.0 | 16.9 | 16.3 | 8.6 |
| VIVERSANI & BELLI | 100.0 | 0.7 | 4.9 | 5.8 | 2.4 | 26.7 | 17.9 | 21.6 | 25.6 | 8.2 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.6 | 2.1 | 3.9 | 2.8 | 23.4 | 20.7 | 29.9 | 19.2 | 6.7 |
| DIARIO DELLA SETTIMANA | 100.0 | 0.7 | 2.5 | 4.2 | 1.7 | 31.6 | 16.4 | 33.3 | 12.8 | 5.9 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 1.0 | 2.5 | 5.5 | 3.5 | 30.0 | 25.8 | 19.4 | 15.8 | 9.0 |
| IO DONNA | 100.0 | 0.4 | 1.2 | 2.8 | 1.9 | 54.9 | 16.3 | 14.7 | 9.4 | 4.6 |
| SETTE | 100.0 | 0.6 | 2.3 | 2.6 | 2.5 | 56.7 | 14.3 | 12.1 | 11.8 | 5.1 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.8 | 5.1 | 7.4 | 1.7 | 45.7 | 11.7 | 13.2 | 20.3 | 9.2 |
| TV SETTE | 100.0 | 0.9 | 2.4 | 3.7 | 1.7 | 53.0 | 13.8 | 14.9 | 12.9 | 5.5 |
| IL VENERDI' | 100.0 | 1.0 | 2.9 | 4.4 | 3.0 | 20.3 | 21.6 | 29.1 | 21.6 | 7.4 |

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.5** | **8.5** | **2.9** | **26.8** | **18.7** | **19.5** | **23.6** | **11.3** |
| ABITARE | 100.0 | 0.3 | 1.1 | 3.7 | 2.7 | 41.8 | 25.1 | 19.7 | 7.1 | 6.4 |
| AD | 100.0 | 0.0 | 1.7 | 9.0 | 1.5 | 29.2 | 25.8 | 24.1 | 10.4 | 10.5 |
| AIRONE | 100.0 | 0.0 | 1.1 | 2.0 | 3.1 | 42.3 | 25.4 | 20.5 | 6.7 | 5.1 |
| AMADEUS | 100.0 | 0.0 | 0.0 | 2.0 | 3.4 | 35.6 | 26.1 | 22.0 | 8.9 | 5.4 |
| ARCHEO | 100.0 | 0.4 | 0.9 | 4.2 | 3.0 | 28.2 | 20.7 | 31.3 | 12.7 | 7.1 |
| ASTRA | 100.0 | 1.0 | 4.2 | 8.4 | 1.3 | 31.1 | 20.1 | 21.9 | 17.2 | 9.7 |
| A TAVOLA | 100.0 | 1.1 | 1.8 | 2.8 | 1.0 | 34.2 | 22.0 | 20.4 | 19.6 | 3.8 |
| AUTO | 100.0 | 1.1 | 4.5 | 5.6 | 3.2 | 26.2 | 24.2 | 21.2 | 19.6 | 8.8 |
| L'AUTOMOBILE | 100.0 | 0.7 | 0.9 | 5.0 | 0.7 | 35.6 | 22.4 | 22.9 | 13.4 | 5.7 |
| BELL'EUROPA | 100.0 | 0.0 | 0.5 | 3.0 | 1.2 | 42.1 | 27.0 | 20.6 | 6.1 | 4.2 |
| BELL'ITALIA | 100.0 | 0.2 | 1.0 | 2.6 | 1.6 | 37.9 | 24.5 | 25.4 | 8.0 | 4.2 |
| BENISSIMO | 100.0 | 0.0 | 0.8 | 6.8 | 2.5 | 30.3 | 25.7 | 22.3 | 12.5 | 9.3 |
| BIMBI SANI E BELLI | 100.0 | 1.0 | 3.1 | 6.9 | 2.5 | 24.6 | 20.0 | 19.8 | 26.3 | 9.4 |
| BRAVA CASA | 100.0 | 0.6 | 3.3 | 6.2 | 3.9 | 29.7 | 19.6 | 21.1 | 19.4 | 10.2 |
| BUONA CUCINA | 100.0 | 0.9 | 2.7 | 7.3 | 1.3 | 28.3 | 23.2 | 17.8 | 22.0 | 8.6 |
| BURDA | 100.0 | 1.2 | 4.7 | 15.3 | 3.9 | 17.0 | 16.2 | 18.7 | 28.9 | 19.2 |
| CAPITAL | 100.0 | 0.0 | 1.7 | 5.0 | 2.8 | 36.4 | 18.4 | 23.4 | 13.9 | 7.7 |
| CARNET | 100.0 | 0.0 | 0.9 | 6.8 | 1.0 | 35.2 | 31.7 | 19.8 | 5.6 | 7.8 |
| CASAVIVA | 100.0 | 0.6 | 3.6 | 7.5 | 4.2 | 27.8 | 20.3 | 18.6 | 21.7 | 11.6 |
| CENTO COSE ENERGY | 100.0 | 0.2 | 2.5 | 4.5 | 3.6 | 31.9 | 22.4 | 20.7 | 17.1 | 8.0 |
| CIAK | 100.0 | 0.7 | 1.3 | 6.5 | 2.3 | 27.3 | 23.6 | 20.5 | 19.8 | 8.7 |
| CIPRIA | 100.0 | 1.1 | 2.4 | 4.6 | 3.2 | 26.6 | 19.3 | 22.0 | 24.3 | 7.8 |
| CLASS | 100.0 | 0.4 | 1.7 | 6.5 | 3.8 | 36.3 | 24.6 | 17.0 | 11.8 | 10.4 |
| CLUB 3 | 100.0 | 0.0 | 3.1 | 1.8 | 1.3 | 41.7 | 26.1 | 16.2 | 12.8 | 3.2 |
| COME STAI | 100.0 | 1.5 | 3.3 | 5.9 | 1.6 | 24.4 | 24.8 | 19.5 | 23.6 | 7.5 |
| CONSIGLI PRATICI | 100.0 | 0.6 | 1.5 | 2.5 | 2.0 | 31.2 | 29.7 | 19.3 | 15.3 | 4.5 |
| COSE DI CASA | 100.0 | 0.3 | 2.4 | 7.4 | 2.8 | 28.2 | 19.9 | 19.2 | 22.5 | 10.2 |
| LA CUCINA ITALIANA | 100.0 | 1.0 | 2.0 | 6.9 | 1.7 | 32.7 | 21.6 | 20.9 | 16.3 | 8.6 |
| CUCINA MODERNA | 100.0 | 0.6 | 3.2 | 6.1 | 2.7 | 28.5 | 24.2 | 19.9 | 18.5 | 8.8 |
| DONNA | 100.0 | 0.4 | 2.6 | 8.2 | 4.2 | 24.4 | 19.5 | 18.2 | 25.6 | 12.4 |
| DONNA E MAMMA | 100.0 | 1.6 | 1.4 | 7.5 | 4.1 | 27.1 | 20.2 | 20.5 | 20.5 | 11.6 |
| DOVE | 100.0 | 0.3 | 0.7 | 2.5 | 0.7 | 47.6 | 22.0 | 20.1 | 7.0 | 3.2 |
| ELLE | 100.0 | 0.0 | 0.8 | 4.3 | 2.8 | 29.2 | 29.1 | 25.4 | 9.2 | 7.1 |
| ELLE DECOR | 100.0 | 0.0 | 1.7 | 4.5 | 1.7 | 38.5 | 27.7 | 14.9 | 12.6 | 6.3 |
| FOCUS | 100.0 | 0.8 | 2.8 | 4.9 | 4.3 | 26.9 | 27.7 | 20.2 | 15.9 | 9.2 |
| GARDENIA | 100.0 | 0.0 | 1.4 | 4.3 | 1.8 | 33.3 | 21.5 | 32.9 | 6.2 | 6.1 |
| GENTE MESE | 100.0 | 1.4 | 3.6 | 9.4 | 5.7 | 19.7 | 20.2 | 20.6 | 24.4 | 15.1 |
| GENTE MONEY | 100.0 | 0.5 | 2.3 | 8.0 | 2.0 | 25.5 | 22.6 | 19.1 | 22.8 | 10.0 |
| GENTE MOTORI | 100.0 | 1.2 | 5.4 | 9.2 | 2.4 | 26.4 | 21.3 | 20.0 | 20.7 | 11.6 |
| GENTE VIAGGI | 100.0 | 0.4 | 0.9 | 4.2 | 1.4 | 35.4 | 24.0 | 22.1 | 12.9 | 5.6 |
| GLAMOUR | 100.0 | 0.0 | 1.0 | 4.6 | 4.7 | 31.1 | 24.0 | 21.1 | 14.7 | 9.2 |
| GULLIVER | 100.0 | 0.5 | 1.5 | 0.7 | 0.7 | 37.0 | 29.8 | 20.6 | 11.2 | 1.4 |
| IN CASA | 100.0 | 0.0 | 2.7 | 3.8 | 0.8 | 25.2 | 26.1 | 19.8 | 24.4 | 4.6 |
| INSIEME | 100.0 | 1.6 | 3.8 | 5.9 | 1.8 | 25.4 | 30.1 | 15.8 | 21.1 | 7.7 |
| IO E IL MIO BAMBINO | 100.0 | 1.2 | 3.5 | 8.7 | 1.8 | 26.6 | 19.9 | 18.0 | 25.0 | 10.5 |
| JESUS | 100.0 | 0.4 | 2.6 | 10.3 | 4.3 | 35.9 | 24.4 | 12.7 | 12.4 | 14.5 |
| MADRE | 100.0 | 0.0 | 0.0 | 2.3 | 0.8 | 67.4 | 22.5 | 3.9 | 3.1 | 3.1 |
| MARIE CLAIRE | 100.0 | 0.5 | 1.3 | 3.2 | 2.4 | 31.4 | 30.0 | 19.5 | 13.5 | 5.6 |
| MAX | 100.0 | 0.4 | 3.2 | 4.8 | 3.1 | 30.5 | 24.0 | 21.3 | 16.3 | 7.8 |
| MERIDIANI | 100.0 | 0.0 | 2.1 | 2.3 | 2.2 | 39.8 | 34.7 | 16.2 | 4.8 | 4.5 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 1.0 | 3.2 | 5.0 | 7.8 | 24.5 | 20.1 | 15.4 | 27.2 | 12.8 |
| LA MIA BOUTIQUE | 100.0 | 1.3 | 7.0 | 15.2 | 2.1 | 19.2 | 21.2 | 14.1 | 28.2 | 17.3 |
| LA MIA CASA | 100.0 | 0.9 | 4.9 | 12.3 | 1.9 | 28.9 | 18.7 | 18.4 | 19.6 | 14.3 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.9 | 5.4 | 8.6 | 4.9 | 17.2 | 16.2 | 15.1 | 38.0 | 13.6 |
| NAUTICA | 100.0 | 0.0 | 5.8 | 10.4 | 5.3 | 19.7 | 20.2 | 24.7 | 19.7 | 15.6 |
| PESCARE | 100.0 | 0.7 | 2.4 | 7.3 | 5.9 | 27.2 | 21.1 | 20.7 | 17.8 | 13.2 |
| PRATICA | 100.0 | 1.0 | 1.3 | 2.4 | 2.5 | 34.5 | 24.5 | 18.6 | 17.4 | 5.0 |
| QUATTRORUOTE | 100.0 | 1.1 | 3.3 | 7.6 | 2.9 | 29.4 | 20.8 | 20.0 | 19.4 | 10.4 |
| QUATTRO ZAMPE | 100.0 | 0.2 | 2.6 | 8.8 | 1.8 | 34.5 | 19.7 | 21.5 | 13.7 | 10.6 |
| QUI TOURING | 100.0 | 0.1 | 0.8 | 2.8 | 1.8 | 45.3 | 27.6 | 16.3 | 6.4 | 4.5 |
| RAKAM | 100.0 | 0.6 | 5.3 | 9.6 | 2.9 | 27.4 | 19.1 | 21.8 | 19.2 | 12.5 |
| SALE & PEPE | 100.0 | 0.6 | 1.4 | 7.4 | 1.1 | 34.8 | 25.5 | 18.5 | 12.6 | 8.6 |
| SALVE | 100.0 | 1.2 | 3.0 | 3.6 | 2.2 | 31.5 | 28.2 | 15.5 | 19.0 | 5.8 |
| SCIENZA & VITA | 100.0 | 2.4 | 1.8 | 8.5 | 0.8 | 32.3 | 25.5 | 15.2 | 17.6 | 9.3 |
| LE SCIENZE | 100.0 | 0.5 | 2.9 | 4.8 | 0.5 | 24.4 | 27.4 | 26.9 | 16.1 | 5.3 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.5 | 4.2 | 7.2 | 3.6 | 27.4 | 24.7 | 16.6 | 20.5 | 10.8 |
| SILHOUETTE DONNA | 100.0 | 1.1 | 4.4 | 6.3 | 4.4 | 22.3 | 18.2 | 22.6 | 26.1 | 10.7 |
| SPEAK UP | 100.0 | 0.0 | 4.0 | 5.5 | 1.9 | 30.0 | 20.5 | 24.2 | 17.9 | 7.3 |
| STARBENE | 100.0 | 1.6 | 3.6 | 5.6 | 4.3 | 26.1 | 20.8 | 19.7 | 23.5 | 9.9 |
| STARTER | 100.0 | 0.0 | 7.6 | 9.4 | 1.1 | 37.5 | 22.2 | 12.8 | 17.0 | 10.5 |
| TUTTI FOTOGRAFI | 100.0 | 0.6 | 2.5 | 7.6 | 2.7 | 21.1 | 20.3 | 24.6 | 23.7 | 10.3 |
| TUTTO | 100.0 | 0.7 | 4.3 | 8.0 | 3.7 | 27.2 | 22.1 | 15.2 | 23.9 | 11.7 |
| TUTTOMOTO | 100.0 | 1.7 | 5.3 | 9.5 | 3.5 | 27.1 | 17.4 | 18.4 | 24.2 | 12.9 |
| TUTTOTURISMO | 100.0 | 0.4 | 1.6 | 8.1 | 3.2 | 35.5 | 21.7 | 17.3 | 14.2 | 11.2 |
| VERA | 100.0 | 0.5 | 3.4 | 5.7 | 2.2 | 28.8 | 24.4 | 18.4 | 20.6 | 7.9 |
| VIAGGIARE | 100.0 | 0.1 | 1.1 | 3.0 | 4.3 | 26.5 | 27.2 | 22.0 | 17.0 | 7.3 |
| VITALITY | 100.0 | 1.8 | 0.6 | 7.7 | 4.0 | 29.8 | 25.8 | 18.5 | 14.2 | 11.7 |
| VOGUE ITALIA | 100.0 | 0.4 | 1.9 | 5.7 | 2.0 | 26.7 | 23.5 | 21.4 | 20.8 | 7.6 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 3.0 | 2.2 | 2.0 | 37.1 | 26.7 | 20.3 | 11.9 | 4.2 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 0.5 | 5.0 | 1.2 | 28.8 | 22.3 | 36.6 | 6.1 | 6.1 |

# Adulti

Lettori numero medio

Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **49445** | **3345** | **10537** | **12702** | **14727** | **8133** | **8951** | **6823** | **6549** | **6005** | **5608** | **5205** | **4328** | **5975** |
| AMICA | **1234** | 66 | 239 | 300 | 401 | 228 | 112 | 124 | 167 | 168 | 143 | 161 | 118 | 242 |
| ANNA | **1397** | 78 | 224 | 400 | 468 | 227 | 139 | 134 | 180 | 159 | 185 | 182 | 128 | 291 |
| AUTO OGGI | **866** | 20 | 99 | 236 | 309 | 202 | 58 | 111 | 92 | 126 | 130 | 102 | 114 | 132 |
| AUTOSPRINT | **758** | 14 | 88 | 229 | 285 | 142 | 48 | 69 | 84 | 87 | 134 | 80 | 92 | 165 |
| BELLA | **721** | 35 | 125 | 207 | 276 | 79 | 71 | 68 | 94 | 85 | 107 | 93 | 85 | 118 |
| CHI | **1712** | 108 | 279 | 502 | 546 | 277 | 162 | 199 | 206 | 249 | 200 | 224 | 193 | 279 |
| CONFIDENZE | **1037** | 70 | 213 | 266 | 327 | 162 | 155 | 135 | 168 | 148 | 126 | 98 | 120 | 88 |
| DOMENICA QUIZ | **392** | 26 | 91 | 89 | 143 | 43 | 45 | 56 | 49 | 61 | 42 | 27 | 46 | 66 |
| DONNA MODERNA | **4060** | 131 | 643 | 1176 | 1401 | 710 | 270 | 420 | 509 | 555 | 546 | 567 | 466 | 727 |
| L'ESPRESSO | **2321** | 135 | 370 | 685 | 806 | 324 | 138 | 244 | 267 | 301 | 295 | 286 | 304 | 485 |
| EVA EXPRESS TREMILA | **783** | 27 | 119 | 226 | 257 | 154 | 70 | 71 | 118 | 106 | 99 | 82 | 106 | 132 |
| FAMIGLIA CRISTIANA | **5215** | 397 | 1094 | 1298 | 1462 | 964 | 750 | 674 | 665 | 611 | 612 | 609 | 554 | 739 |
| FILM TV | **317** | 11 | 49 | 103 | 109 | 46 | 36 | 28 | 49 | 50 | 41 | 44 | 16 | 54 |
| GENTE | **4387** | 310 | 860 | 1103 | 1436 | 678 | 559 | 577 | 580 | 513 | 577 | 456 | 448 | 676 |
| GIOIA | **1487** | 59 | 242 | 383 | 502 | 301 | 148 | 182 | 208 | 149 | 167 | 182 | 172 | 279 |
| IL GIORNALINO | **401** | 0 | 38 | 58 | 157 | 148 | 19 | 38 | 45 | 54 | 67 | 48 | 50 | 80 |
| GRAND HOTEL | **1238** | 67 | 235 | 328 | 398 | 210 | 186 | 173 | 157 | 159 | 188 | 133 | 106 | 136 |
| GRAZIA | **1810** | 83 | 323 | 438 | 588 | 379 | 148 | 184 | 238 | 251 | 193 | 224 | 214 | 358 |
| GUERIN SPORTIVO | **482** | 9 | 44 | 99 | 195 | 135 | 32 | 42 | 84 | 63 | 72 | 51 | 71 | 66 |
| GUIDA TV | **1729** | 77 | 322 | 501 | 568 | 261 | 208 | 230 | 265 | 237 | 211 | 200 | 162 | 214 |
| INTIMITA' | **1192** | 78 | 271 | 294 | 383 | 166 | 170 | 165 | 192 | 177 | 152 | 125 | 93 | 117 |
| MAGAZINE BEAUTIFUL | **351** | 4 | 23 | 71 | 145 | 108 | 30 | 54 | 38 | 29 | 48 | 50 | 44 | 59 |
| IL MONDO | **113** | 4 | 24 | 29 | 39 | 17 | 5 | 12 | 9 | 11 | 10 | 10 | 15 | 40 |
| MOTOSPRINT | **585** | 11 | 60 | 146 | 239 | 129 | 48 | 50 | 59 | 84 | 91 | 72 | 80 | 102 |
| NOVELLA 2000 | **1465** | 49 | 249 | 453 | 463 | 252 | 174 | 169 | 174 | 182 | 204 | 163 | 133 | 266 |
| OGGI | **4430** | 264 | 913 | 1110 | 1439 | 704 | 469 | 510 | 553 | 543 | 556 | 545 | 504 | 749 |
| PANORAMA | **3507** | 144 | 554 | 967 | 1282 | 561 | 203 | 298 | 368 | 420 | 460 | 460 | 471 | 827 |
| SORRISI E CANZONI TV | **8586** | 254 | 1185 | 2372 | 2978 | 1798 | 893 | 1191 | 1132 | 1154 | 1164 | 1045 | 871 | 1136 |
| STOP | **750** | 69 | 174 | 214 | 211 | 83 | 101 | 69 | 117 | 89 | 116 | 77 | 74 | 107 |
| TELEPIU' | **2157** | 72 | 303 | 501 | 806 | 476 | 272 | 291 | 315 | 260 | 269 | 232 | 209 | 311 |
| TELESETTE | **2296** | 101 | 383 | 683 | 751 | 379 | 288 | 351 | 333 | 309 | 322 | 239 | 221 | 234 |
| TOPOLINO | **2675** | 60 | 249 | 673 | 1154 | 539 | 213 | 302 | 336 | 286 | 358 | 369 | 369 | 443 |
| VISTO | **741** | 48 | 110 | 213 | 266 | 103 | 109 | 114 | 100 | 103 | 100 | 67 | 60 | 89 |
| VIVERSANI & BELLI | **1929** | 54 | 295 | 571 | 643 | 367 | 192 | 249 | 283 | 236 | 240 | 236 | 209 | 285 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 93 | 258 | 452 | 672 | 215 | 64 | 142 | 160 | 198 | 206 | 272 | 240 | 410 |
| DIARIO DELLA SETTIMANA | **165** | 12 | 38 | 32 | 67 | 16 | 12 | 10 | 7 | 23 | 10 | 31 | 22 | 49 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 70 | 341 | 701 | 908 | 430 | 189 | 275 | 327 | 326 | 360 | 270 | 303 | 401 |
| IO DONNA | **2071** | 112 | 417 | 570 | 681 | 292 | 103 | 136 | 200 | 166 | 231 | 334 | 305 | 595 |
| SETTE | **2509** | 116 | 497 | 725 | 861 | 311 | 109 | 210 | 247 | 246 | 320 | 377 | 329 | 671 |
| SPECCHIO DELLA STAMPA | **1306** | 61 | 236 | 369 | 423 | 217 | 95 | 163 | 133 | 153 | 161 | 170 | 175 | 256 |
| TV SETTE | **2696** | 112 | 544 | 742 | 963 | 336 | 169 | 255 | 298 | 264 | 335 | 396 | 324 | 654 |
| IL VENERDI' | **4025** | 207 | 649 | 1129 | 1461 | 579 | 191 | 343 | 458 | 475 | 496 | 542 | 586 | 933 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| POPOLAZIONE | 49445 | 3345 | 10537 | 12702 | 14727 | 8133 | 8951 | 6823 | 6549 | 6005 | 5608 | 5205 | 4328 | 5975 |
| ABITARE | 449 | 26 | 79 | 136 | 149 | 58 | 24 | 26 | 38 | 35 | 66 | 54 | 57 | 150 |
| AD | 677 | 30 | 105 | 209 | 260 | 73 | 23 | 36 | 57 | 66 | 82 | 88 | 74 | 251 |
| AIRONE | 1090 | 48 | 201 | 320 | 333 | 188 | 51 | 63 | 106 | 119 | 156 | 156 | 167 | 271 |
| AMADEUS | 186 | 18 | 18 | 71 | 48 | 32 | 12 | 9 | 21 | 21 | 20 | 30 | 18 | 55 |
| ARCHEO | 322 | 20 | 42 | 117 | 100 | 43 | 15 | 18 | 33 | 42 | 49 | 26 | 51 | 88 |
| ASTRA | 554 | 27 | 70 | 144 | 192 | 121 | 51 | 59 | 78 | 63 | 90 | 80 | 56 | 76 |
| A TAVOLA | 222 | 16 | 35 | 65 | 63 | 43 | 21 | 22 | 16 | 39 | 25 | 23 | 24 | 52 |
| AUTO | 1289 | 23 | 164 | 356 | 432 | 315 | 107 | 112 | 157 | 149 | 168 | 205 | 165 | 227 |
| L'AUTOMOBILE | 1337 | 35 | 251 | 387 | 460 | 205 | 70 | 146 | 164 | 167 | 202 | 206 | 181 | 202 |
| BELL'EUROPA | 373 | 18 | 70 | 139 | 103 | 43 | 15 | 14 | 44 | 45 | 40 | 53 | 65 | 98 |
| BELL'ITALIA | 746 | 36 | 131 | 245 | 232 | 102 | 36 | 29 | 74 | 82 | 89 | 109 | 106 | 222 |
| BENISSIMO | 440 | 23 | 70 | 130 | 144 | 72 | 39 | 39 | 46 | 69 | 54 | 64 | 49 | 79 |
| BIMBI SANI E BELLI | 1209 | 22 | 167 | 403 | 381 | 235 | 123 | 224 | 162 | 171 | 150 | 158 | 91 | 130 |
| BRAVA CASA | 1164 | 44 | 167 | 373 | 404 | 177 | 43 | 114 | 131 | 165 | 143 | 155 | 148 | 265 |
| BUONA CUCINA | 623 | 43 | 144 | 131 | 177 | 129 | 84 | 95 | 73 | 79 | 68 | 79 | 55 | 89 |
| BURDA | 1286 | 46 | 163 | 328 | 480 | 267 | 176 | 223 | 166 | 209 | 154 | 113 | 127 | 117 |
| CAPITAL | 470 | 20 | 87 | 160 | 144 | 59 | 17 | 30 | 65 | 26 | 46 | 84 | 70 | 133 |
| CARNET | 240 | 23 | 39 | 59 | 91 | 29 | 13 | 11 | 25 | 16 | 35 | 44 | 28 | 68 |
| CASAVIVA | 1846 | 58 | 290 | 516 | 713 | 270 | 75 | 219 | 192 | 247 | 250 | 269 | 208 | 387 |
| CENTO COSE ENERGY | 763 | 10 | 66 | 218 | 306 | 183 | 31 | 87 | 70 | 114 | 102 | 113 | 73 | 193 |
| CIAK | 941 | 21 | 106 | 212 | 415 | 186 | 52 | 125 | 130 | 119 | 145 | 121 | 75 | 174 |
| CIPRIA | 395 | 17 | 54 | 99 | 155 | 70 | 18 | 29 | 38 | 54 | 52 | 60 | 44 | 98 |
| CLASS | 315 | 20 | 52 | 104 | 115 | 23 | 14 | 19 | 25 | 27 | 42 | 33 | 52 | 103 |
| CLUB 3 | 219 | 22 | 89 | 57 | 34 | 17 | 26 | 44 | 24 | 17 | 29 | 15 | 35 | 28 |
| COME STAI | 354 | 14 | 39 | 101 | 139 | 61 | 22 | 59 | 37 | 60 | 43 | 36 | 42 | 54 |
| CONSIGLI PRATICI | 278 | 11 | 53 | 78 | 95 | 41 | 34 | 23 | 34 | 53 | 35 | 40 | 26 | 33 |
| COSE DI CASA | 1942 | 59 | 327 | 516 | 706 | 333 | 124 | 249 | 259 | 280 | 268 | 268 | 172 | 323 |
| LA CUCINA ITALIANA | 995 | 56 | 207 | 286 | 313 | 131 | 73 | 121 | 116 | 100 | 116 | 130 | 112 | 226 |
| CUCINA MODERNA | 1076 | 27 | 206 | 257 | 373 | 214 | 81 | 126 | 136 | 128 | 146 | 133 | 150 | 176 |
| DONNA | 1021 | 50 | 155 | 226 | 359 | 230 | 124 | 153 | 140 | 125 | 120 | 121 | 95 | 143 |
| DONNA E MAMMA | 462 | 5 | 68 | 176 | 136 | 77 | 56 | 89 | 68 | 64 | 53 | 46 | 49 | 37 |
| DOVE | 525 | 30 | 90 | 160 | 174 | 70 | 14 | 32 | 21 | 46 | 49 | 91 | 64 | 208 |
| ELLE | 610 | 38 | 89 | 168 | 215 | 100 | 30 | 45 | 61 | 54 | 72 | 111 | 68 | 169 |
| ELLE DECOR | 200 | 15 | 24 | 72 | 67 | 21 | 6 | 19 | 19 | 21 | 16 | 26 | 27 | 66 |
| FOCUS | 3389 | 69 | 379 | 1018 | 1323 | 600 | 136 | 265 | 388 | 447 | 482 | 486 | 457 | 728 |
| GARDENIA | 373 | 22 | 82 | 116 | 110 | 43 | 29 | 32 | 28 | 41 | 48 | 52 | 50 | 94 |
| GENTE MESE | 1483 | 68 | 209 | 376 | 479 | 352 | 134 | 198 | 205 | 190 | 187 | 221 | 155 | 195 |
| GENTE MONEY | 315 | 18 | 58 | 96 | 100 | 42 | 8 | 18 | 25 | 42 | 42 | 51 | 44 | 84 |
| GENTE MOTORI | 1765 | 37 | 225 | 503 | 621 | 379 | 140 | 213 | 204 | 224 | 233 | 281 | 184 | 286 |
| GENTE VIAGGI | 872 | 29 | 159 | 268 | 315 | 101 | 35 | 74 | 92 | 110 | 117 | 116 | 124 | 204 |
| GLAMOUR | 432 | 6 | 74 | 104 | 169 | 79 | 17 | 30 | 33 | 65 | 57 | 77 | 57 | 96 |
| GULLIVER | 337 | 22 | 62 | 100 | 88 | 65 | 15 | 35 | 28 | 31 | 56 | 35 | 49 | 89 |
| IN CASA | 209 | 10 | 34 | 53 | 73 | 39 | 25 | 34 | 27 | 9 | 20 | 28 | 36 | 31 |
| INSIEME | 444 | 8 | 44 | 176 | 145 | 71 | 35 | 53 | 50 | 51 | 83 | 56 | 55 | 61 |
| IO E IL MIO BAMBINO | 990 | 7 | 89 | 428 | 311 | 155 | 113 | 150 | 128 | 149 | 150 | 96 | 102 | 103 |
| JESUS | 206 | 17 | 43 | 50 | 47 | 50 | 28 | 18 | 31 | 18 | 22 | 24 | 16 | 48 |
| MADRE | 218 | 17 | 45 | 42 | 59 | 55 | 32 | 32 | 13 | 6 | 22 | 28 | 37 | 48 |
| MARIE CLAIRE | 1065 | 44 | 183 | 285 | 375 | 179 | 49 | 104 | 115 | 115 | 121 | 167 | 134 | 260 |
| MAX | 1725 | 37 | 185 | 484 | 684 | 335 | 60 | 134 | 176 | 188 | 262 | 220 | 272 | 414 |
| MERIDIANI | 211 | 16 | 44 | 62 | 72 | 17 | 4 | 12 | 20 | 12 | 17 | 40 | 41 | 66 |
| MESSAGGERO DI S.ANTONIO | 1771 | 159 | 386 | 443 | 496 | 287 | 303 | 289 | 245 | 201 | 200 | 198 | 165 | 170 |
| LA MIA BOUTIQUE | 460 | 20 | 89 | 100 | 155 | 97 | 56 | 88 | 84 | 68 | 49 | 38 | 44 | 34 |
| LA MIA CASA | 409 | 22 | 59 | 106 | 144 | 78 | 33 | 60 | 58 | 35 | 42 | 64 | 49 | 69 |
| MILLIONAIRE INTRAPRENDERE | 666 | 15 | 58 | 208 | 265 | 120 | 41 | 89 | 81 | 94 | 97 | 91 | 65 | 107 |
| NAUTICA | 278 | 12 | 49 | 85 | 83 | 49 | 12 | 19 | 35 | 35 | 34 | 36 | 34 | 73 |
| PESCARE | 579 | 17 | 105 | 153 | 215 | 89 | 50 | 66 | 65 | 123 | 102 | 48 | 54 | 71 |
| PRATICA | 470 | 12 | 73 | 118 | 194 | 74 | 31 | 38 | 50 | 74 | 72 | 66 | 58 | 80 |
| QUATTRORUOTE | 5663 | 147 | 784 | 1628 | 2016 | 1088 | 404 | 562 | 674 | 674 | 738 | 782 | 690 | 1139 |
| QUATTRO ZAMPE | 516 | 24 | 91 | 147 | 189 | 65 | 39 | 41 | 63 | 74 | 57 | 96 | 62 | 85 |
| QUI TOURING | 1004 | 53 | 250 | 285 | 311 | 105 | 25 | 48 | 81 | 94 | 112 | 168 | 169 | 307 |
| RAKAM | 611 | 40 | 116 | 162 | 206 | 86 | 62 | 76 | 71 | 83 | 74 | 59 | 67 | 119 |
| SALE & PEPE | 740 | 33 | 137 | 210 | 251 | 109 | 44 | 68 | 85 | 78 | 72 | 113 | 110 | 171 |
| SALVE | 432 | 24 | 90 | 127 | 137 | 55 | 24 | 37 | 57 | 72 | 70 | 55 | 53 | 64 |
| SCIENZA & VITA | 248 | 15 | 38 | 65 | 94 | 36 | 11 | 36 | 32 | 29 | 33 | 22 | 33 | 52 |
| LE SCIENZE | 469 | 25 | 56 | 188 | 141 | 59 | 18 | 33 | 52 | 64 | 54 | 60 | 67 | 122 |
| SELEZIONE READER'S DIGEST | 1222 | 55 | 228 | 348 | 409 | 182 | 87 | 140 | 140 | 180 | 172 | 155 | 156 | 191 |
| SILHOUETTE DONNA | 1475 | 24 | 145 | 382 | 586 | 338 | 127 | 174 | 214 | 235 | 165 | 181 | 151 | 228 |
| SPEAK UP | 272 | 17 | 49 | 62 | 98 | 46 | 16 | 26 | 22 | 22 | 44 | 32 | 39 | 70 |
| STARBENE | 2135 | 71 | 338 | 625 | 767 | 335 | 182 | 264 | 293 | 332 | 256 | 260 | 246 | 303 |
| STARTER | 157 | 7 | 26 | 40 | 47 | 38 | 13 | 23 | 14 | 14 | 17 | 20 | 23 | 32 |
| TUTTI FOTOGRAFI | 230 | 5 | 39 | 91 | 68 | 27 | 4 | 27 | 32 | 49 | 24 | 38 | 13 | 44 |
| TUTTO | 893 | 5 | 38 | 167 | 423 | 260 | 36 | 131 | 111 | 121 | 130 | 140 | 84 | 139 |
| TUTTOMOTO | 1053 | 23 | 81 | 249 | 466 | 234 | 77 | 114 | 123 | 149 | 135 | 140 | 128 | 188 |
| TUTTOTURISMO | 337 | 11 | 51 | 82 | 127 | 66 | 26 | 27 | 36 | 22 | 58 | 48 | 47 | 73 |
| VERA | 1260 | 31 | 167 | 372 | 445 | 245 | 97 | 175 | 155 | 174 | 172 | 175 | 157 | 155 |
| VIAGGIARE | 360 | 14 | 64 | 110 | 109 | 64 | 25 | 18 | 43 | 37 | 61 | 75 | 41 | 60 |
| VITALITY | 274 | 11 | 50 | 57 | 123 | 32 | 20 | 33 | 32 | 8 | 35 | 36 | 53 | 58 |
| VOGUE ITALIA | 1025 | 36 | 126 | 291 | 378 | 193 | 70 | 82 | 136 | 101 | 153 | 158 | 128 | 196 |
| WEEKEND VIAGGI | 255 | 13 | 39 | 80 | 75 | 49 | 4 | 18 | 44 | 31 | 29 | 36 | 27 | 67 |
| DIANA (QUATTORDICINALE) | 348 | 7 | 66 | 136 | 92 | 48 | 27 | 25 | 51 | 52 | 53 | 37 | 45 | 58 |

# Adulti

Lettori numero medio

Analisi secondo: ● **numero componenti** ● **classe di reddito**

(percentuali di composizione)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **6.8** | **21.3** | **25.7** | **29.8** | **16.4** | **18.1** | **13.8** | **13.2** | **12.1** | **11.3** | **10.5** | **8.8** | **12.1** |
| AMICA | 100.0 | 5.4 | 19.4 | 24.3 | 32.5 | 18.4 | 9.1 | 10.0 | 13.5 | 13.6 | 11.6 | 13.1 | 9.5 | 19.6 |
| ANNA | 100.0 | 5.6 | 16.0 | 28.7 | 33.5 | 16.3 | 9.9 | 9.6 | 12.9 | 11.4 | 13.3 | 13.0 | 9.1 | 20.8 |
| AUTO OGGI | 100.0 | 2.3 | 11.5 | 27.2 | 35.7 | 23.3 | 6.7 | 12.9 | 10.7 | 14.5 | 15.0 | 11.7 | 13.2 | 15.2 |
| AUTOSPRINT | 100.0 | 1.9 | 11.7 | 30.2 | 37.6 | 18.7 | 6.3 | 9.1 | 11.1 | 11.5 | 17.7 | 10.6 | 12.1 | 21.8 |
| BELLA | 100.0 | 4.8 | 17.3 | 28.6 | 38.3 | 10.9 | 9.9 | 9.4 | 13.0 | 11.8 | 14.8 | 12.9 | 11.9 | 16.4 |
| CHI | 100.0 | 6.3 | 16.3 | 29.3 | 31.9 | 16.2 | 9.4 | 11.6 | 12.0 | 14.6 | 11.7 | 13.1 | 11.3 | 16.3 |
| CONFIDENZE | 100.0 | 6.7 | 20.5 | 25.7 | 31.5 | 15.6 | 14.9 | 13.0 | 16.2 | 14.3 | 12.1 | 9.5 | 11.6 | 8.5 |
| DOMENICA QUIZ | 100.0 | 6.6 | 23.2 | 22.7 | 36.5 | 11.0 | 11.5 | 14.2 | 12.6 | 15.5 | 10.7 | 6.9 | 11.7 | 16.8 |
| DONNA MODERNA | 100.0 | 3.2 | 15.8 | 29.0 | 34.5 | 17.5 | 6.6 | 10.4 | 12.5 | 13.7 | 13.5 | 14.0 | 11.5 | 17.9 |
| L'ESPRESSO | 100.0 | 5.8 | 16.0 | 29.5 | 34.7 | 13.9 | 5.9 | 10.5 | 11.5 | 13.0 | 12.7 | 12.3 | 13.1 | 20.9 |
| EVA EXPRESS TREMILA | 100.0 | 3.4 | 15.2 | 28.8 | 32.8 | 19.7 | 8.9 | 9.0 | 15.0 | 13.6 | 12.6 | 10.5 | 13.5 | 16.8 |
| FAMIGLIA CRISTIANA | 100.0 | 7.6 | 21.0 | 24.9 | 28.0 | 18.5 | 14.4 | 12.9 | 12.8 | 11.7 | 11.7 | 11.7 | 10.6 | 14.2 |
| FILM TV | 100.0 | 3.5 | 15.5 | 32.3 | 34.3 | 14.4 | 11.4 | 8.7 | 15.5 | 15.9 | 12.8 | 13.8 | 5.2 | 16.9 |
| GENTE | 100.0 | 7.1 | 19.6 | 25.1 | 32.7 | 15.5 | 12.8 | 13.1 | 13.2 | 11.7 | 13.2 | 10.4 | 10.2 | 15.4 |
| GIOIA | 100.0 | 4.0 | 16.3 | 25.8 | 33.7 | 20.3 | 9.9 | 12.3 | 14.0 | 10.0 | 11.2 | 12.3 | 11.6 | 18.7 |
| IL GIORNALINO | 100.0 | 0.0 | 9.5 | 14.4 | 39.1 | 37.0 | 4.8 | 9.4 | 11.2 | 13.6 | 16.7 | 12.0 | 12.4 | 20.0 |
| GRAND HOTEL | 100.0 | 5.4 | 19.0 | 26.5 | 32.2 | 17.0 | 15.0 | 13.9 | 12.7 | 12.8 | 15.2 | 10.7 | 8.6 | 11.0 |
| GRAZIA | 100.0 | 4.6 | 17.8 | 24.2 | 32.5 | 21.0 | 8.2 | 10.2 | 13.2 | 13.9 | 10.7 | 12.4 | 11.8 | 19.8 |
| GUERIN SPORTIVO | 100.0 | 1.9 | 9.1 | 20.5 | 40.5 | 28.0 | 6.6 | 8.8 | 17.5 | 13.1 | 15.0 | 10.6 | 14.7 | 13.8 |
| GUIDA TV | 100.0 | 4.5 | 18.6 | 29.0 | 32.9 | 15.1 | 12.0 | 13.3 | 15.4 | 13.7 | 12.2 | 11.6 | 9.4 | 12.4 |
| INTIMITA' | 100.0 | 6.5 | 22.7 | 24.7 | 32.1 | 13.9 | 14.3 | 13.9 | 16.1 | 14.9 | 12.8 | 10.5 | 7.8 | 9.8 |
| MAGAZINE BEAUTIFUL | 100.0 | 1.1 | 6.5 | 20.1 | 41.4 | 30.9 | 8.6 | 15.3 | 10.7 | 8.3 | 13.5 | 14.2 | 12.5 | 16.8 |
| IL MONDO | 100.0 | 3.6 | 21.4 | 25.4 | 34.4 | 15.2 | 4.7 | 10.5 | 8.2 | 10.2 | 8.7 | 9.2 | 13.3 | 35.1 |
| MOTOSPRINT | 100.0 | 1.9 | 10.2 | 25.0 | 40.8 | 22.1 | 8.1 | 8.5 | 10.0 | 14.4 | 15.5 | 12.4 | 13.7 | 17.4 |
| NOVELLA 2000 | 100.0 | 3.3 | 17.0 | 30.9 | 31.6 | 17.2 | 11.9 | 11.5 | 11.9 | 12.4 | 13.9 | 11.1 | 9.1 | 18.2 |
| OGGI | 100.0 | 6.0 | 20.6 | 25.1 | 32.5 | 15.9 | 10.6 | 11.5 | 12.5 | 12.3 | 12.6 | 12.3 | 11.4 | 16.9 |
| PANORAMA | 100.0 | 4.1 | 15.8 | 27.6 | 36.6 | 16.0 | 5.8 | 8.5 | 10.5 | 12.0 | 13.1 | 13.1 | 13.4 | 23.6 |
| SORRISI E CANZONI TV | 100.0 | 3.0 | 13.8 | 27.6 | 34.7 | 20.9 | 10.4 | 13.9 | 13.2 | 13.4 | 13.6 | 12.2 | 10.1 | 13.2 |
| STOP | 100.0 | 9.2 | 23.2 | 28.5 | 28.1 | 11.0 | 13.5 | 9.2 | 15.6 | 11.8 | 15.4 | 10.3 | 9.9 | 14.3 |
| TELEPIU' | 100.0 | 3.3 | 14.0 | 23.2 | 37.4 | 22.1 | 12.6 | 13.5 | 14.6 | 12.0 | 12.5 | 10.8 | 9.7 | 14.4 |
| TELESETTE | 100.0 | 4.4 | 16.7 | 29.8 | 32.7 | 16.5 | 12.5 | 15.3 | 14.5 | 13.4 | 14.0 | 10.4 | 9.6 | 10.2 |
| TOPOLINO | 100.0 | 2.2 | 9.3 | 25.2 | 43.2 | 20.2 | 7.9 | 11.3 | 12.6 | 10.7 | 13.4 | 13.8 | 13.8 | 16.6 |
| VISTO | 100.0 | 6.5 | 14.9 | 28.8 | 36.0 | 14.0 | 14.7 | 15.4 | 13.5 | 14.0 | 13.4 | 9.0 | 8.1 | 12.0 |
| VIVERSANI & BELLI | 100.0 | 2.8 | 15.3 | 29.6 | 33.3 | 19.0 | 9.9 | 12.9 | 14.7 | 12.2 | 12.4 | 12.2 | 10.8 | 14.8 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 5.5 | 15.3 | 26.8 | 39.7 | 12.7 | 3.8 | 8.4 | 9.4 | 11.7 | 12.2 | 16.1 | 14.2 | 24.3 |
| DIARIO DELLA SETTIMANA | 100.0 | 7.5 | 23.0 | 19.3 | 40.7 | 9.6 | 7.2 | 6.1 | 4.5 | 13.8 | 6.4 | 18.7 | 13.6 | 29.7 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 2.8 | 13.9 | 28.6 | 37.0 | 17.6 | 7.7 | 11.2 | 13.4 | 13.3 | 14.7 | 11.0 | 12.3 | 16.4 |
| IO DONNA | 100.0 | 5.4 | 20.1 | 27.5 | 32.9 | 14.1 | 5.0 | 6.6 | 9.7 | 8.0 | 11.2 | 16.1 | 14.7 | 28.7 |
| SETTE | 100.0 | 4.6 | 19.8 | 28.9 | 34.3 | 12.4 | 4.4 | 8.4 | 9.8 | 9.8 | 12.8 | 15.0 | 13.1 | 26.7 |
| SPECCHIO DELLA STAMPA | 100.0 | 4.7 | 18.1 | 28.3 | 32.4 | 16.6 | 7.3 | 12.5 | 10.2 | 11.7 | 12.3 | 13.0 | 13.4 | 19.6 |
| TV SETTE | 100.0 | 4.2 | 20.2 | 27.5 | 35.7 | 12.5 | 6.3 | 9.5 | 11.1 | 9.8 | 12.4 | 14.7 | 12.0 | 24.2 |
| IL VENERDI' | 100.0 | 5.1 | 16.1 | 28.1 | 36.3 | 14.4 | 4.8 | 8.5 | 11.4 | 11.8 | 12.3 | 13.5 | 14.6 | 23.2 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito** (percentuali di composizione)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 compo-nente | 2 compo-nenti | 3 compo-nenti | 4 compo-nenti | 5 o più compo-nenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **6.8** | **21.3** | **25.7** | **29.8** | **16.4** | **18.1** | **13.8** | **13.2** | **12.1** | **11.3** | **10.5** | **8.8** | **12.1** |
| ABITARE | 100.0 | 5.8 | 17.7 | 30.2 | 33.3 | 13.0 | 5.3 | 5.7 | 8.6 | 7.8 | 14.6 | 12.0 | 12.7 | 33.3 |
| AD | 100.0 | 4.5 | 15.6 | 30.9 | 38.3 | 10.8 | 3.4 | 5.3 | 8.4 | 9.7 | 12.1 | 12.9 | 10.9 | 37.1 |
| AIRONE | 100.0 | 4.4 | 18.4 | 29.3 | 30.5 | 17.3 | 4.7 | 5.8 | 9.7 | 11.0 | 14.3 | 14.3 | 15.4 | 24.9 |
| AMADEUS | 100.0 | 9.5 | 9.5 | 38.4 | 25.7 | 17.0 | 6.2 | 4.7 | 11.1 | 11.2 | 11.0 | 16.3 | 9.9 | 29.5 |
| ARCHEO | 100.0 | 6.2 | 13.1 | 36.2 | 31.2 | 13.4 | 4.5 | 5.7 | 10.3 | 13.1 | 15.1 | 8.1 | 15.8 | 27.3 |
| ASTRA | 100.0 | 4.8 | 12.6 | 26.0 | 34.7 | 21.9 | 9.3 | 10.7 | 14.1 | 11.3 | 16.3 | 14.5 | 10.0 | 13.8 |
| A TAVOLA | 100.0 | 7.2 | 15.9 | 29.2 | 28.4 | 19.2 | 9.4 | 10.1 | 7.2 | 17.8 | 11.1 | 10.6 | 10.6 | 23.3 |
| AUTO | 100.0 | 1.8 | 12.7 | 27.6 | 33.5 | 24.4 | 8.3 | 8.7 | 12.2 | 11.6 | 13.0 | 15.9 | 12.8 | 17.6 |
| L'AUTOMOBILE | 100.0 | 2.6 | 18.7 | 28.9 | 34.4 | 15.3 | 5.2 | 10.9 | 12.3 | 12.5 | 15.1 | 15.4 | 13.6 | 15.1 |
| BELL'EUROPA | 100.0 | 4.9 | 18.7 | 37.2 | 27.7 | 11.5 | 3.9 | 3.6 | 11.8 | 12.0 | 10.8 | 14.3 | 17.3 | 26.2 |
| BELL'ITALIA | 100.0 | 4.8 | 17.5 | 32.9 | 31.1 | 13.7 | 4.8 | 3.9 | 9.9 | 11.0 | 11.9 | 14.6 | 14.2 | 29.7 |
| BENISSIMO | 100.0 | 5.3 | 15.9 | 29.6 | 32.7 | 16.5 | 8.8 | 9.0 | 10.5 | 15.8 | 12.3 | 14.6 | 11.1 | 17.9 |
| BIMBI SANI E BELLI | 100.0 | 1.8 | 13.8 | 33.4 | 31.5 | 19.5 | 10.1 | 18.6 | 13.4 | 14.1 | 12.4 | 13.1 | 7.5 | 10.7 |
| BRAVA CASA | 100.0 | 3.8 | 14.3 | 32.0 | 34.7 | 15.2 | 3.7 | 9.8 | 11.3 | 14.1 | 12.3 | 13.3 | 12.7 | 22.8 |
| BUONA CUCINA | 100.0 | 6.9 | 23.1 | 21.0 | 28.4 | 20.6 | 13.5 | 15.2 | 11.8 | 12.7 | 10.9 | 12.7 | 8.9 | 14.3 |
| BURDA | 100.0 | 3.6 | 12.7 | 25.5 | 37.4 | 20.8 | 13.7 | 17.4 | 12.9 | 16.2 | 12.0 | 8.8 | 9.9 | 9.1 |
| CAPITAL | 100.0 | 4.2 | 18.5 | 34.1 | 30.6 | 12.6 | 3.6 | 6.4 | 13.7 | 5.5 | 9.8 | 17.8 | 14.9 | 28.3 |
| CARNET | 100.0 | 9.6 | 16.0 | 24.4 | 37.8 | 12.1 | 5.5 | 4.8 | 10.5 | 6.5 | 14.8 | 18.2 | 11.6 | 28.1 |
| CASAVIVA | 100.0 | 3.1 | 15.7 | 27.9 | 38.6 | 14.6 | 4.0 | 11.8 | 10.4 | 13.4 | 13.5 | 14.6 | 11.3 | 21.0 |
| CENTO COSE ENERGY | 100.0 | 1.3 | 8.4 | 27.8 | 39.1 | 23.4 | 3.9 | 11.1 | 8.9 | 14.6 | 13.1 | 14.5 | 9.3 | 24.7 |
| CIAK | 100.0 | 2.2 | 11.3 | 22.6 | 44.2 | 19.8 | 5.5 | 13.2 | 13.8 | 12.6 | 15.4 | 12.9 | 8.0 | 18.5 |
| CIPRIA | 100.0 | 4.4 | 13.7 | 25.0 | 39.3 | 17.7 | 4.6 | 7.5 | 9.6 | 13.7 | 13.3 | 15.2 | 11.2 | 24.8 |
| CLASS | 100.0 | 6.4 | 16.6 | 33.2 | 36.5 | 7.3 | 4.4 | 6.1 | 8.1 | 8.5 | 13.2 | 10.3 | 16.5 | 32.8 |
| CLUB 3 | 100.0 | 10.0 | 40.6 | 26.0 | 15.6 | 7.8 | 11.9 | 20.0 | 10.9 | 7.9 | 13.5 | 6.8 | 16.2 | 12.9 |
| COME STAI | 100.0 | 4.1 | 11.1 | 28.5 | 39.1 | 17.1 | 6.2 | 16.8 | 10.5 | 17.0 | 12.2 | 10.2 | 11.7 | 15.3 |
| CONSIGLI PRATICI | 100.0 | 4.1 | 19.0 | 27.9 | 34.3 | 14.8 | 12.4 | 8.1 | 12.2 | 19.0 | 12.8 | 14.5 | 9.2 | 11.8 |
| COSE DI CASA | 100.0 | 3.0 | 16.8 | 26.6 | 36.4 | 17.2 | 6.4 | 12.8 | 13.3 | 14.4 | 13.8 | 13.8 | 8.9 | 16.6 |
| LA CUCINA ITALIANA | 100.0 | 5.7 | 20.8 | 28.8 | 31.5 | 13.2 | 7.4 | 12.1 | 11.7 | 10.1 | 11.7 | 13.0 | 11.3 | 22.7 |
| CUCINA MODERNA | 100.0 | 2.5 | 19.1 | 23.9 | 34.7 | 19.8 | 7.5 | 11.7 | 12.7 | 11.9 | 13.6 | 12.3 | 14.0 | 16.3 |
| DONNA | 100.0 | 4.9 | 15.1 | 22.2 | 35.2 | 22.6 | 12.1 | 15.0 | 13.7 | 12.3 | 11.7 | 11.8 | 9.3 | 14.0 |
| DONNA E MAMMA | 100.0 | 1.0 | 14.7 | 38.1 | 29.5 | 16.7 | 12.0 | 19.2 | 14.8 | 13.9 | 11.4 | 9.9 | 10.7 | 8.0 |
| DOVE | 100.0 | 5.8 | 17.2 | 30.5 | 33.1 | 13.4 | 2.7 | 6.1 | 3.9 | 8.7 | 9.3 | 17.4 | 12.2 | 39.6 |
| ELLE | 100.0 | 6.2 | 14.6 | 27.5 | 35.3 | 16.4 | 5.0 | 7.4 | 10.0 | 8.8 | 11.7 | 18.2 | 11.2 | 27.7 |
| ELLE DECOR | 100.0 | 7.5 | 11.9 | 36.2 | 33.7 | 10.7 | 3.0 | 9.7 | 9.5 | 10.6 | 7.8 | 13.1 | 13.5 | 32.8 |
| FOCUS | 100.0 | 2.0 | 11.2 | 30.1 | 39.0 | 17.7 | 4.0 | 7.8 | 11.4 | 13.2 | 14.2 | 14.3 | 13.5 | 21.5 |
| GARDENIA | 100.0 | 5.9 | 22.0 | 31.0 | 29.6 | 11.5 | 7.8 | 8.6 | 7.6 | 10.9 | 12.9 | 13.9 | 13.3 | 25.1 |
| GENTE MESE | 100.0 | 4.6 | 14.1 | 25.3 | 32.3 | 23.7 | 9.0 | 13.3 | 13.8 | 12.8 | 12.6 | 14.9 | 10.4 | 13.1 |
| GENTE MONEY | 100.0 | 5.9 | 18.4 | 30.7 | 31.8 | 13.2 | 2.5 | 5.9 | 8.1 | 13.3 | 13.4 | 16.3 | 14.0 | 26.6 |
| GENTE MOTORI | 100.0 | 2.1 | 12.7 | 28.5 | 35.2 | 21.5 | 8.0 | 12.0 | 11.6 | 12.7 | 13.2 | 15.9 | 10.4 | 16.2 |
| GENTE VIAGGI | 100.0 | 3.4 | 18.2 | 30.7 | 36.1 | 11.6 | 4.0 | 8.5 | 10.5 | 12.6 | 13.4 | 13.3 | 14.2 | 23.4 |
| GLAMOUR | 100.0 | 1.5 | 17.0 | 24.1 | 39.1 | 18.2 | 4.0 | 7.0 | 7.7 | 15.0 | 13.2 | 17.8 | 13.3 | 22.1 |
| GULLIVER | 100.0 | 6.7 | 18.4 | 29.6 | 26.2 | 19.2 | 4.3 | 10.3 | 8.3 | 9.3 | 16.5 | 10.4 | 14.4 | 26.3 |
| IN CASA | 100.0 | 4.9 | 16.1 | 25.3 | 34.9 | 18.8 | 12.0 | 16.3 | 12.7 | 4.1 | 9.7 | 13.6 | 17.0 | 14.6 |
| INSIEME | 100.0 | 1.7 | 10.0 | 39.7 | 32.7 | 15.9 | 7.8 | 11.8 | 11.2 | 11.5 | 18.7 | 12.6 | 12.4 | 13.9 |
| IO E IL MIO BAMBINO | 100.0 | 0.7 | 9.0 | 43.2 | 31.4 | 15.6 | 11.4 | 15.2 | 12.9 | 15.0 | 15.1 | 9.7 | 10.3 | 10.4 |
| JESUS | 100.0 | 8.2 | 20.9 | 24.0 | 22.6 | 24.3 | 13.7 | 8.9 | 15.1 | 8.8 | 10.9 | 11.7 | 7.7 | 23.2 |
| MADRE | 100.0 | 7.6 | 20.8 | 19.3 | 27.1 | 25.2 | 14.5 | 14.7 | 6.0 | 2.8 | 10.1 | 12.8 | 16.8 | 22.2 |
| MARIE CLAIRE | 100.0 | 4.1 | 17.1 | 26.8 | 35.2 | 16.8 | 4.6 | 9.7 | 10.8 | 10.8 | 11.4 | 15.7 | 12.6 | 24.4 |
| MAX | 100.0 | 2.1 | 10.7 | 28.1 | 39.7 | 19.4 | 3.5 | 7.7 | 10.2 | 10.9 | 15.2 | 12.8 | 15.8 | 24.0 |
| MERIDIANI | 100.0 | 7.6 | 21.0 | 29.4 | 34.1 | 7.9 | 1.9 | 5.6 | 9.3 | 5.5 | 8.2 | 18.7 | 19.5 | 31.3 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 9.0 | 21.8 | 25.0 | 28.0 | 16.2 | 17.1 | 16.3 | 13.8 | 11.4 | 11.3 | 11.2 | 9.3 | 9.6 |
| LA MIA BOUTIQUE | 100.0 | 4.2 | 19.3 | 21.8 | 33.6 | 21.0 | 12.1 | 19.1 | 18.3 | 14.8 | 10.6 | 8.2 | 9.5 | 7.4 |
| LA MIA CASA | 100.0 | 5.3 | 14.4 | 26.0 | 35.2 | 19.1 | 8.0 | 14.6 | 14.1 | 8.5 | 10.2 | 15.7 | 12.0 | 16.9 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 2.2 | 8.7 | 31.2 | 39.8 | 18.0 | 6.2 | 13.4 | 12.2 | 14.1 | 14.6 | 13.6 | 9.8 | 16.1 |
| NAUTICA | 100.0 | 4.3 | 17.7 | 30.6 | 29.8 | 17.5 | 4.4 | 6.7 | 12.6 | 12.5 | 12.1 | 13.0 | 12.4 | 26.2 |
| PESCARE | 100.0 | 2.9 | 18.2 | 26.5 | 37.1 | 15.3 | 8.6 | 11.4 | 11.2 | 21.3 | 17.6 | 8.3 | 9.3 | 12.3 |
| PRATICA | 100.0 | 2.5 | 15.5 | 25.0 | 41.2 | 15.7 | 6.6 | 8.2 | 10.7 | 15.7 | 15.4 | 14.1 | 12.4 | 17.0 |
| QUATTRORUOTE | 100.0 | 2.6 | 13.9 | 28.7 | 35.6 | 19.2 | 7.1 | 9.9 | 11.9 | 11.9 | 13.0 | 13.8 | 12.2 | 20.1 |
| QUATTRO ZAMPE | 100.0 | 4.6 | 17.7 | 28.5 | 36.7 | 12.6 | 7.6 | 7.9 | 12.2 | 14.3 | 11.0 | 18.5 | 12.1 | 16.4 |
| QUI TOURING | 100.0 | 5.3 | 24.9 | 28.4 | 31.0 | 10.4 | 2.5 | 4.8 | 8.1 | 9.3 | 11.2 | 16.7 | 16.9 | 30.6 |
| RAKAM | 100.0 | 6.6 | 19.1 | 26.5 | 33.7 | 14.0 | 10.1 | 12.4 | 11.6 | 13.5 | 12.2 | 9.7 | 11.0 | 19.5 |
| SALE & PEPE | 100.0 | 4.5 | 18.5 | 28.4 | 33.9 | 14.7 | 5.9 | 9.2 | 11.5 | 10.5 | 9.7 | 15.2 | 14.8 | 23.1 |
| SALVE | 100.0 | 5.5 | 20.8 | 29.5 | 31.6 | 12.7 | 5.6 | 8.6 | 13.2 | 16.7 | 16.2 | 12.6 | 12.4 | 14.8 |
| SCIENZA & VITA | 100.0 | 5.9 | 15.1 | 26.4 | 38.1 | 14.5 | 4.5 | 14.4 | 13.0 | 11.9 | 13.5 | 8.8 | 13.2 | 20.8 |
| LE SCIENZE | 100.0 | 5.3 | 12.0 | 40.0 | 30.0 | 12.7 | 3.9 | 6.9 | 11.0 | 13.6 | 11.6 | 12.8 | 14.2 | 26.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 4.5 | 18.7 | 28.5 | 33.4 | 14.9 | 7.2 | 11.5 | 11.4 | 14.7 | 14.1 | 12.7 | 12.8 | 15.6 |
| SILHOUETTE DONNA | 100.0 | 1.7 | 9.8 | 25.9 | 39.7 | 22.9 | 8.6 | 11.8 | 14.5 | 16.0 | 11.2 | 12.3 | 10.2 | 15.5 |
| SPEAK UP | 100.0 | 6.4 | 18.1 | 22.6 | 36.1 | 16.9 | 5.9 | 9.6 | 8.3 | 8.2 | 16.2 | 11.7 | 14.4 | 25.8 |
| STARBENE | 100.0 | 3.3 | 15.8 | 29.3 | 35.9 | 15.7 | 8.5 | 12.4 | 13.7 | 15.5 | 12.0 | 12.2 | 11.5 | 14.2 |
| STARTER | 100.0 | 4.5 | 16.3 | 25.5 | 29.7 | 24.1 | 8.5 | 14.8 | 8.6 | 9.0 | 10.9 | 13.0 | 14.6 | 20.5 |
| TUTTI FOTOGRAFI | 100.0 | 2.2 | 16.7 | 39.6 | 29.7 | 11.8 | 1.7 | 11.5 | 13.7 | 21.1 | 10.5 | 16.6 | 5.8 | 19.0 |
| TUTTO | 100.0 | 0.5 | 4.3 | 18.7 | 47.4 | 29.1 | 4.0 | 14.7 | 12.5 | 13.6 | 14.6 | 15.7 | 9.4 | 15.6 |
| TUTTOMOTO | 100.0 | 2.2 | 7.7 | 23.7 | 44.2 | 22.2 | 7.3 | 10.8 | 11.6 | 14.2 | 12.8 | 13.3 | 12.1 | 17.8 |
| TUTTOTURISMO | 100.0 | 3.3 | 15.0 | 24.4 | 37.6 | 19.7 | 7.8 | 8.1 | 10.7 | 6.6 | 17.1 | 14.1 | 13.9 | 21.6 |
| VERA | 100.0 | 2.4 | 13.3 | 29.5 | 35.3 | 19.4 | 7.7 | 13.9 | 12.3 | 13.8 | 13.6 | 13.9 | 12.5 | 12.3 |
| VIAGGIARE | 100.0 | 3.8 | 17.8 | 30.4 | 30.4 | 17.6 | 7.0 | 5.1 | 11.8 | 10.3 | 16.9 | 20.9 | 11.4 | 16.6 |
| VITALITY | 100.0 | 4.2 | 18.3 | 21.0 | 44.9 | 11.7 | 7.3 | 12.0 | 11.6 | 2.9 | 12.6 | 13.0 | 19.2 | 21.3 |
| VOGUE ITALIA | 100.0 | 3.5 | 12.3 | 28.4 | 36.9 | 18.9 | 6.8 | 8.0 | 13.3 | 9.9 | 14.9 | 15.4 | 12.5 | 19.2 |
| WEEKEND VIAGGI | 100.0 | 5.1 | 15.1 | 31.4 | 29.2 | 19.1 | 1.5 | 7.2 | 17.3 | 12.0 | 11.2 | 14.1 | 10.4 | 26.2 |
| DIANA (QUATTORDICINALE) | 100.0 | 2.0 | 18.8 | 39.0 | 26.4 | 13.7 | 7.7 | 7.1 | 14.6 | 15.0 | 15.3 | 10.7 | 13.0 | 16.6 |

# Adulti

Lettori numero medio

Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **49445** | **1761** | **5181** | **3127** | **1110** | **724** | **1327** | **7253** | **399** | **1157** | **1250** | **2542** | **3056** | **5384** | **11602** | **3572** |
| AMICA | **1234** | 42 | 196 | 134 | 20 | 5 | 47 | 109 | 31 | 32 | 62 | 54 | 73 | 180 | 119 | 131 |
| ANNA | **1397** | 69 | 186 | 90 | 33 | 5 | 66 | 162 | 28 | 47 | 60 | 64 | 115 | 205 | 131 | 136 |
| AUTO OGGI | **866** | 43 | 120 | 84 | 19 | 5 | 11 | 190 | 4 | 0 | 13 | 8 | 4 | 213 | 52 | 100 |
| AUTOSPRINT | **758** | 26 | 92 | 94 | 23 | 10 | 9 | 194 | 3 | 1 | 4 | 7 | 0 | 170 | 53 | 73 |
| BELLA | **721** | 14 | 72 | 42 | 14 | 2 | 25 | 108 | 18 | 35 | 40 | 50 | 47 | 83 | 92 | 77 |
| CHI | **1712** | 61 | 196 | 145 | 43 | 14 | 49 | 231 | 16 | 51 | 52 | 89 | 80 | 280 | 268 | 139 |
| CONFIDENZE | **1037** | 6 | 109 | 44 | 14 | 7 | 18 | 136 | 8 | 36 | 63 | 97 | 111 | 100 | 195 | 93 |
| DOMENICA QUIZ | **392** | 17 | 50 | 22 | 12 | 0 | 14 | 36 | 9 | 14 | 9 | 7 | 23 | 43 | 111 | 26 |
| DONNA MODERNA | **4060** | 168 | 644 | 272 | 81 | 17 | 150 | 493 | 64 | 121 | 144 | 217 | 194 | 686 | 407 | 402 |
| L'ESPRESSO | **2321** | 286 | 495 | 171 | 43 | 11 | 139 | 211 | 26 | 36 | 18 | 24 | 38 | 344 | 319 | 160 |
| EVA EXPRESS TREMILA | **783** | 15 | 68 | 86 | 31 | 4 | 17 | 183 | 13 | 19 | 26 | 43 | 24 | 100 | 67 | 88 |
| FAMIGLIA CRISTIANA | **5215** | 170 | 610 | 249 | 84 | 108 | 213 | 541 | 61 | 147 | 143 | 228 | 372 | 577 | 1444 | 266 |
| FILM TV | **317** | 30 | 53 | 11 | 2 | 2 | 7 | 46 | 2 | 7 | 7 | 13 | 9 | 57 | 47 | 21 |
| GENTE | **4387** | 177 | 548 | 288 | 94 | 34 | 152 | 488 | 55 | 125 | 144 | 187 | 254 | 576 | 913 | 352 |
| GIOIA | **1487** | 48 | 213 | 121 | 19 | 7 | 35 | 174 | 34 | 47 | 57 | 68 | 108 | 242 | 170 | 146 |
| IL GIORNALINO | **401** | 4 | 52 | 16 | 7 | 0 | 23 | 58 | 9 | 10 | 4 | 18 | 10 | 140 | 35 | 15 |
| GRAND HOTEL | **1238** | 10 | 141 | 74 | 34 | 4 | 12 | 189 | 9 | 43 | 41 | 141 | 76 | 91 | 260 | 114 |
| GRAZIA | **1810** | 68 | 231 | 157 | 46 | 2 | 82 | 186 | 40 | 49 | 56 | 90 | 88 | 338 | 232 | 143 |
| GUERIN SPORTIVO | **482** | 22 | 69 | 28 | 16 | 2 | 7 | 105 | 3 | 2 | 0 | 10 | 2 | 137 | 32 | 48 |
| GUIDA TV | **1729** | 63 | 223 | 112 | 29 | 12 | 45 | 278 | 12 | 40 | 73 | 102 | 70 | 197 | 329 | 143 |
| INTIMITA' | **1192** | 19 | 102 | 44 | 17 | 10 | 16 | 180 | 13 | 46 | 58 | 115 | 107 | 111 | 274 | 80 |
| MAGAZINE BEAUTIFUL | **351** | 0 | 12 | 11 | 15 | 0 | 3 | 11 | 3 | 6 | 12 | 20 | 2 | 214 | 14 | 29 |
| IL MONDO | **113** | 19 | 27 | 0 | 6 | 0 | 12 | 5 | 0 | 2 | 0 | 0 | 3 | 10 | 24 | 5 |
| MOTOSPRINT | **585** | 15 | 61 | 70 | 23 | 5 | 6 | 129 | 0 | 0 | 4 | 3 | 2 | 173 | 29 | 66 |
| NOVELLA 2000 | **1465** | 33 | 154 | 139 | 36 | 17 | 23 | 319 | 17 | 31 | 31 | 96 | 72 | 191 | 132 | 175 |
| OGGI | **4430** | 196 | 559 | 301 | 93 | 31 | 157 | 452 | 59 | 119 | 126 | 193 | 276 | 556 | 1003 | 310 |
| PANORAMA | **3507** | 354 | 633 | 299 | 96 | 29 | 153 | 405 | 55 | 59 | 64 | 37 | 66 | 643 | 384 | 231 |
| SORRISI E CANZONI TV | **8586** | 245 | 989 | 574 | 237 | 88 | 154 | 1555 | 56 | 187 | 263 | 533 | 352 | 1512 | 1075 | 766 |
| STOP | **750** | 24 | 74 | 33 | 14 | 9 | 7 | 138 | 7 | 18 | 37 | 45 | 61 | 52 | 176 | 54 |
| TELEPIU' | **2157** | 103 | 256 | 144 | 60 | 17 | 48 | 364 | 17 | 45 | 61 | 142 | 116 | 379 | 205 | 200 |
| TELESETTE | **2296** | 63 | 274 | 113 | 59 | 12 | 65 | 366 | 15 | 71 | 55 | 146 | 145 | 335 | 384 | 192 |
| TOPOLINO | **2675** | 144 | 442 | 175 | 57 | 18 | 128 | 383 | 25 | 50 | 68 | 110 | 45 | 658 | 129 | 241 |
| VISTO | **741** | 9 | 59 | 58 | 37 | 5 | 18 | 140 | 1 | 11 | 27 | 60 | 61 | 74 | 125 | 54 |
| VIVERSANI & BELLI | **1929** | 71 | 255 | 130 | 53 | 12 | 62 | 281 | 17 | 55 | 82 | 132 | 100 | 306 | 187 | 187 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 143 | 393 | 74 | 35 | 0 | 164 | 118 | 20 | 41 | 16 | 22 | 30 | 391 | 168 | 77 |
| DIARIO DELLA SETTIMANA | **165** | 14 | 53 | 12 | 3 | 0 | 14 | 13 | 0 | 6 | 0 | 2 | 0 | 21 | 25 | 1 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 106 | 286 | 233 | 86 | 13 | 23 | 483 | 9 | 19 | 9 | 32 | 27 | 582 | 270 | 270 |
| IO DONNA | **2071** | 198 | 407 | 77 | 42 | 12 | 140 | 105 | 60 | 77 | 44 | 21 | 88 | 358 | 308 | 134 |
| SETTE | **2509** | 252 | 506 | 116 | 42 | 8 | 151 | 150 | 57 | 76 | 31 | 27 | 90 | 453 | 412 | 138 |
| SPECCHIO DELLA STAMPA | **1306** | 110 | 188 | 94 | 23 | 5 | 84 | 90 | 12 | 31 | 28 | 43 | 20 | 294 | 174 | 109 |
| TV SETTE | **2696** | 214 | 492 | 110 | 43 | 10 | 134 | 202 | 54 | 91 | 48 | 49 | 115 | 527 | 443 | 167 |
| IL VENERDI' | **4025** | 428 | 874 | 189 | 85 | 24 | 324 | 328 | 51 | 93 | 42 | 52 | 89 | 707 | 465 | 276 |

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| POPOLAZIONE | 49445 | 1761 | 5181 | 3127 | 1110 | 724 | 1327 | 7253 | 399 | 1157 | 1250 | 2542 | 3056 | 5384 | 11602 | 3572 |
| ABITARE | 449 | 75 | 105 | 49 | 5 | 4 | 20 | 35 | 4 | 6 | 9 | 3 | 17 | 63 | 33 | 20 |
| AD | 677 | 119 | 117 | 72 | 10 | 2 | 48 | 23 | 39 | 11 | 16 | 7 | 12 | 114 | 35 | 51 |
| AIRONE | 1090 | 104 | 242 | 63 | 20 | 9 | 101 | 87 | 7 | 14 | 15 | 10 | 23 | 211 | 106 | 80 |
| AMADEUS | 186 | 24 | 32 | 8 | 2 | 2 | 25 | 10 | 6 | 0 | 2 | 4 | 3 | 33 | 15 | 18 |
| ARCHEO | 322 | 38 | 46 | 38 | 8 | 0 | 30 | 14 | 4 | 5 | 0 | 2 | 1 | 92 | 30 | 13 |
| ASTRA | 554 | 18 | 93 | 24 | 18 | 0 | 15 | 83 | 3 | 10 | 11 | 39 | 12 | 125 | 33 | 69 |
| A TAVOLA | 222 | 15 | 18 | 26 | 2 | 0 | 17 | 19 | 13 | 3 | 10 | 8 | 11 | 18 | 35 | 27 |
| AUTO | 1289 | 67 | 169 | 116 | 38 | 9 | 3 | 291 | 2 | 0 | 8 | 13 | 8 | 339 | 73 | 152 |
| L'AUTOMOBILE | 1337 | 75 | 245 | 98 | 38 | 17 | 35 | 221 | 2 | 7 | 13 | 26 | 22 | 188 | 246 | 103 |
| BELL'EUROPA | 373 | 54 | 71 | 21 | 3 | 2 | 50 | 21 | 0 | 1 | 12 | 10 | 4 | 74 | 36 | 14 |
| BELL'ITALIA | 746 | 102 | 146 | 58 | 20 | 9 | 82 | 60 | 7 | 8 | 7 | 5 | 12 | 99 | 96 | 35 |
| BENISSIMO | 440 | 5 | 90 | 21 | 9 | 2 | 24 | 58 | 10 | 19 | 26 | 31 | 30 | 38 | 42 | 35 |
| BIMBI SANI E BELLI | 1209 | 33 | 186 | 67 | 32 | 11 | 52 | 139 | 19 | 46 | 71 | 150 | 74 | 155 | 75 | 101 |
| BRAVA CASA | 1164 | 104 | 228 | 107 | 37 | 1 | 92 | 115 | 21 | 37 | 45 | 38 | 44 | 123 | 73 | 99 |
| BUONA CUCINA | 623 | 12 | 73 | 57 | 5 | 2 | 26 | 84 | 2 | 21 | 30 | 58 | 59 | 59 | 83 | 54 |
| BURDA | 1286 | 16 | 177 | 47 | 23 | 6 | 65 | 144 | 15 | 67 | 84 | 149 | 96 | 180 | 101 | 114 |
| CAPITAL | 470 | 72 | 101 | 32 | 22 | 5 | 24 | 38 | 6 | 7 | 7 | 3 | 6 | 73 | 56 | 18 |
| CARNET | 240 | 35 | 49 | 20 | 1 | 0 | 20 | 16 | 2 | 1 | 0 | 3 | 9 | 54 | 19 | 11 |
| CASAVIVA | 1846 | 144 | 399 | 207 | 46 | 10 | 99 | 168 | 29 | 58 | 72 | 87 | 70 | 218 | 123 | 115 |
| CENTO COSE ENERGY | 783 | 24 | 123 | 40 | 9 | 0 | 23 | 102 | 4 | 22 | 17 | 24 | 14 | 269 | 14 | 98 |
| CIAK | 941 | 29 | 131 | 59 | 12 | 4 | 25 | 175 | 0 | 5 | 6 | 17 | 6 | 356 | 9 | 108 |
| CIPRIA | 395 | 30 | 47 | 21 | 17 | 0 | 32 | 32 | 10 | 21 | 10 | 16 | 10 | 101 | 14 | 33 |
| CLASS | 315 | 50 | 69 | 30 | 30 | 0 | 13 | 21 | 4 | 2 | 0 | 1 | 0 | 65 | 9 | 22 |
| CLUB 3 | 219 | 5 | 22 | 8 | 1 | 2 | 3 | 7 | 0 | 8 | 6 | 5 | 25 | 14 | 107 | 6 |
| COME STAI | 354 | 13 | 45 | 36 | 0 | 0 | 16 | 40 | 1 | 6 | 6 | 23 | 11 | 75 | 44 | 39 |
| CONSIGLI PRATICI | 278 | 4 | 38 | 14 | 1 | 6 | 10 | 38 | 3 | 8 | 7 | 28 | 26 | 22 | 33 | 39 |
| COSE DI CASA | 1942 | 95 | 394 | 106 | 46 | 10 | 90 | 247 | 38 | 79 | 79 | 112 | 67 | 247 | 151 | 180 |
| LA CUCINA ITALIANA | 995 | 51 | 133 | 82 | 15 | 12 | 46 | 96 | 16 | 33 | 35 | 72 | 57 | 99 | 164 | 85 |
| CUCINA MODERNA | 1076 | 26 | 155 | 87 | 16 | 2 | 38 | 182 | 24 | 44 | 30 | 64 | 56 | 148 | 112 | 93 |
| DONNA | 1021 | 17 | 99 | 54 | 20 | 6 | 42 | 116 | 11 | 25 | 38 | 83 | 68 | 221 | 114 | 106 |
| DONNA E MAMMA | 462 | 10 | 77 | 26 | 9 | 5 | 42 | 63 | 4 | 23 | 36 | 68 | 32 | 17 | 20 | 31 |
| DOVE | 525 | 80 | 94 | 44 | 11 | 0 | 37 | 29 | 12 | 8 | 14 | 10 | 7 | 116 | 52 | 11 |
| ELLE | 610 | 60 | 96 | 42 | 11 | 1 | 33 | 64 | 12 | 16 | 14 | 16 | 10 | 143 | 31 | 61 |
| ELLE DECOR | 200 | 20 | 37 | 21 | 11 | 0 | 13 | 13 | 14 | 4 | 1 | 10 | 10 | 27 | 2 | 16 |
| FOCUS | 3389 | 209 | 534 | 224 | 97 | 24 | 139 | 420 | 26 | 55 | 44 | 73 | 45 | 1057 | 154 | 288 |
| GARDENIA | 373 | 45 | 71 | 18 | 6 | 5 | 13 | 50 | 15 | 4 | 7 | 6 | 21 | 53 | 36 | 21 |
| GENTE MESE | 1483 | 50 | 179 | 90 | 43 | 12 | 94 | 233 | 4 | 43 | 41 | 76 | 51 | 285 | 161 | 121 |
| GENTE MONEY | 315 | 55 | 74 | 31 | 21 | 5 | 14 | 11 | 0 | 3 | 2 | 4 | 2 | 36 | 38 | 20 |
| GENTE MOTORI | 1765 | 114 | 279 | 195 | 62 | 22 | 29 | 329 | 8 | 14 | 6 | 19 | 19 | 334 | 151 | 184 |
| GENTE VIAGGI | 872 | 82 | 190 | 84 | 26 | 8 | 46 | 116 | 17 | 12 | 2 | 9 | 22 | 122 | 77 | 59 |
| GLAMOUR | 432 | 20 | 42 | 41 | 11 | 0 | 22 | 61 | 0 | 5 | 12 | 17 | 11 | 134 | 9 | 45 |
| GULLIVER | 337 | 46 | 60 | 14 | 2 | 0 | 16 | 45 | 2 | 6 | 0 | 0 | 6 | 97 | 23 | 20 |
| IN CASA | 209 | 5 | 57 | 12 | 4 | 0 | 11 | 32 | 4 | 3 | 4 | 11 | 16 | 17 | 16 | 16 |
| INSIEME | 444 | 16 | 98 | 31 | 3 | 5 | 30 | 59 | 15 | 17 | 30 | 48 | 31 | 19 | 16 | 25 |
| IO E IL MIO BAMBINO | 990 | 44 | 186 | 87 | 12 | 7 | 71 | 147 | 15 | 9 | 78 | 159 | 51 | 47 | 26 | 53 |
| JESUS | 206 | 10 | 32 | 1 | 6 | 1 | 19 | 19 | 4 | 5 | 7 | 3 | 5 | 36 | 54 | 6 |
| MADRE | 218 | 13 | 15 | 13 | 0 | 2 | 10 | 19 | 7 | 2 | 5 | 12 | 28 | 14 | 67 | 12 |
| MARIE CLAIRE | 1065 | 61 | 195 | 90 | 21 | 2 | 62 | 130 | 23 | 14 | 18 | 45 | 46 | 234 | 40 | 85 |
| MAX | 1725 | 98 | 252 | 133 | 72 | 14 | 38 | 296 | 5 | 8 | 31 | 13 | 10 | 536 | 26 | 193 |
| MERIDIANI | 211 | 40 | 90 | 7 | 3 | 0 | 8 | 7 | 6 | 0 | 0 | 1 | 0 | 28 | 14 | 7 |
| MESSAGGERO DI S.ANTONIO | 1771 | 36 | 198 | 52 | 32 | 26 | 76 | 207 | 7 | 68 | 35 | 78 | 131 | 132 | 565 | 128 |
| LA MIA BOUTIQUE | 460 | 2 | 48 | 23 | 12 | 0 | 28 | 42 | 5 | 39 | 14 | 53 | 48 | 54 | 41 | 48 |
| LA MIA CASA | 409 | 32 | 62 | 31 | 12 | 0 | 5 | 71 | 0 | 10 | 17 | 24 | 30 | 56 | 27 | 32 |
| MILLIONAIRE INTRAPRENDERE | 666 | 56 | 110 | 78 | 49 | 9 | 23 | 84 | 5 | 6 | 10 | 16 | 7 | 132 | 19 | 61 |
| NAUTICA | 278 | 32 | 59 | 31 | 12 | 6 | 5 | 29 | 7 | 3 | 4 | 0 | 1 | 46 | 26 | 17 |
| PESCARE | 579 | 22 | 107 | 41 | 24 | 3 | 3 | 134 | 1 | 4 | 3 | 15 | 6 | 83 | 84 | 48 |
| PRATICA | 470 | 13 | 86 | 33 | 13 | 0 | 22 | 49 | 5 | 15 | 24 | 33 | 19 | 49 | 56 | 53 |
| QUATTRORUOTE | 5663 | 371 | 931 | 579 | 220 | 84 | 126 | 1073 | 32 | 40 | 59 | 90 | 48 | 1026 | 516 | 467 |
| QUATTRO ZAMPE | 516 | 24 | 65 | 31 | 23 | 8 | 12 | 93 | 6 | 3 | 11 | 19 | 15 | 99 | 46 | 62 |
| QUI TOURING | 1004 | 115 | 247 | 48 | 14 | 2 | 70 | 38 | 21 | 20 | 9 | 0 | 28 | 142 | 210 | 39 |
| RAKAM | 611 | 17 | 68 | 31 | 9 | 2 | 50 | 47 | 25 | 29 | 43 | 40 | 54 | 63 | 89 | 44 |
| SALE & PEPE | 740 | 49 | 117 | 72 | 9 | 4 | 56 | 77 | 8 | 27 | 15 | 31 | 36 | 95 | 87 | 58 |
| SALVE | 432 | 32 | 87 | 34 | 10 | 0 | 37 | 47 | 6 | 6 | 8 | 11 | 27 | 37 | 66 | 25 |
| SCIENZA & VITA | 248 | 18 | 36 | 19 | 8 | 2 | 27 | 18 | 4 | 2 | 3 | 5 | 6 | 53 | 28 | 18 |
| LE SCIENZE | 469 | 53 | 83 | 15 | 5 | 5 | 79 | 20 | 7 | 12 | 2 | 4 | 1 | 134 | 35 | 13 |
| SELEZIONE READER'S DIGEST | 1222 | 57 | 218 | 85 | 16 | 22 | 49 | 134 | 15 | 38 | 31 | 31 | 59 | 163 | 232 | 73 |
| SILHOUETTE DONNA | 1475 | 23 | 186 | 71 | 29 | 6 | 43 | 214 | 15 | 44 | 47 | 67 | 49 | 448 | 28 | 205 |
| SPEAK UP | 272 | 37 | 49 | 9 | 5 | 3 | 27 | 10 | 7 | 2 | 0 | 2 | 2 | 89 | 11 | 18 |
| STARBENE | 2135 | 79 | 322 | 153 | 53 | 15 | 109 | 295 | 19 | 44 | 50 | 122 | 105 | 377 | 193 | 199 |
| STARTER | 157 | 9 | 20 | 13 | 5 | 0 | 3 | 39 | 0 | 3 | 0 | 2 | 0 | 46 | 13 | 4 |
| TUTTI FOTOGRAFI | 230 | 30 | 56 | 27 | 1 | 2 | 13 | 32 | 0 | 7 | 7 | 3 | 0 | 12 | 30 | 10 |
| TUTTO | 893 | 13 | 46 | 33 | 2 | 2 | 12 | 87 | 2 | 4 | 4 | 11 | 10 | 599 | 2 | 68 |
| TUTTOMOTO | 1053 | 36 | 111 | 115 | 38 | 7 | 13 | 206 | 1 | 4 | 0 | 1 | 4 | 348 | 50 | 119 |
| TUTTOTURISMO | 337 | 42 | 68 | 46 | 3 | 0 | 15 | 47 | 3 | 6 | 6 | 5 | 5 | 54 | 24 | 14 |
| VERA | 1260 | 21 | 218 | 71 | 12 | 10 | 40 | 213 | 18 | 58 | 53 | 74 | 68 | 183 | 85 | 137 |
| VIAGGIARE | 360 | 21 | 76 | 25 | 10 | 7 | 4 | 69 | 2 | 5 | 2 | 3 | 5 | 81 | 33 | 18 |
| VITALITY | 274 | 11 | 41 | 14 | 5 | 0 | 8 | 45 | 0 | 6 | 4 | 3 | 10 | 75 | 19 | 33 |
| VOGUE ITALIA | 1025 | 50 | 147 | 101 | 42 | 7 | 37 | 129 | 11 | 28 | 23 | 39 | 26 | 220 | 64 | 100 |
| WEEKEND VIAGGI | 255 | 16 | 54 | 12 | 8 | 2 | 13 | 31 | 5 | 2 | 3 | 15 | 2 | 40 | 22 | 32 |
| DIANA (QUATTORDICINALE) | 348 | 23 | 56 | 30 | 13 | 16 | 5 | 77 | 0 | 0 | 0 | 7 | 4 | 28 | 60 | 29 |

# Adulti

Lettori numero medio

Analisi secondo: ● **condizione professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **100.0** | **3.6** | **10.5** | **6.3** | **2.2** | **1.5** | **2.7** | **14.7** | **0.8** | **2.3** | **2.5** | **5.1** | **6.2** | **10.9** | **23.5** | **7.2** |
| AMICA | **100.0** | 3.4 | 15.9 | 10.9 | 1.6 | 0.4 | 3.8 | 8.8 | 2.5 | 2.6 | 5.0 | 4.4 | 5.9 | 14.6 | 9.6 | 10.6 |
| ANNA | **100.0** | 5.0 | 13.3 | 6.5 | 2.4 | 0.4 | 4.7 | 11.6 | 2.0 | 3.4 | 4.3 | 4.6 | 8.2 | 14.7 | 9.4 | 9.7 |
| AUTO OGGI | **100.0** | 4.9 | 13.9 | 9.7 | 2.2 | 0.5 | 1.3 | 21.9 | 0.5 | 0.0 | 1.6 | 0.9 | 0.5 | 24.6 | 6.0 | 11.6 |
| AUTOSPRINT | **100.0** | 3.4 | 12.1 | 12.4 | 3.1 | 1.3 | 1.1 | 25.5 | 0.4 | 0.1 | 0.6 | 0.9 | 0.0 | 22.4 | 7.0 | 9.6 |
| BELLA | **100.0** | 2.0 | 10.0 | 5.8 | 2.0 | 0.3 | 3.4 | 15.0 | 2.5 | 4.9 | 5.6 | 7.0 | 6.6 | 11.5 | 12.8 | 10.7 |
| CHI | **100.0** | 3.5 | 11.4 | 8.5 | 2.5 | 0.8 | 2.8 | 13.5 | 0.9 | 3.0 | 3.0 | 5.2 | 4.7 | 16.3 | 15.6 | 8.1 |
| CONFIDENZE | **100.0** | 0.6 | 10.5 | 4.2 | 1.4 | 0.6 | 1.7 | 13.2 | 0.7 | 3.5 | 6.1 | 9.4 | 10.7 | 9.7 | 18.8 | 8.9 |
| DOMENICA QUIZ | **100.0** | 4.4 | 12.7 | 5.6 | 3.0 | 0.0 | 3.5 | 9.3 | 2.2 | 3.5 | 2.3 | 1.7 | 5.8 | 11.0 | 28.4 | 6.5 |
| DONNA MODERNA | **100.0** | 4.1 | 15.9 | 6.7 | 2.0 | 0.4 | 3.7 | 12.2 | 1.6 | 3.0 | 3.5 | 5.3 | 4.8 | 16.9 | 10.0 | 9.9 |
| L'ESPRESSO | **100.0** | 12.3 | 21.3 | 7.4 | 1.9 | 0.5 | 6.0 | 9.1 | 1.1 | 1.5 | 0.8 | 1.0 | 1.6 | 14.8 | 13.8 | 6.9 |
| EVA EXPRESS TREMILA | **100.0** | 1.9 | 8.7 | 11.0 | 3.9 | 0.5 | 2.2 | 23.4 | 1.6 | 2.4 | 3.3 | 5.5 | 3.1 | 12.7 | 8.6 | 11.3 |
| FAMIGLIA CRISTIANA | **100.0** | 3.3 | 11.7 | 4.8 | 1.6 | 2.1 | 4.1 | 10.4 | 1.2 | 2.8 | 2.7 | 4.4 | 7.1 | 11.1 | 27.7 | 5.1 |
| FILM TV | **100.0** | 9.6 | 16.7 | 3.6 | 0.8 | 0.7 | 2.4 | 14.6 | 0.8 | 2.2 | 2.3 | 4.2 | 2.8 | 17.9 | 14.7 | 6.8 |
| GENTE | **100.0** | 4.0 | 12.5 | 6.6 | 2.2 | 0.8 | 3.5 | 11.1 | 1.3 | 2.9 | 3.3 | 4.3 | 5.8 | 13.1 | 20.8 | 8.0 |
| GIOIA | **100.0** | 3.2 | 14.3 | 8.1 | 1.3 | 0.5 | 2.4 | 11.7 | 2.3 | 3.2 | 3.8 | 4.6 | 7.2 | 16.3 | 11.4 | 9.8 |
| IL GIORNALINO | **100.0** | 0.9 | 13.0 | 4.0 | 1.8 | 0.0 | 5.8 | 14.4 | 2.2 | 2.6 | 1.1 | 4.4 | 2.6 | 35.0 | 8.6 | 3.6 |
| GRAND HOTEL | **100.0** | 0.8 | 11.4 | 6.0 | 2.7 | 0.3 | 1.0 | 15.2 | 0.7 | 3.5 | 3.3 | 11.4 | 6.1 | 7.4 | 21.0 | 9.2 |
| GRAZIA | **100.0** | 3.7 | 12.8 | 8.7 | 2.5 | 0.1 | 4.5 | 10.3 | 2.2 | 2.7 | 3.1 | 5.0 | 4.9 | 18.7 | 12.8 | 7.9 |
| GUERIN SPORTIVO | **100.0** | 4.5 | 14.4 | 5.7 | 3.4 | 0.3 | 1.5 | 21.7 | 0.6 | 0.5 | 0.0 | 2.1 | 0.4 | 28.3 | 6.6 | 10.0 |
| GUIDA TV | **100.0** | 3.6 | 12.9 | 6.5 | 1.7 | 0.7 | 2.6 | 16.1 | 0.7 | 2.3 | 4.2 | 5.9 | 4.0 | 11.4 | 19.1 | 8.3 |
| INTIMITA' | **100.0** | 1.6 | 8.6 | 3.7 | 1.4 | 0.8 | 1.4 | 15.1 | 1.1 | 3.9 | 4.9 | 9.6 | 9.0 | 9.3 | 23.0 | 6.7 |
| MAGAZINE BEAUTIFUL | **100.0** | 0.0 | 3.5 | 3.2 | 4.2 | 0.0 | 0.7 | 3.2 | 0.7 | 1.7 | 3.5 | 5.8 | 0.5 | 60.9 | 3.9 | 8.2 |
| IL MONDO | **100.0** | 16.7 | 23.7 | 0.0 | 5.6 | 0.0 | 10.4 | 4.4 | 0.0 | 2.0 | 0.0 | 0.0 | 2.6 | 9.2 | 21.2 | 4.2 |
| MOTOSPRINT | **100.0** | 2.5 | 10.4 | 12.0 | 3.9 | 0.8 | 1.0 | 22.1 | 0.0 | 0.0 | 0.7 | 0.6 | 0.4 | 29.5 | 5.0 | 11.2 |
| NOVELLA 2000 | **100.0** | 2.2 | 10.5 | 9.5 | 2.5 | 1.1 | 1.6 | 21.8 | 1.1 | 2.1 | 2.1 | 6.6 | 4.9 | 13.0 | 9.0 | 11.9 |
| OGGI | **100.0** | 4.4 | 12.6 | 6.8 | 2.1 | 0.7 | 3.5 | 10.2 | 1.3 | 2.7 | 2.8 | 4.4 | 6.2 | 12.6 | 22.6 | 7.0 |
| PANORAMA | **100.0** | 10.1 | 18.1 | 8.5 | 2.7 | 0.8 | 4.4 | 11.6 | 1.6 | 1.7 | 1.8 | 1.0 | 1.9 | 18.3 | 10.9 | 6.6 |
| SORRISI E CANZONI TV | **100.0** | 2.9 | 11.5 | 6.7 | 2.8 | 1.0 | 1.8 | 18.1 | 0.7 | 2.2 | 3.1 | 6.2 | 4.1 | 17.6 | 12.5 | 8.9 |
| STOP | **100.0** | 3.3 | 9.9 | 4.4 | 1.9 | 1.2 | 0.9 | 18.4 | 0.9 | 2.4 | 5.0 | 6.0 | 8.1 | 6.9 | 23.5 | 7.2 |
| TELEPIU' | **100.0** | 4.8 | 11.8 | 6.7 | 2.8 | 0.8 | 2.2 | 16.9 | 0.8 | 2.1 | 2.8 | 6.6 | 5.4 | 17.6 | 9.5 | 9.3 |
| TELESETTE | **100.0** | 2.7 | 11.9 | 4.9 | 2.6 | 0.5 | 2.9 | 16.0 | 0.7 | 3.1 | 2.4 | 6.4 | 6.3 | 14.6 | 16.7 | 8.4 |
| TOPOLINO | **100.0** | 5.4 | 16.5 | 6.6 | 2.1 | 0.7 | 4.8 | 14.3 | 0.9 | 1.9 | 2.6 | 4.1 | 1.7 | 24.6 | 4.8 | 9.0 |
| VISTO | **100.0** | 1.3 | 8.0 | 7.9 | 5.0 | 0.7 | 2.5 | 19.0 | 0.1 | 1.5 | 3.7 | 8.1 | 8.2 | 10.0 | 16.8 | 7.3 |
| VIVERSANI & BELLI | **100.0** | 3.7 | 13.2 | 6.8 | 2.7 | 0.6 | 3.2 | 14.5 | 0.9 | 2.8 | 4.2 | 6.8 | 5.2 | 15.9 | 9.7 | 9.7 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **100.0** | 8.5 | 23.2 | 4.4 | 2.1 | 0.0 | 9.7 | 7.0 | 1.2 | 2.4 | 0.9 | 1.3 | 1.8 | 23.1 | 9.9 | 4.6 |
| DIARIO DELLA SETTIMANA | **100.0** | 8.7 | 32.4 | 7.5 | 2.0 | 0.0 | 8.7 | 7.6 | 0.0 | 3.4 | 0.0 | 1.2 | 0.0 | 12.8 | 15.0 | 0.5 |
| LA GAZZETTA SPORT MAGAZINE | **100.0** | 4.3 | 11.7 | 9.5 | 3.5 | 0.5 | 0.9 | 19.7 | 0.4 | 0.8 | 0.4 | 1.3 | 1.1 | 23.8 | 11.0 | 11.0 |
| IO DONNA | **100.0** | 9.6 | 19.6 | 3.7 | 2.0 | 0.6 | 6.8 | 5.1 | 2.9 | 3.7 | 2.1 | 1.0 | 4.2 | 17.3 | 14.9 | 6.5 |
| SETTE | **100.0** | 10.0 | 20.2 | 4.6 | 1.7 | 0.3 | 6.0 | 6.0 | 2.3 | 3.0 | 1.2 | 1.1 | 3.6 | 18.0 | 16.4 | 5.5 |
| SPECCHIO DELLA STAMPA | **100.0** | 8.4 | 14.4 | 7.2 | 1.8 | 0.4 | 6.5 | 6.9 | 1.0 | 2.4 | 2.1 | 3.3 | 1.5 | 22.5 | 13.3 | 8.3 |
| TV SETTE | **100.0** | 7.9 | 18.2 | 4.1 | 1.6 | 0.4 | 5.0 | 7.5 | 2.0 | 3.4 | 1.8 | 1.8 | 4.3 | 19.5 | 16.4 | 6.2 |
| IL VENERDI' | **100.0** | 10.6 | 21.7 | 4.7 | 2.1 | 0.6 | 8.1 | 8.1 | 1.3 | 2.3 | 1.0 | 1.3 | 2.2 | 17.6 | 11.6 | 6.9 |

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(percentuali di composizione)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **100.0** | **3.6** | **10.5** | **6.3** | **2.2** | **1.5** | **2.7** | **14.7** | **0.8** | **2.3** | **2.5** | **5.1** | **6.2** | **10.9** | **23.5** | **7.2** |
| ABITARE | 100.0 | 16.8 | 23.4 | 11.0 | 1.2 | 1.0 | 4.6 | 7.8 | 0.8 | 1.3 | 2.0 | 0.7 | 3.8 | 14.0 | 7.3 | 4.4 |
| AD | 100.0 | 17.6 | 17.3 | 10.6 | 1.4 | 0.3 | 7.1 | 3.5 | 5.8 | 1.6 | 2.4 | 1.1 | 1.7 | 16.9 | 5.1 | 7.6 |
| AIRONE | 100.0 | 9.5 | 22.2 | 5.8 | 1.8 | 0.8 | 9.3 | 8.0 | 0.6 | 1.3 | 1.4 | 0.9 | 2.1 | 19.3 | 9.7 | 7.3 |
| AMADEUS | 100.0 | 13.1 | 17.4 | 4.3 | 1.3 | 1.2 | 13.5 | 5.4 | 3.5 | 0.0 | 0.8 | 2.0 | 1.9 | 17.9 | 8.0 | 9.7 |
| ARCHEO | 100.0 | 11.8 | 14.3 | 11.8 | 2.4 | 0.0 | 9.4 | 4.4 | 1.2 | 1.7 | 0.0 | 0.7 | 0.2 | 28.7 | 9.4 | 4.0 |
| ASTRA | 100.0 | 3.3 | 16.8 | 4.3 | 3.3 | 0.0 | 2.8 | 15.1 | 0.6 | 1.7 | 1.9 | 7.0 | 2.2 | 22.5 | 6.0 | 12.5 |
| A TAVOLA | 100.0 | 7.0 | 8.2 | 11.7 | 0.9 | 0.0 | 7.5 | 8.7 | 5.9 | 1.2 | 4.6 | 3.5 | 4.7 | 8.0 | 15.8 | 12.1 |
| AUTO | 100.0 | 5.2 | 13.1 | 9.0 | 2.9 | 0.7 | 0.2 | 22.6 | 0.1 | 0.0 | 0.6 | 1.0 | 0.7 | 26.3 | 5.6 | 11.8 |
| L'AUTOMOBILE | 100.0 | 5.6 | 18.3 | 7.3 | 2.9 | 1.3 | 2.6 | 16.5 | 0.1 | 0.6 | 1.0 | 2.0 | 1.6 | 14.1 | 18.4 | 7.7 |
| BELL'EUROPA | 100.0 | 14.6 | 19.1 | 5.6 | 0.7 | 0.6 | 13.3 | 5.6 | 0.0 | 0.4 | 3.1 | 2.6 | 1.0 | 19.8 | 9.8 | 3.9 |
| BELL'ITALIA | 100.0 | 13.6 | 19.6 | 7.8 | 2.7 | 1.2 | 10.9 | 8.0 | 1.0 | 1.1 | 1.0 | 0.6 | 1.6 | 13.2 | 12.8 | 4.7 |
| BENISSIMO | 100.0 | 1.1 | 20.4 | 4.9 | 2.0 | 0.5 | 5.5 | 13.1 | 2.3 | 4.2 | 5.9 | 7.0 | 6.8 | 8.7 | 9.6 | 7.9 |
| BIMBI SANI E BELLI | 100.0 | 2.7 | 15.4 | 5.5 | 2.6 | 0.9 | 4.3 | 11.5 | 1.6 | 3.8 | 5.9 | 12.4 | 6.1 | 12.8 | 6.2 | 8.3 |
| BRAVA CASA | 100.0 | 9.0 | 19.5 | 9.2 | 3.2 | 0.1 | 7.9 | 9.9 | 1.8 | 3.2 | 3.8 | 3.3 | 3.7 | 10.6 | 6.3 | 8.5 |
| BUONA CUCINA | 100.0 | 2.0 | 11.7 | 9.1 | 0.8 | 0.3 | 4.1 | 13.4 | 0.3 | 3.4 | 4.7 | 9.2 | 9.4 | 9.4 | 13.3 | 8.7 |
| BURDA | 100.0 | 1.3 | 13.7 | 3.7 | 1.8 | 0.4 | 5.0 | 11.2 | 1.2 | 5.2 | 6.6 | 11.6 | 7.5 | 14.0 | 7.9 | 8.9 |
| CAPITAL | 100.0 | 15.3 | 21.5 | 6.9 | 4.6 | 1.0 | 5.2 | 8.2 | 1.2 | 1.4 | 1.5 | 0.6 | 1.4 | 15.5 | 12.0 | 3.8 |
| CARNET | 100.0 | 14.7 | 20.6 | 8.3 | 0.4 | 0.0 | 8.3 | 6.6 | 1.0 | 0.4 | 0.0 | 1.1 | 3.9 | 22.6 | 7.8 | 4.5 |
| CASAVIVA | 100.0 | 7.8 | 21.6 | 11.2 | 2.5 | 0.5 | 5.3 | 9.1 | 1.6 | 3.2 | 3.9 | 4.7 | 3.8 | 11.8 | 6.6 | 6.2 |
| CENTO COSE ENERGY | 100.0 | 3.1 | 15.8 | 5.1 | 1.1 | 0.0 | 3.0 | 13.0 | 0.5 | 2.8 | 2.1 | 3.1 | 1.8 | 34.3 | 1.8 | 12.6 |
| CIAK | 100.0 | 3.1 | 13.9 | 6.2 | 1.2 | 0.4 | 2.7 | 18.6 | 0.0 | 0.5 | 0.6 | 1.9 | 0.7 | 37.8 | 0.9 | 11.5 |
| CIPRIA | 100.0 | 7.6 | 11.9 | 5.4 | 4.4 | 0.0 | 8.1 | 8.2 | 2.5 | 5.3 | 2.4 | 4.0 | 2.6 | 25.6 | 3.4 | 8.4 |
| CLASS | 100.0 | 15.8 | 21.8 | 9.4 | 9.4 | 0.0 | 4.1 | 6.7 | 1.1 | 0.6 | 0.0 | 0.4 | 0.0 | 20.5 | 3.0 | 7.1 |
| CLUB 3 | 100.0 | 2.3 | 10.1 | 3.4 | 0.3 | 0.9 | 1.3 | 3.2 | 0.0 | 3.7 | 2.7 | 2.3 | 11.5 | 6.4 | 49.0 | 2.8 |
| COME STAI | 100.0 | 3.6 | 12.8 | 10.1 | 0.0 | 0.0 | 4.4 | 11.3 | 0.4 | 1.7 | 1.7 | 6.6 | 3.1 | 21.1 | 12.3 | 10.9 |
| CONSIGLI PRATICI | 100.0 | 1.6 | 13.8 | 5.0 | 0.4 | 2.3 | 3.5 | 13.6 | 1.2 | 2.8 | 2.5 | 10.0 | 9.3 | 8.1 | 11.9 | 14.2 |
| COSE DI CASA | 100.0 | 4.9 | 20.3 | 5.5 | 2.4 | 0.5 | 4.6 | 12.7 | 2.0 | 4.1 | 4.1 | 5.8 | 3.5 | 12.7 | 7.8 | 9.3 |
| LA CUCINA ITALIANA | 100.0 | 5.1 | 13.3 | 8.2 | 1.5 | 1.2 | 4.6 | 9.7 | 1.6 | 3.3 | 3.5 | 7.2 | 5.8 | 9.9 | 16.5 | 8.5 |
| CUCINA MODERNA | 100.0 | 2.4 | 14.4 | 8.1 | 1.5 | 0.2 | 3.5 | 16.9 | 2.2 | 4.0 | 2.8 | 5.9 | 5.2 | 13.8 | 10.4 | 8.6 |
| DONNA | 100.0 | 1.7 | 9.7 | 5.3 | 2.0 | 0.6 | 4.1 | 11.4 | 1.1 | 2.5 | 3.7 | 8.1 | 6.7 | 21.6 | 11.1 | 10.4 |
| DONNA E MAMMA | 100.0 | 2.3 | 16.7 | 5.5 | 1.9 | 1.1 | 9.1 | 13.5 | 0.9 | 4.9 | 7.7 | 14.7 | 7.0 | 3.8 | 4.2 | 6.8 |
| DOVE | 100.0 | 15.2 | 17.8 | 8.5 | 2.0 | 0.0 | 7.1 | 5.6 | 2.3 | 1.6 | 2.6 | 1.8 | 1.3 | 22.1 | 10.0 | 2.1 |
| ELLE | 100.0 | 9.8 | 15.7 | 6.9 | 1.8 | 0.2 | 5.5 | 10.5 | 2.0 | 2.6 | 2.3 | 2.6 | 1.6 | 23.4 | 5.1 | 10.0 |
| ELLE DECOR | 100.0 | 10.1 | 18.4 | 10.5 | 5.3 | 0.0 | 6.7 | 6.3 | 7.1 | 2.2 | 0.7 | 5.1 | 5.0 | 13.6 | 1.1 | 7.9 |
| FOCUS | 100.0 | 6.2 | 15.8 | 6.6 | 2.9 | 0.7 | 4.1 | 12.4 | 0.8 | 1.6 | 1.3 | 2.2 | 1.3 | 31.2 | 4.6 | 8.5 |
| GARDENIA | 100.0 | 12.0 | 19.1 | 4.9 | 1.7 | 1.2 | 3.5 | 13.5 | 4.1 | 1.2 | 1.9 | 1.6 | 5.7 | 14.1 | 9.7 | 5.7 |
| GENTE MESE | 100.0 | 3.4 | 12.1 | 6.1 | 2.9 | 0.8 | 6.3 | 15.7 | 0.3 | 2.9 | 2.8 | 5.1 | 3.5 | 19.2 | 10.9 | 8.1 |
| GENTE MONEY | 100.0 | 17.6 | 23.5 | 9.8 | 6.8 | 1.4 | 4.6 | 3.4 | 0.0 | 1.0 | 0.8 | 1.2 | 0.5 | 11.3 | 12.0 | 6.3 |
| GENTE MOTORI | 100.0 | 6.5 | 15.8 | 11.0 | 3.5 | 1.2 | 1.6 | 18.7 | 0.5 | 0.8 | 0.3 | 1.1 | 1.1 | 18.9 | 8.6 | 10.4 |
| GENTE VIAGGI | 100.0 | 9.4 | 21.7 | 9.6 | 2.9 | 0.9 | 5.3 | 13.3 | 2.0 | 1.4 | 0.2 | 1.0 | 2.5 | 14.0 | 8.8 | 6.8 |
| GLAMOUR | 100.0 | 4.7 | 9.8 | 9.6 | 2.6 | 0.0 | 5.1 | 14.1 | 0.0 | 1.3 | 2.7 | 3.9 | 2.7 | 31.1 | 2.1 | 10.4 |
| GULLIVER | 100.0 | 13.7 | 17.8 | 4.1 | 0.6 | 0.0 | 4.9 | 13.2 | 0.6 | 1.7 | 0.0 | 0.0 | 1.8 | 28.9 | 6.9 | 5.9 |
| IN CASA | 100.0 | 2.4 | 27.1 | 5.7 | 2.1 | 0.0 | 5.4 | 15.2 | 2.0 | 1.7 | 2.0 | 5.1 | 7.7 | 8.2 | 7.6 | 7.7 |
| INSIEME | 100.0 | 3.7 | 22.2 | 7.0 | 0.7 | 1.0 | 6.8 | 13.3 | 3.5 | 3.8 | 6.8 | 10.8 | 6.9 | 4.4 | 3.5 | 5.6 |
| IO E IL MIO BAMBINO | 100.0 | 4.4 | 18.8 | 8.8 | 1.2 | 0.7 | 7.1 | 14.8 | 1.5 | 0.9 | 7.8 | 16.0 | 5.2 | 4.7 | 2.6 | 5.4 |
| JESUS | 100.0 | 4.9 | 15.6 | 0.4 | 3.1 | 0.5 | 9.0 | 9.2 | 1.7 | 2.2 | 3.2 | 1.3 | 2.3 | 17.3 | 26.1 | 3.1 |
| MADRE | 100.0 | 5.9 | 7.0 | 5.8 | 0.0 | 1.0 | 4.4 | 8.9 | 3.1 | 0.8 | 2.5 | 5.5 | 12.6 | 6.2 | 30.6 | 5.7 |
| MARIE CLAIRE | 100.0 | 5.7 | 18.3 | 8.4 | 2.0 | 0.1 | 5.8 | 12.2 | 2.2 | 1.3 | 1.7 | 4.2 | 4.3 | 21.9 | 3.8 | 8.0 |
| MAX | 100.0 | 5.7 | 14.6 | 7.7 | 4.2 | 0.8 | 2.2 | 17.2 | 0.3 | 0.5 | 1.8 | 0.8 | 0.6 | 31.0 | 1.5 | 11.2 |
| MERIDIANI | 100.0 | 18.8 | 42.6 | 3.5 | 1.2 | 0.0 | 3.9 | 3.5 | 2.7 | 0.0 | 0.0 | 0.5 | 0.0 | 13.2 | 6.7 | 3.5 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 2.1 | 11.2 | 2.9 | 1.8 | 1.5 | 4.3 | 11.7 | 0.4 | 3.8 | 2.0 | 4.4 | 7.4 | 7.4 | 31.9 | 7.2 |
| LA MIA BOUTIQUE | 100.0 | 0.4 | 10.5 | 5.0 | 2.7 | 0.0 | 6.1 | 9.2 | 1.2 | 8.5 | 3.0 | 11.6 | 10.5 | 11.8 | 9.0 | 10.5 |
| LA MIA CASA | 100.0 | 7.8 | 15.1 | 7.6 | 3.0 | 0.0 | 1.2 | 17.2 | 0.0 | 2.4 | 4.2 | 5.9 | 7.5 | 13.7 | 6.7 | 7.7 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 8.3 | 16.5 | 11.7 | 7.4 | 1.3 | 3.5 | 12.6 | 0.7 | 1.0 | 1.5 | 2.4 | 1.1 | 19.9 | 2.9 | 9.2 |
| NAUTICA | 100.0 | 11.5 | 21.3 | 11.3 | 4.4 | 2.0 | 1.7 | 10.4 | 2.4 | 1.2 | 1.4 | 0.0 | 0.5 | 16.7 | 9.2 | 6.0 |
| PESCARE | 100.0 | 3.8 | 18.4 | 7.1 | 4.2 | 0.4 | 0.6 | 23.1 | 0.2 | 0.8 | 0.6 | 2.6 | 1.1 | 14.3 | 14.6 | 8.3 |
| PRATICA | 100.0 | 2.7 | 18.4 | 7.1 | 2.7 | 0.0 | 4.6 | 10.5 | 1.0 | 3.3 | 5.1 | 7.0 | 3.9 | 10.5 | 11.9 | 11.2 |
| QUATTRORUOTE | 100.0 | 6.5 | 16.4 | 10.2 | 3.9 | 1.5 | 2.2 | 19.0 | 0.6 | 0.7 | 1.0 | 1.6 | 0.8 | 18.1 | 9.1 | 8.2 |
| QUATTRO ZAMPE | 100.0 | 4.7 | 12.6 | 6.0 | 4.4 | 1.5 | 2.3 | 18.0 | 1.1 | 0.5 | 2.2 | 3.7 | 2.8 | 19.1 | 8.8 | 12.1 |
| QUI TOURING | 100.0 | 11.5 | 24.6 | 4.8 | 1.4 | 0.2 | 7.0 | 3.8 | 2.1 | 2.0 | 0.9 | 0.0 | 2.8 | 14.2 | 20.9 | 3.9 |
| RAKAM | 100.0 | 2.7 | 11.2 | 5.1 | 1.5 | 0.3 | 8.1 | 7.8 | 4.1 | 4.7 | 7.0 | 6.6 | 8.8 | 10.3 | 14.5 | 7.3 |
| SALE & PEPE | 100.0 | 6.6 | 15.8 | 9.7 | 1.3 | 0.5 | 7.6 | 10.4 | 1.0 | 3.6 | 2.0 | 4.2 | 4.9 | 12.8 | 11.8 | 7.8 |
| SALVE | 100.0 | 7.4 | 20.1 | 8.0 | 2.2 | 0.0 | 8.5 | 10.9 | 1.3 | 1.3 | 1.8 | 2.6 | 6.2 | 8.6 | 15.3 | 5.8 |
| SCIENZA & VITA | 100.0 | 7.1 | 14.7 | 7.9 | 3.2 | 1.0 | 10.9 | 7.2 | 1.5 | 0.9 | 1.1 | 2.0 | 2.3 | 21.5 | 11.5 | 7.4 |
| LE SCIENZE | 100.0 | 11.3 | 17.8 | 3.3 | 1.1 | 1.0 | 16.9 | 4.3 | 1.4 | 2.5 | 0.5 | 0.8 | 0.3 | 28.6 | 7.4 | 2.8 |
| SELEZIONE READER'S DIGEST | 100.0 | 4.7 | 17.8 | 6.9 | 1.3 | 1.8 | 4.0 | 10.9 | 1.2 | 3.1 | 2.5 | 2.5 | 4.9 | 13.3 | 19.0 | 6.0 |
| SILHOUETTE DONNA | 100.0 | 1.6 | 12.6 | 4.8 | 2.0 | 0.4 | 2.9 | 14.5 | 1.0 | 3.0 | 3.2 | 4.6 | 3.3 | 30.4 | 1.9 | 13.9 |
| SPEAK UP | 100.0 | 13.8 | 18.2 | 3.5 | 1.9 | 1.0 | 10.0 | 3.6 | 2.6 | 0.6 | 0.0 | 0.9 | 0.8 | 32.7 | 4.1 | 6.5 |
| STARBENE | 100.0 | 3.7 | 15.1 | 7.2 | 2.5 | 0.7 | 5.1 | 13.8 | 0.9 | 2.1 | 2.3 | 5.7 | 4.9 | 17.7 | 9.0 | 9.3 |
| STARTER | 100.0 | 5.8 | 12.9 | 8.2 | 3.5 | 0.0 | 2.2 | 24.6 | 0.0 | 1.6 | 0.0 | 1.3 | 0.0 | 29.0 | 8.3 | 2.7 |
| TUTTI FOTOGRAFI | 100.0 | 13.2 | 24.3 | 11.8 | 0.3 | 0.8 | 5.6 | 14.1 | 0.0 | 3.0 | 3.2 | 1.3 | 0.0 | 5.1 | 13.2 | 4.2 |
| TUTTO | 100.0 | 1.4 | 5.2 | 3.6 | 0.2 | 0.2 | 1.4 | 9.7 | 0.3 | 0.4 | 0.4 | 1.2 | 1.2 | 67.0 | 0.2 | 7.6 |
| TUTTOMOTO | 100.0 | 3.5 | 10.5 | 11.0 | 3.6 | 0.7 | 1.2 | 19.6 | 0.1 | 0.4 | 0.0 | 0.1 | 0.4 | 33.1 | 4.7 | 11.3 |
| TUTTOTURISMO | 100.0 | 12.4 | 20.1 | 13.6 | 0.9 | 0.0 | 4.3 | 14.0 | 0.8 | 1.6 | 1.9 | 1.5 | 1.5 | 16.0 | 7.1 | 4.1 |
| VERA | 100.0 | 1.7 | 17.3 | 5.6 | 0.9 | 0.8 | 3.2 | 16.9 | 1.4 | 4.6 | 4.2 | 5.8 | 5.4 | 14.5 | 6.7 | 10.9 |
| VIAGGIARE | 100.0 | 5.9 | 21.1 | 7.0 | 2.7 | 2.0 | 1.1 | 19.2 | 0.6 | 1.4 | 0.5 | 0.8 | 1.3 | 22.6 | 9.1 | 4.9 |
| VITALITY | 100.0 | 4.1 | 14.9 | 5.0 | 1.9 | 0.0 | 2.8 | 16.4 | 0.0 | 2.1 | 1.4 | 1.1 | 3.8 | 27.5 | 6.9 | 12.0 |
| VOGUE ITALIA | 100.0 | 4.8 | 14.4 | 9.9 | 4.1 | 0.7 | 3.6 | 12.6 | 1.1 | 2.7 | 2.3 | 3.8 | 2.5 | 21.5 | 6.2 | 9.7 |
| WEEKEND VIAGGI | 100.0 | 6.3 | 21.3 | 4.7 | 3.0 | 0.9 | 5.0 | 12.0 | 1.8 | 0.9 | 1.2 | 5.7 | 0.6 | 15.8 | 8.4 | 12.4 |
| DIANA (QUATTORDICINALE) | 100.0 | 6.6 | 16.2 | 8.6 | 3.6 | 4.5 | 1.5 | 22.2 | 0.0 | 0.0 | 0.0 | 2.0 | 1.2 | 7.9 | 17.4 | 8.3 |

# Adulti

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA MEDIA | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA ALTA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 49445 | 404 | 1035 | 369 | 1810 | 3618 | 2033 | 7443 | 7415 | 13778 | 30669 | 907 | 2059 | 4919 | 7273 | 15158 |
| AMICA | 1234 | 8 | 3 | 3 | 37 | 51 | 19 | 169 | 135 | 343 | 666 | 39 | 68 | 162 | 249 | 518 |
| ANNA | 1397 | 4 | 5 | 6 | 39 | 54 | 45 | 145 | 195 | 360 | 745 | 28 | 73 | 200 | 296 | 598 |
| AUTO OGGI | 866 | 1 | 0 | 5 | 24 | 30 | 10 | 65 | 122 | 309 | 506 | 9 | 35 | 109 | 177 | 330 |
| AUTOSPRINT | 758 | 0 | 2 | 0 | 19 | 21 | 3 | 58 | 93 | 233 | 387 | 11 | 28 | 136 | 175 | 351 |
| BELLA | 721 | 5 | 2 | 0 | 14 | 21 | 13 | 94 | 107 | 191 | 405 | 17 | 29 | 99 | 150 | 294 |
| CHI | 1712 | 8 | 11 | 7 | 18 | 45 | 48 | 205 | 245 | 466 | 964 | 51 | 64 | 250 | 339 | 704 |
| CONFIDENZE | 1037 | 5 | 5 | 3 | 20 | 34 | 35 | 178 | 171 | 311 | 695 | 29 | 29 | 92 | 158 | 308 |
| DOMENICA QUIZ | 392 | 0 | 3 | 2 | 12 | 17 | 14 | 58 | 46 | 108 | 225 | 11 | 31 | 41 | 67 | 150 |
| DONNA MODERNA | 4060 | 3 | 22 | 15 | 71 | 111 | 63 | 399 | 605 | 1159 | 2225 | 66 | 221 | 556 | 881 | 1724 |
| L'ESPRESSO | 2321 | 8 | 7 | 0 | 33 | 48 | 47 | 219 | 345 | 612 | 1222 | 80 | 144 | 340 | 485 | 1051 |
| EVA EXPRESS TREMILA | 783 | 4 | 2 | 6 | 15 | 26 | 10 | 86 | 125 | 239 | 460 | 13 | 32 | 95 | 158 | 297 |
| FAMIGLIA CRISTIANA | 5215 | 39 | 51 | 13 | 103 | 206 | 238 | 847 | 725 | 1366 | 3177 | 120 | 195 | 561 | 956 | 1832 |
| FILM TV | 317 | 0 | 4 | 2 | 6 | 13 | 5 | 15 | 54 | 111 | 185 | 6 | 29 | 46 | 37 | 119 |
| GENTE | 4387 | 25 | 35 | 29 | 96 | 186 | 175 | 609 | 593 | 1242 | 2620 | 110 | 216 | 480 | 775 | 1581 |
| GIOIA | 1487 | 4 | 12 | 5 | 40 | 61 | 35 | 165 | 204 | 435 | 839 | 20 | 65 | 175 | 328 | 587 |
| IL GIORNALINO | 401 | 0 | 0 | 0 | 11 | 11 | 0 | 30 | 36 | 166 | 232 | 0 | 8 | 22 | 128 | 158 |
| GRAND HOTEL | 1238 | 6 | 14 | 11 | 27 | 58 | 45 | 204 | 183 | 400 | 831 | 16 | 18 | 134 | 182 | 350 |
| GRAZIA | 1810 | 4 | 4 | 7 | 33 | 48 | 41 | 225 | 212 | 541 | 1019 | 38 | 93 | 219 | 393 | 743 |
| GUERIN SPORTIVO | 482 | 2 | 0 | 1 | 19 | 22 | 3 | 25 | 56 | 210 | 294 | 4 | 19 | 43 | 101 | 167 |
| GUIDA TV | 1729 | 2 | 17 | 3 | 39 | 61 | 50 | 234 | 306 | 501 | 1091 | 25 | 71 | 192 | 290 | 577 |
| INTIMITA' | 1192 | 1 | 11 | 8 | 27 | 47 | 53 | 219 | 176 | 345 | 792 | 24 | 41 | 111 | 178 | 354 |
| MAGAZINE BEAUTIFUL | 351 | 1 | 0 | 5 | 14 | 20 | 0 | 15 | 41 | 147 | 203 | 3 | 8 | 25 | 93 | 128 |
| IL MONDO | 113 | 0 | 0 | 3 | 1 | 4 | 0 | 8 | 10 | 27 | 45 | 4 | 16 | 16 | 28 | 64 |
| MOTOSPRINT | 585 | 0 | 3 | 0 | 28 | 31 | 10 | 43 | 58 | 204 | 315 | 2 | 13 | 88 | 136 | 239 |
| NOVELLA 2000 | 1465 | 7 | 22 | 9 | 50 | 88 | 25 | 139 | 241 | 383 | 788 | 17 | 87 | 202 | 282 | 589 |
| OGGI | 4430 | 14 | 37 | 15 | 83 | 149 | 141 | 604 | 573 | 1181 | 2500 | 108 | 271 | 522 | 880 | 1781 |
| PANORAMA | 3507 | 4 | 8 | 13 | 46 | 71 | 39 | 294 | 414 | 944 | 1691 | 101 | 252 | 539 | 852 | 1745 |
| SORRISI E CANZONI TV | 8586 | 13 | 71 | 52 | 267 | 403 | 160 | 799 | 1347 | 2959 | 5265 | 82 | 315 | 973 | 1549 | 2919 |
| STOP | 750 | 3 | 5 | 7 | 10 | 24 | 35 | 135 | 117 | 144 | 430 | 31 | 34 | 90 | 141 | 296 |
| TELEPIU' | 2157 | 9 | 19 | 9 | 97 | 133 | 43 | 214 | 294 | 825 | 1375 | 21 | 70 | 198 | 360 | 649 |
| TELESETTE | 2296 | 5 | 20 | 4 | 77 | 107 | 72 | 284 | 417 | 727 | 1501 | 23 | 78 | 262 | 326 | 688 |
| TOPOLINO | 2675 | 2 | 5 | 14 | 64 | 85 | 30 | 153 | 326 | 1046 | 1555 | 28 | 90 | 333 | 583 | 1035 |
| VISTO | 741 | 2 | 5 | 2 | 17 | 27 | 25 | 89 | 132 | 215 | 460 | 21 | 16 | 79 | 137 | 253 |
| VIVERSANI & BELLI | 1929 | 6 | 14 | 11 | 31 | 62 | 31 | 209 | 343 | 634 | 1217 | 17 | 72 | 216 | 345 | 650 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1691 | 1 | 3 | 11 | 7 | 22 | 19 | 139 | 177 | 456 | 791 | 74 | 116 | 264 | 424 | 878 |
| DIARIO DELLA SETTIMANA | 165 | 0 | 0 | 0 | 0 | 0 | 4 | 22 | 8 | 42 | 76 | 8 | 16 | 24 | 41 | 89 |
| LA GAZZETTA SPORT MAGAZINE | 2451 | 0 | 6 | 12 | 56 | 74 | 35 | 222 | 391 | 760 | 1407 | 35 | 113 | 299 | 522 | 969 |
| IO DONNA | 2071 | 3 | 7 | 4 | 8 | 21 | 41 | 235 | 214 | 406 | 896 | 68 | 175 | 352 | 559 | 1154 |
| SETTE | 2509 | 3 | 11 | 3 | 16 | 32 | 47 | 290 | 295 | 557 | 1189 | 66 | 197 | 427 | 599 | 1288 |
| SPECCHIO DELLA STAMPA | 1306 | 0 | 5 | 3 | 19 | 27 | 33 | 160 | 165 | 383 | 740 | 28 | 71 | 202 | 239 | 540 |
| TV SETTE | 2696 | 3 | 13 | 5 | 24 | 44 | 51 | 338 | 317 | 657 | 1363 | 59 | 192 | 420 | 618 | 1289 |
| IL VENERDI' | 4025 | 4 | 9 | 9 | 34 | 56 | 66 | 353 | 520 | 1045 | 1984 | 136 | 287 | 600 | 961 | 1984 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| MENSILI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 49445 | 404 | 1035 | 369 | 1810 | 3618 | 2033 | 7443 | 7415 | 13778 | 30669 | 907 | 2059 | 4919 | 7273 | 15158 |
| ABITARE | 449 | 1 | 3 | 0 | 3 | 7 | 9 | 36 | 52 | 81 | 178 | 15 | 41 | 84 | 124 | 263 |
| AD | 677 | 0 | 0 | 0 | 6 | 6 | 7 | 36 | 82 | 133 | 257 | 23 | 70 | 127 | 193 | 413 |
| AIRONE | 1090 | 0 | 0 | 0 | 4 | 4 | 21 | 121 | 120 | 245 | 508 | 28 | 80 | 199 | 272 | 579 |
| AMADEUS | 186 | 2 | 2 | 0 | 0 | 3 | 2 | 11 | 23 | 33 | 68 | 14 | 6 | 48 | 46 | 114 |
| ARCHEO | 322 | 0 | 0 | 0 | 3 | 3 | 4 | 21 | 57 | 60 | 142 | 16 | 21 | 60 | 80 | 177 |
| ASTRA | 554 | 0 | 3 | 5 | 8 | 16 | 16 | 49 | 53 | 228 | 346 | 11 | 18 | 85 | 77 | 192 |
| A TAVOLA | 222 | 4 | 0 | 1 | 6 | 10 | 6 | 19 | 34 | 47 | 105 | 6 | 17 | 31 | 53 | 107 |
| AUTO | 1289 | 0 | 9 | 7 | 47 | 62 | 13 | 95 | 168 | 406 | 682 | 10 | 60 | 181 | 294 | 545 |
| L'AUTOMOBILE | 1337 | 0 | 8 | 2 | 11 | 21 | 20 | 174 | 185 | 399 | 778 | 15 | 69 | 200 | 254 | 537 |
| BELL'EUROPA | 373 | 0 | 0 | 1 | 0 | 1 | 0 | 37 | 42 | 61 | 140 | 18 | 33 | 96 | 86 | 232 |
| BELL'ITALIA | 746 | 0 | 3 | 5 | 1 | 9 | 6 | 65 | 85 | 139 | 294 | 30 | 62 | 156 | 194 | 442 |
| BENISSIMO | 440 | 0 | 7 | 2 | 8 | 17 | 13 | 39 | 70 | 109 | 231 | 10 | 25 | 58 | 99 | 192 |
| BIMBI SANI E BELLI | 1209 | 1 | 5 | 8 | 59 | 73 | 12 | 114 | 248 | 411 | 784 | 9 | 48 | 148 | 146 | 352 |
| BRAVA CASA | 1164 | 0 | 3 | 0 | 15 | 18 | 20 | 90 | 182 | 309 | 600 | 24 | 74 | 191 | 257 | 546 |
| BUONA CUCINA | 623 | 3 | 0 | 7 | 26 | 36 | 34 | 88 | 68 | 177 | 367 | 6 | 56 | 55 | 103 | 220 |
| BURDA | 1286 | 9 | 10 | 7 | 66 | 92 | 19 | 126 | 215 | 487 | 847 | 18 | 27 | 106 | 194 | 346 |
| CAPITAL | 470 | 2 | 0 | 0 | 0 | 2 | 5 | 37 | 57 | 98 | 197 | 13 | 50 | 103 | 105 | 271 |
| CARNET | 240 | 1 | 0 | 0 | 0 | 1 | 4 | 19 | 19 | 46 | 88 | 18 | 20 | 40 | 74 | 151 |
| CASAVIVA | 1846 | 1 | 3 | 7 | 19 | 31 | 24 | 175 | 239 | 577 | 1015 | 33 | 112 | 270 | 386 | 800 |
| CENTO COSE ENERGY | 783 | 0 | 5 | 1 | 12 | 19 | 5 | 37 | 118 | 252 | 413 | 5 | 24 | 98 | 225 | 352 |
| CIAK | 941 | 0 | 0 | 0 | 22 | 22 | 9 | 75 | 125 | 363 | 572 | 11 | 32 | 87 | 216 | 347 |
| CIPRIA | 395 | 0 | 0 | 0 | 2 | 2 | 10 | 27 | 55 | 133 | 224 | 7 | 27 | 44 | 90 | 169 |
| CLASS | 315 | 3 | 0 | 1 | 4 | 8 | 6 | 13 | 46 | 47 | 112 | 11 | 40 | 57 | 87 | 195 |
| CLUB 3 | 219 | 0 | 0 | 0 | 0 | 0 | 15 | 70 | 23 | 24 | 132 | 7 | 19 | 34 | 28 | 87 |
| COME STAI | 354 | 0 | 0 | 0 | 9 | 9 | 10 | 27 | 49 | 121 | 206 | 4 | 13 | 53 | 69 | 139 |
| CONSIGLI PRATICI | 278 | 0 | 9 | 0 | 7 | 16 | 7 | 35 | 41 | 85 | 169 | 4 | 8 | 36 | 44 | 93 |
| COSE DI CASA | 1942 | 2 | 14 | 4 | 31 | 51 | 34 | 191 | 286 | 635 | 1146 | 23 | 122 | 227 | 373 | 745 |
| LA CUCINA ITALIANA | 995 | 1 | 5 | 1 | 23 | 30 | 30 | 101 | 143 | 222 | 497 | 25 | 101 | 142 | 200 | 468 |
| CUCINA MODERNA | 1076 | 2 | 8 | 1 | 19 | 30 | 14 | 128 | 141 | 328 | 612 | 11 | 70 | 114 | 240 | 435 |
| DONNA | 1021 | 0 | 8 | 4 | 41 | 53 | 30 | 111 | 129 | 377 | 647 | 20 | 36 | 94 | 171 | 321 |
| DONNA E MAMMA | 462 | 0 | 0 | 3 | 22 | 25 | 5 | 42 | 111 | 146 | 304 | 0 | 26 | 63 | 45 | 134 |
| DOVE | 525 | 0 | 0 | 0 | 2 | 2 | 10 | 27 | 47 | 75 | 160 | 20 | 63 | 113 | 167 | 363 |
| ELLE | 610 | 0 | 2 | 0 | 5 | 7 | 15 | 40 | 72 | 140 | 267 | 23 | 47 | 95 | 170 | 336 |
| ELLE DECOR | 200 | 1 | 0 | 0 | 0 | 1 | 4 | 11 | 19 | 38 | 73 | 10 | 12 | 53 | 51 | 127 |
| FOCUS | 3389 | 1 | 12 | 6 | 29 | 48 | 37 | 214 | 441 | 991 | 1683 | 30 | 153 | 571 | 903 | 1657 |
| GARDENIA | 373 | 0 | 2 | 0 | 10 | 12 | 3 | 41 | 47 | 72 | 163 | 19 | 39 | 69 | 71 | 198 |
| GENTE MESE | 1483 | 5 | 7 | 9 | 24 | 45 | 35 | 132 | 229 | 570 | 966 | 29 | 70 | 138 | 236 | 473 |
| GENTE MONEY | 315 | 2 | 0 | 0 | 2 | 4 | 6 | 27 | 28 | 86 | 147 | 10 | 31 | 68 | 54 | 164 |
| GENTE MOTORI | 1765 | 2 | 7 | 10 | 53 | 71 | 16 | 133 | 252 | 597 | 998 | 19 | 84 | 242 | 351 | 695 |
| GENTE VIAGGI | 872 | 2 | 6 | 0 | 8 | 16 | 11 | 76 | 124 | 191 | 401 | 17 | 76 | 144 | 218 | 455 |
| GLAMOUR | 432 | 0 | 2 | 0 | 6 | 9 | 2 | 30 | 54 | 110 | 196 | 4 | 42 | 51 | 132 | 228 |
| GULLIVER | 337 | 0 | 0 | 0 | 0 | 0 | 7 | 35 | 41 | 75 | 158 | 15 | 27 | 59 | 78 | 179 |
| IN CASA | 209 | 0 | 3 | 0 | 2 | 4 | 4 | 19 | 31 | 61 | 115 | 6 | 12 | 22 | 50 | 89 |
| INSIEME | 444 | 0 | 2 | 4 | 13 | 19 | 5 | 27 | 80 | 131 | 243 | 2 | 15 | 93 | 71 | 181 |
| IO E IL MIO BAMBINO | 990 | 0 | 1 | 9 | 45 | 55 | 0 | 66 | 268 | 297 | 632 | 7 | 21 | 151 | 124 | 304 |
| JESUS | 206 | 0 | 4 | 0 | 2 | 6 | 14 | 22 | 19 | 64 | 120 | 3 | 18 | 30 | 30 | 81 |
| MADRE | 218 | 0 | 0 | 0 | 2 | 2 | 15 | 35 | 18 | 59 | 128 | 1 | 11 | 24 | 53 | 88 |
| MARIE CLAIRE | 1065 | 0 | 4 | 5 | 7 | 15 | 15 | 88 | 121 | 251 | 474 | 29 | 91 | 159 | 296 | 576 |
| MAX | 1725 | 0 | 5 | 5 | 18 | 27 | 8 | 110 | 209 | 489 | 816 | 29 | 70 | 270 | 512 | 882 |
| MERIDIANI | 211 | 0 | 0 | 0 | 3 | 3 | 2 | 12 | 18 | 17 | 49 | 14 | 32 | 44 | 69 | 159 |
| MESSAGGERO DI S.ANTONIO | 1771 | 18 | 22 | 9 | 47 | 95 | 103 | 296 | 274 | 493 | 1167 | 39 | 68 | 160 | 242 | 509 |
| LA MIA BOUTIQUE | 460 | 0 | 2 | 3 | 20 | 25 | 10 | 72 | 58 | 163 | 304 | 9 | 15 | 39 | 68 | 131 |
| LA MIA CASA | 409 | 0 | 4 | 1 | 8 | 13 | 6 | 30 | 54 | 141 | 230 | 16 | 26 | 51 | 73 | 165 |
| MILLIONAIRE INTRAPRENDERE | 666 | 3 | 0 | 2 | 21 | 26 | 4 | 38 | 126 | 248 | 417 | 7 | 20 | 79 | 116 | 222 |
| NAUTICA | 278 | 1 | 0 | 0 | 0 | 1 | 5 | 14 | 30 | 77 | 125 | 5 | 36 | 55 | 54 | 151 |
| PESCARE | 579 | 2 | 2 | 2 | 14 | 19 | 9 | 65 | 92 | 203 | 369 | 6 | 39 | 60 | 86 | 191 |
| PRATICA | 470 | 0 | 1 | 0 | 14 | 15 | 9 | 44 | 57 | 148 | 258 | 2 | 28 | 61 | 106 | 197 |
| QUATTRORUOTE | 5663 | 3 | 27 | 18 | 126 | 174 | 88 | 444 | 794 | 1723 | 3048 | 56 | 314 | 816 | 1255 | 2441 |
| QUATTRO ZAMPE | 516 | 0 | 9 | 0 | 10 | 18 | 16 | 36 | 74 | 143 | 269 | 8 | 47 | 73 | 101 | 229 |
| QUI TOURING | 1004 | 0 | 0 | 0 | 3 | 3 | 21 | 119 | 60 | 150 | 350 | 32 | 131 | 225 | 263 | 651 |
| RAKAM | 611 | 5 | 4 | 0 | 15 | 24 | 15 | 86 | 100 | 140 | 342 | 20 | 27 | 62 | 138 | 246 |
| SALE & PEPE | 740 | 4 | 1 | 0 | 9 | 14 | 22 | 76 | 76 | 183 | 357 | 7 | 60 | 134 | 168 | 369 |
| SALVE | 432 | 0 | 0 | 0 | 2 | 2 | 11 | 49 | 73 | 113 | 247 | 13 | 40 | 54 | 76 | 183 |
| SCIENZA & VITA | 248 | 1 | 0 | 0 | 3 | 4 | 7 | 22 | 33 | 67 | 129 | 6 | 15 | 33 | 61 | 115 |
| LE SCIENZE | 469 | 0 | 2 | 0 | 7 | 9 | 4 | 20 | 75 | 117 | 216 | 21 | 35 | 113 | 77 | 244 |
| SELEZIONE READER'S DIGEST | 1222 | 1 | 3 | 2 | 17 | 24 | 28 | 148 | 194 | 354 | 725 | 26 | 77 | 152 | 219 | 474 |
| SILHOUETTE DONNA | 1475 | 0 | 15 | 9 | 55 | 79 | 11 | 93 | 216 | 548 | 868 | 13 | 37 | 157 | 322 | 529 |
| SPEAK UP | 272 | 2 | 4 | 0 | 4 | 10 | 10 | 23 | 32 | 80 | 144 | 6 | 23 | 30 | 60 | 118 |
| STARBENE | 2135 | 5 | 17 | 10 | 61 | 92 | 33 | 227 | 350 | 639 | 1249 | 33 | 93 | 266 | 402 | 794 |
| STARTER | 157 | 0 | 0 | 0 | 9 | 9 | 6 | 15 | 10 | 44 | 76 | 1 | 10 | 30 | 31 | 72 |
| TUTTI FOTOGRAFI | 230 | 0 | 0 | 0 | 0 | 0 | 1 | 24 | 54 | 62 | 141 | 4 | 15 | 37 | 34 | 90 |
| TUTTO | 893 | 1 | 0 | 5 | 16 | 23 | 1 | 29 | 97 | 447 | 573 | 3 | 10 | 65 | 220 | 297 |
| TUTTOMOTO | 1053 | 1 | 2 | 3 | 44 | 50 | 11 | 63 | 136 | 389 | 599 | 11 | 16 | 110 | 267 | 405 |
| TUTTOTURISMO | 337 | 0 | 3 | 0 | 12 | 16 | 4 | 30 | 32 | 92 | 159 | 7 | 17 | 50 | 89 | 163 |
| VERA | 1260 | 0 | 10 | 3 | 25 | 39 | 22 | 93 | 209 | 416 | 740 | 9 | 64 | 159 | 249 | 481 |
| VIAGGIARE | 360 | 0 | 2 | 3 | 3 | 7 | 6 | 30 | 36 | 102 | 174 | 8 | 32 | 71 | 68 | 180 |
| VITALITY | 274 | 4 | 0 | 0 | 2 | 6 | 3 | 32 | 28 | 72 | 135 | 5 | 18 | 30 | 81 | 133 |
| VOGUE ITALIA | 1025 | 3 | 0 | 4 | 17 | 24 | 12 | 87 | 156 | 300 | 556 | 21 | 39 | 131 | 254 | 444 |
| WEEKEND VIAGGI | 255 | 0 | 2 | 0 | 2 | 4 | 0 | 21 | 41 | 55 | 118 | 13 | 15 | 39 | 67 | 134 |
| DIANA (QUATTORDICINALE) | 348 | 0 | 6 | 0 | 7 | 13 | 3 | 33 | 79 | 69 | 184 | 4 | 27 | 57 | 64 | 152 |

# Adulti

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA MEDIA | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA ALTA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | 100.0 | 0.8 | 2.1 | 0.7 | 3.7 | 7.3 | 4.1 | 15.1 | 15.0 | 27.9 | 62.0 | 1.8 | 4.2 | 9.9 | 14.7 | 30.7 |
| AMICA | 100.0 | 0.6 | 0.2 | 0.2 | 3.0 | 4.1 | 1.6 | 13.7 | 10.9 | 27.8 | 53.9 | 3.2 | 5.5 | 13.1 | 20.1 | 41.9 |
| ANNA | 100.0 | 0.3 | 0.4 | 0.4 | 2.8 | 3.9 | 3.2 | 10.4 | 13.9 | 25.8 | 53.3 | 2.0 | 5.2 | 14.3 | 21.2 | 42.8 |
| AUTO OGGI | 100.0 | 0.1 | 0.0 | 0.6 | 2.7 | 3.4 | 1.2 | 7.5 | 14.1 | 35.7 | 58.5 | 1.0 | 4.0 | 12.6 | 20.5 | 38.1 |
| AUTOSPRINT | 100.0 | 0.0 | 0.2 | 0.0 | 2.5 | 2.7 | 0.4 | 7.7 | 12.2 | 30.7 | 51.0 | 1.5 | 3.8 | 18.0 | 23.0 | 46.3 |
| BELLA | 100.0 | 0.7 | 0.3 | 0.0 | 2.0 | 3.0 | 1.8 | 13.0 | 14.9 | 26.5 | 56.2 | 2.3 | 4.0 | 13.7 | 20.8 | 40.8 |
| CHI | 100.0 | 0.5 | 0.6 | 0.4 | 1.1 | 2.6 | 2.8 | 12.0 | 14.3 | 27.2 | 56.3 | 3.0 | 3.7 | 14.6 | 19.8 | 41.1 |
| CONFIDENZE | 100.0 | 0.5 | 0.5 | 0.3 | 1.9 | 3.3 | 3.4 | 17.1 | 16.5 | 30.0 | 67.0 | 2.8 | 2.8 | 8.9 | 15.2 | 29.7 |
| DOMENICA QUIZ | 100.0 | 0.0 | 0.8 | 0.4 | 3.1 | 4.3 | 3.7 | 14.7 | 11.7 | 27.4 | 57.5 | 2.9 | 7.8 | 10.5 | 17.0 | 38.2 |
| DONNA MODERNA | 100.0 | 0.1 | 0.6 | 0.4 | 1.7 | 2.7 | 1.5 | 9.8 | 14.9 | 28.5 | 54.8 | 1.6 | 5.5 | 13.7 | 21.7 | 42.5 |
| L'ESPRESSO | 100.0 | 0.3 | 0.3 | 0.0 | 1.4 | 2.1 | 2.0 | 9.4 | 14.9 | 26.3 | 52.6 | 3.5 | 6.2 | 14.7 | 20.9 | 45.3 |
| EVA EXPRESS TREMILA | 100.0 | 0.5 | 0.2 | 0.8 | 1.9 | 3.3 | 1.3 | 11.0 | 15.9 | 30.5 | 58.7 | 1.6 | 4.0 | 12.2 | 20.1 | 37.9 |
| FAMIGLIA CRISTIANA | 100.0 | 0.7 | 1.0 | 0.2 | 2.0 | 3.9 | 4.6 | 16.2 | 13.9 | 26.2 | 60.9 | 2.3 | 3.7 | 10.8 | 18.3 | 35.1 |
| FILM TV | 100.0 | 0.0 | 1.4 | 0.8 | 1.9 | 4.1 | 1.5 | 4.9 | 17.0 | 35.0 | 58.3 | 2.0 | 9.2 | 14.6 | 11.8 | 37.6 |
| GENTE | 100.0 | 0.6 | 0.8 | 0.7 | 2.2 | 4.2 | 4.0 | 13.9 | 13.5 | 28.3 | 59.7 | 2.5 | 4.9 | 10.9 | 17.7 | 36.0 |
| GIOIA | 100.0 | 0.3 | 0.8 | 0.3 | 2.7 | 4.1 | 2.3 | 11.1 | 13.7 | 29.3 | 56.4 | 1.3 | 4.4 | 11.7 | 22.0 | 39.5 |
| IL GIORNALINO | 100.0 | 0.0 | 0.0 | 0.0 | 2.8 | 2.8 | 0.0 | 7.5 | 8.9 | 41.4 | 57.8 | 0.0 | 1.9 | 5.6 | 32.0 | 39.5 |
| GRAND HOTEL | 100.0 | 0.5 | 1.1 | 0.9 | 2.2 | 4.7 | 3.6 | 16.5 | 14.8 | 32.3 | 67.1 | 1.3 | 1.4 | 10.9 | 14.7 | 28.2 |
| GRAZIA | 100.0 | 0.2 | 0.2 | 0.4 | 1.8 | 2.7 | 2.3 | 12.4 | 11.7 | 29.9 | 56.3 | 2.1 | 5.2 | 12.1 | 21.7 | 41.0 |
| GUERIN SPORTIVO | 100.0 | 0.4 | 0.0 | 0.2 | 3.9 | 4.5 | 0.6 | 5.2 | 11.5 | 43.6 | 60.9 | 0.9 | 3.9 | 8.8 | 21.0 | 34.6 |
| GUIDA TV | 100.0 | 0.1 | 1.0 | 0.2 | 2.3 | 3.5 | 2.9 | 13.5 | 17.7 | 29.0 | 63.1 | 1.4 | 4.1 | 11.1 | 16.7 | 33.4 |
| INTIMITA' | 100.0 | 0.1 | 1.0 | 0.7 | 2.3 | 4.0 | 4.4 | 18.3 | 14.7 | 28.9 | 66.4 | 2.0 | 3.4 | 9.3 | 14.9 | 29.7 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.4 | 0.0 | 1.3 | 4.0 | 5.6 | 0.0 | 4.2 | 11.8 | 41.9 | 58.0 | 0.7 | 2.2 | 7.0 | 26.4 | 36.4 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 2.4 | 1.3 | 3.7 | 0.0 | 7.5 | 8.5 | 23.9 | 39.9 | 3.6 | 13.9 | 14.5 | 24.5 | 56.4 |
| MOTOSPRINT | 100.0 | 0.0 | 0.5 | 0.0 | 4.8 | 5.3 | 1.7 | 7.4 | 9.9 | 34.9 | 53.8 | 0.3 | 2.3 | 15.1 | 23.2 | 40.9 |
| NOVELLA 2000 | 100.0 | 0.5 | 1.5 | 0.6 | 3.4 | 6.0 | 1.7 | 9.5 | 16.5 | 26.1 | 53.8 | 1.1 | 6.0 | 13.8 | 19.3 | 40.2 |
| OGGI | 100.0 | 0.3 | 0.8 | 0.3 | 1.9 | 3.4 | 3.2 | 13.6 | 12.9 | 26.6 | 56.4 | 2.4 | 6.1 | 11.8 | 19.9 | 40.2 |
| PANORAMA | 100.0 | 0.1 | 0.2 | 0.4 | 1.3 | 2.0 | 1.1 | 8.4 | 11.8 | 26.9 | 48.2 | 2.9 | 7.2 | 15.4 | 24.3 | 49.7 |
| SORRISI E CANZONI TV | 100.0 | 0.1 | 0.8 | 0.6 | 3.1 | 4.7 | 1.9 | 9.3 | 15.7 | 34.5 | 61.3 | 1.0 | 3.7 | 11.3 | 18.0 | 34.0 |
| STOP | 100.0 | 0.3 | 0.6 | 0.9 | 1.3 | 3.2 | 4.6 | 18.0 | 15.6 | 19.1 | 57.4 | 4.2 | 4.5 | 11.9 | 18.7 | 39.4 |
| TELEPIU' | 100.0 | 0.4 | 0.9 | 0.4 | 4.5 | 6.2 | 2.0 | 9.9 | 13.6 | 38.2 | 63.7 | 1.0 | 3.2 | 9.2 | 16.7 | 30.1 |
| TELESETTE | 100.0 | 0.2 | 0.9 | 0.2 | 3.4 | 4.7 | 3.1 | 12.4 | 18.2 | 31.6 | 65.3 | 1.0 | 3.4 | 11.4 | 14.2 | 30.0 |
| TOPOLINO | 100.0 | 0.1 | 0.2 | 0.5 | 2.4 | 3.2 | 1.1 | 5.7 | 12.2 | 39.1 | 58.1 | 1.0 | 3.4 | 12.5 | 21.8 | 38.7 |
| VISTO | 100.0 | 0.3 | 0.7 | 0.3 | 2.3 | 3.7 | 3.4 | 12.0 | 17.8 | 29.1 | 62.2 | 2.8 | 2.2 | 10.6 | 18.6 | 34.1 |
| VIVERSANI & BELLI | 100.0 | 0.3 | 0.7 | 0.6 | 1.6 | 3.2 | 1.6 | 10.8 | 17.8 | 32.8 | 63.1 | 0.9 | 3.7 | 11.2 | 17.9 | 33.7 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.1 | 0.2 | 0.6 | 0.4 | 1.3 | 1.1 | 8.2 | 10.5 | 26.9 | 46.8 | 4.4 | 6.9 | 15.6 | 25.1 | 51.9 |
| DIARIO DELLA SETTIMANA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.6 | 13.3 | 4.8 | 25.3 | 46.0 | 4.8 | 9.7 | 14.5 | 24.9 | 54.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 0.0 | 0.3 | 0.5 | 2.3 | 3.0 | 1.4 | 9.0 | 15.9 | 31.0 | 57.4 | 1.4 | 4.6 | 12.2 | 21.3 | 39.5 |
| IO DONNA | 100.0 | 0.1 | 0.3 | 0.2 | 0.4 | 1.0 | 2.0 | 11.3 | 10.3 | 19.6 | 43.3 | 3.3 | 8.5 | 17.0 | 27.0 | 55.7 |
| SETTE | 100.0 | 0.1 | 0.4 | 0.1 | 0.6 | 1.3 | 1.9 | 11.5 | 11.8 | 22.2 | 47.4 | 2.6 | 7.8 | 17.0 | 23.9 | 51.3 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.0 | 0.4 | 0.2 | 1.4 | 2.0 | 2.5 | 12.2 | 12.6 | 29.3 | 56.6 | 2.1 | 5.4 | 15.5 | 18.3 | 41.3 |
| TV SETTE | 100.0 | 0.1 | 0.5 | 0.2 | 0.9 | 1.6 | 1.9 | 12.6 | 11.8 | 24.4 | 50.6 | 2.2 | 7.1 | 15.6 | 22.9 | 47.8 |
| IL VENERDI' | 100.0 | 0.1 | 0.2 | 0.2 | 0.8 | 1.4 | 1.6 | 8.8 | 12.9 | 26.0 | 49.3 | 3.4 | 7.1 | 14.9 | 23.9 | 49.3 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| MENSILI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | **100.0** | **0.8** | **2.1** | **0.7** | **3.7** | **7.3** | **4.1** | **15.1** | **15.0** | **27.9** | **62.0** | **1.8** | **4.2** | **9.9** | **14.7** | **30.7** |
| ABITARE | 100.0 | 0.3 | 0.7 | 0.0 | 0.6 | 1.6 | 2.0 | 7.9 | 11.5 | 18.2 | 39.6 | 3.4 | 9.1 | 18.7 | 27.5 | 58.7 |
| AD | 100.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.9 | 1.1 | 5.3 | 12.1 | 19.6 | 38.0 | 3.4 | 10.3 | 18.8 | 28.6 | 61.1 |
| AIRONE | 100.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 1.9 | 11.1 | 11.0 | 22.5 | 46.6 | 2.5 | 7.3 | 18.3 | 24.9 | 53.1 |
| AMADEUS | 100.0 | 1.0 | 0.8 | 0.0 | 0.0 | 1.9 | 1.0 | 5.7 | 12.3 | 17.9 | 36.8 | 7.5 | 3.0 | 26.1 | 24.7 | 61.3 |
| ARCHEO | 100.0 | 0.0 | 0.0 | 0.0 | 0.9 | 0.9 | 1.4 | 6.4 | 17.7 | 18.7 | 44.2 | 4.9 | 6.7 | 18.5 | 24.9 | 54.9 |
| ASTRA | 100.0 | 0.0 | 0.5 | 0.9 | 1.4 | 2.8 | 2.9 | 8.8 | 9.6 | 41.2 | 62.5 | 1.9 | 3.3 | 15.4 | 13.9 | 34.6 |
| A TAVOLA | 100.0 | 1.6 | 0.0 | 0.4 | 2.6 | 4.6 | 2.8 | 8.3 | 15.1 | 21.2 | 47.4 | 2.8 | 7.6 | 13.7 | 23.9 | 48.0 |
| AUTO | 100.0 | 0.0 | 0.7 | 0.5 | 3.6 | 4.8 | 1.0 | 7.4 | 13.1 | 31.5 | 52.9 | 0.7 | 4.7 | 14.1 | 22.8 | 42.3 |
| L'AUTOMOBILE | 100.0 | 0.0 | 0.6 | 0.1 | 0.8 | 1.6 | 1.5 | 13.0 | 13.8 | 29.9 | 58.2 | 1.1 | 5.1 | 15.0 | 19.0 | 40.2 |
| BELL'EUROPA | 100.0 | 0.0 | 0.0 | 0.2 | 0.0 | 0.2 | 0.0 | 9.8 | 11.4 | 16.2 | 37.4 | 4.9 | 8.9 | 25.6 | 23.0 | 62.3 |
| BELL'ITALIA | 100.0 | 0.0 | 0.4 | 0.6 | 0.2 | 1.2 | 0.8 | 8.7 | 11.3 | 18.6 | 39.5 | 4.0 | 8.3 | 21.0 | 26.0 | 59.3 |
| BENISSIMO | 100.0 | 0.0 | 1.6 | 0.5 | 1.7 | 3.8 | 3.0 | 8.8 | 16.0 | 24.8 | 52.6 | 2.3 | 5.6 | 13.1 | 22.6 | 43.6 |
| BIMBI SANI E BELLI | 100.0 | 0.1 | 0.4 | 0.7 | 4.9 | 6.1 | 1.0 | 9.4 | 20.5 | 34.0 | 64.9 | 0.8 | 4.0 | 12.2 | 12.1 | 29.1 |
| BRAVA CASA | 100.0 | 0.0 | 0.3 | 0.0 | 1.3 | 1.6 | 1.7 | 7.7 | 15.7 | 26.5 | 51.5 | 2.1 | 6.4 | 16.4 | 22.1 | 46.9 |
| BUONA CUCINA | 100.0 | 0.5 | 0.0 | 1.2 | 4.1 | 5.8 | 5.5 | 14.2 | 10.9 | 28.3 | 58.9 | 0.9 | 8.9 | 8.9 | 16.5 | 35.3 |
| BURDA | 100.0 | 0.7 | 0.8 | 0.5 | 5.2 | 7.2 | 1.5 | 9.8 | 16.7 | 37.9 | 65.9 | 1.4 | 2.1 | 8.3 | 15.1 | 26.9 |
| CAPITAL | 100.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.4 | 1.2 | 7.9 | 12.1 | 20.8 | 41.9 | 2.7 | 10.6 | 22.0 | 22.4 | 57.7 |
| CARNET | 100.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.6 | 1.7 | 7.9 | 7.9 | 19.2 | 36.6 | 7.3 | 8.2 | 16.5 | 30.8 | 62.8 |
| CASAVIVA | 100.0 | 0.1 | 0.2 | 0.4 | 1.0 | 1.7 | 1.3 | 9.5 | 13.0 | 31.2 | 55.0 | 1.8 | 6.0 | 14.6 | 20.9 | 43.4 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 0.6 | 0.2 | 1.6 | 2.4 | 0.7 | 4.7 | 15.1 | 32.2 | 52.7 | 0.7 | 3.1 | 12.5 | 28.7 | 44.9 |
| CIAK | 100.0 | 0.0 | 0.0 | 0.0 | 2.4 | 2.4 | 1.0 | 7.9 | 13.3 | 38.6 | 60.8 | 1.2 | 3.4 | 9.3 | 23.0 | 36.8 |
| CIPRIA | 100.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.5 | 2.5 | 6.9 | 13.9 | 33.6 | 56.8 | 1.9 | 6.8 | 11.1 | 22.9 | 42.7 |
| CLASS | 100.0 | 1.0 | 0.0 | 0.5 | 1.2 | 2.7 | 1.9 | 4.0 | 14.7 | 14.9 | 35.5 | 3.5 | 12.6 | 18.0 | 27.7 | 61.8 |
| CLUB 3 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.0 | 31.9 | 10.5 | 10.8 | 60.1 | 3.0 | 8.7 | 15.5 | 12.6 | 39.9 |
| COME STAI | 100.0 | 0.0 | 0.0 | 0.0 | 2.6 | 2.6 | 2.9 | 7.6 | 13.7 | 34.1 | 58.3 | 1.2 | 3.6 | 14.8 | 19.5 | 39.1 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 3.3 | 0.0 | 2.6 | 5.9 | 2.6 | 12.7 | 14.9 | 30.5 | 60.8 | 1.4 | 3.0 | 13.0 | 15.9 | 33.3 |
| COSE DI CASA | 100.0 | 0.1 | 0.7 | 0.2 | 1.6 | 2.6 | 1.7 | 9.8 | 14.7 | 32.7 | 59.0 | 1.2 | 6.3 | 11.7 | 19.2 | 38.3 |
| LA CUCINA ITALIANA | 100.0 | 0.1 | 0.5 | 0.1 | 2.3 | 3.0 | 3.0 | 10.2 | 14.4 | 22.3 | 50.0 | 2.5 | 10.2 | 14.3 | 20.1 | 47.1 |
| CUCINA MODERNA | 100.0 | 0.2 | 0.7 | 0.1 | 1.7 | 2.8 | 1.3 | 11.9 | 13.1 | 30.5 | 56.8 | 1.0 | 6.5 | 10.6 | 22.3 | 40.4 |
| DONNA | 100.0 | 0.0 | 0.8 | 0.3 | 4.1 | 5.2 | 3.0 | 10.9 | 12.6 | 37.0 | 63.4 | 2.0 | 3.5 | 9.2 | 16.7 | 31.4 |
| DONNA E MAMMA | 100.0 | 0.0 | 0.0 | 0.6 | 4.8 | 5.4 | 1.0 | 9.1 | 23.9 | 31.7 | 65.7 | 0.0 | 5.6 | 13.6 | 9.7 | 28.9 |
| DOVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 2.0 | 5.2 | 9.0 | 14.4 | 30.6 | 3.8 | 12.0 | 21.5 | 31.9 | 69.2 |
| ELLE | 100.0 | 0.0 | 0.3 | 0.0 | 0.9 | 1.2 | 2.4 | 6.5 | 11.9 | 22.9 | 43.7 | 3.8 | 7.8 | 15.6 | 27.9 | 55.1 |
| ELLE DECOR | 100.0 | 0.4 | 0.0 | 0.0 | 0.0 | 0.4 | 1.9 | 5.7 | 9.6 | 19.1 | 36.3 | 5.2 | 6.2 | 26.6 | 25.3 | 63.4 |
| FOCUS | 100.0 | 0.0 | 0.3 | 0.2 | 0.9 | 1.4 | 1.1 | 6.3 | 13.0 | 29.2 | 49.7 | 0.9 | 4.5 | 16.8 | 26.6 | 48.9 |
| GARDENIA | 100.0 | 0.0 | 0.6 | 0.0 | 2.7 | 3.3 | 0.9 | 10.9 | 12.5 | 19.3 | 43.7 | 5.0 | 10.6 | 18.5 | 19.1 | 53.1 |
| GENTE MESE | 100.0 | 0.3 | 0.5 | 0.6 | 1.6 | 3.0 | 2.3 | 8.9 | 15.4 | 38.4 | 65.1 | 2.0 | 4.7 | 9.3 | 15.9 | 31.9 |
| GENTE MONEY | 100.0 | 0.6 | 0.0 | 0.0 | 0.6 | 1.2 | 1.9 | 8.6 | 9.0 | 27.3 | 46.8 | 3.3 | 9.8 | 21.7 | 17.2 | 52.0 |
| GENTE MOTORI | 100.0 | 0.1 | 0.4 | 0.5 | 3.0 | 4.0 | 0.9 | 7.6 | 14.3 | 33.8 | 56.6 | 1.1 | 4.8 | 13.7 | 19.9 | 39.4 |
| GENTE VIAGGI | 100.0 | 0.2 | 0.7 | 0.0 | 0.9 | 1.8 | 1.3 | 8.7 | 14.2 | 21.9 | 46.0 | 1.9 | 8.7 | 16.6 | 25.0 | 52.2 |
| GLAMOUR | 100.0 | 0.0 | 0.5 | 0.0 | 1.5 | 2.0 | 0.5 | 6.9 | 12.4 | 25.4 | 45.2 | 1.0 | 9.6 | 11.7 | 30.5 | 52.8 |
| GULLIVER | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 | 10.4 | 12.0 | 22.3 | 46.9 | 4.4 | 8.0 | 17.5 | 23.1 | 53.1 |
| IN CASA | 100.0 | 0.0 | 1.4 | 0.0 | 0.7 | 2.1 | 2.1 | 9.1 | 14.8 | 29.1 | 55.1 | 2.8 | 5.6 | 10.5 | 23.9 | 42.8 |
| INSIEME | 100.0 | 0.0 | 0.4 | 0.9 | 3.0 | 4.3 | 1.2 | 6.2 | 17.9 | 29.5 | 54.9 | 0.5 | 3.3 | 20.9 | 16.1 | 40.8 |
| IO E IL MIO BAMBINO | 100.0 | 0.0 | 0.1 | 0.9 | 4.5 | 5.5 | 0.0 | 6.7 | 27.1 | 30.0 | 63.8 | 0.7 | 2.2 | 15.2 | 12.6 | 30.7 |
| JESUS | 100.0 | 0.0 | 1.9 | 0.0 | 1.1 | 3.0 | 6.9 | 10.5 | 9.4 | 31.1 | 57.9 | 1.3 | 8.5 | 14.6 | 14.6 | 39.0 |
| MADRE | 100.0 | 0.0 | 0.0 | 0.0 | 1.0 | 1.0 | 7.1 | 15.9 | 8.5 | 27.2 | 58.6 | 0.6 | 4.9 | 10.8 | 24.1 | 40.3 |
| MARIE CLAIRE | 100.0 | 0.0 | 0.3 | 0.5 | 0.6 | 1.4 | 1.4 | 8.2 | 11.4 | 23.5 | 44.5 | 2.7 | 8.6 | 14.9 | 27.8 | 54.0 |
| MAX | 100.0 | 0.0 | 0.3 | 0.3 | 1.1 | 1.6 | 0.5 | 6.4 | 12.1 | 28.3 | 47.3 | 1.7 | 4.1 | 15.7 | 29.7 | 51.1 |
| MERIDIANI | 100.0 | 0.0 | 0.0 | 0.0 | 1.3 | 1.3 | 1.1 | 5.8 | 8.3 | 7.9 | 23.2 | 6.5 | 15.2 | 21.1 | 32.8 | 75.5 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 1.0 | 1.2 | 0.5 | 2.7 | 5.4 | 5.8 | 16.7 | 15.5 | 27.9 | 65.9 | 2.2 | 3.9 | 9.0 | 13.7 | 28.7 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 0.5 | 0.7 | 4.4 | 5.5 | 2.2 | 15.6 | 12.7 | 35.5 | 66.0 | 2.0 | 3.3 | 8.5 | 14.7 | 28.5 |
| LA MIA CASA | 100.0 | 0.0 | 0.9 | 0.2 | 2.1 | 3.2 | 1.4 | 7.2 | 13.3 | 34.4 | 56.4 | 3.9 | 6.2 | 12.4 | 17.9 | 40.5 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.5 | 0.0 | 0.3 | 3.2 | 4.0 | 0.7 | 5.7 | 19.0 | 37.3 | 62.7 | 1.1 | 3.0 | 11.9 | 17.4 | 33.3 |
| NAUTICA | 100.0 | 0.5 | 0.0 | 0.0 | 0.0 | 0.5 | 1.8 | 4.9 | 10.7 | 27.7 | 45.1 | 2.0 | 12.9 | 20.0 | 19.6 | 54.4 |
| PESCARE | 100.0 | 0.4 | 0.3 | 0.3 | 2.4 | 3.3 | 1.6 | 11.2 | 15.9 | 35.1 | 63.7 | 1.0 | 6.7 | 10.3 | 14.9 | 32.9 |
| PRATICA | 100.0 | 0.0 | 0.1 | 0.0 | 3.1 | 3.2 | 2.0 | 9.3 | 12.0 | 31.4 | 54.8 | 0.5 | 6.0 | 13.0 | 22.5 | 42.0 |
| QUATTRORUOTE | 100.0 | 0.1 | 0.5 | 0.3 | 2.2 | 3.1 | 1.6 | 7.8 | 14.0 | 30.4 | 53.8 | 1.0 | 5.5 | 14.4 | 22.2 | 43.1 |
| QUATTRO ZAMPE | 100.0 | 0.0 | 1.7 | 0.0 | 1.9 | 3.6 | 3.0 | 7.0 | 14.3 | 27.7 | 52.1 | 1.5 | 9.1 | 14.1 | 19.7 | 44.4 |
| QUI TOURING | 100.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 2.1 | 11.9 | 6.0 | 14.9 | 34.9 | 3.2 | 13.0 | 22.4 | 26.2 | 64.8 |
| RAKAM | 100.0 | 0.9 | 0.6 | 0.0 | 2.4 | 3.8 | 2.5 | 14.1 | 16.4 | 22.9 | 55.9 | 3.2 | 4.3 | 10.2 | 22.5 | 40.2 |
| SALE & PEPE | 100.0 | 0.5 | 0.2 | 0.0 | 1.2 | 2.0 | 2.9 | 10.3 | 10.3 | 24.7 | 48.2 | 1.0 | 8.1 | 18.1 | 22.7 | 49.8 |
| SALVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.6 | 2.6 | 11.4 | 16.9 | 26.2 | 57.1 | 2.9 | 9.3 | 12.5 | 17.5 | 42.3 |
| SCIENZA & VITA | 100.0 | 0.5 | 0.0 | 0.0 | 1.1 | 1.6 | 3.0 | 9.0 | 13.1 | 26.9 | 52.0 | 2.4 | 6.1 | 13.3 | 24.5 | 46.3 |
| LE SCIENZE | 100.0 | 0.0 | 0.4 | 0.0 | 1.5 | 1.9 | 0.9 | 4.2 | 16.1 | 24.8 | 46.0 | 4.4 | 7.4 | 24.0 | 16.3 | 52.1 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.1 | 0.3 | 0.1 | 1.4 | 1.9 | 2.3 | 12.1 | 15.9 | 29.0 | 59.3 | 2.1 | 6.3 | 12.5 | 17.9 | 38.8 |
| SILHOUETTE DONNA | 100.0 | 0.0 | 1.0 | 0.6 | 3.7 | 5.3 | 0.8 | 6.3 | 14.6 | 37.1 | 58.8 | 0.9 | 2.5 | 10.6 | 21.8 | 35.8 |
| SPEAK UP | 100.0 | 0.7 | 1.4 | 0.0 | 1.4 | 3.5 | 3.5 | 8.3 | 11.7 | 29.5 | 53.0 | 2.1 | 8.3 | 10.9 | 22.1 | 43.5 |
| STARBENE | 100.0 | 0.2 | 0.8 | 0.5 | 2.8 | 4.3 | 1.5 | 10.6 | 16.4 | 29.9 | 58.5 | 1.5 | 4.4 | 12.4 | 18.8 | 37.2 |
| STARTER | 100.0 | 0.0 | 0.0 | 0.0 | 5.9 | 5.9 | 3.8 | 9.6 | 6.5 | 28.3 | 48.2 | 0.7 | 6.6 | 19.0 | 19.6 | 45.8 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 10.3 | 23.5 | 26.9 | 61.0 | 1.9 | 6.4 | 16.1 | 14.6 | 39.0 |
| TUTTO | 100.0 | 0.1 | 0.0 | 0.5 | 1.8 | 2.5 | 0.1 | 3.2 | 10.8 | 50.1 | 64.2 | 0.3 | 1.1 | 7.3 | 24.6 | 33.3 |
| TUTTOMOTO | 100.0 | 0.1 | 0.2 | 0.2 | 4.1 | 4.7 | 1.0 | 6.0 | 12.9 | 36.9 | 56.9 | 1.1 | 1.5 | 10.5 | 25.4 | 38.4 |
| TUTTOTURISMO | 100.0 | 0.0 | 1.0 | 0.0 | 3.7 | 4.7 | 1.2 | 9.0 | 9.5 | 27.3 | 47.1 | 2.1 | 5.0 | 14.9 | 26.3 | 48.2 |
| VERA | 100.0 | 0.0 | 0.8 | 0.3 | 2.0 | 3.1 | 1.7 | 7.4 | 16.6 | 33.0 | 58.7 | 0.7 | 5.0 | 12.7 | 19.7 | 38.2 |
| VIAGGIARE | 100.0 | 0.0 | 0.5 | 0.7 | 0.7 | 2.0 | 1.6 | 8.3 | 9.9 | 28.3 | 48.2 | 2.1 | 9.0 | 19.7 | 19.0 | 49.8 |
| VITALITY | 100.0 | 1.4 | 0.0 | 0.0 | 0.7 | 2.1 | 1.1 | 11.8 | 10.1 | 26.3 | 49.3 | 1.7 | 6.4 | 10.8 | 29.6 | 48.5 |
| VOGUE ITALIA | 100.0 | 0.3 | 0.0 | 0.4 | 1.7 | 2.3 | 1.2 | 8.5 | 15.2 | 29.3 | 54.3 | 2.0 | 3.8 | 12.8 | 24.8 | 43.4 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 0.9 | 0.0 | 0.7 | 1.5 | 0.0 | 8.4 | 16.2 | 21.5 | 46.0 | 5.1 | 5.9 | 15.2 | 26.2 | 52.4 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 1.7 | 0.0 | 2.0 | 3.6 | 0.9 | 9.5 | 22.7 | 19.8 | 52.9 | 1.1 | 7.7 | 16.4 | 18.3 | 43.5 |

# Uomini

Lettori numero medio

Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio

(valori assoluti x 1.000)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **23775** | **1346** | **3008** | **4653** | **3896** | **3623** | **3293** | **3956** | **3058** | **9065** | **4324** | **7328** | **1430** | **6730** | **9171** | **5251** | **1193** |
| AMICA | 191 | 5 | 36 | 75 | 33 | 13 | 20 | 8 | 42 | 84 | 23 | 41 | 11 | 87 | 67 | 24 | 1 |
| ANNA | 219 | 17 | 51 | 66 | 27 | 19 | 32 | 8 | 41 | 95 | 40 | 44 | 19 | 84 | 92 | 24 | 0 |
| AUTO OGGI | 726 | 103 | 220 | 171 | 108 | 60 | 37 | 27 | 109 | 341 | 153 | 122 | 21 | 252 | 385 | 68 | 0 |
| AUTOSPRINT | 639 | 78 | 172 | 162 | 105 | 75 | 28 | 19 | 101 | 308 | 102 | 129 | 9 | 210 | 350 | 67 | 5 |
| BELLA | 86 | 6 | 6 | 22 | 11 | 6 | 23 | 11 | 11 | 34 | 23 | 18 | 2 | 22 | 50 | 9 | 2 |
| CHI | 503 | 48 | 100 | 117 | 85 | 44 | 68 | 40 | 89 | 232 | 93 | 89 | 12 | 190 | 233 | 67 | 2 |
| CONFIDENZE | 165 | 16 | 21 | 17 | 25 | 31 | 31 | 24 | 17 | 73 | 35 | 40 | 2 | 52 | 85 | 25 | 1 |
| DOMENICA QUIZ | 203 | 14 | 11 | 36 | 34 | 34 | 23 | 52 | 35 | 74 | 54 | 41 | 31 | 64 | 87 | 20 | 1 |
| DONNA MODERNA | 839 | 50 | 134 | 233 | 178 | 127 | 67 | 50 | 169 | 415 | 128 | 127 | 66 | 347 | 340 | 84 | 2 |
| L'ESPRESSO | 1550 | 60 | 182 | 323 | 407 | 272 | 172 | 134 | 423 | 631 | 275 | 221 | 260 | 731 | 438 | 111 | 10 |
| EVA EXPRESS TREMILA | 364 | 34 | 91 | 106 | 78 | 31 | 18 | 6 | 29 | 195 | 48 | 91 | 12 | 118 | 183 | 49 | 2 |
| FAMIGLIA CRISTIANA | 2160 | 124 | 238 | 365 | 316 | 424 | 299 | 395 | 307 | 994 | 436 | 422 | 162 | 764 | 802 | 410 | 23 |
| FILM TV | 177 | 26 | 21 | 38 | 33 | 15 | 18 | 26 | 25 | 67 | 42 | 42 | 15 | 62 | 71 | 28 | 2 |
| GENTE | 1640 | 108 | 233 | 323 | 277 | 232 | 234 | 233 | 290 | 665 | 341 | 343 | 98 | 627 | 628 | 263 | 23 |
| GIOIA | 265 | 22 | 44 | 63 | 53 | 30 | 30 | 24 | 48 | 104 | 54 | 58 | 22 | 93 | 111 | 33 | 6 |
| IL GIORNALINO | 190 | 68 | 13 | 20 | 34 | 33 | 9 | 13 | 42 | 101 | 18 | 29 | 15 | 50 | 107 | 19 | 0 |
| GRAND HOTEL | 403 | 26 | 61 | 83 | 58 | 67 | 52 | 57 | 29 | 189 | 67 | 118 | 3 | 95 | 202 | 92 | 12 |
| GRAZIA | 300 | 9 | 50 | 83 | 58 | 28 | 34 | 38 | 60 | 126 | 54 | 61 | 21 | 123 | 102 | 53 | 1 |
| GUERIN SPORTIVO | 442 | 77 | 114 | 112 | 74 | 30 | 21 | 14 | 65 | 186 | 85 | 105 | 10 | 153 | 245 | 29 | 6 |
| GUIDA TV | 859 | 44 | 96 | 177 | 216 | 120 | 101 | 105 | 106 | 345 | 170 | 239 | 62 | 251 | 419 | 119 | 9 |
| INTIMITA' | 192 | 21 | 27 | 20 | 34 | 30 | 31 | 30 | 19 | 75 | 49 | 49 | 5 | 52 | 92 | 37 | 4 |
| MAGAZINE BEAUTIFUL | 63 | 23 | 10 | 11 | 2 | 2 | 5 | 10 | 5 | 33 | 11 | 14 | 0 | 12 | 39 | 13 | 0 |
| IL MONDO | 78 | 0 | 4 | 16 | 21 | 20 | 12 | 6 | 31 | 23 | 16 | 8 | 22 | 39 | 9 | 3 | 5 |
| MOTOSPRINT | 494 | 117 | 145 | 101 | 52 | 46 | 20 | 12 | 67 | 225 | 82 | 120 | 4 | 128 | 330 | 28 | 4 |
| NOVELLA 2000 | 600 | 45 | 162 | 160 | 104 | 46 | 55 | 29 | 67 | 276 | 89 | 168 | 13 | 219 | 284 | 81 | 4 |
| OGGI | 1713 | 97 | 236 | 314 | 270 | 248 | 281 | 267 | 345 | 746 | 343 | 279 | 122 | 638 | 651 | 282 | 20 |
| PANORAMA | 2126 | 92 | 363 | 536 | 470 | 351 | 164 | 150 | 533 | 986 | 357 | 250 | 246 | 1062 | 677 | 135 | 5 |
| SORRISI E CANZONI TV | 3947 | 359 | 751 | 962 | 709 | 511 | 374 | 281 | 441 | 1756 | 724 | 1027 | 124 | 1235 | 1954 | 584 | 51 |
| STOP | 206 | 4 | 30 | 50 | 32 | 37 | 27 | 25 | 11 | 105 | 33 | 57 | 10 | 57 | 99 | 35 | 4 |
| TELEPIU' | 1021 | 103 | 200 | 241 | 182 | 120 | 93 | 82 | 177 | 425 | 197 | 222 | 36 | 327 | 519 | 136 | 4 |
| TELESETTE | 1103 | 92 | 179 | 218 | 218 | 160 | 124 | 112 | 131 | 453 | 209 | 310 | 54 | 363 | 535 | 140 | 10 |
| TOPOLINO | 1362 | 204 | 253 | 272 | 383 | 150 | 64 | 35 | 254 | 603 | 226 | 279 | 96 | 488 | 670 | 104 | 4 |
| VISTO | 273 | 18 | 34 | 65 | 70 | 28 | 24 | 33 | 27 | 117 | 55 | 75 | 7 | 61 | 138 | 60 | 8 |
| VIVERSANI & BELLI | 523 | 33 | 94 | 148 | 89 | 76 | 48 | 35 | 67 | 272 | 87 | 97 | 23 | 225 | 225 | 47 | 3 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 41 | 108 | 145 | 174 | 126 | 45 | 43 | 219 | 305 | 91 | 69 | 141 | 328 | 174 | 39 | 1 |
| DIARIO DELLA SETTIMANA | 96 | 2 | 5 | 21 | 20 | 26 | 7 | 14 | 39 | 37 | 17 | 4 | 27 | 40 | 22 | 6 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 268 | 462 | 479 | 299 | 212 | 154 | 122 | 245 | 966 | 340 | 445 | 59 | 696 | 994 | 239 | 8 |
| IO DONNA | 703 | 22 | 83 | 176 | 110 | 128 | 87 | 97 | 231 | 323 | 87 | 61 | 153 | 334 | 179 | 36 | 2 |
| SETTE | 1329 | 56 | 186 | 323 | 204 | 268 | 137 | 155 | 387 | 616 | 197 | 129 | 245 | 641 | 370 | 66 | 6 |
| SPECCHIO DELLA STAMPA | 657 | 75 | 87 | 167 | 102 | 95 | 69 | 61 | 165 | 281 | 131 | 80 | 77 | 296 | 232 | 49 | 2 |
| TV SETTE | 1332 | 81 | 187 | 298 | 212 | 261 | 131 | 162 | 329 | 610 | 217 | 175 | 199 | 616 | 436 | 78 | 3 |
| IL VENERDI' | 2262 | 103 | 332 | 555 | 519 | 376 | 226 | 151 | 614 | 998 | 369 | 281 | 386 | 1176 | 567 | 126 | 6 |

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (valori assoluti x 1.000)

| MENSILI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| POPOLAZIONE | 23775 | 1346 | 3008 | 4653 | 3896 | 3623 | 3293 | 3956 | 3058 | 9065 | 4324 | 7328 | 1430 | 6730 | 9171 | 5251 | 1193 |
| ABITARE | 259 | 3 | 44 | 81 | 57 | 35 | 32 | 7 | 98 | 101 | 32 | 29 | 53 | 138 | 59 | 9 | 0 |
| AD | 301 | 7 | 48 | 90 | 92 | 40 | 13 | 12 | 142 | 100 | 35 | 23 | 72 | 171 | 54 | 3 | 0 |
| AIRONE | 640 | 51 | 119 | 102 | 172 | 118 | 38 | 39 | 181 | 323 | 64 | 72 | 93 | 308 | 196 | 39 | 3 |
| AMADEUS | 114 | 0 | 17 | 42 | 18 | 12 | 14 | 10 | 36 | 42 | 15 | 22 | 32 | 43 | 38 | 1 | 0 |
| ARCHEO | 182 | 7 | 43 | 44 | 32 | 37 | 13 | 6 | 51 | 89 | 22 | 20 | 37 | 94 | 47 | 4 | 0 |
| ASTRA | 135 | 15 | 33 | 32 | 37 | 12 | 3 | 2 | 28 | 54 | 19 | 34 | 9 | 51 | 69 | 6 | 0 |
| A TAVOLA | 66 | 0 | 6 | 19 | 9 | 8 | 8 | 17 | 19 | 24 | 13 | 10 | 7 | 29 | 16 | 13 | 1 |
| AUTO | 1134 | 141 | 374 | 324 | 119 | 83 | 65 | 27 | 189 | 507 | 194 | 244 | 39 | 444 | 556 | 88 | 5 |
| L'AUTOMOBILE | 964 | 56 | 123 | 200 | 167 | 172 | 149 | 97 | 153 | 463 | 184 | 164 | 66 | 358 | 419 | 116 | 4 |
| BELL'EUROPA | 164 | 8 | 14 | 52 | 39 | 23 | 19 | 9 | 63 | 66 | 21 | 14 | 37 | 88 | 27 | 11 | 1 |
| BELL'ITALIA | 420 | 8 | 45 | 107 | 95 | 87 | 52 | 25 | 149 | 185 | 42 | 43 | 85 | 211 | 99 | 21 | 4 |
| BENISSIMO | 33 | 0 | 11 | 5 | 8 | 6 | 4 | 0 | 5 | 10 | 9 | 9 | 2 | 13 | 10 | 8 | 0 |
| BIMBI SANI E BELLI | 284 | 26 | 35 | 118 | 74 | 11 | 12 | 7 | 36 | 137 | 57 | 54 | 24 | 102 | 146 | 14 | 0 |
| BRAVA CASA | 361 | 2 | 33 | 140 | 117 | 29 | 29 | 11 | 109 | 164 | 65 | 24 | 36 | 206 | 101 | 18 | 0 |
| BUONA CUCINA | 135 | 8 | 9 | 31 | 17 | 25 | 22 | 24 | 10 | 57 | 28 | 40 | 0 | 33 | 68 | 34 | 0 |
| BURDA | 110 | 2 | 21 | 24 | 19 | 11 | 23 | 9 | 13 | 40 | 45 | 12 | 8 | 48 | 43 | 11 | 0 |
| CAPITAL | 324 | 9 | 48 | 99 | 76 | 50 | 20 | 23 | 110 | 128 | 51 | 36 | 57 | 164 | 91 | 10 | 2 |
| CARNET | 117 | 7 | 24 | 44 | 18 | 12 | 3 | 9 | 37 | 62 | 14 | 5 | 22 | 70 | 18 | 8 | 0 |
| CASAVIVA | 611 | 23 | 52 | 192 | 225 | 74 | 33 | 11 | 170 | 276 | 100 | 65 | 58 | 338 | 181 | 29 | 5 |
| CENTO COSE ENERGY | 174 | 12 | 80 | 48 | 14 | 17 | 1 | 2 | 40 | 84 | 23 | 26 | 7 | 97 | 68 | 1 | 0 |
| CIAK | 547 | 73 | 203 | 157 | 85 | 24 | 2 | 3 | 85 | 241 | 91 | 131 | 18 | 247 | 264 | 16 | 2 |
| CIPRIA | 25 | 0 | 7 | 6 | 10 | 2 | 2 | 0 | 9 | 9 | 2 | 5 | 3 | 10 | 13 | 0 | 0 |
| CLASS | 226 | 5 | 40 | 94 | 47 | 29 | 3 | 7 | 90 | 84 | 25 | 28 | 47 | 121 | 58 | 1 | 0 |
| CLUB 3 | 80 | 4 | 7 | 2 | 6 | 15 | 16 | 30 | 14 | 27 | 24 | 14 | 11 | 31 | 32 | 4 | 1 |
| COME STAI | 87 | 3 | 13 | 6 | 21 | 12 | 20 | 12 | 16 | 39 | 19 | 13 | 10 | 40 | 27 | 11 | 0 |
| CONSIGLI PRATICI | 21 | 1 | 2 | 1 | 5 | 5 | 4 | 2 | 0 | 10 | 9 | 2 | 0 | 5 | 12 | 4 | 0 |
| COSE DI CASA | 570 | 28 | 64 | 194 | 157 | 62 | 36 | 29 | 122 | 268 | 104 | 75 | 43 | 299 | 188 | 39 | 2 |
| LA CUCINA ITALIANA | 297 | 9 | 27 | 81 | 70 | 41 | 38 | 31 | 79 | 135 | 35 | 49 | 39 | 117 | 111 | 28 | 2 |
| CUCINA MODERNA | 271 | 18 | 49 | 84 | 51 | 36 | 17 | 16 | 36 | 133 | 53 | 49 | 9 | 108 | 131 | 19 | 4 |
| DONNA | 201 | 37 | 42 | 42 | 26 | 13 | 20 | 20 | 21 | 87 | 44 | 50 | 5 | 59 | 99 | 33 | 6 |
| DONNA E MAMMA | 79 | 3 | 4 | 34 | 26 | 5 | 3 | 5 | 9 | 32 | 19 | 20 | 0 | 27 | 38 | 12 | 2 |
| DOVE | 277 | 10 | 43 | 85 | 57 | 30 | 30 | 23 | 130 | 114 | 21 | 12 | 44 | 160 | 67 | 6 | 0 |
| ELLE | 81 | 5 | 22 | 34 | 12 | 7 | 2 | 0 | 24 | 32 | 15 | 11 | 6 | 47 | 25 | 2 | 0 |
| ELLE DECOR | 34 | 1 | 2 | 18 | 7 | 4 | 1 | 0 | 12 | 12 | 6 | 4 | 5 | 14 | 11 | 0 | 3 |
| FOCUS | 2038 | 238 | 587 | 576 | 282 | 242 | 86 | 26 | 439 | 1057 | 284 | 258 | 164 | 1018 | 805 | 48 | 2 |
| GARDENIA | 174 | 6 | 36 | 30 | 42 | 41 | 18 | 2 | 44 | 78 | 16 | 36 | 21 | 95 | 44 | 13 | 1 |
| GENTE MESE | 589 | 59 | 105 | 153 | 89 | 78 | 65 | 41 | 89 | 238 | 117 | 145 | 31 | 211 | 264 | 81 | 2 |
| GENTE MONEY | 232 | 2 | 25 | 66 | 40 | 55 | 34 | 11 | 82 | 112 | 26 | 12 | 33 | 134 | 57 | 8 | 0 |
| GENTE MOTORI | 1527 | 163 | 286 | 394 | 289 | 211 | 117 | 66 | 251 | 666 | 288 | 322 | 65 | 585 | 731 | 138 | 7 |
| GENTE VIAGGI | 510 | 21 | 68 | 135 | 144 | 87 | 40 | 15 | 121 | 240 | 77 | 72 | 49 | 239 | 173 | 46 | 2 |
| GLAMOUR | 70 | 4 | 20 | 34 | 3 | 7 | 2 | 0 | 15 | 41 | 3 | 11 | 2 | 28 | 35 | 5 | 0 |
| GULLIVER | 200 | 20 | 50 | 65 | 22 | 36 | 6 | 0 | 56 | 92 | 29 | 23 | 26 | 100 | 68 | 6 | 0 |
| IN CASA | 62 | 2 | 8 | 22 | 11 | 6 | 9 | 4 | 9 | 32 | 11 | 10 | 2 | 31 | 21 | 5 | 3 |
| INSIEME | 89 | 2 | 9 | 27 | 36 | 11 | 1 | 3 | 24 | 41 | 17 | 7 | 2 | 43 | 36 | 8 | 0 |
| IO E IL MIO BAMBINO | 219 | 0 | 15 | 139 | 48 | 11 | 1 | 5 | 37 | 95 | 42 | 44 | 31 | 97 | 79 | 11 | 0 |
| JESUS | 88 | 9 | 13 | 18 | 12 | 19 | 5 | 11 | 29 | 29 | 18 | 11 | 17 | 34 | 28 | 8 | 0 |
| MADRE | 59 | 4 | 8 | 16 | 3 | 7 | 13 | 8 | 11 | 30 | 3 | 15 | 6 | 18 | 19 | 16 | 0 |
| MARIE CLAIRE | 196 | 11 | 49 | 72 | 35 | 24 | 3 | 2 | 52 | 111 | 16 | 17 | 23 | 100 | 59 | 11 | 2 |
| MAX | 1143 | 133 | 376 | 445 | 132 | 47 | 8 | 3 | 229 | 633 | 130 | 152 | 68 | 599 | 458 | 16 | 2 |
| MERIDIANI | 104 | 0 | 5 | 25 | 37 | 27 | 6 | 4 | 32 | 59 | 7 | 5 | 25 | 62 | 13 | 4 | 0 |
| MESSAGGERO DI S.ANTONIO | 636 | 19 | 72 | 91 | 80 | 114 | 120 | 142 | 72 | 252 | 149 | 163 | 47 | 205 | 210 | 161 | 12 |
| LA MIA BOUTIQUE | 27 | 2 | 4 | 0 | 0 | 5 | 11 | 5 | 3 | 11 | 6 | 7 | 0 | 4 | 16 | 4 | 2 |
| LA MIA CASA | 140 | 8 | 14 | 33 | 45 | 22 | 8 | 9 | 40 | 51 | 22 | 26 | 12 | 59 | 47 | 19 | 3 |
| MILLIONAIRE INTRAPRENDERE | 447 | 24 | 106 | 166 | 100 | 32 | 15 | 6 | 68 | 225 | 69 | 85 | 25 | 245 | 167 | 10 | 0 |
| NAUTICA | 221 | 11 | 25 | 46 | 53 | 60 | 18 | 9 | 62 | 90 | 34 | 35 | 15 | 118 | 77 | 11 | 0 |
| PESCARE | 487 | 56 | 55 | 107 | 97 | 107 | 35 | 29 | 42 | 226 | 69 | 149 | 15 | 134 | 276 | 56 | 6 |
| PRATICA | 68 | 4 | 12 | 19 | 18 | 5 | 5 | 5 | 15 | 38 | 15 | 0 | 4 | 39 | 13 | 11 | 0 |
| QUATTRORUOTE | 4458 | 349 | 875 | 1263 | 829 | 568 | 367 | 208 | 809 | 2043 | 717 | 890 | 268 | 1767 | 1996 | 398 | 29 |
| QUATTRO ZAMPE | 274 | 32 | 60 | 88 | 42 | 22 | 18 | 12 | 50 | 113 | 40 | 71 | 15 | 95 | 137 | 26 | 1 |
| QUI TOURING | 567 | 16 | 60 | 115 | 90 | 122 | 77 | 88 | 219 | 254 | 73 | 21 | 135 | 293 | 117 | 23 | 0 |
| RAKAM | 37 | 0 | 7 | 2 | 10 | 4 | 9 | 4 | 4 | 11 | 10 | 12 | 2 | 18 | 13 | 1 | 2 |
| SALE & PEPE | 175 | 5 | 18 | 43 | 65 | 24 | 6 | 15 | 59 | 69 | 25 | 21 | 30 | 88 | 51 | 6 | 0 |
| SALVE | 123 | 0 | 5 | 24 | 29 | 41 | 13 | 10 | 29 | 47 | 30 | 16 | 23 | 59 | 27 | 13 | 0 |
| SCIENZA & VITA | 165 | 11 | 32 | 30 | 29 | 38 | 7 | 17 | 24 | 88 | 29 | 24 | 16 | 95 | 51 | 2 | 0 |
| LE SCIENZE | 298 | 15 | 47 | 62 | 89 | 56 | 7 | 22 | 101 | 140 | 32 | 25 | 93 | 148 | 42 | 12 | 1 |
| SELEZIONE READER'S DIGEST | 629 | 26 | 68 | 129 | 119 | 106 | 114 | 67 | 89 | 310 | 140 | 89 | 31 | 300 | 226 | 73 | 0 |
| SILHOUETTE DONNA | 149 | 21 | 49 | 51 | 16 | 10 | 2 | 0 | 21 | 85 | 22 | 21 | 13 | 71 | 57 | 8 | 0 |
| SPEAK UP | 130 | 6 | 32 | 48 | 22 | 10 | 5 | 8 | 38 | 58 | 28 | 6 | 34 | 69 | 26 | 1 | 0 |
| STARBENE | 592 | 29 | 90 | 162 | 136 | 88 | 63 | 24 | 115 | 272 | 107 | 97 | 59 | 272 | 216 | 42 | 2 |
| STARTER | 143 | 24 | 38 | 27 | 27 | 22 | 6 | 0 | 12 | 72 | 21 | 37 | 5 | 49 | 77 | 12 | 0 |
| TUTTI FOTOGRAFI | 175 | 2 | 13 | 39 | 62 | 30 | 14 | 15 | 34 | 88 | 33 | 20 | 25 | 96 | 50 | 3 | 0 |
| TUTTO | 404 | 154 | 174 | 58 | 12 | 6 | 0 | 0 | 49 | 203 | 80 | 72 | 7 | 128 | 261 | 7 | 0 |
| TUTTOMOTO | 922 | 235 | 248 | 210 | 105 | 81 | 31 | 12 | 137 | 396 | 154 | 236 | 17 | 255 | 567 | 74 | 9 |
| TUTTOTURISMO | 201 | 22 | 20 | 65 | 36 | 28 | 23 | 7 | 37 | 90 | 30 | 44 | 14 | 60 | 106 | 18 | 2 |
| VERA | 203 | 24 | 44 | 40 | 36 | 33 | 21 | 6 | 16 | 105 | 28 | 54 | 8 | 71 | 89 | 32 | 3 |
| VIAGGIARE | 221 | 9 | 63 | 58 | 50 | 14 | 22 | 4 | 41 | 112 | 32 | 35 | 10 | 93 | 105 | 12 | 0 |
| VITALITY | 54 | 5 | 17 | 17 | 5 | 3 | 2 | 6 | 6 | 35 | 10 | 3 | 2 | 31 | 14 | 7 | 0 |
| VOGUE ITALIA | 295 | 14 | 70 | 107 | 57 | 28 | 18 | 2 | 51 | 145 | 48 | 51 | 13 | 153 | 118 | 6 | 4 |
| WEEKEND VIAGGI | 115 | 4 | 29 | 39 | 25 | 2 | 14 | 2 | 29 | 56 | 15 | 15 | 11 | 63 | 30 | 8 | 2 |
| DIANA (QUATTORDICINALE) | 296 | 8 | 38 | 53 | 69 | 59 | 32 | 37 | 49 | 144 | 39 | 64 | 11 | 104 | 114 | 55 | 11 |

# Uomini

Lettori numero medio

Analisi secondo: ● **classe di età** ● **classe socio-economica** ● **titolo di studio** (percentuali di composizione)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. Infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **100.0** | **5.7** | **12.7** | **19.6** | **16.4** | **15.2** | **13.9** | **16.6** | **12.9** | **38.1** | **18.2** | **30.8** | **6.0** | **28.3** | **38.6** | **22.1** | **5.0** |
| AMICA | 100.0 | 2.5 | 19.0 | 39.3 | 17.5 | 6.7 | 10.6 | 4.4 | 22.1 | 44.2 | 12.3 | 21.4 | 5.5 | 45.8 | 35.3 | 12.6 | 0.8 |
| ANNA | 100.0 | 7.8 | 23.1 | 30.2 | 12.2 | 8.8 | 14.4 | 3.5 | 18.9 | 43.2 | 18.1 | 19.9 | 8.6 | 38.1 | 42.1 | 11.1 | 0.0 |
| AUTO OGGI | 100.0 | 14.2 | 30.3 | 23.5 | 14.9 | 8.3 | 5.1 | 3.7 | 15.1 | 47.0 | 21.1 | 16.9 | 2.9 | 34.7 | 53.1 | 9.3 | 0.0 |
| AUTOSPRINT | 100.0 | 12.1 | 27.0 | 25.4 | 16.4 | 11.8 | 4.4 | 3.0 | 15.8 | 48.1 | 15.9 | 20.1 | 1.3 | 32.8 | 54.7 | 10.4 | 0.8 |
| BELLA | 100.0 | 7.2 | 7.5 | 25.6 | 12.3 | 7.5 | 27.1 | 12.8 | 12.4 | 40.1 | 26.5 | 21.0 | 2.6 | 26.2 | 58.2 | 11.0 | 2.0 |
| CHI | 100.0 | 9.5 | 19.9 | 23.4 | 16.9 | 8.7 | 13.6 | 8.0 | 17.7 | 46.2 | 18.4 | 17.7 | 2.3 | 37.8 | 46.3 | 13.2 | 0.4 |
| CONFIDENZE | 100.0 | 9.8 | 12.9 | 10.4 | 15.3 | 18.8 | 18.5 | 14.3 | 10.4 | 44.1 | 21.0 | 24.4 | 1.2 | 31.5 | 51.6 | 15.1 | 0.7 |
| DOMENICA QUIZ | 100.0 | 6.8 | 5.4 | 17.5 | 16.6 | 16.7 | 11.5 | 25.4 | 17.2 | 36.3 | 26.5 | 20.0 | 15.4 | 31.6 | 42.8 | 9.8 | 0.4 |
| DONNA MODERNA | 100.0 | 6.0 | 16.0 | 27.8 | 21.2 | 15.1 | 8.0 | 5.9 | 20.1 | 49.4 | 15.3 | 15.1 | 7.9 | 41.4 | 40.6 | 10.0 | 0.2 |
| L'ESPRESSO | 100.0 | 3.8 | 11.7 | 20.8 | 26.3 | 17.6 | 11.1 | 8.7 | 27.3 | 40.7 | 17.7 | 14.3 | 16.8 | 47.1 | 28.3 | 7.2 | 0.6 |
| EVA EXPRESS TREMILA | 100.0 | 9.3 | 25.0 | 29.1 | 21.4 | 8.6 | 4.8 | 1.7 | 8.1 | 53.5 | 13.3 | 25.1 | 3.3 | 32.4 | 50.2 | 13.4 | 0.7 |
| FAMIGLIA CRISTIANA | 100.0 | 5.7 | 11.0 | 16.9 | 14.6 | 19.6 | 13.8 | 18.3 | 14.2 | 46.0 | 20.3 | 19.5 | 7.5 | 35.4 | 37.1 | 19.0 | 1.1 |
| FILM TV | 100.0 | 14.7 | 11.8 | 21.5 | 18.6 | 8.7 | 10.0 | 14.6 | 14.1 | 38.1 | 23.8 | 24.0 | 8.4 | 34.9 | 40.1 | 15.6 | 1.0 |
| GENTE | 100.0 | 6.6 | 14.2 | 19.7 | 16.9 | 14.1 | 14.3 | 14.2 | 17.7 | 40.6 | 20.8 | 20.9 | 6.0 | 38.2 | 38.3 | 16.0 | 1.4 |
| GIOIA | 100.0 | 8.3 | 16.6 | 23.7 | 19.9 | 11.5 | 11.2 | 8.9 | 18.3 | 39.3 | 20.3 | 22.1 | 8.3 | 35.1 | 42.0 | 12.5 | 2.1 |
| IL GIORNALINO | 100.0 | 35.9 | 7.1 | 10.3 | 17.7 | 17.5 | 4.6 | 6.9 | 21.9 | 53.3 | 9.6 | 15.2 | 7.9 | 26.1 | 56.3 | 9.7 | 0.0 |
| GRAND HOTEL | 100.0 | 6.5 | 15.1 | 20.6 | 14.4 | 16.5 | 12.9 | 14.0 | 7.1 | 46.8 | 16.7 | 29.4 | 0.8 | 23.5 | 50.2 | 22.7 | 2.9 |
| GRAZIA | 100.0 | 2.8 | 16.8 | 27.7 | 19.2 | 9.4 | 11.4 | 12.6 | 20.0 | 42.0 | 17.8 | 20.2 | 7.1 | 40.8 | 33.9 | 17.7 | 0.4 |
| GUERIN SPORTIVO | 100.0 | 17.4 | 25.8 | 25.3 | 16.7 | 6.7 | 4.8 | 3.2 | 14.8 | 42.2 | 19.3 | 23.8 | 2.2 | 34.6 | 55.5 | 6.5 | 1.3 |
| GUIDA TV | 100.0 | 5.1 | 11.2 | 20.6 | 25.1 | 14.0 | 11.7 | 12.3 | 12.3 | 40.2 | 19.7 | 27.8 | 7.2 | 29.2 | 48.7 | 13.8 | 1.0 |
| INTIMITA' | 100.0 | 10.8 | 13.9 | 10.6 | 17.9 | 15.5 | 16.0 | 15.4 | 10.0 | 38.9 | 25.7 | 25.4 | 2.9 | 27.4 | 48.2 | 19.3 | 2.2 |
| MAGAZINE BEAUTIFUL | 100.0 | 36.7 | 15.8 | 17.7 | 3.7 | 3.0 | 7.7 | 15.4 | 7.8 | 52.3 | 18.0 | 21.9 | 0.0 | 18.4 | 61.3 | 20.3 | 0.0 |
| IL MONDO | 100.0 | 0.0 | 5.5 | 20.2 | 26.6 | 25.2 | 15.0 | 7.6 | 39.2 | 29.5 | 21.1 | 10.1 | 27.9 | 50.3 | 12.0 | 3.5 | 6.3 |
| MOTOSPRINT | 100.0 | 23.7 | 29.4 | 20.4 | 10.5 | 9.4 | 4.1 | 2.4 | 13.5 | 45.5 | 16.6 | 24.4 | 0.9 | 25.9 | 66.9 | 5.6 | 0.7 |
| NOVELLA 2000 | 100.0 | 7.5 | 27.0 | 26.7 | 17.3 | 7.7 | 9.1 | 4.8 | 11.2 | 45.9 | 14.8 | 28.1 | 2.1 | 36.5 | 47.3 | 13.5 | 0.6 |
| OGGI | 100.0 | 5.7 | 13.8 | 18.3 | 15.7 | 14.5 | 16.4 | 15.6 | 20.1 | 43.5 | 20.0 | 16.3 | 7.1 | 37.2 | 38.0 | 16.5 | 1.2 |
| PANORAMA | 100.0 | 4.3 | 17.1 | 25.2 | 22.1 | 16.5 | 7.7 | 7.0 | 25.1 | 46.4 | 16.8 | 11.7 | 11.6 | 50.0 | 31.9 | 6.3 | 0.2 |
| SORRISI E CANZONI TV | 100.0 | 9.1 | 19.0 | 24.4 | 18.0 | 12.9 | 9.5 | 7.1 | 11.2 | 44.5 | 18.3 | 26.0 | 3.1 | 31.3 | 49.5 | 14.8 | 1.3 |
| STOP | 100.0 | 2.1 | 14.4 | 24.2 | 15.7 | 18.1 | 13.3 | 12.3 | 5.3 | 50.9 | 16.0 | 27.8 | 4.7 | 27.9 | 48.4 | 16.9 | 2.2 |
| TELEPIU' | 100.0 | 10.1 | 19.6 | 23.6 | 17.8 | 11.8 | 9.1 | 8.1 | 17.4 | 41.6 | 19.3 | 21.8 | 3.5 | 32.0 | 50.8 | 13.3 | 0.4 |
| TELESETTE | 100.0 | 8.3 | 16.3 | 19.8 | 19.7 | 14.5 | 11.3 | 10.2 | 11.9 | 41.1 | 18.9 | 28.1 | 4.9 | 33.0 | 48.5 | 12.7 | 0.9 |
| TOPOLINO | 100.0 | 15.0 | 18.6 | 20.0 | 28.2 | 11.0 | 4.7 | 2.6 | 18.7 | 44.2 | 16.6 | 20.5 | 7.0 | 35.8 | 49.2 | 7.7 | 0.3 |
| VISTO | 100.0 | 6.7 | 12.6 | 24.0 | 25.7 | 10.1 | 8.6 | 12.2 | 9.7 | 42.7 | 20.2 | 27.3 | 2.4 | 22.4 | 50.4 | 21.8 | 2.9 |
| VIVERSANI & BELLI | 100.0 | 6.3 | 18.0 | 28.3 | 16.9 | 14.6 | 9.1 | 6.7 | 12.8 | 52.0 | 16.6 | 18.6 | 4.4 | 43.0 | 43.0 | 9.0 | 0.6 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 6.0 | 15.8 | 21.3 | 25.5 | 18.5 | 6.6 | 6.3 | 32.0 | 44.6 | 13.3 | 10.0 | 20.7 | 48.0 | 25.5 | 5.7 | 0.2 |
| DIARIO DELLA SETTIMANA | 100.0 | 2.5 | 5.3 | 21.4 | 21.3 | 27.5 | 7.1 | 14.8 | 40.3 | 38.4 | 17.5 | 3.8 | 28.5 | 42.0 | 23.2 | 6.4 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 13.5 | 23.1 | 24.0 | 15.0 | 10.6 | 7.7 | 6.1 | 12.3 | 48.4 | 17.0 | 22.3 | 3.0 | 34.9 | 49.8 | 12.0 | 0.4 |
| IO DONNA | 100.0 | 3.1 | 11.8 | 25.0 | 15.7 | 18.2 | 12.4 | 13.8 | 32.9 | 46.0 | 12.4 | 8.7 | 21.7 | 47.5 | 25.4 | 5.1 | 0.3 |
| SETTE | 100.0 | 4.2 | 14.0 | 24.3 | 15.4 | 20.2 | 10.3 | 11.7 | 29.2 | 46.3 | 14.8 | 9.7 | 18.5 | 48.2 | 27.9 | 5.0 | 0.4 |
| SPECCHIO DELLA STAMPA | 100.0 | 11.4 | 13.3 | 25.5 | 15.5 | 14.5 | 10.4 | 9.3 | 25.1 | 42.7 | 19.9 | 12.2 | 11.8 | 45.1 | 35.3 | 7.5 | 0.3 |
| TV SETTE | 100.0 | 6.1 | 14.0 | 22.4 | 15.9 | 19.6 | 9.8 | 12.2 | 24.7 | 45.8 | 16.3 | 13.2 | 14.9 | 46.2 | 32.8 | 5.9 | 0.2 |
| IL VENERDI' | 100.0 | 4.5 | 14.7 | 24.5 | 22.9 | 16.6 | 10.0 | 6.7 | 27.1 | 44.1 | 16.3 | 12.4 | 17.1 | 52.0 | 25.1 | 5.6 | 0.3 |

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (percentuali di composizione)

| MENSILI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **100.0** | **5.7** | **12.7** | **19.6** | **16.4** | **15.2** | **13.9** | **16.6** | **12.9** | **38.1** | **18.2** | **30.8** | **6.0** | **28.3** | **38.6** | **22.1** | **5.0** |
| ABITARE | 100.0 | 1.1 | 16.9 | 31.2 | 22.0 | 13.7 | 12.5 | 2.7 | 37.6 | 38.8 | 12.3 | 11.2 | 20.5 | 53.4 | 22.7 | 3.5 | 0.0 |
| AD | 100.0 | 2.2 | 16.1 | 29.8 | 30.5 | 13.3 | 4.2 | 4.0 | 47.3 | 33.3 | 11.6 | 7.8 | 24.0 | 56.9 | 17.9 | 1.2 | 0.0 |
| AIRONE | 100.0 | 8.0 | 18.6 | 16.0 | 26.9 | 18.4 | 6.0 | 6.1 | 28.3 | 50.5 | 10.0 | 11.2 | 14.6 | 48.2 | 30.6 | 6.1 | 0.5 |
| AMADEUS | 100.0 | 0.4 | 15.1 | 37.2 | 15.5 | 10.8 | 12.0 | 9.1 | 31.3 | 36.7 | 13.0 | 19.0 | 27.7 | 37.9 | 33.2 | 1.2 | 0.0 |
| ARCHEO | 100.0 | 3.8 | 23.4 | 24.2 | 17.7 | 20.4 | 6.9 | 3.5 | 28.2 | 48.7 | 12.0 | 11.1 | 20.3 | 51.6 | 25.9 | 2.2 | 0.0 |
| ASTRA | 100.0 | 11.2 | 24.6 | 23.7 | 27.6 | 9.2 | 2.2 | 1.4 | 20.5 | 39.8 | 14.4 | 25.4 | 6.9 | 37.7 | 51.0 | 4.4 | 0.0 |
| A TAVOLA | 100.0 | 0.0 | 9.2 | 29.0 | 13.3 | 11.7 | 11.4 | 25.3 | 28.6 | 36.4 | 19.6 | 15.3 | 10.7 | 44.4 | 23.9 | 18.9 | 2.2 |
| AUTO | 100.0 | 12.4 | 33.0 | 28.6 | 10.5 | 7.3 | 5.7 | 2.4 | 16.6 | 44.7 | 17.1 | 21.6 | 3.5 | 39.2 | 49.1 | 7.8 | 0.5 |
| L'AUTOMOBILE | 100.0 | 5.8 | 12.8 | 20.8 | 17.3 | 17.8 | 15.5 | 10.1 | 15.9 | 48.0 | 19.1 | 17.0 | 6.9 | 37.2 | 43.5 | 12.1 | 0.4 |
| BELL'EUROPA | 100.0 | 5.1 | 8.3 | 31.8 | 24.0 | 13.9 | 11.3 | 5.6 | 38.4 | 40.3 | 12.8 | 8.5 | 22.5 | 53.7 | 16.5 | 6.6 | 0.7 |
| BELL'ITALIA | 100.0 | 2.0 | 10.7 | 25.5 | 22.7 | 20.8 | 12.4 | 5.9 | 35.5 | 44.2 | 10.0 | 10.3 | 20.2 | 50.2 | 23.6 | 5.1 | 0.9 |
| BENISSIMO | 100.0 | 0.0 | 32.8 | 14.1 | 24.0 | 17.1 | 12.1 | 0.0 | 14.8 | 29.2 | 27.4 | 28.7 | 6.6 | 40.0 | 30.0 | 23.3 | 0.0 |
| BIMBI SANI E BELLI | 100.0 | 9.1 | 12.4 | 41.6 | 26.2 | 3.8 | 4.4 | 2.5 | 12.7 | 48.2 | 20.1 | 19.0 | 8.3 | 35.7 | 51.2 | 4.8 | 0.0 |
| BRAVA CASA | 100.0 | 0.7 | 9.2 | 38.7 | 32.5 | 7.9 | 8.0 | 3.0 | 30.1 | 45.4 | 18.0 | 6.5 | 10.1 | 57.0 | 27.9 | 5.0 | 0.0 |
| BUONA CUCINA | 100.0 | 6.2 | 6.4 | 22.9 | 12.5 | 18.6 | 15.9 | 17.5 | 7.2 | 42.5 | 21.0 | 29.3 | 0.0 | 24.4 | 50.3 | 25.3 | 0.0 |
| BURDA | 100.0 | 2.2 | 18.9 | 22.0 | 17.6 | 10.4 | 20.5 | 8.3 | 11.8 | 36.7 | 40.5 | 11.1 | 7.0 | 43.9 | 38.9 | 10.2 | 0.0 |
| CAPITAL | 100.0 | 2.8 | 14.8 | 30.4 | 23.3 | 15.4 | 6.1 | 7.2 | 33.8 | 39.4 | 15.7 | 11.2 | 17.4 | 50.6 | 28.2 | 3.1 | 0.7 |
| CARNET | 100.0 | 6.0 | 20.1 | 37.4 | 15.4 | 10.6 | 2.5 | 8.0 | 31.3 | 52.5 | 11.6 | 4.6 | 18.4 | 59.4 | 15.4 | 6.8 | 0.0 |
| CASAVIVA | 100.0 | 3.8 | 8.5 | 31.5 | 36.9 | 12.1 | 5.4 | 1.8 | 27.9 | 45.2 | 16.3 | 10.6 | 9.5 | 55.3 | 29.7 | 4.7 | 0.8 |
| CENTO COSE ENERGY | 100.0 | 7.1 | 45.8 | 27.4 | 8.0 | 9.7 | 0.6 | 1.4 | 23.3 | 48.6 | 13.4 | 14.8 | 4.1 | 56.1 | 39.2 | 0.6 | 0.0 |
| CIAK | 100.0 | 13.3 | 37.1 | 28.7 | 15.6 | 4.4 | 0.4 | 0.5 | 15.5 | 44.1 | 16.6 | 23.9 | 3.3 | 45.2 | 48.1 | 3.0 | 0.4 |
| CIPRIA | 100.0 | 0.0 | 26.8 | 21.7 | 38.0 | 7.0 | 6.6 | 0.0 | 37.0 | 36.3 | 7.0 | 19.8 | 10.2 | 40.4 | 49.5 | 0.0 | 0.0 |
| CLASS | 100.0 | 2.4 | 17.7 | 41.7 | 20.9 | 13.0 | 1.5 | 2.9 | 39.8 | 36.9 | 11.0 | 12.3 | 20.6 | 53.4 | 25.6 | 0.4 | 0.0 |
| CLUB 3 | 100.0 | 4.4 | 9.0 | 2.5 | 7.9 | 18.3 | 20.5 | 37.4 | 17.9 | 34.5 | 30.2 | 17.4 | 14.0 | 39.5 | 39.9 | 5.1 | 1.5 |
| COME STAI | 100.0 | 3.7 | 15.4 | 7.0 | 23.9 | 13.8 | 23.0 | 13.2 | 18.4 | 44.4 | 21.8 | 15.5 | 11.8 | 45.7 | 30.4 | 12.1 | 0.0 |
| CONSIGLI PRATICI | 100.0 | 6.3 | 10.7 | 6.9 | 22.7 | 25.4 | 19.6 | 8.4 | 0.0 | 45.6 | 44.0 | 10.4 | 0.0 | 21.4 | 58.6 | 20.0 | 0.0 |
| COSE DI CASA | 100.0 | 4.9 | 11.3 | 34.1 | 27.5 | 10.8 | 6.3 | 5.1 | 21.4 | 47.1 | 18.3 | 13.2 | 7.5 | 52.4 | 32.9 | 6.8 | 0.3 |
| LA CUCINA ITALIANA | 100.0 | 2.9 | 9.0 | 27.2 | 23.5 | 13.9 | 12.9 | 10.5 | 26.6 | 45.4 | 11.6 | 16.4 | 13.2 | 39.4 | 37.4 | 9.4 | 0.6 |
| CUCINA MODERNA | 100.0 | 6.7 | 18.0 | 31.1 | 18.7 | 13.2 | 6.4 | 5.9 | 13.3 | 49.2 | 19.6 | 18.0 | 3.3 | 39.9 | 48.4 | 7.0 | 1.4 |
| DONNA | 100.0 | 18.4 | 20.7 | 21.1 | 13.2 | 6.6 | 10.1 | 9.9 | 10.2 | 43.5 | 21.6 | 24.7 | 2.3 | 29.1 | 49.3 | 16.2 | 3.1 |
| DONNA E MAMMA | 100.0 | 3.5 | 5.4 | 43.1 | 32.6 | 6.0 | 3.3 | 6.1 | 11.2 | 39.9 | 24.0 | 24.9 | 0.0 | 34.7 | 48.5 | 14.7 | 2.1 |
| DOVE | 100.0 | 3.7 | 15.5 | 30.5 | 20.5 | 10.9 | 10.7 | 8.2 | 47.0 | 41.1 | 7.5 | 4.3 | 15.8 | 57.9 | 24.2 | 2.1 | 0.0 |
| ELLE | 100.0 | 5.7 | 26.6 | 41.4 | 15.3 | 8.6 | 2.4 | 0.0 | 29.3 | 39.5 | 18.0 | 13.3 | 8.0 | 57.7 | 31.2 | 3.1 | 0.0 |
| ELLE DECOR | 100.0 | 3.7 | 7.3 | 54.3 | 22.0 | 10.5 | 2.1 | 0.0 | 34.5 | 36.1 | 17.9 | 11.6 | 16.2 | 40.7 | 34.2 | 0.0 | 9.0 |
| FOCUS | 100.0 | 11.7 | 28.8 | 28.3 | 13.9 | 11.9 | 4.2 | 1.3 | 21.6 | 51.9 | 13.9 | 12.6 | 8.1 | 49.9 | 39.5 | 2.4 | 0.1 |
| GARDENIA | 100.0 | 3.2 | 20.9 | 17.1 | 23.9 | 23.3 | 10.4 | 1.2 | 25.6 | 44.8 | 9.0 | 20.6 | 12.0 | 54.5 | 25.3 | 7.5 | 0.7 |
| GENTE MESE | 100.0 | 10.1 | 17.7 | 25.9 | 15.1 | 13.3 | 11.0 | 7.0 | 15.1 | 40.5 | 19.8 | 24.6 | 5.3 | 35.7 | 44.9 | 13.8 | 0.3 |
| GENTE MONEY | 100.0 | 0.7 | 10.7 | 28.5 | 17.3 | 23.7 | 14.4 | 4.7 | 35.3 | 48.4 | 11.2 | 5.0 | 14.2 | 57.8 | 24.4 | 3.5 | 0.0 |
| GENTE MOTORI | 100.0 | 10.7 | 18.7 | 25.8 | 19.0 | 13.8 | 7.7 | 4.4 | 16.4 | 43.6 | 18.9 | 21.1 | 4.2 | 38.3 | 47.9 | 9.1 | 0.5 |
| GENTE VIAGGI | 100.0 | 4.1 | 13.4 | 26.5 | 28.3 | 17.0 | 7.8 | 2.8 | 23.7 | 47.2 | 15.1 | 14.1 | 9.6 | 47.0 | 33.9 | 9.1 | 0.5 |
| GLAMOUR | 100.0 | 5.1 | 28.7 | 48.7 | 3.9 | 10.3 | 3.3 | 0.0 | 22.1 | 58.8 | 3.7 | 15.5 | 2.5 | 39.8 | 50.1 | 7.5 | 0.0 |
| GULLIVER | 100.0 | 10.2 | 24.9 | 32.7 | 11.1 | 18.1 | 3.0 | 0.0 | 28.2 | 45.7 | 14.4 | 11.7 | 13.0 | 49.9 | 33.9 | 3.2 | 0.0 |
| IN CASA | 100.0 | 3.4 | 13.2 | 35.3 | 18.0 | 9.2 | 14.9 | 6.0 | 13.9 | 52.0 | 17.5 | 16.7 | 3.8 | 49.1 | 34.1 | 8.8 | 4.2 |
| INSIEME | 100.0 | 2.3 | 10.1 | 30.7 | 40.3 | 12.1 | 1.2 | 3.3 | 27.5 | 45.7 | 19.4 | 7.4 | 2.1 | 48.0 | 40.6 | 9.3 | 0.0 |
| IO E IL MIO BAMBINO | 100.0 | 0.0 | 6.9 | 63.5 | 21.9 | 5.1 | 0.3 | 2.3 | 17.1 | 43.6 | 19.3 | 20.1 | 14.3 | 44.4 | 36.0 | 5.2 | 0.0 |
| JESUS | 100.0 | 10.5 | 14.7 | 20.7 | 13.7 | 22.0 | 6.0 | 12.3 | 33.4 | 33.4 | 20.2 | 13.0 | 19.2 | 39.3 | 32.2 | 9.2 | 0.0 |
| MADRE | 100.0 | 6.9 | 12.9 | 27.5 | 5.1 | 11.9 | 21.3 | 14.4 | 18.7 | 51.0 | 5.8 | 24.6 | 9.9 | 30.3 | 32.4 | 27.4 | 0.0 |
| MARIE CLAIRE | 100.0 | 5.5 | 25.2 | 36.7 | 17.9 | 12.1 | 1.6 | 1.0 | 26.6 | 56.4 | 8.2 | 8.8 | 11.9 | 51.3 | 30.0 | 5.7 | 1.2 |
| MAX | 100.0 | 11.6 | 32.9 | 38.9 | 11.5 | 4.1 | 0.7 | 0.3 | 20.0 | 55.4 | 11.4 | 13.3 | 6.0 | 52.4 | 40.1 | 1.4 | 0.2 |
| MERIDIANI | 100.0 | 0.0 | 4.7 | 24.0 | 36.0 | 26.4 | 5.5 | 3.5 | 31.1 | 56.8 | 6.9 | 5.1 | 24.0 | 59.8 | 12.1 | 4.1 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 3.0 | 11.2 | 14.3 | 12.5 | 17.8 | 18.9 | 22.2 | 11.3 | 39.6 | 23.5 | 25.7 | 7.5 | 32.2 | 33.1 | 25.4 | 1.9 |
| LA MIA BOUTIQUE | 100.0 | 7.2 | 16.1 | 0.0 | 0.0 | 20.1 | 39.7 | 16.8 | 10.9 | 41.9 | 21.6 | 25.7 | 0.0 | 15.5 | 60.7 | 15.8 | 8.0 |
| LA MIA CASA | 100.0 | 5.9 | 9.9 | 23.5 | 32.5 | 16.0 | 5.9 | 6.4 | 28.6 | 36.8 | 16.1 | 18.5 | 8.8 | 42.1 | 33.4 | 13.4 | 2.3 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 5.3 | 23.6 | 37.0 | 22.4 | 7.1 | 3.3 | 1.3 | 15.2 | 50.3 | 15.3 | 19.1 | 5.6 | 54.9 | 37.3 | 2.2 | 0.0 |
| NAUTICA | 100.0 | 4.9 | 11.4 | 20.8 | 23.9 | 27.0 | 8.0 | 3.9 | 28.3 | 40.7 | 15.4 | 15.6 | 6.8 | 53.5 | 35.0 | 4.8 | 0.0 |
| PESCARE | 100.0 | 11.6 | 11.4 | 22.0 | 19.9 | 22.0 | 7.1 | 6.0 | 8.7 | 46.4 | 14.2 | 30.6 | 3.0 | 27.4 | 56.7 | 11.6 | 1.2 |
| PRATICA | 100.0 | 5.5 | 17.9 | 27.9 | 26.8 | 7.0 | 7.7 | 7.3 | 22.8 | 55.4 | 21.9 | 0.0 | 6.4 | 58.2 | 19.1 | 16.3 | 0.0 |
| QUATTRORUOTE | 100.0 | 7.8 | 19.6 | 28.3 | 18.6 | 12.7 | 8.2 | 4.7 | 18.1 | 45.8 | 16.1 | 20.0 | 6.0 | 39.6 | 44.8 | 8.9 | 0.6 |
| QUATTRO ZAMPE | 100.0 | 11.9 | 21.9 | 32.2 | 15.3 | 7.9 | 6.7 | 4.2 | 18.2 | 41.2 | 14.8 | 25.8 | 5.5 | 34.6 | 50.2 | 9.5 | 0.3 |
| QUI TOURING | 100.0 | 2.8 | 10.6 | 20.2 | 15.8 | 21.5 | 13.6 | 15.5 | 38.6 | 44.7 | 13.0 | 3.8 | 23.7 | 51.6 | 20.6 | 4.0 | 0.0 |
| RAKAM | 100.0 | 0.0 | 20.4 | 5.6 | 27.2 | 10.1 | 26.0 | 10.8 | 11.9 | 30.5 | 26.1 | 31.5 | 6.4 | 48.3 | 35.9 | 3.1 | 6.3 |
| SALE & PEPE | 100.0 | 2.6 | 10.4 | 24.7 | 36.8 | 13.5 | 3.3 | 8.6 | 33.6 | 39.7 | 14.4 | 12.3 | 17.3 | 50.2 | 28.9 | 3.6 | 0.0 |
| SALVE | 100.0 | 0.0 | 4.5 | 19.7 | 23.4 | 33.5 | 10.8 | 8.1 | 23.6 | 38.5 | 24.5 | 13.3 | 18.9 | 47.8 | 22.3 | 10.9 | 0.0 |
| SCIENZA & VITA | 100.0 | 7.0 | 19.5 | 18.0 | 17.9 | 22.9 | 4.5 | 10.2 | 14.4 | 53.7 | 17.3 | 14.6 | 10.0 | 57.8 | 30.8 | 1.4 | 0.0 |
| LE SCIENZE | 100.0 | 5.1 | 15.8 | 20.8 | 29.8 | 19.0 | 2.2 | 7.3 | 34.0 | 46.9 | 10.7 | 8.4 | 31.3 | 49.7 | 14.3 | 4.2 | 0.5 |
| SELEZIONE READER'S DIGEST | 100.0 | 4.2 | 10.8 | 20.5 | 19.0 | 16.8 | 18.1 | 10.7 | 14.2 | 49.4 | 22.3 | 14.2 | 4.9 | 47.7 | 35.9 | 11.6 | 0.0 |
| SILHOUETTE DONNA | 100.0 | 14.4 | 33.0 | 34.0 | 10.7 | 6.5 | 1.3 | 0.0 | 14.4 | 56.8 | 14.8 | 14.0 | 8.5 | 47.6 | 38.6 | 5.3 | 0.0 |
| SPEAK UP | 100.0 | 4.6 | 24.4 | 36.7 | 16.9 | 7.8 | 3.6 | 5.9 | 29.3 | 44.4 | 21.4 | 4.9 | 26.2 | 53.1 | 20.0 | 0.7 | 0.0 |
| STARBENE | 100.0 | 4.9 | 15.2 | 27.4 | 22.9 | 14.8 | 10.7 | 4.1 | 19.4 | 46.0 | 18.1 | 16.5 | 10.1 | 45.9 | 36.5 | 7.1 | 0.3 |
| STARTER | 100.0 | 16.7 | 26.8 | 18.9 | 18.5 | 15.2 | 4.0 | 0.0 | 8.5 | 50.5 | 15.0 | 26.0 | 3.2 | 34.2 | 54.1 | 8.5 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 1.3 | 7.2 | 22.2 | 35.8 | 17.0 | 8.1 | 8.4 | 19.5 | 50.3 | 19.0 | 11.3 | 14.5 | 54.9 | 28.7 | 1.9 | 0.0 |
| TUTTO | 100.0 | 38.0 | 43.0 | 14.4 | 3.0 | 1.5 | 0.0 | 0.0 | 12.1 | 50.2 | 19.9 | 17.7 | 1.7 | 31.8 | 64.7 | 1.8 | 0.0 |
| TUTTOMOTO | 100.0 | 25.5 | 26.9 | 22.8 | 11.4 | 8.8 | 3.4 | 1.3 | 14.9 | 42.9 | 16.7 | 25.6 | 1.9 | 27.7 | 61.5 | 8.0 | 1.0 |
| TUTTOTURISMO | 100.0 | 10.7 | 10.1 | 32.5 | 18.1 | 13.7 | 11.6 | 3.3 | 18.3 | 44.8 | 15.1 | 21.9 | 7.0 | 29.9 | 52.9 | 9.0 | 1.1 |
| VERA | 100.0 | 11.7 | 21.8 | 19.7 | 17.8 | 16.1 | 10.2 | 2.8 | 7.7 | 51.7 | 14.0 | 26.6 | 4.0 | 34.9 | 43.7 | 15.7 | 1.7 |
| VIAGGIARE | 100.0 | 4.2 | 28.7 | 26.4 | 22.8 | 6.1 | 10.0 | 1.6 | 18.6 | 50.6 | 14.7 | 16.1 | 4.4 | 42.1 | 47.8 | 5.6 | 0.0 |
| VITALITY | 100.0 | 9.3 | 31.0 | 31.3 | 8.7 | 5.6 | 3.1 | 11.0 | 11.2 | 65.0 | 17.8 | 6.1 | 4.2 | 58.0 | 25.3 | 12.5 | 0.0 |
| VOGUE ITALIA | 100.0 | 4.7 | 23.6 | 36.2 | 19.4 | 9.3 | 6.2 | 0.6 | 17.2 | 49.2 | 16.3 | 17.3 | 4.6 | 51.8 | 40.0 | 2.2 | 1.5 |
| WEEKEND VIAGGI | 100.0 | 3.1 | 25.1 | 33.7 | 22.0 | 2.0 | 12.6 | 1.7 | 24.8 | 49.1 | 13.3 | 12.7 | 9.9 | 55.2 | 26.1 | 6.8 | 2.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 2.7 | 12.7 | 17.8 | 23.2 | 20.1 | 10.8 | 12.6 | 16.7 | 48.7 | 13.1 | 21.5 | 3.7 | 35.4 | 38.6 | 18.7 | 3.7 |

# Uomini

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operale | | operale | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| POPOLAZIONE | 23775 | 1351 | 4716 | 1648 | 532 | 429 | 2666 | 2519 | 2209 | 212 | 2741 | 4753 | 0 | 0 | 0 | 0 |
| AMICA | 191 | 11 | 67 | 15 | 3 | 6 | 24 | 8 | 11 | 0 | 29 | 18 | 0 | 0 | 0 | 0 |
| ANNA | 219 | 24 | 53 | 18 | 0 | 0 | 38 | 15 | 16 | 0 | 31 | 24 | 0 | 0 | 0 | 0 |
| AUTO OGGI | 726 | 40 | 161 | 47 | 5 | 8 | 174 | 132 | 49 | 4 | 53 | 53 | 0 | 0 | 0 | 0 |
| AUTOSPRINT | 639 | 24 | 154 | 33 | 10 | 4 | 138 | 132 | 54 | 0 | 51 | 39 | 0 | 0 | 0 | 0 |
| BELLA | 86 | 2 | 21 | 2 | 0 | 4 | 17 | 7 | 3 | 0 | 10 | 19 | 0 | 0 | 0 | 0 |
| CHI | 503 | 34 | 126 | 21 | 4 | 8 | 93 | 72 | 28 | 0 | 43 | 74 | 0 | 0 | 0 | 0 |
| CONFIDENZE | 165 | 3 | 31 | 10 | 0 | 3 | 22 | 18 | 12 | 0 | 35 | 32 | 0 | 0 | 0 | 0 |
| DOMENICA QUIZ | 203 | 15 | 44 | 17 | 0 | 4 | 23 | 10 | 12 | 0 | 37 | 40 | 0 | 0 | 0 | 0 |
| DONNA MODERNA | 839 | 87 | 251 | 54 | 5 | 12 | 130 | 87 | 54 | 3 | 85 | 71 | 0 | 0 | 0 | 0 |
| L'ESPRESSO | 1550 | 243 | 418 | 149 | 11 | 51 | 209 | 92 | 73 | 0 | 174 | 132 | 0 | 0 | 0 | 0 |
| EVA EXPRESS TREMILA | 364 | 13 | 100 | 27 | 4 | 1 | 54 | 68 | 41 | 2 | 29 | 25 | 0 | 0 | 0 | 0 |
| FAMIGLIA CRISTIANA | 2160 | 127 | 446 | 142 | 77 | 63 | 263 | 203 | 114 | 17 | 332 | 377 | 0 | 0 | 0 | 0 |
| FILM TV | 177 | 23 | 20 | 14 | 2 | 2 | 36 | 10 | 26 | 0 | 21 | 22 | 0 | 0 | 0 | 0 |
| GENTE | 1640 | 117 | 390 | 123 | 18 | 24 | 243 | 132 | 115 | 5 | 207 | 265 | 0 | 0 | 0 | 0 |
| GIOIA | 265 | 17 | 59 | 29 | 0 | 10 | 39 | 24 | 27 | 3 | 34 | 22 | 0 | 0 | 0 | 0 |
| IL GIORNALINO | 190 | 4 | 43 | 7 | 0 | 6 | 78 | 29 | 6 | 1 | 11 | 4 | 0 | 0 | 0 | 0 |
| GRAND HOTEL | 403 | 5 | 100 | 19 | 3 | 4 | 42 | 62 | 27 | 0 | 62 | 79 | 0 | 0 | 0 | 0 |
| GRAZIA | 300 | 29 | 83 | 21 | 0 | 10 | 34 | 25 | 17 | 0 | 40 | 42 | 0 | 0 | 0 | 0 |
| GUERIN SPORTIVO | 442 | 22 | 92 | 24 | 2 | 6 | 125 | 65 | 37 | 0 | 29 | 40 | 0 | 0 | 0 | 0 |
| GUIDA TV | 859 | 51 | 184 | 59 | 6 | 15 | 99 | 84 | 123 | 0 | 127 | 111 | 0 | 0 | 0 | 0 |
| INTIMITA' | 192 | 7 | 24 | 14 | 0 | 0 | 32 | 25 | 20 | 0 | 29 | 41 | 0 | 0 | 0 | 0 |
| MAGAZINE BEAUTIFUL | 63 | 0 | 11 | 3 | 0 | 3 | 30 | 0 | 3 | 0 | 6 | 8 | 0 | 0 | 0 | 0 |
| IL MONDO | 78 | 19 | 18 | 8 | 0 | 3 | 8 | 0 | 2 | 3 | 11 | 6 | 0 | 0 | 0 | 0 |
| MOTOSPRINT | 494 | 10 | 124 | 33 | 2 | 2 | 144 | 79 | 36 | 0 | 27 | 36 | 0 | 0 | 0 | 0 |
| NOVELLA 2000 | 600 | 24 | 151 | 33 | 7 | 12 | 85 | 107 | 69 | 3 | 49 | 60 | 0 | 0 | 0 | 0 |
| OGGI | 1713 | 137 | 436 | 93 | 15 | 31 | 236 | 132 | 79 | 3 | 266 | 286 | 0 | 0 | 0 | 0 |
| PANORAMA | 2126 | 277 | 601 | 175 | 20 | 74 | 354 | 194 | 99 | 4 | 197 | 131 | 0 | 0 | 0 | 0 |
| SORRISI E CANZONI TV | 3947 | 189 | 902 | 284 | 63 | 31 | 657 | 581 | 381 | 19 | 363 | 478 | 0 | 0 | 0 | 0 |
| STOP | 206 | 10 | 55 | 5 | 2 | 0 | 9 | 48 | 16 | 4 | 17 | 39 | 0 | 0 | 0 | 0 |
| TELEPIU' | 1021 | 74 | 238 | 74 | 12 | 10 | 183 | 144 | 105 | 4 | 72 | 107 | 0 | 0 | 0 | 0 |
| TELESETTE | 1103 | 48 | 224 | 86 | 11 | 11 | 176 | 140 | 102 | 9 | 128 | 168 | 0 | 0 | 0 | 0 |
| TOPOLINO | 1362 | 105 | 321 | 126 | 9 | 34 | 343 | 167 | 101 | 8 | 72 | 77 | 0 | 0 | 0 | 0 |
| VISTO | 273 | 9 | 69 | 35 | 2 | 3 | 31 | 36 | 24 | 4 | 20 | 42 | 0 | 0 | 0 | 0 |
| VIVERSANI & BELLI | 523 | 36 | 136 | 42 | 7 | 12 | 77 | 64 | 33 | 6 | 63 | 46 | 0 | 0 | 0 | 0 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 90 | 197 | 48 | 0 | 50 | 152 | 34 | 23 | 0 | 50 | 38 | 0 | 0 | 0 | 0 |
| DIARIO DELLA SETTIMANA | 96 | 12 | 35 | 6 | 0 | 8 | 10 | 4 | 2 | 0 | 12 | 7 | 0 | 0 | 0 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 98 | 462 | 131 | 10 | 13 | 456 | 277 | 132 | 9 | 212 | 195 | 0 | 0 | 0 | 0 |
| IO DONNA | 703 | 123 | 188 | 32 | 2 | 32 | 106 | 31 | 14 | 0 | 104 | 70 | 0 | 0 | 0 | 0 |
| SETTE | 1329 | 213 | 362 | 63 | 3 | 47 | 245 | 53 | 46 | 0 | 178 | 119 | 0 | 0 | 0 | 0 |
| SPECCHIO DELLA STAMPA | 657 | 80 | 149 | 48 | 5 | 28 | 144 | 36 | 29 | 3 | 62 | 74 | 0 | 0 | 0 | 0 |
| TV SETTE | 1332 | 170 | 323 | 89 | 3 | 35 | 255 | 90 | 45 | 0 | 181 | 141 | 0 | 0 | 0 | 0 |
| IL VENERDI' | 2262 | 322 | 576 | 193 | 17 | 115 | 382 | 156 | 80 | 4 | 244 | 173 | 0 | 0 | 0 | 0 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Ceti super. A | Ceti medi: Fascia alta B1 | Ceti medi: Fascia bassa B2 | Ceti medi: Agricoltori B3 | Intellettuali: Docenti C1 | Intellettuali: Studenti C2 | Operai: Fascia alta D1 | Operai: Fascia bassa D2 | Operai: Braccianti D3 | Pensionati e altri: Fascia alta F1 | Pensionati e altri: Fascia bassa F2 | CASALINGHE DI FAMIGLIE non operaie: Fascia alta E1 | CASALINGHE DI FAMIGLIE non operaie: Fascia bassa E2 | CASALINGHE DI FAMIGLIE operaie: Fascia alta E3 | CASALINGHE DI FAMIGLIE operaie: Fascia bassa E4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| POPOLAZIONE | 23775 | 1351 | 4716 | 1648 | 532 | 429 | 2666 | 2519 | 2209 | 212 | 2741 | 4753 | 0 | 0 | 0 | 0 |
| ABITARE | 259 | 47 | 84 | 12 | 2 | 7 | 39 | 18 | 9 | 0 | 24 | 18 | 0 | 0 | 0 | 0 |
| AD | 301 | 76 | 82 | 24 | 2 | 13 | 50 | 13 | 2 | 0 | 19 | 19 | 0 | 0 | 0 | 0 |
| AIRONE | 640 | 87 | 185 | 31 | 9 | 35 | 115 | 45 | 17 | 0 | 79 | 38 | 0 | 0 | 0 | 0 |
| AMADEUS | 114 | 12 | 30 | 6 | 2 | 13 | 21 | 4 | 3 | 0 | 11 | 11 | 0 | 0 | 0 | 0 |
| ARCHEO | 182 | 20 | 58 | 11 | 0 | 15 | 45 | 10 | 2 | 0 | 17 | 4 | 0 | 0 | 0 | 0 |
| ASTRA | 135 | 10 | 41 | 10 | 0 | 1 | 33 | 13 | 6 | 0 | 10 | 11 | 0 | 0 | 0 | 0 |
| A TAVOLA | 66 | 8 | 19 | 3 | 0 | 8 | 0 | 0 | 3 | 0 | 16 | 10 | 0 | 0 | 0 | 0 |
| AUTO | 1134 | 63 | 259 | 73 | 7 | 3 | 296 | 182 | 89 | 8 | 66 | 89 | 0 | 0 | 0 | 0 |
| L'AUTOMOBILE | 964 | 63 | 256 | 75 | 14 | 7 | 119 | 119 | 69 | 2 | 109 | 133 | 0 | 0 | 0 | 0 |
| BELL'EUROPA | 164 | 34 | 37 | 12 | 2 | 15 | 27 | 11 | 2 | 1 | 15 | 7 | 0 | 0 | 0 | 0 |
| BELL'ITALIA | 420 | 70 | 125 | 11 | 6 | 30 | 57 | 32 | 9 | 4 | 47 | 31 | 0 | 0 | 0 | 0 |
| BENISSIMO | 33 | 0 | 9 | 2 | 0 | 0 | 5 | 5 | 3 | 0 | 0 | 8 | 0 | 0 | 0 | 0 |
| BIMBI SANI E BELLI | 284 | 24 | 72 | 35 | 4 | 10 | 47 | 39 | 23 | 0 | 9 | 22 | 0 | 0 | 0 | 0 |
| BRAVA CASA | 361 | 68 | 115 | 47 | 0 | 11 | 34 | 30 | 13 | 0 | 23 | 20 | 0 | 0 | 0 | 0 |
| BUONA CUCINA | 135 | 1 | 47 | 11 | 0 | 4 | 14 | 9 | 9 | 0 | 16 | 23 | 0 | 0 | 0 | 0 |
| BURDA | 110 | 6 | 17 | 22 | 0 | 2 | 11 | 11 | 10 | 0 | 12 | 21 | 0 | 0 | 0 | 0 |
| CAPITAL | 324 | 56 | 94 | 32 | 5 | 16 | 50 | 10 | 22 | 0 | 30 | 10 | 0 | 0 | 0 | 0 |
| CARNET | 117 | 24 | 26 | 6 | 0 | 6 | 31 | 9 | 2 | 0 | 8 | 5 | 0 | 0 | 0 | 0 |
| CASAVIVA | 611 | 88 | 227 | 69 | 5 | 21 | 75 | 63 | 19 | 0 | 25 | 18 | 0 | 0 | 0 | 0 |
| CENTO COSE ENERGY | 174 | 14 | 46 | 8 | 0 | 2 | 57 | 18 | 4 | 4 | 10 | 10 | 0 | 0 | 0 | 0 |
| CIAK | 547 | 18 | 123 | 40 | 4 | 4 | 176 | 80 | 55 | 0 | 20 | 26 | 0 | 0 | 0 | 0 |
| CIPRIA | 25 | 5 | 13 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 5 | 0 | 0 | 0 | 0 |
| CLASS | 226 | 46 | 66 | 23 | 0 | 10 | 42 | 16 | 4 | 0 | 8 | 11 | 0 | 0 | 0 | 0 |
| CLUB 3 | 80 | 5 | 13 | 2 | 0 | 2 | 7 | 5 | 0 | 0 | 14 | 31 | 0 | 0 | 0 | 0 |
| COME STAI | 87 | 9 | 25 | 4 | 0 | 1 | 12 | 6 | 6 | 0 | 9 | 16 | 0 | 0 | 0 | 0 |
| CONSIGLI PRATICI | 21 | 0 | 3 | 5 | 0 | 0 | 1 | 5 | 1 | 0 | 1 | 4 | 0 | 0 | 0 | 0 |
| COSE DI CASA | 570 | 45 | 198 | 54 | 7 | 6 | 72 | 60 | 42 | 0 | 49 | 39 | 0 | 0 | 0 | 0 |
| LA CUCINA ITALIANA | 297 | 18 | 90 | 10 | 4 | 15 | 32 | 19 | 16 | 2 | 62 | 29 | 0 | 0 | 0 | 0 |
| CUCINA MODERNA | 271 | 10 | 91 | 23 | 0 | 4 | 50 | 31 | 17 | 0 | 18 | 27 | 0 | 0 | 0 | 0 |
| DONNA | 201 | 3 | 32 | 13 | 0 | 5 | 52 | 24 | 17 | 0 | 20 | 37 | 0 | 0 | 0 | 0 |
| DONNA E MAMMA | 79 | 9 | 14 | 14 | 0 | 4 | 5 | 9 | 12 | 2 | 6 | 3 | 0 | 0 | 0 | 0 |
| DOVE | 277 | 60 | 79 | 7 | 0 | 19 | 48 | 19 | 2 | 0 | 36 | 6 | 0 | 0 | 0 | 0 |
| ELLE | 81 | 17 | 24 | 0 | 0 | 3 | 12 | 7 | 7 | 0 | 0 | 11 | 0 | 0 | 0 | 0 |
| ELLE DECOR | 34 | 6 | 9 | 6 | 0 | 0 | 7 | 0 | 2 | 0 | 3 | 1 | 0 | 0 | 0 | 0 |
| FOCUS | 2038 | 178 | 540 | 129 | 7 | 58 | 605 | 221 | 74 | 0 | 147 | 80 | 0 | 0 | 0 | 0 |
| GARDENIA | 174 | 30 | 48 | 10 | 3 | 2 | 27 | 15 | 9 | 4 | 18 | 8 | 0 | 0 | 0 | 0 |
| GENTE MESE | 589 | 36 | 102 | 61 | 7 | 16 | 114 | 80 | 44 | 0 | 51 | 80 | 0 | 0 | 0 | 0 |
| GENTE MONEY | 232 | 47 | 77 | 21 | 5 | 14 | 17 | 8 | 2 | 0 | 31 | 9 | 0 | 0 | 0 | 0 |
| GENTE MOTORI | 1527 | 112 | 391 | 142 | 22 | 18 | 271 | 186 | 112 | 8 | 132 | 133 | 0 | 0 | 0 | 0 |
| GENTE VIAGGI | 510 | 56 | 166 | 42 | 5 | 16 | 57 | 50 | 32 | 2 | 58 | 26 | 0 | 0 | 0 | 0 |
| GLAMOUR | 70 | 11 | 34 | 3 | 0 | 0 | 12 | 6 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 0 |
| GULLIVER | 200 | 38 | 39 | 11 | 0 | 4 | 58 | 28 | 3 | 0 | 11 | 8 | 0 | 0 | 0 | 0 |
| IN CASA | 62 | 5 | 27 | 5 | 0 | 0 | 0 | 7 | 6 | 0 | 5 | 8 | 0 | 0 | 0 | 0 |
| INSIEME | 89 | 7 | 37 | 11 | 0 | 1 | 8 | 11 | 9 | 0 | 5 | 0 | 0 | 0 | 0 | 0 |
| IO E IL MIO BAMBINO | 219 | 34 | 65 | 31 | 0 | 13 | 5 | 24 | 34 | 0 | 4 | 10 | 0 | 0 | 0 | 0 |
| JESUS | 88 | 8 | 15 | 7 | 0 | 9 | 17 | 8 | 6 | 0 | 11 | 6 | 0 | 0 | 0 | 0 |
| MADRE | 59 | 10 | 15 | 2 | 0 | 0 | 6 | 3 | 6 | 0 | 10 | 8 | 0 | 0 | 0 | 0 |
| MARIE CLAIRE | 196 | 37 | 65 | 12 | 0 | 2 | 33 | 25 | 10 | 0 | 8 | 2 | 0 | 0 | 0 | 0 |
| MAX | 1143 | 84 | 329 | 64 | 11 | 13 | 330 | 173 | 50 | 0 | 51 | 37 | 0 | 0 | 0 | 0 |
| MERIDIANI | 104 | 30 | 49 | 7 | 0 | 0 | 2 | 5 | 3 | 0 | 7 | 2 | 0 | 0 | 0 | 0 |
| MESSAGGERO DI S.ANTONIO | 636 | 32 | 93 | 51 | 19 | 21 | 43 | 61 | 52 | 3 | 109 | 153 | 0 | 0 | 0 | 0 |
| LA MIA BOUTIQUE | 27 | 0 | 2 | 0 | 0 | 2 | 4 | 0 | 1 | 0 | 8 | 10 | 0 | 0 | 0 | 0 |
| LA MIA CASA | 140 | 24 | 38 | 12 | 0 | 0 | 9 | 17 | 18 | 0 | 15 | 5 | 0 | 0 | 0 | 0 |
| MILLIONAIRE INTRAPRENDERE | 447 | 47 | 154 | 36 | 9 | 14 | 80 | 37 | 25 | 0 | 16 | 30 | 0 | 0 | 0 | 0 |
| NAUTICA | 221 | 29 | 70 | 29 | 4 | 3 | 34 | 21 | 5 | 0 | 15 | 11 | 0 | 0 | 0 | 0 |
| PESCARE | 487 | 21 | 121 | 34 | 3 | 0 | 71 | 91 | 33 | 0 | 67 | 47 | 0 | 0 | 0 | 0 |
| PRATICA | 68 | 8 | 29 | 8 | 0 | 3 | 4 | 5 | 2 | 0 | 2 | 7 | 0 | 0 | 0 | 0 |
| QUATTRORUOTE | 4458 | 329 | 1211 | 354 | 77 | 73 | 745 | 538 | 375 | 33 | 362 | 361 | 0 | 0 | 0 | 0 |
| QUATTRO ZAMPE | 274 | 18 | 59 | 11 | 5 | 0 | 51 | 42 | 24 | 3 | 38 | 24 | 0 | 0 | 0 | 0 |
| QUI TOURING | 567 | 94 | 158 | 23 | 2 | 22 | 80 | 24 | 6 | 0 | 114 | 43 | 0 | 0 | 0 | 0 |
| RAKAM | 37 | 0 | 11 | 2 | 0 | 0 | 4 | 0 | 5 | 0 | 8 | 5 | 0 | 0 | 0 | 0 |
| SALE & PEPE | 175 | 25 | 60 | 11 | 0 | 3 | 21 | 18 | 5 | 0 | 17 | 15 | 0 | 0 | 0 | 0 |
| SALVE | 123 | 18 | 36 | 14 | 0 | 8 | 6 | 10 | 3 | 0 | 16 | 12 | 0 | 0 | 0 | 0 |
| SCIENZA & VITA | 165 | 15 | 46 | 13 | 2 | 12 | 37 | 7 | 7 | 0 | 11 | 13 | 0 | 0 | 0 | 0 |
| LE SCIENZE | 298 | 40 | 63 | 10 | 5 | 58 | 70 | 9 | 9 | 0 | 25 | 9 | 0 | 0 | 0 | 0 |
| SELEZIONE READER'S DIGEST | 629 | 34 | 163 | 51 | 16 | 18 | 82 | 52 | 44 | 0 | 98 | 71 | 0 | 0 | 0 | 0 |
| SILHOUETTE DONNA | 149 | 10 | 31 | 15 | 6 | 0 | 43 | 17 | 12 | 0 | 12 | 4 | 0 | 0 | 0 | 0 |
| SPEAK UP | 130 | 27 | 29 | 4 | 0 | 10 | 41 | 2 | 0 | 0 | 6 | 12 | 0 | 0 | 0 | 0 |
| STARBENE | 592 | 51 | 174 | 44 | 6 | 17 | 89 | 53 | 36 | 4 | 59 | 60 | 0 | 0 | 0 | 0 |
| STARTER | 143 | 7 | 29 | 11 | 0 | 0 | 43 | 28 | 9 | 0 | 10 | 6 | 0 | 0 | 0 | 0 |
| TUTTI FOTOGRAFI | 175 | 30 | 56 | 16 | 2 | 4 | 8 | 17 | 8 | 2 | 24 | 7 | 0 | 0 | 0 | 0 |
| TUTTO | 404 | 11 | 39 | 15 | 0 | 7 | 248 | 40 | 20 | 0 | 10 | 14 | 0 | 0 | 0 | 0 |
| TUTTOMOTO | 922 | 29 | 197 | 57 | 7 | 7 | 308 | 123 | 65 | 4 | 53 | 72 | 0 | 0 | 0 | 0 |
| TUTTOTURISMO | 201 | 22 | 67 | 17 | 0 | 5 | 29 | 16 | 21 | 3 | 10 | 12 | 0 | 0 | 0 | 0 |
| VERA | 203 | 5 | 58 | 17 | 5 | 1 | 31 | 33 | 16 | 0 | 25 | 11 | 0 | 0 | 0 | 0 |
| VIAGGIARE | 221 | 20 | 60 | 12 | 5 | 0 | 42 | 37 | 14 | 3 | 19 | 9 | 0 | 0 | 0 | 0 |
| VITALITY | 54 | 8 | 15 | 0 | 0 | 0 | 11 | 4 | 4 | 0 | 6 | 7 | 0 | 0 | 0 | 0 |
| VOGUE ITALIA | 295 | 30 | 94 | 23 | 5 | 5 | 39 | 32 | 21 | 0 | 25 | 22 | 0 | 0 | 0 | 0 |
| WEEKEND VIAGGI | 115 | 9 | 32 | 8 | 2 | 5 | 21 | 14 | 8 | 0 | 12 | 5 | 0 | 0 | 0 | 0 |
| DIANA (QUATTORDICINALE) | 296 | 20 | 81 | 16 | 16 | 4 | 21 | 42 | 14 | 4 | 45 | 33 | 0 | 0 | 0 | 0 |

# Uomini

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi: Fascia alta B1 | Ceti medi: Fascia bassa B2 | Ceti medi: Agricoltori B3 | Intellettuali: Docenti C1 | Intellettuali: Studenti C2 | Operai: Fascia alta D1 | Operai: Fascia bassa D2 | Operai: Braccianti D3 | Pensionati e altri: Fascia alta F1 | Pensionati e altri: Fascia bassa F2 | CASALINGHE DI FAMIGLIE non operale: Fascia alta E1 | CASALINGHE DI FAMIGLIE non operale: Fascia bassa E2 | CASALINGHE DI FAMIGLIE operale: Fascia alta E3 | CASALINGHE DI FAMIGLIE operale: Fascia bassa E4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **100.0** | **5.7** | **19.8** | **6.9** | **2.2** | **1.8** | **11.2** | **10.6** | **9.3** | **0.9** | **11.5** | **20.0** | **0.0** | **0.0** | **0.0** | **0.0** |
| AMICA | 100.0 | 5.8 | 35.0 | 7.6 | 1.3 | 3.3 | 12.5 | 4.1 | 6.0 | 0.0 | 15.1 | 9.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| ANNA | 100.0 | 10.7 | 24.2 | 8.1 | 0.0 | 0.0 | 17.5 | 6.8 | 7.4 | 0.0 | 14.3 | 11.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| AUTO OGGI | 100.0 | 5.6 | 22.2 | 6.5 | 0.6 | 1.0 | 24.0 | 18.2 | 6.7 | 0.6 | 7.3 | 7.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| AUTOSPRINT | 100.0 | 3.7 | 24.1 | 5.1 | 1.6 | 0.7 | 21.6 | 20.6 | 8.5 | 0.0 | 8.0 | 6.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| BELLA | 100.0 | 2.6 | 24.4 | 2.8 | 0.0 | 4.4 | 19.4 | 8.6 | 4.0 | 0.0 | 11.7 | 22.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| CHI | 100.0 | 6.7 | 25.1 | 4.1 | 0.7 | 1.6 | 18.5 | 14.3 | 5.6 | 0.0 | 8.6 | 14.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| CONFIDENZE | 100.0 | 1.9 | 18.9 | 6.2 | 0.0 | 1.9 | 13.2 | 10.7 | 7.2 | 0.0 | 21.0 | 19.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| DOMENICA QUIZ | 100.0 | 7.4 | 21.6 | 8.4 | 0.0 | 1.9 | 11.4 | 5.1 | 6.0 | 0.0 | 18.4 | 19.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| DONNA MODERNA | 100.0 | 10.3 | 29.9 | 6.4 | 0.6 | 1.4 | 15.5 | 10.3 | 6.5 | 0.3 | 10.2 | 8.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| L'ESPRESSO | 100.0 | 15.7 | 27.0 | 9.6 | 0.7 | 3.3 | 13.5 | 5.9 | 4.7 | 0.0 | 11.2 | 8.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| EVA EXPRESS TREMILA | 100.0 | 3.7 | 27.6 | 7.5 | 1.1 | 0.4 | 14.7 | 18.7 | 11.2 | 0.4 | 7.9 | 6.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| FAMIGLIA CRISTIANA | 100.0 | 5.9 | 20.7 | 6.6 | 3.6 | 2.9 | 12.2 | 9.4 | 5.3 | 0.8 | 15.4 | 17.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| FILM TV | 100.0 | 13.0 | 11.1 | 8.2 | 1.3 | 1.0 | 20.5 | 5.7 | 14.6 | 0.0 | 11.9 | 12.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| GENTE | 100.0 | 7.1 | 23.8 | 7.5 | 1.1 | 1.4 | 14.8 | 8.1 | 7.0 | 0.3 | 12.6 | 16.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| GIOIA | 100.0 | 6.3 | 22.5 | 10.9 | 0.0 | 3.9 | 14.6 | 9.2 | 10.1 | 1.0 | 12.9 | 8.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| IL GIORNALINO | 100.0 | 1.9 | 22.8 | 3.8 | 0.0 | 3.2 | 40.9 | 15.4 | 3.0 | 0.6 | 6.0 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| GRAND HOTEL | 100.0 | 1.3 | 24.9 | 4.7 | 0.6 | 1.0 | 10.5 | 15.3 | 6.6 | 0.0 | 15.3 | 19.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| GRAZIA | 100.0 | 9.6 | 27.6 | 6.9 | 0.0 | 3.5 | 11.4 | 8.2 | 5.6 | 0.0 | 13.3 | 13.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| GUERIN SPORTIVO | 100.0 | 4.9 | 20.8 | 5.5 | 0.4 | 1.4 | 28.2 | 14.8 | 8.5 | 0.0 | 6.6 | 9.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| GUIDA TV | 100.0 | 5.9 | 21.4 | 6.9 | 0.7 | 1.8 | 11.6 | 9.8 | 14.4 | 0.0 | 14.7 | 12.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| INTIMITA' | 100.0 | 3.6 | 12.3 | 7.1 | 0.0 | 0.0 | 16.7 | 13.1 | 10.6 | 0.0 | 15.1 | 21.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 17.0 | 5.0 | 0.0 | 4.0 | 46.9 | 0.0 | 4.1 | 0.0 | 9.7 | 13.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| IL MONDO | 100.0 | 24.2 | 23.4 | 9.8 | 0.0 | 3.6 | 10.9 | 0.0 | 3.0 | 3.5 | 13.9 | 7.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| MOTOSPRINT | 100.0 | 2.1 | 25.1 | 6.6 | 0.4 | 0.4 | 29.1 | 16.0 | 7.3 | 0.0 | 5.5 | 7.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| NOVELLA 2000 | 100.0 | 3.9 | 25.1 | 5.5 | 1.1 | 1.9 | 14.2 | 17.8 | 11.6 | 0.6 | 8.1 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| OGGI | 100.0 | 8.0 | 25.4 | 5.4 | 0.9 | 1.8 | 13.8 | 7.7 | 4.6 | 0.2 | 15.6 | 16.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| PANORAMA | 100.0 | 13.0 | 28.3 | 8.2 | 1.0 | 3.5 | 16.7 | 9.1 | 4.6 | 0.2 | 9.2 | 6.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| SORRISI E CANZONI TV | 100.0 | 4.8 | 22.9 | 7.2 | 1.6 | 0.8 | 16.6 | 14.7 | 9.7 | 0.5 | 9.2 | 12.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| STOP | 100.0 | 4.8 | 27.0 | 2.4 | 1.0 | 0.0 | 4.5 | 23.4 | 7.9 | 1.8 | 8.2 | 19.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| TELEPIU' | 100.0 | 7.2 | 23.3 | 7.3 | 1.2 | 0.9 | 17.9 | 14.1 | 10.3 | 0.4 | 7.0 | 10.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| TELESETTE | 100.0 | 4.3 | 20.3 | 7.8 | 1.0 | 1.0 | 15.9 | 12.7 | 9.3 | 0.8 | 11.6 | 15.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| TOPOLINO | 100.0 | 7.7 | 23.5 | 9.2 | 0.7 | 2.5 | 25.2 | 12.2 | 7.4 | 0.6 | 5.3 | 5.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| VISTO | 100.0 | 3.4 | 25.3 | 12.7 | 0.7 | 1.0 | 11.3 | 13.1 | 8.6 | 1.3 | 7.3 | 15.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| VIVERSANI & BELLI | 100.0 | 6.8 | 26.0 | 8.1 | 1.4 | 2.2 | 14.8 | 12.3 | 6.3 | 1.2 | 12.0 | 8.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 13.2 | 28.8 | 7.0 | 0.0 | 7.3 | 22.3 | 5.0 | 3.4 | 0.0 | 7.4 | 5.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| DIARIO DELLA SETTIMANA | 100.0 | 12.8 | 36.4 | 6.3 | 0.0 | 8.4 | 10.0 | 4.2 | 2.2 | 0.0 | 12.0 | 7.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.9 | 23.2 | 6.6 | 0.5 | 0.7 | 22.8 | 13.9 | 6.6 | 0.5 | 10.6 | 9.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| IO DONNA | 100.0 | 17.6 | 26.7 | 4.6 | 0.3 | 4.5 | 15.1 | 4.4 | 2.1 | 0.0 | 14.8 | 9.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| SETTE | 100.0 | 16.0 | 27.3 | 4.7 | 0.3 | 3.5 | 18.4 | 4.0 | 3.5 | 0.0 | 13.4 | 8.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| SPECCHIO DELLA STAMPA | 100.0 | 12.1 | 22.7 | 7.3 | 0.7 | 4.3 | 22.0 | 5.4 | 4.4 | 0.4 | 9.5 | 11.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| TV SETTE | 100.0 | 12.8 | 24.2 | 6.7 | 0.2 | 2.6 | 19.2 | 6.7 | 3.4 | 0.0 | 13.6 | 10.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| IL VENERDI' | 100.0 | 14.2 | 25.4 | 8.5 | 0.8 | 5.1 | 16.9 | 6.9 | 3.6 | 0.2 | 10.8 | 7.7 | 0.0 | 0.0 | 0.0 | 0.0 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale**

(percentuali di composizione)

| MENSILI | Totale | Ceti super. A | Ceti medi: Fascia alta B1 | Ceti medi: Fascia bassa B2 | Ceti medi: Agricoltori B3 | Intellettuali: Docenti C1 | Intellettuali: Studenti C2 | Operai: Fascia alta D1 | Operai: Fascia bassa D2 | Operai: Braccianti D3 | Pensionati e altri: Fascia alta F1 | Pensionati e altri: Fascia bassa F2 | CASALINGHE DI FAMIGLIE non operale: Fascia alta E1 | CASALINGHE DI FAMIGLIE non operale: Fascia bassa E2 | CASALINGHE DI FAMIGLIE operaie: Fascia alta E3 | CASALINGHE DI FAMIGLIE operaie: Fascia bassa E4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| POPOLAZIONE | 100.0 | 5.7 | 19.8 | 6.9 | 2.2 | 1.8 | 11.2 | 10.6 | 9.3 | 0.9 | 11.5 | 20.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| ABITARE | 100.0 | 18.2 | 32.3 | 4.6 | 0.9 | 2.5 | 15.1 | 7.0 | 3.3 | 0.0 | 9.2 | 6.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| AD | 100.0 | 25.4 | 27.2 | 7.9 | 0.8 | 4.2 | 16.6 | 4.4 | 0.7 | 0.0 | 6.4 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| AIRONE | 100.0 | 13.5 | 28.9 | 4.8 | 1.4 | 5.5 | 18.0 | 7.0 | 2.6 | 0.0 | 12.3 | 5.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| AMADEUS | 100.0 | 10.5 | 26.5 | 5.1 | 2.0 | 11.2 | 18.3 | 3.6 | 3.1 | 0.0 | 9.9 | 9.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| ARCHEO | 100.0 | 11.0 | 32.0 | 5.8 | 0.0 | 8.3 | 24.8 | 5.3 | 1.2 | 0.0 | 9.3 | 2.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| ASTRA | 100.0 | 7.4 | 30.3 | 7.4 | 0.0 | 1.1 | 24.2 | 9.4 | 4.4 | 0.0 | 7.4 | 8.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| A TAVOLA | 100.0 | 11.4 | 28.7 | 4.1 | 0.0 | 12.0 | 0.0 | 0.0 | 5.1 | 0.0 | 23.6 | 15.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| AUTO | 100.0 | 5.5 | 22.8 | 6.4 | 0.6 | 0.3 | 26.1 | 16.1 | 7.8 | 0.7 | 5.8 | 7.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| L'AUTOMOBILE | 100.0 | 6.5 | 26.5 | 7.8 | 1.4 | 0.7 | 12.3 | 12.3 | 7.1 | 0.2 | 11.3 | 13.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| BELL'EUROPA | 100.0 | 20.5 | 22.8 | 7.5 | 1.4 | 9.1 | 16.5 | 6.8 | 1.1 | 0.7 | 9.2 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| BELL'ITALIA | 100.0 | 16.6 | 29.7 | 2.5 | 1.4 | 7.0 | 13.6 | 7.6 | 2.0 | 1.0 | 11.3 | 7.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| BENISSIMO | 100.0 | 0.0 | 29.0 | 5.5 | 0.0 | 0.0 | 15.0 | 16.6 | 10.3 | 0.0 | 0.0 | 23.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| BIMBI SANI E BELLI | 100.0 | 8.3 | 25.2 | 12.3 | 1.4 | 3.4 | 16.7 | 13.7 | 8.2 | 0.0 | 3.1 | 7.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| BRAVA CASA | 100.0 | 18.8 | 31.7 | 13.1 | 0.0 | 3.0 | 9.5 | 8.4 | 3.7 | 0.0 | 6.4 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| BUONA CUCINA | 100.0 | 0.4 | 34.8 | 8.4 | 0.0 | 2.8 | 10.5 | 6.8 | 6.9 | 0.0 | 11.9 | 17.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| BURDA | 100.0 | 5.0 | 15.4 | 19.5 | 0.0 | 1.7 | 9.7 | 10.2 | 9.2 | 0.0 | 10.6 | 18.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| CAPITAL | 100.0 | 17.2 | 29.0 | 9.9 | 1.4 | 5.0 | 15.4 | 3.1 | 6.9 | 0.0 | 9.2 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CARNET | 100.0 | 20.5 | 22.4 | 5.0 | 0.0 | 5.2 | 26.5 | 7.4 | 1.8 | 0.0 | 6.6 | 4.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| CASAVIVA | 100.0 | 14.4 | 37.1 | 11.3 | 0.9 | 3.5 | 12.3 | 10.3 | 3.2 | 0.0 | 4.0 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CENTO COSE ENERGY | 100.0 | 8.2 | 26.6 | 4.8 | 0.0 | 1.2 | 32.8 | 10.6 | 2.3 | 2.5 | 5.5 | 5.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| CIAK | 100.0 | 3.4 | 22.4 | 7.3 | 0.8 | 0.8 | 32.2 | 14.6 | 10.1 | 0.0 | 3.6 | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| CIPRIA | 100.0 | 21.2 | 49.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.0 | 0.0 | 0.0 | 7.1 | 19.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| CLASS | 100.0 | 20.5 | 29.2 | 10.2 | 0.0 | 4.3 | 18.4 | 7.2 | 1.8 | 0.0 | 3.4 | 5.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CLUB 3 | 100.0 | 6.3 | 16.3 | 2.9 | 0.0 | 2.8 | 9.2 | 5.7 | 0.0 | 0.0 | 17.7 | 39.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| COME STAI | 100.0 | 10.3 | 29.1 | 4.8 | 0.0 | 1.0 | 13.8 | 6.6 | 6.4 | 0.0 | 10.1 | 17.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 13.7 | 23.4 | 0.0 | 0.0 | 6.3 | 25.7 | 3.6 | 0.0 | 6.7 | 20.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| COSE DI CASA | 100.0 | 7.8 | 34.8 | 9.5 | 1.2 | 1.0 | 12.6 | 10.5 | 7.4 | 0.0 | 8.5 | 6.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| LA CUCINA ITALIANA | 100.0 | 6.1 | 30.3 | 3.5 | 1.3 | 5.0 | 10.7 | 6.3 | 5.4 | 0.8 | 21.0 | 9.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| CUCINA MODERNA | 100.0 | 3.5 | 33.7 | 8.4 | 0.0 | 1.6 | 18.4 | 11.5 | 6.2 | 0.0 | 6.8 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| DONNA | 100.0 | 1.3 | 15.8 | 6.6 | 0.0 | 2.3 | 25.7 | 11.7 | 8.6 | 0.0 | 9.8 | 18.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| DONNA E MAMMA | 100.0 | 11.5 | 17.8 | 18.0 | 0.0 | 5.4 | 5.8 | 11.9 | 14.8 | 2.8 | 7.8 | 4.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| DOVE | 100.0 | 21.7 | 28.5 | 2.7 | 0.0 | 7.0 | 17.5 | 6.7 | 0.7 | 0.0 | 12.9 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| ELLE | 100.0 | 20.6 | 30.0 | 0.0 | 0.0 | 3.7 | 15.1 | 8.5 | 8.9 | 0.0 | 0.0 | 13.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| ELLE DECOR | 100.0 | 17.6 | 27.3 | 17.9 | 0.0 | 0.0 | 20.4 | 0.0 | 6.9 | 0.0 | 7.7 | 2.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| FOCUS | 100.0 | 8.7 | 26.5 | 6.3 | 0.3 | 2.8 | 29.7 | 10.9 | 3.6 | 0.0 | 7.2 | 3.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| GARDENIA | 100.0 | 17.1 | 27.4 | 5.9 | 1.9 | 0.9 | 15.6 | 8.9 | 5.4 | 2.5 | 10.2 | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| GENTE MESE | 100.0 | 6.1 | 17.3 | 10.3 | 1.3 | 2.6 | 19.3 | 13.6 | 7.4 | 0.0 | 8.6 | 13.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| GENTE MONEY | 100.0 | 20.2 | 33.2 | 9.1 | 1.9 | 6.2 | 7.3 | 3.6 | 1.0 | 0.0 | 13.5 | 4.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| GENTE MOTORI | 100.0 | 7.3 | 25.6 | 9.3 | 1.4 | 1.2 | 17.7 | 12.2 | 7.3 | 0.5 | 8.6 | 8.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| GENTE VIAGGI | 100.0 | 11.0 | 32.5 | 8.3 | 1.0 | 3.1 | 11.2 | 9.7 | 6.3 | 0.3 | 11.4 | 5.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| GLAMOUR | 100.0 | 15.9 | 48.8 | 3.7 | 0.0 | 0.0 | 17.0 | 9.0 | 0.0 | 3.9 | 0.0 | 1.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| GULLIVER | 100.0 | 19.1 | 19.6 | 5.4 | 0.0 | 1.8 | 28.8 | 14.0 | 1.3 | 0.0 | 5.7 | 4.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| IN CASA | 100.0 | 8.2 | 43.3 | 7.3 | 0.0 | 0.0 | 0.0 | 10.5 | 9.1 | 0.0 | 8.1 | 13.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| INSIEME | 100.0 | 7.9 | 41.8 | 11.9 | 0.0 | 1.4 | 8.4 | 12.9 | 9.9 | 0.0 | 5.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| IO E IL MIO BAMBINO | 100.0 | 15.3 | 29.7 | 14.1 | 0.0 | 5.7 | 2.2 | 10.9 | 15.4 | 0.0 | 1.8 | 4.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| JESUS | 100.0 | 9.0 | 17.0 | 7.8 | 0.0 | 10.5 | 19.7 | 9.4 | 6.5 | 0.0 | 12.7 | 7.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| MADRE | 100.0 | 17.6 | 25.0 | 2.6 | 0.0 | 0.0 | 9.8 | 4.6 | 9.5 | 0.0 | 17.2 | 13.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| MARIE CLAIRE | 100.0 | 19.1 | 33.2 | 6.1 | 0.0 | 1.1 | 17.0 | 13.0 | 5.2 | 0.0 | 4.3 | 1.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| MAX | 100.0 | 7.4 | 28.8 | 5.6 | 1.0 | 1.1 | 28.9 | 15.2 | 4.4 | 0.0 | 4.5 | 3.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| MERIDIANI | 100.0 | 29.1 | 47.6 | 6.5 | 0.0 | 0.0 | 1.6 | 4.5 | 2.6 | 0.0 | 6.5 | 1.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 5.0 | 14.5 | 8.0 | 3.0 | 3.2 | 6.8 | 9.5 | 8.2 | 0.4 | 17.1 | 24.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 6.3 | 0.0 | 0.0 | 7.1 | 15.3 | 0.0 | 2.2 | 0.0 | 31.1 | 38.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| LA MIA CASA | 100.0 | 17.5 | 27.2 | 8.8 | 0.0 | 0.0 | 6.6 | 12.4 | 13.1 | 0.0 | 10.8 | 3.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 10.4 | 34.4 | 8.0 | 2.0 | 3.1 | 17.8 | 8.4 | 5.6 | 0.0 | 3.7 | 6.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| NAUTICA | 100.0 | 13.3 | 31.6 | 13.3 | 1.6 | 1.3 | 15.2 | 9.7 | 2.2 | 0.0 | 7.0 | 4.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| PESCARE | 100.0 | 4.3 | 24.9 | 7.0 | 0.5 | 0.0 | 14.6 | 18.6 | 6.8 | 0.0 | 13.7 | 9.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| PRATICA | 100.0 | 11.4 | 42.9 | 11.7 | 0.0 | 4.9 | 5.5 | 7.3 | 2.8 | 0.0 | 2.6 | 11.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| QUATTRORUOTE | 100.0 | 7.4 | 27.2 | 7.9 | 1.7 | 1.6 | 16.7 | 12.1 | 8.4 | 0.7 | 8.1 | 8.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| QUATTRO ZAMPE | 100.0 | 6.6 | 21.4 | 3.9 | 1.8 | 0.0 | 18.6 | 15.3 | 8.7 | 1.0 | 13.9 | 8.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| QUI TOURING | 100.0 | 16.6 | 27.9 | 4.0 | 0.4 | 3.9 | 14.1 | 4.3 | 1.1 | 0.0 | 20.1 | 7.6 | 0.0 | 0.0 | 0.0 | 0.0 |
| RAKAM | 100.0 | 0.0 | 30.3 | 6.7 | 0.0 | 0.0 | 12.2 | 0.0 | 14.0 | 0.0 | 22.0 | 14.7 | 0.0 | 0.0 | 0.0 | 0.0 |
| SALE & PEPE | 100.0 | 14.2 | 34.0 | 6.6 | 0.0 | 1.6 | 12.2 | 10.5 | 2.8 | 0.0 | 9.9 | 8.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| SALVE | 100.0 | 14.6 | 29.4 | 11.6 | 0.0 | 6.2 | 4.8 | 8.0 | 2.4 | 0.0 | 13.0 | 10.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| SCIENZA & VITA | 100.0 | 9.2 | 28.1 | 8.0 | 1.5 | 7.2 | 22.7 | 4.4 | 4.5 | 0.0 | 6.6 | 7.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| LE SCIENZE | 100.0 | 13.3 | 21.2 | 3.5 | 1.6 | 19.3 | 23.6 | 3.1 | 2.9 | 0.0 | 8.3 | 3.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 5.5 | 25.9 | 8.1 | 2.5 | 2.9 | 13.0 | 8.3 | 7.0 | 0.0 | 15.5 | 11.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| SILHOUETTE DONNA | 100.0 | 6.7 | 20.6 | 10.2 | 3.8 | 0.0 | 29.0 | 11.5 | 8.0 | 0.0 | 7.8 | 2.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| SPEAK UP | 100.0 | 21.0 | 22.2 | 3.1 | 0.0 | 7.5 | 31.3 | 1.2 | 0.0 | 0.0 | 4.5 | 9.2 | 0.0 | 0.0 | 0.0 | 0.0 |
| STARBENE | 100.0 | 8.6 | 29.4 | 7.4 | 1.0 | 2.8 | 15.0 | 8.9 | 6.1 | 0.6 | 9.9 | 10.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| STARTER | 100.0 | 5.0 | 20.5 | 7.4 | 0.0 | 0.0 | 30.2 | 19.3 | 6.4 | 0.0 | 6.8 | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 17.4 | 31.9 | 9.3 | 1.1 | 2.3 | 4.5 | 9.8 | 4.5 | 1.3 | 13.6 | 4.3 | 0.0 | 0.0 | 0.0 | 0.0 |
| TUTTO | 100.0 | 2.8 | 9.7 | 3.7 | 0.0 | 1.7 | 61.5 | 9.9 | 4.8 | 0.0 | 2.4 | 3.5 | 0.0 | 0.0 | 0.0 | 0.0 |
| TUTTOMOTO | 100.0 | 3.1 | 21.3 | 6.2 | 0.8 | 0.8 | 33.4 | 13.3 | 7.0 | 0.5 | 5.7 | 7.8 | 0.0 | 0.0 | 0.0 | 0.0 |
| TUTTOTURISMO | 100.0 | 11.0 | 33.2 | 8.4 | 0.0 | 2.5 | 14.2 | 8.1 | 10.3 | 1.3 | 5.1 | 5.9 | 0.0 | 0.0 | 0.0 | 0.0 |
| VERA | 100.0 | 2.6 | 28.6 | 8.6 | 2.5 | 0.6 | 15.1 | 16.3 | 8.0 | 0.0 | 12.3 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| VIAGGIARE | 100.0 | 8.9 | 27.2 | 5.7 | 2.3 | 0.0 | 19.0 | 16.7 | 6.1 | 1.2 | 8.7 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| VITALITY | 100.0 | 15.1 | 27.2 | 0.0 | 0.0 | 0.0 | 20.4 | 6.6 | 6.7 | 0.0 | 11.5 | 12.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| VOGUE ITALIA | 100.0 | 10.2 | 31.8 | 7.8 | 1.6 | 1.6 | 13.3 | 10.7 | 7.2 | 0.0 | 8.4 | 7.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| WEEKEND VIAGGI | 100.0 | 7.9 | 27.8 | 6.6 | 2.0 | 3.9 | 18.0 | 12.4 | 7.0 | 0.0 | 10.0 | 4.4 | 0.0 | 0.0 | 0.0 | 0.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 6.9 | 27.4 | 5.3 | 5.3 | 1.4 | 7.2 | 14.3 | 4.8 | 1.2 | 15.1 | 11.1 | 0.0 | 0.0 | 0.0 | 0.0 |

# Uomini

Lettori numero medio
Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **23775** | **7861** | **5171** | **5030** | **1753** | **3960** | **7285** | **16490** | **6326** | **1513** | **1169** | **1871** | **3764** | **3768** | **17449** |
| AMICA | **191** | 37 | 50 | 40 | 21 | 43 | 80 | 111 | 45 | 1 | 5 | 12 | 17 | 32 | 146 |
| ANNA | **219** | 53 | 38 | 41 | 37 | 49 | 98 | 121 | 38 | 7 | 6 | 11 | 23 | 29 | 181 |
| AUTO OGGI | **726** | 260 | 189 | 137 | 53 | 86 | 191 | 535 | 208 | 44 | 25 | 50 | 105 | 136 | 518 |
| AUTOSPRINT | **639** | 222 | 138 | 131 | 51 | 97 | 188 | 451 | 196 | 48 | 19 | 30 | 84 | 137 | 443 |
| BELLA | **86** | 19 | 16 | 14 | 21 | 17 | 38 | 48 | 8 | 7 | 0 | 3 | 7 | 1 | 78 |
| CHI | **503** | 160 | 101 | 98 | 48 | 97 | 181 | 322 | 106 | 15 | 20 | 25 | 53 | 66 | 397 |
| CONFIDENZE | **165** | 53 | 34 | 38 | 13 | 28 | 56 | 109 | 25 | 3 | 4 | 12 | 15 | 15 | 141 |
| DOMENICA QUIZ | **203** | 41 | 40 | 43 | 22 | 56 | 94 | 109 | 42 | 9 | 5 | 12 | 26 | 20 | 161 |
| DONNA MODERNA | **839** | 242 | 191 | 171 | 92 | 144 | 304 | 535 | 253 | 64 | 38 | 78 | 152 | 135 | 587 |
| L'ESPRESSO | **1550** | 434 | 327 | 309 | 146 | 334 | 594 | 955 | 459 | 102 | 66 | 148 | 272 | 282 | 1091 |
| EVA EXPRESS TREMILA | **364** | 106 | 88 | 78 | 34 | 58 | 121 | 243 | 107 | 28 | 23 | 36 | 80 | 39 | 257 |
| FAMIGLIA CRISTIANA | **2160** | 915 | 474 | 394 | 138 | 239 | 494 | 1667 | 550 | 96 | 91 | 170 | 301 | 344 | 1610 |
| FILM TV | **177** | 48 | 33 | 37 | 10 | 48 | 81 | 96 | 39 | 11 | 8 | 16 | 29 | 14 | 137 |
| GENTE | **1640** | 476 | 334 | 363 | 150 | 316 | 612 | 1028 | 393 | 98 | 70 | 125 | 243 | 221 | 1247 |
| GIOIA | **265** | 75 | 53 | 54 | 24 | 59 | 97 | 168 | 72 | 17 | 12 | 28 | 45 | 37 | 193 |
| IL GIORNALINO | **190** | 60 | 56 | 41 | 12 | 21 | 52 | 138 | 104 | 17 | 14 | 31 | 49 | 85 | 87 |
| GRAND HOTEL | **403** | 131 | 55 | 109 | 27 | 80 | 151 | 252 | 95 | 24 | 27 | 16 | 62 | 46 | 308 |
| GRAZIA | **300** | 90 | 53 | 54 | 35 | 68 | 128 | 172 | 76 | 21 | 2 | 23 | 41 | 48 | 224 |
| GUERIN SPORTIVO | **442** | 108 | 103 | 105 | 30 | 95 | 176 | 266 | 134 | 32 | 24 | 50 | 74 | 80 | 308 |
| GUIDA TV | **859** | 203 | 181 | 193 | 97 | 185 | 347 | 512 | 274 | 64 | 45 | 75 | 153 | 172 | 585 |
| INTIMITA' | **192** | 70 | 38 | 41 | 21 | 22 | 57 | 134 | 31 | 2 | 5 | 15 | 16 | 19 | 160 |
| MAGAZINE BEAUTIFUL | **63** | 15 | 15 | 9 | 4 | 20 | 25 | 38 | 19 | 3 | 0 | 2 | 5 | 14 | 44 |
| IL MONDO | **78** | 16 | 16 | 18 | 4 | 25 | 33 | 45 | 19 | 1 | 3 | 15 | 18 | 10 | 59 |
| MOTOSPRINT | **494** | 177 | 109 | 98 | 37 | 72 | 150 | 344 | 147 | 38 | 25 | 35 | 82 | 97 | 347 |
| NOVELLA 2000 | **600** | 198 | 100 | 133 | 65 | 104 | 211 | 389 | 138 | 45 | 24 | 47 | 101 | 65 | 462 |
| OGGI | **1713** | 532 | 371 | 343 | 175 | 293 | 624 | 1089 | 403 | 88 | 73 | 119 | 240 | 236 | 1310 |
| PANORAMA | **2126** | 587 | 429 | 480 | 190 | 440 | 803 | 1323 | 637 | 176 | 131 | 209 | 412 | 324 | 1489 |
| SORRISI E CANZONI TV | **3947** | 1292 | 891 | 808 | 295 | 660 | 1217 | 2731 | 1197 | 275 | 209 | 330 | 707 | 675 | 2750 |
| STOP | **206** | 63 | 46 | 33 | 29 | 33 | 73 | 132 | 48 | 20 | 9 | 7 | 31 | 21 | 158 |
| TELEPIU' | **1021** | 285 | 222 | 253 | 80 | 181 | 349 | 672 | 312 | 58 | 54 | 89 | 163 | 200 | 709 |
| TELESETTE | **1103** | 271 | 274 | 239 | 102 | 216 | 410 | 693 | 323 | 79 | 47 | 117 | 206 | 176 | 780 |
| TOPOLINO | **1362** | 367 | 249 | 327 | 131 | 288 | 527 | 835 | 642 | 106 | 113 | 226 | 370 | 423 | 720 |
| VISTO | **273** | 97 | 42 | 64 | 31 | 39 | 83 | 190 | 112 | 33 | 28 | 28 | 76 | 60 | 161 |
| VIVERSANI & BELLI | **523** | 138 | 83 | 103 | 70 | 128 | 235 | 288 | 125 | 26 | 26 | 25 | 70 | 82 | 397 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 161 | 141 | 130 | 52 | 199 | 292 | 392 | 198 | 35 | 39 | 51 | 111 | 128 | 486 |
| DIARIO DELLA SETTIMANA | **96** | 21 | 10 | 22 | 10 | 32 | 49 | 47 | 18 | 7 | 2 | 7 | 12 | 11 | 79 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 708 | 388 | 460 | 211 | 228 | 594 | 1402 | 540 | 109 | 77 | 166 | 290 | 328 | 1456 |
| IO DONNA | **703** | 140 | 160 | 146 | 62 | 196 | 303 | 400 | 145 | 45 | 31 | 42 | 92 | 68 | 558 |
| SETTE | **1329** | 309 | 277 | 270 | 122 | 351 | 550 | 779 | 286 | 70 | 60 | 78 | 166 | 168 | 1043 |
| SPECCHIO DELLA STAMPA | **657** | 186 | 127 | 137 | 56 | 150 | 276 | 380 | 161 | 30 | 25 | 50 | 91 | 89 | 496 |
| TV SETTE | **1332** | 318 | 299 | 269 | 108 | 339 | 531 | 801 | 319 | 84 | 56 | 100 | 194 | 182 | 1013 |
| IL VENERDI' | **2262** | 570 | 461 | 411 | 218 | 602 | 957 | 1305 | 634 | 152 | 122 | 202 | 401 | 368 | 1628 |

Lettori numero medio
Analisi secondo: • **ampiezza dei centri** • **comuni** • **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| MENSILI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| POPOLAZIONE | 23775 | 7861 | 5171 | 5030 | 1753 | 3960 | 7285 | 16490 | 6326 | 1513 | 1169 | 1871 | 3764 | 3768 | 17449 |
| ABITARE | 259 | 75 | 51 | 51 | 31 | 51 | 96 | 164 | 66 | 27 | 16 | 20 | 47 | 23 | 193 |
| AD | 301 | 87 | 54 | 50 | 33 | 77 | 129 | 172 | 85 | 29 | 17 | 30 | 64 | 42 | 216 |
| AIRONE | 640 | 188 | 134 | 124 | 60 | 135 | 254 | 386 | 193 | 46 | 28 | 58 | 112 | 115 | 446 |
| AMADEUS | 114 | 37 | 14 | 16 | 9 | 38 | 60 | 54 | 18 | 3 | 2 | 2 | 7 | 11 | 96 |
| ARCHEO | 182 | 62 | 37 | 28 | 15 | 39 | 68 | 114 | 47 | 9 | 9 | 25 | 39 | 18 | 135 |
| ASTRA | 135 | 36 | 27 | 23 | 7 | 44 | 60 | 76 | 52 | 10 | 5 | 18 | 30 | 36 | 84 |
| A TAVOLA | 66 | 11 | 7 | 13 | 16 | 19 | 43 | 23 | 9 | 4 | 0 | 2 | 4 | 5 | 58 |
| AUTO | 1134 | 360 | 259 | 215 | 117 | 183 | 373 | 761 | 273 | 41 | 51 | 62 | 138 | 160 | 861 |
| L'AUTOMOBILE | 964 | 269 | 178 | 213 | 121 | 183 | 418 | 546 | 233 | 39 | 42 | 47 | 106 | 146 | 731 |
| BELL'EUROPA | 164 | 30 | 24 | 36 | 28 | 46 | 82 | 82 | 37 | 19 | 6 | 8 | 26 | 18 | 127 |
| BELL'ITALIA | 420 | 121 | 71 | 71 | 45 | 111 | 193 | 227 | 111 | 31 | 18 | 39 | 75 | 65 | 308 |
| BENISSIMO | 33 | 5 | 4 | 5 | 4 | 15 | 19 | 14 | 8 | 3 | 0 | 2 | 5 | 2 | 25 |
| BIMBI SANI E BELLI | 284 | 83 | 57 | 49 | 29 | 66 | 110 | 174 | 170 | 114 | 42 | 30 | 157 | 49 | 114 |
| BRAVA CASA | 361 | 110 | 101 | 62 | 36 | 53 | 99 | 262 | 143 | 41 | 32 | 56 | 113 | 72 | 218 |
| BUONA CUCINA | 135 | 49 | 27 | 21 | 21 | 16 | 43 | 92 | 48 | 14 | 8 | 7 | 22 | 34 | 87 |
| BURDA | 110 | 20 | 27 | 33 | 14 | 17 | 37 | 73 | 43 | 14 | 14 | 6 | 30 | 20 | 67 |
| CAPITAL | 324 | 79 | 44 | 65 | 29 | 106 | 152 | 172 | 78 | 17 | 13 | 18 | 44 | 41 | 247 |
| CARNET | 117 | 32 | 27 | 23 | 11 | 24 | 49 | 68 | 20 | 4 | 0 | 1 | 4 | 15 | 98 |
| CASAVIVA | 611 | 182 | 156 | 123 | 64 | 86 | 186 | 424 | 245 | 46 | 66 | 93 | 172 | 135 | 365 |
| CENTO COSE ENERGY | 174 | 44 | 40 | 33 | 14 | 42 | 72 | 102 | 31 | 13 | 4 | 8 | 21 | 14 | 142 |
| CIAK | 547 | 168 | 144 | 97 | 51 | 87 | 181 | 367 | 133 | 20 | 24 | 38 | 74 | 83 | 415 |
| CIPRIA | 25 | 5 | 0 | 9 | 4 | 7 | 12 | 13 | 5 | 0 | 3 | 0 | 3 | 2 | 21 |
| CLASS | 226 | 50 | 50 | 48 | 18 | 61 | 92 | 134 | 74 | 18 | 12 | 19 | 38 | 42 | 153 |
| CLUB 3 | 80 | 20 | 9 | 23 | 14 | 14 | 41 | 38 | 13 | 0 | 4 | 4 | 7 | 9 | 67 |
| COME STAI | 87 | 25 | 19 | 16 | 13 | 14 | 37 | 50 | 12 | 3 | 0 | 5 | 7 | 7 | 75 |
| CONSIGLI PRATICI | 21 | 1 | 4 | 10 | 3 | 4 | 10 | 11 | 6 | 0 | 0 | 3 | 3 | 6 | 16 |
| COSE DI CASA | 570 | 187 | 104 | 115 | 61 | 103 | 186 | 384 | 211 | 67 | 54 | 75 | 156 | 104 | 359 |
| LA CUCINA ITALIANA | 297 | 62 | 74 | 39 | 30 | 92 | 138 | 159 | 88 | 27 | 18 | 30 | 55 | 45 | 209 |
| CUCINA MODERNA | 271 | 75 | 58 | 47 | 31 | 60 | 100 | 170 | 77 | 22 | 15 | 24 | 51 | 39 | 193 |
| DONNA | 201 | 62 | 36 | 47 | 23 | 33 | 65 | 136 | 46 | 4 | 7 | 19 | 23 | 32 | 156 |
| DONNA E MAMMA | 79 | 38 | 16 | 13 | 6 | 6 | 16 | 63 | 48 | 26 | 21 | 14 | 48 | 15 | 31 |
| DOVE | 277 | 80 | 49 | 44 | 36 | 69 | 129 | 148 | 61 | 12 | 10 | 14 | 28 | 42 | 216 |
| ELLE | 81 | 18 | 14 | 17 | 6 | 24 | 39 | 42 | 16 | 2 | 2 | 4 | 7 | 10 | 65 |
| ELLE DECOR | 34 | 5 | 0 | 14 | 3 | 12 | 20 | 13 | 12 | 6 | 0 | 3 | 8 | 4 | 21 |
| FOCUS | 2038 | 594 | 466 | 426 | 212 | 339 | 736 | 1302 | 531 | 118 | 86 | 126 | 284 | 320 | 1507 |
| GARDENIA | 174 | 56 | 39 | 23 | 11 | 45 | 69 | 105 | 61 | 11 | 2 | 26 | 31 | 39 | 113 |
| GENTE MESE | 589 | 182 | 124 | 133 | 56 | 95 | 191 | 399 | 161 | 24 | 44 | 51 | 105 | 86 | 428 |
| GENTE MONEY | 232 | 62 | 62 | 51 | 19 | 40 | 74 | 158 | 54 | 13 | 5 | 17 | 29 | 38 | 179 |
| GENTE MOTORI | 1527 | 482 | 326 | 327 | 146 | 246 | 510 | 1017 | 489 | 95 | 83 | 132 | 267 | 311 | 1037 |
| GENTE VIAGGI | 510 | 148 | 96 | 123 | 56 | 86 | 190 | 320 | 156 | 33 | 27 | 59 | 95 | 80 | 354 |
| GLAMOUR | 70 | 22 | 19 | 5 | 6 | 17 | 24 | 46 | 20 | 5 | 4 | 0 | 9 | 11 | 50 |
| GULLIVER | 200 | 59 | 51 | 37 | 18 | 35 | 62 | 138 | 48 | 11 | 10 | 20 | 38 | 16 | 152 |
| IN CASA | 62 | 16 | 7 | 13 | 11 | 14 | 30 | 32 | 14 | 2 | 3 | 5 | 9 | 5 | 48 |
| INSIEME | 89 | 39 | 18 | 14 | 4 | 15 | 25 | 64 | 57 | 33 | 10 | 21 | 52 | 17 | 32 |
| IO E IL MIO BAMBINO | 219 | 78 | 46 | 47 | 10 | 39 | 55 | 163 | 191 | 157 | 38 | 40 | 186 | 25 | 28 |
| JESUS | 88 | 36 | 12 | 16 | 9 | 15 | 28 | 59 | 24 | 7 | 0 | 11 | 13 | 13 | 64 |
| MADRE | 59 | 36 | 4 | 4 | 8 | 7 | 15 | 44 | 10 | 5 | 2 | 2 | 7 | 3 | 49 |
| MARIE CLAIRE | 196 | 63 | 30 | 48 | 15 | 39 | 65 | 131 | 52 | 16 | 16 | 12 | 39 | 20 | 144 |
| MAX | 1143 | 352 | 255 | 232 | 99 | 205 | 391 | 752 | 217 | 45 | 34 | 60 | 128 | 123 | 926 |
| MERIDIANI | 104 | 21 | 38 | 21 | 7 | 16 | 30 | 73 | 31 | 8 | 18 | 7 | 29 | 8 | 72 |
| MESSAGGERO DI S.ANTONIO | 636 | 260 | 153 | 102 | 44 | 78 | 159 | 478 | 112 | 40 | 16 | 35 | 69 | 67 | 524 |
| LA MIA BOUTIQUE | 27 | 12 | 5 | 4 | 2 | 3 | 6 | 21 | 2 | 0 | 0 | 2 | 2 | 2 | 25 |
| LA MIA CASA | 140 | 33 | 31 | 27 | 20 | 28 | 56 | 83 | 54 | 15 | 10 | 20 | 41 | 24 | 85 |
| MILLIONAIRE INTRAPRENDERE | 447 | 108 | 111 | 125 | 34 | 68 | 144 | 303 | 142 | 57 | 26 | 39 | 99 | 60 | 305 |
| NAUTICA | 221 | 34 | 46 | 68 | 27 | 46 | 94 | 127 | 78 | 12 | 12 | 23 | 39 | 46 | 143 |
| PESCARE | 487 | 140 | 107 | 106 | 42 | 93 | 168 | 319 | 144 | 30 | 34 | 34 | 82 | 85 | 343 |
| PRATICA | 68 | 18 | 8 | 20 | 11 | 11 | 33 | 35 | 32 | 11 | 11 | 8 | 21 | 20 | 36 |
| QUATTRORUOTE | 4458 | 1493 | 925 | 955 | 364 | 720 | 1447 | 3011 | 1385 | 362 | 260 | 387 | 854 | 775 | 3074 |
| QUATTRO ZAMPE | 274 | 86 | 62 | 57 | 21 | 48 | 86 | 188 | 58 | 15 | 13 | 18 | 42 | 24 | 216 |
| QUI TOURING | 567 | 131 | 101 | 112 | 67 | 157 | 248 | 319 | 110 | 29 | 16 | 40 | 74 | 50 | 458 |
| RAKAM | 37 | 8 | 7 | 12 | 4 | 6 | 15 | 22 | 6 | 0 | 0 | 0 | 0 | 6 | 30 |
| SALE & PEPE | 175 | 61 | 29 | 27 | 16 | 41 | 70 | 105 | 51 | 8 | 24 | 14 | 43 | 15 | 125 |
| SALVE | 123 | 31 | 28 | 18 | 20 | 26 | 50 | 73 | 25 | 3 | 17 | 10 | 21 | 7 | 98 |
| SCIENZA & VITA | 165 | 60 | 42 | 24 | 16 | 23 | 49 | 116 | 52 | 5 | 10 | 15 | 23 | 39 | 113 |
| LE SCIENZE | 298 | 74 | 51 | 51 | 41 | 81 | 149 | 148 | 90 | 26 | 11 | 34 | 64 | 45 | 208 |
| SELEZIONE READER'S DIGEST | 629 | 206 | 105 | 116 | 76 | 126 | 251 | 378 | 156 | 54 | 21 | 35 | 101 | 92 | 473 |
| SILHOUETTE DONNA | 149 | 44 | 28 | 24 | 14 | 39 | 59 | 90 | 39 | 9 | 6 | 12 | 23 | 20 | 110 |
| SPEAK UP | 130 | 20 | 14 | 38 | 18 | 40 | 70 | 60 | 32 | 18 | 3 | 3 | 20 | 17 | 98 |
| STARBENE | 592 | 148 | 99 | 148 | 77 | 120 | 251 | 341 | 188 | 49 | 43 | 45 | 120 | 88 | 403 |
| STARTER | 143 | 52 | 36 | 30 | 7 | 18 | 40 | 103 | 31 | 1 | 4 | 5 | 10 | 24 | 112 |
| TUTTI FOTOGRAFI | 175 | 34 | 38 | 40 | 19 | 43 | 72 | 102 | 61 | 13 | 13 | 12 | 34 | 35 | 114 |
| TUTTO | 404 | 122 | 106 | 92 | 22 | 60 | 111 | 293 | 120 | 16 | 11 | 24 | 45 | 79 | 284 |
| TUTTOMOTO | 922 | 364 | 196 | 164 | 60 | 138 | 249 | 673 | 295 | 66 | 41 | 84 | 160 | 181 | 628 |
| TUTTOTURISMO | 201 | 88 | 19 | 36 | 19 | 38 | 72 | 129 | 78 | 13 | 21 | 30 | 49 | 35 | 123 |
| VERA | 203 | 77 | 36 | 36 | 13 | 40 | 71 | 132 | 65 | 11 | 11 | 15 | 31 | 38 | 138 |
| VIAGGIARE | 221 | 73 | 44 | 37 | 27 | 41 | 80 | 140 | 50 | 12 | 2 | 14 | 25 | 31 | 171 |
| VITALITY | 54 | 10 | 9 | 16 | 8 | 11 | 23 | 31 | 9 | 0 | 0 | 0 | 0 | 9 | 45 |
| VOGUE ITALIA | 295 | 76 | 58 | 67 | 38 | 56 | 107 | 189 | 67 | 18 | 9 | 25 | 41 | 37 | 228 |
| WEEKEND VIAGGI | 115 | 43 | 8 | 21 | 11 | 32 | 53 | 62 | 24 | 9 | 4 | 6 | 16 | 11 | 91 |
| DIANA (QUATTORDICINALE) | 296 | 113 | 82 | 61 | 16 | 23 | 68 | 227 | 81 | 17 | 6 | 28 | 51 | 42 | 214 |

# Uomini

Lettori numero medio

Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (percentuali di composizione)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **33.1** | **21.7** | **21.2** | **7.4** | **16.7** | **30.6** | **69.4** | **26.6** | **6.4** | **4.9** | **7.9** | **15.8** | **15.8** | **73.4** |
| AMICA | **100.0** | 19.5 | 26.2 | 20.8 | 10.9 | 22.6 | 41.7 | 58.3 | 23.5 | 0.7 | 2.8 | 6.3 | 9.1 | 16.5 | 76.5 |
| ANNA | **100.0** | 24.3 | 17.4 | 18.9 | 16.9 | 22.5 | 44.7 | 55.3 | 17.3 | 3.2 | 2.6 | 4.9 | 10.7 | 13.0 | 82.7 |
| AUTO OGGI | **100.0** | 35.8 | 26.1 | 18.9 | 7.3 | 11.8 | 26.3 | 73.7 | 28.6 | 6.1 | 3.4 | 6.8 | 14.5 | 18.7 | 71.4 |
| AUTOSPRINT | **100.0** | 34.8 | 21.6 | 20.4 | 8.0 | 15.2 | 29.5 | 70.5 | 30.6 | 7.5 | 2.9 | 4.7 | 13.1 | 21.5 | 69.4 |
| BELLA | **100.0** | 21.7 | 18.2 | 16.5 | 24.0 | 19.6 | 43.8 | 56.2 | 9.5 | 7.9 | 0.0 | 3.3 | 7.9 | 1.6 | 90.5 |
| CHI | **100.0** | 31.7 | 20.1 | 19.4 | 9.5 | 19.2 | 35.9 | 64.1 | 21.0 | 2.9 | 3.9 | 5.1 | 10.5 | 13.2 | 79.0 |
| CONFIDENZE | **100.0** | 32.1 | 20.4 | 22.8 | 7.8 | 16.9 | 34.2 | 65.8 | 14.9 | 1.8 | 2.4 | 7.0 | 8.9 | 9.1 | 85.1 |
| DOMENICA QUIZ | **100.0** | 20.2 | 19.8 | 21.4 | 10.9 | 27.7 | 46.2 | 53.8 | 20.8 | 4.7 | 2.3 | 5.9 | 12.8 | 9.8 | 79.2 |
| DONNA MODERNA | **100.0** | 28.8 | 22.8 | 20.3 | 10.9 | 17.2 | 36.2 | 63.8 | 30.1 | 7.7 | 4.6 | 9.3 | 18.1 | 16.1 | 69.9 |
| L'ESPRESSO | **100.0** | 28.0 | 21.1 | 19.9 | 9.4 | 21.6 | 38.4 | 61.6 | 29.6 | 6.5 | 4.3 | 9.5 | 17.5 | 18.2 | 70.4 |
| EVA EXPRESS TREMILA | **100.0** | 29.0 | 24.2 | 21.4 | 9.3 | 16.0 | 33.2 | 66.8 | 29.3 | 7.8 | 6.5 | 9.9 | 21.9 | 10.7 | 70.7 |
| FAMIGLIA CRISTIANA | **100.0** | 42.4 | 21.9 | 18.2 | 6.4 | 11.1 | 22.9 | 77.1 | 25.5 | 4.5 | 4.2 | 7.9 | 13.9 | 15.9 | 74.5 |
| FILM TV | **100.0** | 27.3 | 18.8 | 21.2 | 5.7 | 27.0 | 45.7 | 54.3 | 22.3 | 6.1 | 4.3 | 8.9 | 16.2 | 8.1 | 77.7 |
| GENTE | **100.0** | 29.0 | 20.3 | 22.2 | 9.2 | 19.3 | 37.3 | 62.7 | 24.0 | 6.0 | 4.3 | 7.6 | 14.8 | 13.4 | 76.0 |
| GIOIA | **100.0** | 28.4 | 19.9 | 20.4 | 9.0 | 22.3 | 36.5 | 63.5 | 27.0 | 6.6 | 4.4 | 10.4 | 16.9 | 14.1 | 73.0 |
| IL GIORNALINO | **100.0** | 31.4 | 29.4 | 21.8 | 6.3 | 11.2 | 27.3 | 72.7 | 54.5 | 9.1 | 7.2 | 16.2 | 25.9 | 44.7 | 45.5 |
| GRAND HOTEL | **100.0** | 32.6 | 13.7 | 27.1 | 6.7 | 19.9 | 37.5 | 62.5 | 23.6 | 6.0 | 6.8 | 3.9 | 15.3 | 11.3 | 76.4 |
| GRAZIA | **100.0** | 29.9 | 17.7 | 17.9 | 11.8 | 22.6 | 42.6 | 57.4 | 25.2 | 7.2 | 0.6 | 7.8 | 13.7 | 16.1 | 74.8 |
| GUERIN SPORTIVO | **100.0** | 24.3 | 23.4 | 23.9 | 6.8 | 21.6 | 39.8 | 60.2 | 30.3 | 7.3 | 5.5 | 11.4 | 16.7 | 18.1 | 69.7 |
| GUIDA TV | **100.0** | 23.6 | 21.1 | 22.5 | 11.3 | 21.5 | 40.4 | 59.6 | 31.9 | 7.5 | 5.3 | 8.7 | 17.9 | 20.0 | 68.1 |
| INTIMITA' | **100.0** | 36.6 | 19.8 | 21.2 | 10.9 | 11.6 | 29.9 | 70.1 | 16.2 | 1.0 | 2.6 | 7.6 | 8.1 | 10.1 | 83.8 |
| MAGAZINE BEAUTIFUL | **100.0** | 24.1 | 23.9 | 13.8 | 7.0 | 31.2 | 40.3 | 59.7 | 30.5 | 5.0 | 0.0 | 2.6 | 7.6 | 22.9 | 69.5 |
| IL MONDO | **100.0** | 20.4 | 20.5 | 22.7 | 4.8 | 31.6 | 42.5 | 57.5 | 24.8 | 0.7 | 3.4 | 19.0 | 22.5 | 13.3 | 75.2 |
| MOTOSPRINT | **100.0** | 35.9 | 22.1 | 19.8 | 7.6 | 14.6 | 30.4 | 69.6 | 29.7 | 7.6 | 5.1 | 7.1 | 16.6 | 19.6 | 70.3 |
| NOVELLA 2000 | **100.0** | 32.9 | 16.7 | 22.2 | 10.8 | 17.4 | 35.2 | 64.8 | 23.0 | 7.6 | 4.0 | 7.8 | 16.9 | 10.8 | 77.0 |
| OGGI | **100.0** | 31.1 | 21.7 | 20.0 | 10.2 | 17.1 | 36.4 | 63.6 | 23.5 | 5.1 | 4.2 | 6.9 | 14.0 | 13.8 | 76.5 |
| PANORAMA | **100.0** | 27.6 | 20.2 | 22.6 | 8.9 | 20.7 | 37.8 | 62.2 | 30.0 | 8.3 | 6.2 | 9.8 | 19.4 | 15.2 | 70.0 |
| SORRISI E CANZONI TV | **100.0** | 32.7 | 22.6 | 20.5 | 7.5 | 16.7 | 30.8 | 69.2 | 30.3 | 7.0 | 5.3 | 8.4 | 17.9 | 17.1 | 69.7 |
| STOP | **100.0** | 30.8 | 22.6 | 16.3 | 14.2 | 16.2 | 35.6 | 64.4 | 23.3 | 9.8 | 4.3 | 3.4 | 15.3 | 10.1 | 76.7 |
| TELEPIU' | **100.0** | 27.9 | 21.7 | 24.8 | 7.9 | 17.8 | 34.2 | 65.8 | 30.6 | 5.7 | 5.3 | 8.7 | 15.9 | 19.6 | 69.4 |
| TELESETTE | **100.0** | 24.6 | 24.9 | 21.7 | 9.2 | 19.6 | 37.2 | 62.8 | 29.3 | 7.2 | 4.2 | 10.6 | 18.7 | 16.0 | 70.7 |
| TOPOLINO | **100.0** | 26.9 | 18.3 | 24.0 | 9.6 | 21.2 | 38.7 | 61.3 | 47.2 | 7.8 | 8.3 | 16.6 | 27.2 | 31.0 | 52.8 |
| VISTO | **100.0** | 35.7 | 15.2 | 23.4 | 11.4 | 14.3 | 30.5 | 69.5 | 41.0 | 12.0 | 10.1 | 10.1 | 27.7 | 22.0 | 59.0 |
| VIVERSANI & BELLI | **100.0** | 26.4 | 16.0 | 19.7 | 13.4 | 24.6 | 44.9 | 55.1 | 24.0 | 5.0 | 5.0 | 4.7 | 13.3 | 15.7 | 76.0 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **100.0** | 23.6 | 20.6 | 19.1 | 7.6 | 29.1 | 42.7 | 57.3 | 28.9 | 5.2 | 5.7 | 7.5 | 16.3 | 18.7 | 71.1 |
| DIARIO DELLA SETTIMANA | **100.0** | 22.0 | 10.4 | 23.2 | 10.6 | 33.7 | 51.2 | 48.8 | 18.3 | 7.5 | 2.1 | 7.3 | 12.4 | 11.5 | 81.7 |
| LA GAZZETTA SPORT MAGAZINE | **100.0** | 35.5 | 19.4 | 23.1 | 10.6 | 11.4 | 29.8 | 70.2 | 27.0 | 5.5 | 3.8 | 8.3 | 14.5 | 16.4 | 73.0 |
| IO DONNA | **100.0** | 19.9 | 22.7 | 20.7 | 8.8 | 27.9 | 43.1 | 56.9 | 20.6 | 6.4 | 4.4 | 6.0 | 13.0 | 9.7 | 79.4 |
| SETTE | **100.0** | 23.2 | 20.8 | 20.3 | 9.2 | 26.4 | 41.4 | 58.6 | 21.5 | 5.3 | 4.5 | 5.9 | 12.5 | 12.7 | 78.5 |
| SPECCHIO DELLA STAMPA | **100.0** | 28.3 | 19.3 | 20.9 | 8.6 | 22.9 | 42.1 | 57.9 | 24.4 | 4.5 | 3.8 | 7.5 | 13.8 | 13.6 | 75.6 |
| TV SETTE | **100.0** | 23.9 | 22.4 | 20.2 | 8.1 | 25.4 | 39.9 | 60.1 | 23.9 | 6.3 | 4.2 | 7.5 | 14.5 | 13.7 | 76.1 |
| IL VENERDI' | **100.0** | 25.2 | 20.4 | 18.2 | 9.7 | 26.6 | 42.3 | 57.7 | 28.0 | 6.7 | 5.4 | 8.9 | 17.7 | 16.3 | 72.0 |

Lettori numero medio
Analisi secondo: • **ampiezza dei centri** • **comuni** • **presenza bambini e/o ragazzi** (percentuali di composizione)

| MENSILI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **33.1** | **21.7** | **21.2** | **7.4** | **16.7** | **30.6** | **69.4** | **26.6** | **6.4** | **4.9** | **7.9** | **15.8** | **15.8** | **73.4** |
| ABITARE | 100.0 | 29.0 | 19.7 | 19.7 | 11.9 | 19.6 | 36.8 | 63.2 | 25.6 | 10.3 | 6.2 | 7.8 | 18.3 | 8.7 | 74.4 |
| AD | 100.0 | 28.9 | 18.0 | 16.5 | 11.0 | 25.5 | 42.8 | 57.2 | 28.2 | 9.6 | 5.6 | 10.1 | 21.3 | 13.9 | 71.8 |
| AIRONE | 100.0 | 29.3 | 20.9 | 19.4 | 9.3 | 21.0 | 39.7 | 60.3 | 30.2 | 7.1 | 4.3 | 9.0 | 17.6 | 16.0 | 69.8 |
| AMADEUS | 100.0 | 32.5 | 12.2 | 14.2 | 8.0 | 33.2 | 52.6 | 47.4 | 15.6 | 2.8 | 1.8 | 1.5 | 6.2 | 9.4 | 84.4 |
| ARCHEO | 100.0 | 34.1 | 20.5 | 15.5 | 8.4 | 21.6 | 37.5 | 62.5 | 26.0 | 4.9 | 4.9 | 13.7 | 21.3 | 10.0 | 74.0 |
| ASTRA | 100.0 | 26.3 | 19.9 | 16.7 | 4.9 | 32.2 | 44.0 | 56.0 | 38.2 | 7.2 | 3.8 | 13.3 | 22.1 | 26.3 | 61.8 |
| A TAVOLA | 100.0 | 15.9 | 11.0 | 20.1 | 24.4 | 28.6 | 64.6 | 35.4 | 12.9 | 5.4 | 0.0 | 3.5 | 5.4 | 7.6 | 87.1 |
| AUTO | 100.0 | 31.8 | 22.8 | 19.0 | 10.3 | 16.1 | 32.9 | 67.1 | 24.1 | 3.6 | 4.5 | 5.4 | 12.2 | 14.1 | 75.9 |
| L'AUTOMOBILE | 100.0 | 28.0 | 18.5 | 22.1 | 12.5 | 19.0 | 43.4 | 56.6 | 24.2 | 4.1 | 4.4 | 4.9 | 11.0 | 15.1 | 75.8 |
| BELL'EUROPA | 100.0 | 18.1 | 14.9 | 21.8 | 16.8 | 28.3 | 50.3 | 49.7 | 22.5 | 11.5 | 3.8 | 4.7 | 16.1 | 11.0 | 77.5 |
| BELL'ITALIA | 100.0 | 28.8 | 17.0 | 16.9 | 10.8 | 26.5 | 45.8 | 54.2 | 26.6 | 7.5 | 4.4 | 9.2 | 17.8 | 15.4 | 73.4 |
| BENISSIMO | 100.0 | 16.6 | 12.1 | 15.2 | 11.4 | 44.7 | 58.4 | 41.6 | 23.2 | 9.6 | 0.0 | 6.6 | 16.2 | 7.0 | 76.8 |
| BIMBI SANI E BELLI | 100.0 | 29.2 | 20.2 | 17.2 | 10.1 | 23.3 | 38.8 | 61.2 | 59.9 | 40.2 | 14.9 | 10.4 | 55.2 | 17.1 | 40.1 |
| BRAVA CASA | 100.0 | 30.4 | 27.8 | 17.3 | 9.9 | 14.6 | 27.5 | 72.5 | 39.6 | 11.2 | 8.9 | 15.5 | 31.3 | 19.9 | 60.4 |
| BUONA CUCINA | 100.0 | 36.4 | 20.1 | 15.6 | 15.8 | 12.2 | 31.6 | 68.4 | 35.4 | 10.0 | 5.7 | 5.1 | 16.0 | 25.0 | 64.6 |
| BURDA | 100.0 | 18.4 | 24.4 | 29.6 | 12.4 | 15.3 | 33.7 | 66.3 | 39.5 | 12.3 | 12.8 | 5.3 | 27.5 | 18.4 | 60.5 |
| CAPITAL | 100.0 | 24.5 | 13.7 | 20.0 | 9.0 | 32.8 | 46.9 | 53.1 | 23.9 | 5.4 | 4.2 | 5.6 | 13.5 | 12.6 | 76.1 |
| CARNET | 100.0 | 27.6 | 22.6 | 19.3 | 9.7 | 20.7 | 42.1 | 57.9 | 16.7 | 3.8 | 0.0 | 0.9 | 3.8 | 12.9 | 83.3 |
| CASAVIVA | 100.0 | 29.8 | 25.5 | 20.1 | 10.5 | 14.1 | 30.5 | 69.5 | 40.2 | 7.6 | 10.8 | 15.1 | 28.2 | 22.1 | 59.8 |
| CENTO COSE ENERGY | 100.0 | 25.6 | 23.1 | 19.0 | 8.1 | 24.3 | 41.3 | 58.7 | 18.0 | 7.4 | 2.6 | 4.5 | 12.0 | 8.0 | 82.0 |
| CIAK | 100.0 | 30.7 | 26.4 | 17.7 | 9.4 | 15.9 | 33.0 | 67.0 | 24.2 | 3.7 | 4.4 | 7.0 | 13.5 | 15.1 | 75.8 |
| CIPRIA | 100.0 | 19.6 | 0.0 | 36.8 | 15.5 | 28.1 | 48.0 | 52.0 | 18.2 | 0.0 | 11.1 | 0.0 | 11.1 | 7.2 | 81.8 |
| CLASS | 100.0 | 21.9 | 22.1 | 21.2 | 8.0 | 26.8 | 40.7 | 59.3 | 32.6 | 7.8 | 5.3 | 8.3 | 16.9 | 18.4 | 67.4 |
| CLUB 3 | 100.0 | 25.3 | 11.1 | 28.5 | 17.1 | 18.0 | 51.6 | 48.4 | 15.7 | 0.0 | 5.6 | 4.9 | 8.3 | 10.9 | 84.3 |
| COME STAI | 100.0 | 28.4 | 22.1 | 18.5 | 15.0 | 16.1 | 42.9 | 57.1 | 14.2 | 3.2 | 0.0 | 5.9 | 8.1 | 8.1 | 85.8 |
| CONSIGLI PRATICI | 100.0 | 4.0 | 18.9 | 45.1 | 13.0 | 19.0 | 48.4 | 51.6 | 26.2 | 0.0 | 0.0 | 12.1 | 12.1 | 26.2 | 73.8 |
| COSE DI CASA | 100.0 | 32.8 | 18.3 | 20.1 | 10.7 | 18.1 | 32.6 | 67.4 | 37.1 | 11.7 | 9.4 | 13.2 | 27.4 | 18.3 | 62.9 |
| LA CUCINA ITALIANA | 100.0 | 20.9 | 24.9 | 13.0 | 10.1 | 31.1 | 46.4 | 53.6 | 29.5 | 9.1 | 6.2 | 10.0 | 18.5 | 15.0 | 70.5 |
| CUCINA MODERNA | 100.0 | 27.7 | 21.6 | 17.2 | 11.6 | 22.0 | 37.1 | 62.9 | 28.6 | 8.3 | 5.7 | 8.8 | 18.9 | 14.5 | 71.4 |
| DONNA | 100.0 | 30.9 | 17.9 | 23.3 | 11.4 | 16.5 | 32.5 | 67.5 | 22.7 | 1.7 | 3.4 | 9.6 | 11.6 | 15.8 | 77.3 |
| DONNA E MAMMA | 100.0 | 48.2 | 20.2 | 16.7 | 7.5 | 7.5 | 20.4 | 79.6 | 61.2 | 32.9 | 26.4 | 17.8 | 60.3 | 19.5 | 38.8 |
| DOVE | 100.0 | 28.8 | 17.6 | 15.8 | 13.0 | 24.8 | 46.4 | 53.6 | 22.1 | 4.3 | 3.6 | 5.2 | 10.0 | 15.0 | 77.9 |
| ELLE | 100.0 | 22.7 | 17.8 | 21.4 | 7.9 | 30.2 | 48.2 | 51.8 | 19.2 | 2.3 | 2.3 | 4.6 | 9.3 | 12.4 | 80.8 |
| ELLE DECOR | 100.0 | 14.6 | 0.0 | 40.6 | 9.1 | 35.6 | 60.9 | 39.1 | 36.4 | 17.1 | 0.0 | 8.0 | 25.1 | 11.3 | 63.6 |
| FOCUS | 100.0 | 29.2 | 22.9 | 20.9 | 10.4 | 16.7 | 36.1 | 63.9 | 26.0 | 5.8 | 4.2 | 6.2 | 14.0 | 15.7 | 74.0 |
| GARDENIA | 100.0 | 32.0 | 22.6 | 13.0 | 6.5 | 25.9 | 39.5 | 60.5 | 35.3 | 6.1 | 1.3 | 15.2 | 18.0 | 22.7 | 64.7 |
| GENTE MESE | 100.0 | 30.9 | 21.0 | 22.5 | 9.5 | 16.1 | 32.4 | 67.6 | 27.3 | 4.0 | 7.5 | 8.6 | 17.7 | 14.6 | 72.7 |
| GENTE MONEY | 100.0 | 26.6 | 26.5 | 21.8 | 8.0 | 17.1 | 31.8 | 68.2 | 23.1 | 5.6 | 2.0 | 7.2 | 12.3 | 16.4 | 76.9 |
| GENTE MOTORI | 100.0 | 31.6 | 21.3 | 21.4 | 9.5 | 16.1 | 33.4 | 66.6 | 32.1 | 6.2 | 5.4 | 8.7 | 17.5 | 20.4 | 67.9 |
| GENTE VIAGGI | 100.0 | 29.0 | 18.8 | 24.2 | 11.1 | 16.9 | 37.2 | 62.8 | 30.6 | 6.5 | 5.4 | 11.5 | 18.7 | 15.7 | 69.4 |
| GLAMOUR | 100.0 | 31.5 | 27.8 | 7.4 | 8.7 | 24.6 | 35.0 | 65.0 | 28.1 | 7.1 | 5.5 | 0.0 | 12.6 | 15.5 | 71.9 |
| GULLIVER | 100.0 | 29.7 | 25.5 | 18.3 | 9.2 | 17.3 | 31.2 | 68.8 | 24.2 | 5.5 | 4.7 | 10.2 | 18.8 | 8.2 | 75.8 |
| IN CASA | 100.0 | 26.1 | 12.0 | 21.4 | 17.8 | 22.7 | 48.8 | 51.2 | 23.1 | 3.8 | 5.0 | 7.3 | 14.4 | 8.7 | 76.9 |
| INSIEME | 100.0 | 43.3 | 20.0 | 16.0 | 4.3 | 16.5 | 27.7 | 72.3 | 64.1 | 36.5 | 11.5 | 23.1 | 58.4 | 19.3 | 35.9 |
| IO E IL MIO BAMBINO | 100.0 | 35.5 | 20.9 | 21.6 | 4.4 | 17.6 | 25.3 | 74.7 | 87.1 | 71.5 | 17.3 | 18.1 | 84.9 | 11.3 | 12.9 |
| JESUS | 100.0 | 40.7 | 13.5 | 18.4 | 10.0 | 17.4 | 32.4 | 67.6 | 27.3 | 7.7 | 0.0 | 12.6 | 15.3 | 15.0 | 72.7 |
| MADRE | 100.0 | 61.0 | 7.4 | 6.3 | 12.9 | 12.4 | 25.9 | 74.1 | 17.4 | 7.6 | 3.9 | 3.9 | 11.5 | 5.9 | 82.6 |
| MARIE CLAIRE | 100.0 | 32.2 | 15.4 | 24.6 | 7.7 | 20.1 | 33.2 | 66.8 | 26.6 | 8.0 | 8.3 | 6.2 | 19.9 | 10.4 | 73.4 |
| MAX | 100.0 | 30.8 | 22.3 | 20.3 | 8.7 | 17.9 | 34.2 | 65.8 | 19.0 | 3.9 | 3.0 | 5.3 | 11.2 | 10.8 | 81.0 |
| MERIDIANI | 100.0 | 20.7 | 36.5 | 20.3 | 7.0 | 15.5 | 29.3 | 70.7 | 30.3 | 7.8 | 17.4 | 6.4 | 27.6 | 7.7 | 69.7 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 40.8 | 24.1 | 16.0 | 6.8 | 12.2 | 24.9 | 75.1 | 17.5 | 6.3 | 2.5 | 5.5 | 10.8 | 10.6 | 82.5 |
| LA MIA BOUTIQUE | 100.0 | 43.1 | 20.1 | 16.1 | 8.9 | 11.7 | 20.7 | 79.3 | 8.1 | 0.0 | 0.0 | 8.1 | 8.1 | 8.1 | 91.9 |
| LA MIA CASA | 100.0 | 23.6 | 22.4 | 19.3 | 14.6 | 20.0 | 40.4 | 59.6 | 38.9 | 10.8 | 6.9 | 14.0 | 29.3 | 17.2 | 61.1 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 24.3 | 24.7 | 28.0 | 7.7 | 15.3 | 32.3 | 67.7 | 31.7 | 12.7 | 5.8 | 8.7 | 22.2 | 13.4 | 68.3 |
| NAUTICA | 100.0 | 15.2 | 21.0 | 30.8 | 12.2 | 20.7 | 42.6 | 57.4 | 35.4 | 5.2 | 5.3 | 10.4 | 17.5 | 20.9 | 64.6 |
| PESCARE | 100.0 | 28.7 | 21.9 | 21.7 | 8.6 | 19.1 | 34.5 | 65.5 | 29.6 | 6.2 | 6.9 | 6.9 | 16.8 | 17.5 | 70.4 |
| PRATICA | 100.0 | 26.9 | 11.6 | 28.8 | 16.0 | 16.7 | 48.6 | 51.4 | 47.2 | 16.2 | 15.6 | 11.7 | 30.4 | 29.2 | 52.8 |
| QUATTRORUOTE | 100.0 | 33.5 | 20.7 | 21.4 | 8.2 | 16.2 | 32.5 | 67.5 | 31.1 | 8.1 | 5.8 | 8.7 | 19.2 | 17.4 | 68.9 |
| QUATTRO ZAMPE | 100.0 | 31.5 | 22.7 | 20.7 | 7.6 | 17.5 | 31.4 | 68.6 | 21.2 | 5.4 | 4.9 | 6.6 | 15.3 | 8.9 | 78.8 |
| QUI TOURING | 100.0 | 23.1 | 17.8 | 19.7 | 11.8 | 27.6 | 43.8 | 56.2 | 19.3 | 5.1 | 2.8 | 7.0 | 13.0 | 8.8 | 80.7 |
| RAKAM | 100.0 | 20.8 | 18.0 | 32.2 | 11.9 | 17.0 | 40.8 | 59.2 | 17.5 | 0.0 | 0.0 | 0.0 | 0.0 | 17.5 | 82.5 |
| SALE & PEPE | 100.0 | 35.0 | 16.7 | 15.6 | 9.0 | 23.7 | 40.2 | 59.8 | 28.9 | 4.7 | 13.7 | 7.9 | 24.3 | 8.5 | 71.1 |
| SALVE | 100.0 | 25.3 | 22.9 | 14.5 | 16.1 | 21.2 | 40.9 | 59.1 | 20.5 | 2.1 | 13.5 | 8.0 | 16.9 | 5.4 | 79.5 |
| SCIENZA & VITA | 100.0 | 36.3 | 25.4 | 14.6 | 10.0 | 13.7 | 29.7 | 70.3 | 31.4 | 3.0 | 6.3 | 9.4 | 13.9 | 23.8 | 68.6 |
| LE SCIENZE | 100.0 | 24.8 | 17.1 | 17.0 | 13.8 | 27.4 | 50.1 | 49.9 | 30.3 | 8.7 | 3.8 | 11.4 | 21.4 | 15.2 | 69.7 |
| SELEZIONE READER'S DIGEST | 100.0 | 32.7 | 16.7 | 18.4 | 12.2 | 20.1 | 39.9 | 60.1 | 24.8 | 8.6 | 3.3 | 5.6 | 16.0 | 14.6 | 75.2 |
| SILHOUETTE DONNA | 100.0 | 29.3 | 18.9 | 16.0 | 9.4 | 26.4 | 39.8 | 60.2 | 25.9 | 5.8 | 4.3 | 8.2 | 15.3 | 13.4 | 74.1 |
| SPEAK UP | 100.0 | 15.3 | 10.9 | 28.9 | 13.8 | 31.1 | 54.1 | 45.9 | 24.7 | 13.6 | 2.7 | 2.5 | 15.5 | 13.2 | 75.3 |
| STARBENE | 100.0 | 25.0 | 16.8 | 25.0 | 13.0 | 20.3 | 42.4 | 57.6 | 31.8 | 8.3 | 7.2 | 7.6 | 20.3 | 14.9 | 68.2 |
| STARTER | 100.0 | 36.1 | 24.9 | 21.2 | 5.0 | 12.7 | 28.2 | 71.8 | 21.5 | 1.0 | 2.8 | 3.5 | 7.3 | 17.1 | 78.5 |
| TUTTI FOTOGRAFI | 100.0 | 19.7 | 22.0 | 23.0 | 11.0 | 24.4 | 41.4 | 58.6 | 34.9 | 7.3 | 7.4 | 7.1 | 19.5 | 20.0 | 65.1 |
| TUTTO | 100.0 | 30.3 | 26.4 | 22.9 | 5.6 | 14.9 | 27.4 | 72.6 | 29.7 | 3.9 | 2.6 | 5.8 | 11.0 | 19.7 | 70.3 |
| TUTTOMOTO | 100.0 | 39.4 | 21.3 | 17.8 | 6.5 | 15.0 | 27.0 | 73.0 | 32.0 | 7.2 | 4.4 | 9.1 | 17.3 | 19.6 | 68.0 |
| TUTTOTURISMO | 100.0 | 43.6 | 9.6 | 17.9 | 9.7 | 19.1 | 35.8 | 64.2 | 38.9 | 6.3 | 10.6 | 14.9 | 24.1 | 17.5 | 61.1 |
| VERA | 100.0 | 38.1 | 17.9 | 17.9 | 6.5 | 19.6 | 34.9 | 65.1 | 32.2 | 5.2 | 5.7 | 7.2 | 15.4 | 18.8 | 67.8 |
| VIAGGIARE | 100.0 | 33.0 | 19.7 | 16.6 | 12.1 | 18.6 | 36.4 | 63.6 | 22.6 | 5.4 | 1.0 | 6.1 | 11.1 | 14.2 | 77.4 |
| VITALITY | 100.0 | 18.4 | 17.2 | 29.2 | 14.2 | 20.9 | 42.2 | 57.8 | 16.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.0 | 84.0 |
| VOGUE ITALIA | 100.0 | 25.8 | 19.8 | 22.7 | 12.9 | 18.9 | 36.1 | 63.9 | 22.8 | 6.0 | 2.9 | 8.6 | 13.7 | 12.4 | 77.2 |
| WEEKEND VIAGGI | 100.0 | 37.3 | 7.1 | 17.8 | 9.6 | 28.1 | 45.7 | 54.3 | 21.1 | 7.7 | 3.9 | 5.4 | 14.1 | 9.5 | 78.9 |
| DIANA (QUATTORDICINALE) | 100.0 | 38.3 | 27.8 | 20.8 | 5.5 | 7.6 | 23.0 | 77.0 | 27.4 | 5.7 | 1.9 | 9.5 | 17.2 | 14.2 | 72.6 |

# Uomini

Lettori numero medio
Analisi secondo: ● **regioni**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **23775** | **1886** | **705** | **3766** | **378** | **1875** | **506** | **1695** | **1504** | **611** | **351** | **2155** | **663** | **2258** | **1631** |
| AMICA | **191** | 8 | 10 | 34 | 4 | 12 | 3 | 15 | 19 | 5 | 3 | 23 | 4 | 20 | 15 |
| ANNA | **219** | 10 | 11 | 41 | 5 | 20 | 2 | 28 | 12 | 5 | 1 | 18 | 2 | 12 | 14 |
| AUTO OGGI | **726** | 51 | 7 | 139 | 11 | 67 | 14 | 40 | 49 | 19 | 11 | 61 | 14 | 62 | 47 |
| AUTOSPRINT | **639** | 43 | 12 | 126 | 16 | 76 | 13 | 58 | 58 | 14 | 14 | 63 | 10 | 24 | 16 |
| BELLA | **86** | 7 | 4 | 21 | 1 | 8 | 0 | 10 | 6 | 1 | 1 | 14 | 2 | 0 | 0 |
| CHI | **503** | 48 | 5 | 105 | 8 | 44 | 32 | 33 | 34 | 9 | 2 | 70 | 0 | 27 | 27 |
| CONFIDENZE | **165** | 9 | 7 | 23 | 3 | 23 | 7 | 13 | 14 | 0 | 3 | 18 | 0 | 14 | 8 |
| DOMENICA QUIZ | **203** | 16 | 15 | 44 | 4 | 13 | 8 | 8 | 2 | 2 | 3 | 21 | 5 | 17 | 13 |
| DONNA MODERNA | **839** | 39 | 37 | 167 | 15 | 105 | 34 | 71 | 50 | 17 | 11 | 83 | 19 | 63 | 32 |
| L'ESPRESSO | **1550** | 124 | 51 | 194 | 28 | 118 | 27 | 100 | 80 | 36 | 24 | 187 | 66 | 138 | 108 |
| EVA EXPRESS TREMILA | **364** | 20 | 7 | 54 | 5 | 28 | 15 | 34 | 34 | 9 | 1 | 50 | 8 | 25 | 19 |
| FAMIGLIA CRISTIANA | **2160** | 176 | 44 | 538 | 45 | 287 | 51 | 115 | 97 | 51 | 25 | 114 | 53 | 190 | 97 |
| FILM TV | **177** | 19 | 16 | 29 | 1 | 12 | 8 | 18 | 12 | 6 | 0 | 10 | 1 | 12 | 10 |
| GENTE | **1640** | 87 | 99 | 234 | 28 | 207 | 34 | 97 | 86 | 47 | 22 | 189 | 37 | 148 | 95 |
| GIOIA | **265** | 8 | 15 | 38 | 3 | 24 | 10 | 31 | 19 | 9 | 2 | 16 | 12 | 23 | 12 |
| IL GIORNALINO | **190** | 21 | 3 | 53 | 2 | 38 | 1 | 13 | 5 | 2 | 2 | 10 | 2 | 8 | 3 |
| GRAND HOTEL | **403** | 52 | 24 | 46 | 12 | 34 | 6 | 40 | 29 | 10 | 2 | 36 | 2 | 41 | 18 |
| GRAZIA | **300** | 16 | 9 | 55 | 3 | 31 | 2 | 30 | 23 | 23 | 3 | 25 | 7 | 23 | 13 |
| GUERIN SPORTIVO | **442** | 22 | 17 | 48 | 7 | 22 | 17 | 39 | 32 | 21 | 8 | 44 | 13 | 59 | 30 |
| GUIDA TV | **859** | 73 | 24 | 135 | 7 | 75 | 25 | 119 | 70 | 24 | 14 | 75 | 38 | 44 | 49 |
| INTIMITA' | **192** | 16 | 5 | 40 | 9 | 17 | 8 | 14 | 16 | 3 | 4 | 19 | 4 | 15 | 6 |
| MAGAZINE BEAUTIFUL | **63** | 7 | 3 | 13 | 0 | 7 | 0 | 4 | 9 | 0 | 2 | 3 | 0 | 6 | 0 |
| IL MONDO | **78** | 6 | 9 | 21 | 1 | 9 | 2 | 3 | 3 | 0 | 1 | 4 | 2 | 3 | 7 |
| MOTOSPRINT | **494** | 25 | 18 | 111 | 8 | 45 | 6 | 44 | 48 | 13 | 10 | 40 | 9 | 27 | 16 |
| NOVELLA 2000 | **600** | 33 | 16 | 72 | 4 | 52 | 11 | 73 | 42 | 13 | 3 | 62 | 20 | 57 | 35 |
| OGGI | **1713** | 139 | 87 | 264 | 24 | 203 | 65 | 124 | 96 | 46 | 29 | 142 | 15 | 113 | 100 |
| PANORAMA | **2126** | 128 | 79 | 293 | 37 | 226 | 52 | 178 | 122 | 43 | 40 | 202 | 84 | 166 | 112 |
| SORRISI E CANZONI TV | **3947** | 297 | 83 | 678 | 39 | 414 | 90 | 328 | 267 | 74 | 42 | 349 | 105 | 386 | 213 |
| STOP | **206** | 27 | 3 | 48 | 5 | 23 | 9 | 26 | 15 | 4 | 2 | 20 | 2 | 10 | 4 |
| TELEPIU' | **1021** | 96 | 27 | 149 | 11 | 52 | 27 | 49 | 83 | 30 | 13 | 127 | 34 | 86 | 64 |
| TELESETTE | **1103** | 94 | 38 | 147 | 14 | 79 | 28 | 93 | 52 | 22 | 9 | 136 | 20 | 117 | 82 |
| TOPOLINO | **1362** | 123 | 45 | 230 | 20 | 100 | 50 | 94 | 95 | 25 | 24 | 187 | 28 | 100 | 52 |
| VISTO | **273** | 12 | 6 | 57 | 4 | 21 | 5 | 24 | 14 | 5 | 4 | 27 | 7 | 15 | 14 |
| VIVERSANI & BELLI | **523** | 37 | 11 | 86 | 8 | 36 | 5 | 32 | 36 | 10 | 3 | 85 | 10 | 57 | 18 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 35 | 20 | 123 | 5 | 43 | 18 | 67 | 62 | 25 | 8 | 106 | 15 | 60 | 24 |
| DIARIO DELLA SETTIMANA | **96** | 6 | 4 | 25 | 1 | 2 | 0 | 9 | 10 | 3 | 3 | 14 | 2 | 5 | 2 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 91 | 68 | 425 | 53 | 176 | 73 | 197 | 203 | 64 | 31 | 91 | 47 | 102 | 112 |
| IO DONNA | **703** | 23 | 13 | 374 | 16 | 53 | 17 | 43 | 20 | 13 | 6 | 54 | 3 | 12 | 12 |
| SETTE | **1329** | 16 | 20 | 684 | 22 | 94 | 27 | 58 | 32 | 15 | 10 | 92 | 25 | 47 | 56 |
| SPECCHIO DELLA STAMPA | **657** | 240 | 30 | 41 | 9 | 21 | 5 | 36 | 13 | 10 | 5 | 42 | 7 | 37 | 38 |
| TV SETTE | **1332** | 54 | 18 | 643 | 25 | 75 | 23 | 60 | 32 | 28 | 20 | 105 | 14 | 50 | 54 |
| IL VENERDI' | **2262** | 98 | 73 | 292 | 27 | 136 | 51 | 266 | 201 | 47 | 31 | 340 | 56 | 247 | 113 |

# Uomini

Lettori numero medio
Analisi secondo: ● **regioni**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| POPOLAZIONE | 23775 | 1886 | 705 | 3766 | 378 | 1875 | 506 | 1695 | 1504 | 611 | 351 | 2155 | 663 | 2258 | 1631 |
| ABITARE | 259 | 25 | 19 | 58 | 3 | 14 | 13 | 28 | 10 | 8 | 6 | 25 | 9 | 11 | 4 |
| AD | 301 | 26 | 9 | 57 | 3 | 35 | 3 | 25 | 14 | 3 | 10 | 54 | 2 | 13 | 8 |
| AIRONE | 640 | 71 | 28 | 156 | 13 | 70 | 26 | 54 | 48 | 12 | 13 | 61 | 6 | 14 | 14 |
| AMADEUS | 114 | 17 | 9 | 21 | 3 | 12 | 1 | 15 | 4 | 3 | 0 | 16 | 0 | 3 | 3 |
| ARCHEO | 182 | 15 | 9 | 44 | 2 | 17 | 5 | 16 | 6 | 9 | 6 | 25 | 2 | 5 | 7 |
| ASTRA | 135 | 7 | 4 | 22 | 2 | 23 | 2 | 7 | 9 | 0 | 0 | 12 | 4 | 13 | 6 |
| A TAVOLA | 66 | 0 | 5 | 15 | 0 | 9 | 0 | 8 | 3 | 1 | 1 | 5 | 3 | 5 | 7 |
| AUTO | 1134 | 77 | 32 | 188 | 14 | 115 | 33 | 103 | 84 | 38 | 17 | 91 | 20 | 106 | 38 |
| L'AUTOMOBILE | 964 | 110 | 35 | 188 | 16 | 67 | 36 | 100 | 89 | 26 | 16 | 79 | 38 | 57 | 23 |
| BELL'EUROPA | 164 | 16 | 13 | 41 | 1 | 14 | 5 | 18 | 8 | 2 | 1 | 24 | 3 | 5 | 4 |
| BELL'ITALIA | 420 | 38 | 19 | 89 | 7 | 22 | 8 | 71 | 36 | 16 | 7 | 57 | 7 | 8 | 11 |
| BENISSIMO | 33 | 3 | 0 | 8 | 0 | 0 | 0 | 3 | 5 | 0 | 0 | 0 | 1 | 7 | 0 |
| BIMBI SANI E BELLI | 284 | 15 | 7 | 39 | 4 | 20 | 6 | 22 | 13 | 1 | 8 | 43 | 7 | 51 | 11 |
| BRAVA CASA | 361 | 15 | 20 | 70 | 3 | 38 | 2 | 21 | 20 | 7 | 7 | 36 | 12 | 35 | 12 |
| BUONA CUCINA | 135 | 19 | 6 | 29 | 1 | 4 | 2 | 22 | 7 | 1 | 1 | 11 | 0 | 10 | 12 |
| BURDA | 110 | 0 | 3 | 7 | 1 | 20 | 1 | 2 | 8 | 0 | 2 | 12 | 14 | 3 | 10 |
| CAPITAL | 324 | 28 | 7 | 80 | 2 | 27 | 7 | 24 | 19 | 13 | 5 | 47 | 5 | 15 | 13 |
| CARNET | 117 | 11 | 7 | 24 | 2 | 12 | 6 | 18 | 3 | 7 | 1 | 12 | 0 | 3 | 0 |
| CASAVIVA | 611 | 28 | 16 | 111 | 6 | 48 | 22 | 39 | 33 | 10 | 10 | 65 | 16 | 62 | 40 |
| CENTO COSE ENERGY | 174 | 19 | 9 | 28 | 0 | 16 | 0 | 15 | 18 | 1 | 5 | 19 | 0 | 5 | 7 |
| CIAK | 547 | 39 | 22 | 86 | 7 | 56 | 19 | 48 | 31 | 5 | 7 | 64 | 23 | 51 | 22 |
| CIPRIA | 25 | 3 | 0 | 1 | 0 | 0 | 0 | 7 | 4 | 0 | 0 | 3 | 0 | 0 | 3 |
| CLASS | 226 | 17 | 7 | 61 | 2 | 22 | 1 | 25 | 20 | 1 | 3 | 20 | 4 | 5 | 5 |
| CLUB 3 | 80 | 4 | 3 | 19 | 4 | 4 | 4 | 9 | 5 | 0 | 2 | 5 | 2 | 5 | 0 |
| COME STAI | 87 | 13 | 5 | 5 | 1 | 6 | 2 | 10 | 1 | 2 | 1 | 12 | 0 | 10 | 2 |
| CONSIGLI PRATICI | 21 | 2 | 3 | 7 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 3 | 2 |
| COSE DI CASA | 570 | 41 | 8 | 131 | 8 | 37 | 10 | 48 | 29 | 5 | 15 | 45 | 29 | 62 | 26 |
| LA CUCINA ITALIANA | 297 | 18 | 30 | 78 | 3 | 17 | 12 | 26 | 18 | 5 | 8 | 35 | 3 | 12 | 7 |
| CUCINA MODERNA | 271 | 33 | 11 | 42 | 2 | 29 | 11 | 26 | 8 | 5 | 4 | 27 | 3 | 23 | 11 |
| DONNA | 201 | 20 | 4 | 28 | 5 | 19 | 3 | 16 | 16 | 0 | 2 | 18 | 6 | 28 | 9 |
| DONNA E MAMMA | 79 | 3 | 0 | 22 | 0 | 4 | 2 | 5 | 4 | 7 | 1 | 8 | 9 | 3 | 0 |
| DOVE | 277 | 20 | 14 | 94 | 6 | 16 | 2 | 34 | 24 | 4 | 9 | 32 | 0 | 8 | 0 |
| ELLE | 81 | 3 | 4 | 26 | 0 | 5 | 0 | 10 | 4 | 2 | 2 | 11 | 0 | 2 | 1 |
| ELLE DECOR | 34 | 0 | 0 | 10 | 1 | 8 | 0 | 3 | 2 | 0 | 0 | 5 | 0 | 3 | 1 |
| FOCUS | 2038 | 176 | 66 | 314 | 36 | 260 | 79 | 178 | 145 | 49 | 40 | 173 | 54 | 100 | 78 |
| GARDENIA | 174 | 6 | 13 | 36 | 1 | 9 | 5 | 12 | 22 | 8 | 6 | 28 | 3 | 11 | 0 |
| GENTE MESE | 589 | 12 | 15 | 78 | 7 | 52 | 10 | 45 | 25 | 13 | 4 | 75 | 15 | 79 | 37 |
| GENTE MONEY | 232 | 23 | 5 | 38 | 1 | 21 | 13 | 23 | 13 | 5 | 4 | 20 | 5 | 19 | 10 |
| GENTE MOTORI | 1527 | 68 | 56 | 268 | 23 | 149 | 51 | 108 | 89 | 39 | 32 | 138 | 34 | 116 | 68 |
| GENTE VIAGGI | 510 | 31 | 29 | 108 | 3 | 37 | 7 | 67 | 46 | 19 | 8 | 42 | 11 | 43 | 15 |
| GLAMOUR | 70 | 9 | 0 | 21 | 0 | 8 | 2 | 0 | 0 | 0 | 4 | 6 | 0 | 12 | 2 |
| GULLIVER | 200 | 19 | 8 | 48 | 6 | 12 | 6 | 35 | 11 | 6 | 5 | 20 | 5 | 6 | 5 |
| IN CASA | 62 | 9 | 4 | 13 | 0 | 4 | 1 | 2 | 3 | 4 | 0 | 3 | 4 | 13 | 2 |
| INSIEME | 89 | 6 | 0 | 15 | 1 | 5 | 3 | 14 | 14 | 0 | 0 | 8 | 6 | 2 | 0 |
| IO E IL MIO BAMBINO | 219 | 14 | 11 | 34 | 4 | 14 | 10 | 12 | 6 | 2 | 1 | 29 | 14 | 21 | 17 |
| JESUS | 88 | 7 | 1 | 4 | 2 | 14 | 3 | 13 | 3 | 2 | 1 | 4 | 2 | 8 | 1 |
| MADRE | 59 | 1 | 0 | 42 | 2 | 8 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| MARIE CLAIRE | 196 | 6 | 2 | 52 | 1 | 27 | 8 | 25 | 17 | 9 | 3 | 15 | 3 | 8 | 11 |
| MAX | 1143 | 79 | 26 | 236 | 12 | 125 | 32 | 104 | 66 | 37 | 18 | 122 | 19 | 66 | 69 |
| MERIDIANI | 104 | 14 | 9 | 26 | 0 | 16 | 5 | 5 | 4 | 2 | 2 | 8 | 0 | 0 | 6 |
| MESSAGGERO DI S.ANTONIO | 636 | 30 | 16 | 97 | 13 | 92 | 16 | 25 | 33 | 0 | 2 | 51 | 17 | 64 | 85 |
| LA MIA BOUTIQUE | 27 | 0 | 0 | 2 | 0 | 4 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 6 | 4 |
| LA MIA CASA | 140 | 3 | 0 | 32 | 1 | 10 | 4 | 11 | 8 | 2 | 2 | 14 | 3 | 15 | 4 |
| MILLIONAIRE INTRAPRENDERE | 447 | 25 | 5 | 53 | 4 | 33 | 17 | 23 | 12 | 10 | 8 | 36 | 21 | 56 | 51 |
| NAUTICA | 221 | 8 | 0 | 31 | 0 | 21 | 13 | 8 | 16 | 14 | 4 | 21 | 2 | 14 | 15 |
| PESCARE | 487 | 36 | 19 | 71 | 6 | 43 | 9 | 48 | 35 | 15 | 12 | 42 | 12 | 25 | 31 |
| PRATICA | 68 | 2 | 0 | 15 | 3 | 6 | 2 | 6 | 2 | 2 | 0 | 8 | 0 | 6 | 6 |
| QUATTRORUOTE | 4458 | 368 | 124 | 808 | 84 | 367 | 97 | 347 | 263 | 130 | 66 | 385 | 124 | 375 | 195 |
| QUATTRO ZAMPE | 274 | 20 | 20 | 53 | 4 | 23 | 8 | 13 | 20 | 10 | 1 | 18 | 1 | 17 | 14 |
| QUI TOURING | 567 | 40 | 26 | 168 | 8 | 63 | 27 | 66 | 29 | 14 | 8 | 53 | 6 | 14 | 13 |
| RAKAM | 37 | 2 | 6 | 6 | 1 | 0 | 0 | 3 | 5 | 2 | 1 | 0 | 0 | 0 | 3 |
| SALE & PEPE | 175 | 16 | 4 | 42 | 0 | 32 | 14 | 18 | 10 | 0 | 1 | 10 | 3 | 8 | 7 |
| SALVE | 123 | 0 | 0 | 29 | 1 | 7 | 8 | 22 | 3 | 3 | 2 | 5 | 8 | 13 | 9 |
| SCIENZA & VITA | 165 | 11 | 7 | 35 | 1 | 12 | 9 | 16 | 6 | 0 | 5 | 15 | 7 | 5 | 14 |
| LE SCIENZE | 298 | 28 | 5 | 35 | 1 | 37 | 14 | 38 | 32 | 3 | 9 | 33 | 2 | 16 | 16 |
| SELEZIONE READER'S DIGEST | 629 | 51 | 29 | 100 | 18 | 56 | 24 | 55 | 31 | 9 | 10 | 50 | 16 | 60 | 16 |
| SILHOUETTE DONNA | 149 | 14 | 9 | 25 | 1 | 6 | 6 | 7 | 15 | 2 | 1 | 16 | 5 | 15 | 3 |
| SPEAK UP | 130 | 15 | 1 | 23 | 0 | 15 | 2 | 16 | 5 | 0 | 3 | 16 | 2 | 17 | 2 |
| STARBENE | 592 | 57 | 13 | 77 | 10 | 44 | 14 | 50 | 31 | 5 | 8 | 61 | 27 | 51 | 26 |
| STARTER | 143 | 17 | 8 | 30 | 0 | 17 | 8 | 6 | 6 | 4 | 0 | 7 | 1 | 13 | 1 |
| TUTTI FOTOGRAFI | 175 | 6 | 3 | 31 | 0 | 11 | 5 | 10 | 15 | 10 | 2 | 18 | 6 | 24 | 7 |
| TUTTO | 404 | 45 | 9 | 55 | 2 | 38 | 15 | 27 | 15 | 16 | 2 | 18 | 12 | 40 | 34 |
| TUTTOMOTO | 922 | 54 | 17 | 182 | 11 | 73 | 13 | 40 | 52 | 34 | 15 | 65 | 25 | 102 | 46 |
| TUTTOTURISMO | 201 | 6 | 12 | 48 | 4 | 13 | 6 | 26 | 8 | 1 | 3 | 13 | 6 | 23 | 4 |
| VERA | 203 | 21 | 7 | 41 | 3 | 23 | 2 | 14 | 7 | 5 | 2 | 13 | 2 | 30 | 11 |
| VIAGGIARE | 221 | 5 | 7 | 34 | 5 | 20 | 16 | 18 | 16 | 7 | 5 | 23 | 13 | 19 | 11 |
| VITALITY | 54 | 3 | 0 | 13 | 1 | 2 | 0 | 4 | 3 | 5 | 1 | 7 | 0 | 3 | 0 |
| VOGUE ITALIA | 295 | 29 | 9 | 54 | 4 | 29 | 3 | 26 | 15 | 9 | 12 | 19 | 7 | 31 | 27 |
| WEEKEND VIAGGI | 115 | 9 | 11 | 26 | 1 | 7 | 5 | 8 | 7 | 1 | 2 | 16 | 0 | 7 | 0 |
| DIANA (QUATTORDICINALE) | 296 | 15 | 32 | 42 | 7 | 16 | 15 | 31 | 52 | 19 | 8 | 23 | 0 | 9 | 8 |

# Uomini

Lettori numero medio
Analisi secondo: ● **regioni**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **7.9** | **3.0** | **15.8** | **1.6** | **7.9** | **2.1** | **7.1** | **6.3** | **2.6** | **1.5** | **9.1** | **2.8** | **9.5** | **6.9** |
| AMICA | 100.0 | 4.3 | 5.2 | 17.8 | 1.9 | 6.5 | 1.6 | 8.0 | 9.8 | 2.6 | 1.7 | 12.3 | 2.1 | 10.3 | 7.6 |
| ANNA | 100.0 | 4.7 | 5.1 | 18.7 | 2.4 | 9.3 | 0.8 | 12.9 | 5.7 | 2.1 | 0.5 | 8.1 | 1.0 | 5.7 | 6.2 |
| AUTO OGGI | 100.0 | 7.1 | 0.9 | 19.1 | 1.5 | 9.2 | 1.9 | 5.6 | 6.8 | 2.6 | 1.5 | 8.3 | 2.0 | 8.6 | 6.5 |
| AUTOSPRINT | 100.0 | 6.7 | 2.0 | 19.6 | 2.5 | 11.9 | 2.1 | 9.1 | 9.0 | 2.2 | 2.1 | 9.8 | 1.6 | 3.7 | 2.5 |
| BELLA | 100.0 | 8.5 | 5.1 | 24.8 | 1.7 | 9.0 | 0.0 | 11.3 | 6.7 | 1.7 | 1.6 | 16.4 | 2.3 | 0.0 | 0.0 |
| CHI | 100.0 | 9.5 | 1.0 | 20.9 | 1.7 | 8.7 | 6.3 | 6.6 | 6.8 | 1.9 | 0.4 | 13.9 | 0.0 | 5.3 | 5.4 |
| CONFIDENZE | 100.0 | 5.6 | 4.0 | 13.7 | 1.7 | 13.8 | 4.3 | 8.1 | 8.4 | 0.0 | 2.0 | 11.1 | 0.0 | 8.2 | 4.9 |
| DOMENICA QUIZ | 100.0 | 8.0 | 7.6 | 21.6 | 2.0 | 6.6 | 4.0 | 3.7 | 1.1 | 1.0 | 1.2 | 10.2 | 2.5 | 8.2 | 6.6 |
| DONNA MODERNA | 100.0 | 4.6 | 4.4 | 19.9 | 1.8 | 12.5 | 4.0 | 8.5 | 5.9 | 2.0 | 1.3 | 9.9 | 2.3 | 7.6 | 3.8 |
| L'ESPRESSO | 100.0 | 8.0 | 3.3 | 12.5 | 1.8 | 7.6 | 1.8 | 6.5 | 5.2 | 2.3 | 1.6 | 12.1 | 4.3 | 8.9 | 7.0 |
| EVA EXPRESS TREMILA | 100.0 | 5.6 | 2.1 | 14.7 | 1.4 | 7.8 | 4.1 | 9.5 | 9.3 | 2.3 | 0.3 | 13.8 | 2.3 | 7.0 | 5.3 |
| FAMIGLIA CRISTIANA | 100.0 | 8.1 | 2.0 | 24.9 | 2.1 | 13.3 | 2.4 | 5.3 | 4.5 | 2.3 | 1.2 | 5.3 | 2.5 | 8.8 | 4.5 |
| FILM TV | 100.0 | 11.0 | 9.2 | 16.5 | 0.6 | 6.8 | 4.3 | 10.1 | 6.6 | 3.1 | 0.0 | 5.8 | 0.8 | 6.9 | 5.6 |
| GENTE | 100.0 | 5.3 | 6.0 | 14.2 | 1.7 | 12.6 | 2.1 | 5.9 | 5.2 | 2.9 | 1.4 | 11.5 | 2.3 | 9.0 | 5.8 |
| GIOIA | 100.0 | 2.9 | 5.8 | 14.3 | 0.9 | 8.9 | 3.6 | 11.5 | 7.3 | 3.5 | 0.9 | 6.2 | 4.7 | 8.5 | 4.5 |
| IL GIORNALINO | 100.0 | 11.2 | 1.8 | 28.1 | 1.1 | 19.8 | 0.4 | 7.0 | 2.4 | 0.9 | 0.9 | 5.3 | 1.3 | 4.4 | 1.6 |
| GRAND HOTEL | 100.0 | 12.9 | 5.9 | 11.3 | 3.1 | 8.3 | 1.6 | 9.9 | 7.2 | 2.4 | 0.5 | 9.0 | 0.5 | 10.1 | 4.5 |
| GRAZIA | 100.0 | 5.3 | 3.1 | 18.2 | 1.1 | 10.2 | 0.6 | 10.0 | 7.6 | 7.8 | 1.0 | 8.4 | 2.5 | 7.8 | 4.4 |
| GUERIN SPORTIVO | 100.0 | 4.9 | 3.7 | 10.9 | 1.7 | 4.9 | 3.8 | 8.8 | 7.2 | 4.9 | 1.9 | 9.9 | 3.0 | 13.4 | 6.7 |
| GUIDA TV | 100.0 | 8.5 | 2.9 | 15.7 | 0.8 | 8.7 | 2.9 | 13.9 | 8.1 | 2.8 | 1.6 | 8.7 | 4.4 | 5.1 | 5.7 |
| INTIMITA' | 100.0 | 8.4 | 2.6 | 21.0 | 4.4 | 9.1 | 4.1 | 7.5 | 8.3 | 1.5 | 1.9 | 10.0 | 2.3 | 7.9 | 3.0 |
| MAGAZINE BEAUTIFUL | 100.0 | 11.3 | 4.1 | 21.2 | 0.0 | 10.7 | 0.0 | 6.3 | 14.4 | 0.0 | 2.8 | 4.6 | 0.6 | 8.9 | 0.0 |
| IL MONDO | 100.0 | 8.1 | 11.0 | 26.7 | 1.6 | 12.0 | 2.3 | 4.4 | 4.1 | 0.0 | 1.2 | 5.7 | 3.0 | 4.0 | 9.3 |
| MOTOSPRINT | 100.0 | 5.1 | 3.6 | 22.5 | 1.7 | 9.0 | 1.2 | 8.8 | 9.8 | 2.5 | 2.1 | 8.2 | 1.9 | 5.5 | 3.2 |
| NOVELLA 2000 | 100.0 | 5.5 | 2.7 | 12.0 | 0.7 | 8.7 | 1.9 | 12.1 | 6.9 | 2.1 | 0.5 | 10.3 | 3.4 | 9.5 | 5.8 |
| OGGI | 100.0 | 8.1 | 5.1 | 15.4 | 1.4 | 11.8 | 3.8 | 7.3 | 5.6 | 2.7 | 1.7 | 8.3 | 0.9 | 6.6 | 5.8 |
| PANORAMA | 100.0 | 6.0 | 3.7 | 13.8 | 1.8 | 10.6 | 2.5 | 8.4 | 5.7 | 2.0 | 1.9 | 9.5 | 3.9 | 7.8 | 5.2 |
| SORRISI E CANZONI TV | 100.0 | 7.5 | 2.1 | 17.2 | 1.0 | 10.5 | 2.3 | 8.3 | 6.8 | 1.9 | 1.1 | 8.8 | 2.7 | 9.8 | 5.4 |
| STOP | 100.0 | 13.1 | 1.6 | 23.6 | 2.7 | 11.2 | 4.5 | 12.4 | 7.5 | 2.0 | 1.2 | 9.7 | 0.8 | 4.8 | 1.8 |
| TELEPIU' | 100.0 | 9.4 | 2.6 | 14.6 | 1.0 | 5.1 | 2.7 | 4.8 | 8.1 | 2.9 | 1.3 | 12.5 | 3.3 | 8.5 | 6.3 |
| TELESETTE | 100.0 | 8.6 | 3.5 | 13.3 | 1.3 | 7.2 | 2.6 | 8.4 | 4.7 | 2.0 | 0.8 | 12.3 | 1.8 | 10.6 | 7.4 |
| TOPOLINO | 100.0 | 9.0 | 3.3 | 16.9 | 1.5 | 7.3 | 3.7 | 6.9 | 6.9 | 1.9 | 1.7 | 13.7 | 2.1 | 7.3 | 3.8 |
| VISTO | 100.0 | 4.2 | 2.3 | 20.8 | 1.6 | 7.8 | 1.8 | 8.8 | 5.0 | 1.9 | 1.6 | 9.8 | 2.5 | 5.6 | 5.3 |
| VIVERSANI & BELLI | 100.0 | 7.0 | 2.2 | 16.4 | 1.5 | 7.0 | 1.0 | 6.2 | 6.9 | 2.0 | 0.5 | 16.3 | 1.9 | 10.9 | 3.4 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 5.2 | 2.9 | 18.0 | 0.7 | 6.3 | 2.7 | 9.8 | 9.1 | 3.7 | 1.2 | 15.5 | 2.2 | 8.8 | 3.5 |
| DIARIO DELLA SETTIMANA | 100.0 | 6.3 | 4.6 | 26.0 | 0.9 | 2.2 | 0.0 | 9.3 | 10.4 | 3.1 | 3.0 | 14.6 | 2.5 | 5.5 | 2.1 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.6 | 3.4 | 21.3 | 2.6 | 8.8 | 3.6 | 9.9 | 10.2 | 3.2 | 1.5 | 4.6 | 2.4 | 5.1 | 5.6 |
| IO DONNA | 100.0 | 3.2 | 1.8 | 53.3 | 2.2 | 7.5 | 2.5 | 6.1 | 2.8 | 1.8 | 0.8 | 7.7 | 0.4 | 1.7 | 1.7 |
| SETTE | 100.0 | 1.2 | 1.5 | 51.5 | 1.7 | 7.1 | 2.0 | 4.4 | 2.4 | 1.1 | 0.7 | 6.9 | 1.9 | 3.5 | 4.2 |
| SPECCHIO DELLA STAMPA | 100.0 | 36.6 | 4.6 | 6.3 | 1.4 | 3.2 | 0.8 | 5.5 | 2.0 | 1.6 | 0.7 | 6.3 | 1.1 | 5.7 | 5.8 |
| TV SETTE | 100.0 | 4.0 | 1.4 | 48.3 | 1.9 | 5.6 | 1.7 | 4.5 | 2.4 | 2.1 | 1.5 | 7.9 | 1.1 | 3.8 | 4.1 |
| IL VENERDI' | 100.0 | 4.3 | 3.2 | 12.9 | 1.2 | 6.0 | 2.2 | 11.8 | 8.9 | 2.1 | 1.4 | 15.0 | 2.5 | 10.9 | 5.0 |

Lettori numero medio
Analisi secondo: ● regioni

(percentuali di composizione)

| MENSILI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **7.9** | **3.0** | **15.8** | **1.6** | **7.9** | **2.1** | **7.1** | **6.3** | **2.6** | **1.5** | **9.1** | **2.8** | **9.5** | **6.9** |
| ABITARE | 100.0 | 9.5 | 7.3 | 22.3 | 1.0 | 5.5 | 4.9 | 10.9 | 3.8 | 3.2 | 2.4 | 9.7 | 3.6 | 4.3 | 1.6 |
| AD | 100.0 | 8.5 | 2.9 | 19.0 | 1.0 | 11.6 | 1.0 | 8.4 | 4.8 | 1.1 | 3.2 | 17.9 | 0.6 | 4.4 | 2.8 |
| AIRONE | 100.0 | 11.1 | 4.3 | 24.5 | 2.1 | 11.0 | 4.1 | 8.5 | 7.5 | 2.0 | 2.0 | 9.5 | 1.0 | 2.3 | 2.1 |
| AMADEUS | 100.0 | 14.8 | 7.7 | 18.1 | 2.5 | 10.5 | 0.6 | 13.2 | 3.2 | 2.6 | 0.0 | 14.1 | 0.0 | 2.5 | 2.6 |
| ARCHEO | 100.0 | 8.0 | 4.7 | 24.1 | 0.9 | 9.3 | 2.7 | 8.8 | 3.3 | 5.2 | 3.3 | 13.6 | 1.1 | 2.8 | 4.1 |
| ASTRA | 100.0 | 5.5 | 2.8 | 16.4 | 1.4 | 17.2 | 1.4 | 5.4 | 6.5 | 0.0 | 0.0 | 8.6 | 3.0 | 9.3 | 4.1 |
| A TAVOLA | 100.0 | 0.0 | 8.1 | 22.8 | 0.0 | 14.0 | 0.0 | 12.5 | 5.1 | 1.6 | 1.1 | 7.5 | 4.9 | 6.8 | 10.0 |
| AUTO | 100.0 | 6.8 | 2.8 | 16.6 | 1.2 | 10.1 | 2.9 | 9.1 | 7.4 | 3.3 | 1.5 | 8.0 | 1.8 | 9.3 | 3.4 |
| L'AUTOMOBILE | 100.0 | 11.4 | 3.6 | 19.5 | 1.6 | 6.9 | 3.7 | 10.4 | 9.2 | 2.7 | 1.7 | 8.2 | 4.0 | 6.0 | 2.4 |
| BELL'EUROPA | 100.0 | 9.6 | 7.8 | 25.0 | 0.6 | 8.4 | 2.8 | 11.0 | 4.9 | 1.5 | 0.8 | 14.4 | 1.8 | 3.3 | 2.2 |
| BELL'ITALIA | 100.0 | 9.0 | 4.5 | 21.1 | 1.7 | 5.2 | 2.0 | 17.0 | 8.6 | 3.8 | 1.6 | 13.5 | 1.6 | 1.9 | 2.6 |
| BENISSIMO | 100.0 | 10.5 | 0.0 | 24.4 | 0.0 | 0.0 | 0.0 | 9.6 | 16.7 | 0.0 | 0.0 | 0.0 | 1.9 | 20.0 | 0.0 |
| BIMBI SANI E BELLI | 100.0 | 5.1 | 2.4 | 13.6 | 1.3 | 7.0 | 2.2 | 7.8 | 4.7 | 0.4 | 2.8 | 15.0 | 2.5 | 18.0 | 3.9 |
| BRAVA CASA | 100.0 | 4.1 | 5.5 | 19.3 | 0.8 | 10.5 | 0.6 | 5.9 | 5.5 | 2.0 | 2.0 | 9.9 | 3.3 | 9.7 | 3.4 |
| BUONA CUCINA | 100.0 | 14.0 | 4.8 | 21.1 | 0.5 | 2.8 | 1.6 | 16.1 | 4.9 | 1.1 | 0.6 | 8.1 | 0.3 | 7.5 | 8.5 |
| BURDA | 100.0 | 0.0 | 2.3 | 5.9 | 1.0 | 17.9 | 0.7 | 1.8 | 7.5 | 0.0 | 1.7 | 11.1 | 12.7 | 2.7 | 8.8 |
| CAPITAL | 100.0 | 8.5 | 2.3 | 24.7 | 0.5 | 8.4 | 2.1 | 7.4 | 5.8 | 3.9 | 1.6 | 14.6 | 1.5 | 4.5 | 4.1 |
| CARNET | 100.0 | 9.7 | 5.7 | 20.3 | 1.4 | 10.2 | 5.0 | 15.0 | 3.0 | 5.7 | 1.1 | 10.6 | 0.0 | 2.8 | 0.0 |
| CASAVIVA | 100.0 | 4.6 | 2.5 | 18.3 | 0.9 | 7.8 | 3.6 | 6.4 | 5.4 | 1.6 | 1.7 | 10.6 | 2.7 | 10.1 | 6.5 |
| CENTO COSE ENERGY | 100.0 | 11.0 | 5.4 | 16.3 | 0.0 | 9.0 | 0.0 | 8.8 | 10.5 | 0.6 | 2.8 | 10.8 | 0.0 | 3.1 | 4.1 |
| CIAK | 100.0 | 7.1 | 4.0 | 15.6 | 1.2 | 10.2 | 3.4 | 8.8 | 5.7 | 0.9 | 1.2 | 11.7 | 4.2 | 9.3 | 4.0 |
| CIPRIA | 100.0 | 12.7 | 0.0 | 4.4 | 0.0 | 0.0 | 0.0 | 28.1 | 17.6 | 0.0 | 0.0 | 9.9 | 0.0 | 0.0 | 10.2 |
| CLASS | 100.0 | 7.4 | 3.2 | 27.0 | 0.7 | 9.6 | 0.5 | 11.1 | 8.8 | 0.6 | 1.2 | 8.7 | 2.0 | 2.3 | 2.4 |
| CLUB 3 | 100.0 | 4.7 | 3.6 | 24.3 | 5.5 | 5.5 | 4.8 | 11.3 | 6.4 | 0.0 | 2.8 | 6.4 | 2.8 | 6.2 | 0.0 |
| COME STAI | 100.0 | 15.1 | 5.5 | 6.2 | 1.2 | 6.5 | 2.5 | 11.6 | 1.7 | 2.7 | 1.0 | 13.3 | 0.5 | 11.6 | 2.2 |
| CONSIGLI PRATICI | 100.0 | 10.5 | 12.9 | 31.0 | 6.3 | 6.7 | 0.0 | 0.0 | 6.7 | 0.0 | 0.0 | 4.0 | 0.0 | 12.2 | 9.7 |
| COSE DI CASA | 100.0 | 7.3 | 1.4 | 22.9 | 1.3 | 6.5 | 1.7 | 8.5 | 5.1 | 0.8 | 2.7 | 7.9 | 5.0 | 10.8 | 4.6 |
| LA CUCINA ITALIANA | 100.0 | 6.2 | 10.1 | 26.4 | 1.2 | 5.8 | 4.1 | 8.7 | 6.0 | 1.6 | 2.6 | 11.9 | 0.9 | 4.2 | 2.5 |
| CUCINA MODERNA | 100.0 | 12.3 | 4.0 | 15.6 | 0.8 | 10.8 | 4.1 | 9.5 | 3.1 | 1.9 | 1.5 | 10.2 | 1.0 | 8.5 | 3.9 |
| DONNA | 100.0 | 9.8 | 2.1 | 14.0 | 2.7 | 9.2 | 1.4 | 8.2 | 7.7 | 0.0 | 1.0 | 8.7 | 2.8 | 13.9 | 4.3 |
| DONNA E MAMMA | 100.0 | 3.6 | 0.0 | 28.0 | 0.0 | 4.9 | 2.7 | 6.2 | 4.5 | 8.6 | 1.3 | 9.6 | 11.3 | 3.5 | 0.0 |
| DOVE | 100.0 | 7.2 | 5.2 | 34.0 | 2.3 | 5.7 | 0.8 | 12.3 | 8.7 | 1.3 | 3.1 | 11.4 | 0.2 | 2.8 | 0.0 |
| ELLE | 100.0 | 4.0 | 4.5 | 31.8 | 0.0 | 6.8 | 0.0 | 12.9 | 4.5 | 3.0 | 2.9 | 14.1 | 0.6 | 2.7 | 1.6 |
| ELLE DECOR | 100.0 | 0.0 | 0.0 | 29.3 | 2.6 | 23.7 | 0.0 | 9.2 | 4.7 | 0.0 | 0.0 | 13.5 | 0.0 | 7.5 | 2.7 |
| FOCUS | 100.0 | 8.6 | 3.2 | 15.4 | 1.8 | 12.8 | 3.9 | 8.7 | 7.1 | 2.4 | 1.9 | 8.5 | 2.7 | 4.9 | 3.8 |
| GARDENIA | 100.0 | 3.2 | 7.5 | 20.5 | 0.6 | 5.2 | 2.6 | 7.1 | 12.7 | 4.6 | 3.2 | 16.3 | 1.5 | 6.1 | 0.0 |
| GENTE MESE | 100.0 | 2.0 | 2.6 | 13.2 | 1.2 | 8.8 | 1.7 | 7.6 | 4.3 | 2.2 | 0.7 | 12.7 | 2.6 | 13.4 | 6.2 |
| GENTE MONEY | 100.0 | 9.8 | 2.1 | 16.3 | 0.5 | 9.0 | 5.4 | 10.1 | 5.5 | 2.0 | 1.6 | 8.5 | 2.1 | 8.4 | 4.5 |
| GENTE MOTORI | 100.0 | 4.4 | 3.7 | 17.5 | 1.5 | 9.8 | 3.3 | 7.1 | 5.9 | 2.6 | 2.1 | 9.1 | 2.3 | 7.6 | 4.5 |
| GENTE VIAGGI | 100.0 | 6.1 | 5.8 | 21.1 | 0.6 | 7.2 | 1.3 | 13.1 | 9.0 | 3.7 | 1.7 | 8.2 | 2.1 | 8.5 | 2.9 |
| GLAMOUR | 100.0 | 12.2 | 0.0 | 29.6 | 0.0 | 11.5 | 3.0 | 0.0 | 0.0 | 0.0 | 5.5 | 8.2 | 0.0 | 17.1 | 2.6 |
| GULLIVER | 100.0 | 9.5 | 4.0 | 24.0 | 3.2 | 5.8 | 2.8 | 17.3 | 5.4 | 3.0 | 2.5 | 10.0 | 2.5 | 3.2 | 2.4 |
| IN CASA | 100.0 | 14.3 | 5.8 | 20.1 | 0.0 | 7.2 | 2.3 | 2.9 | 5.6 | 6.2 | 0.0 | 5.0 | 5.9 | 20.9 | 3.8 |
| INSIEME | 100.0 | 6.8 | 0.0 | 16.5 | 1.2 | 5.4 | 3.6 | 15.2 | 15.2 | 0.0 | 0.0 | 9.3 | 6.9 | 2.5 | 0.0 |
| IO E IL MIO BAMBINO | 100.0 | 6.6 | 5.2 | 15.6 | 1.7 | 6.2 | 4.7 | 5.7 | 2.7 | 0.7 | 0.4 | 13.1 | 6.5 | 9.5 | 7.7 |
| JESUS | 100.0 | 7.6 | 1.5 | 4.4 | 1.8 | 15.8 | 2.9 | 15.0 | 3.5 | 2.0 | 1.2 | 4.6 | 2.8 | 9.4 | 1.5 |
| MADRE | 100.0 | 2.4 | 0.0 | 70.7 | 3.4 | 13.7 | 0.0 | 5.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.9 | 0.0 |
| MARIE CLAIRE | 100.0 | 3.0 | 1.2 | 26.8 | 0.4 | 14.0 | 4.0 | 12.7 | 8.6 | 4.7 | 1.5 | 7.6 | 1.6 | 3.9 | 5.6 |
| MAX | 100.0 | 6.9 | 2.3 | 20.6 | 1.1 | 11.0 | 2.8 | 9.1 | 5.8 | 3.2 | 1.6 | 10.7 | 1.6 | 5.8 | 6.0 |
| MERIDIANI | 100.0 | 13.4 | 8.5 | 24.7 | 0.0 | 15.1 | 4.4 | 5.0 | 4.0 | 2.3 | 2.0 | 7.8 | 0.0 | 0.0 | 5.5 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 4.7 | 2.6 | 15.2 | 2.0 | 14.5 | 2.5 | 4.0 | 5.3 | 0.0 | 0.3 | 8.0 | 2.6 | 10.1 | 13.4 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 0.0 | 6.9 | 0.0 | 15.1 | 0.0 | 6.3 | 0.0 | 0.0 | 0.0 | 2.8 | 2.2 | 21.1 | 14.4 |
| LA MIA CASA | 100.0 | 1.9 | 0.0 | 22.7 | 0.9 | 7.4 | 2.8 | 8.0 | 5.4 | 1.5 | 1.5 | 10.3 | 2.1 | 10.5 | 3.0 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 5.7 | 1.1 | 11.8 | 0.8 | 7.4 | 3.8 | 5.2 | 2.8 | 2.1 | 1.9 | 8.0 | 4.7 | 12.6 | 11.5 |
| NAUTICA | 100.0 | 3.5 | 0.0 | 13.9 | 0.0 | 9.6 | 5.9 | 3.7 | 7.3 | 6.3 | 1.7 | 9.3 | 0.7 | 6.5 | 6.6 |
| PESCARE | 100.0 | 7.5 | 3.8 | 14.6 | 1.2 | 8.9 | 1.8 | 9.9 | 7.2 | 3.1 | 2.4 | 8.7 | 2.5 | 5.1 | 6.5 |
| PRATICA | 100.0 | 2.5 | 0.0 | 21.5 | 4.4 | 9.3 | 3.1 | 8.2 | 3.4 | 3.3 | 0.0 | 11.7 | 0.0 | 9.0 | 8.5 |
| QUATTRORUOTE | 100.0 | 8.3 | 2.8 | 18.1 | 1.9 | 8.2 | 2.2 | 7.8 | 5.9 | 2.9 | 1.5 | 8.6 | 2.8 | 8.4 | 4.4 |
| QUATTRO ZAMPE | 100.0 | 7.3 | 7.1 | 19.5 | 1.5 | 8.4 | 2.9 | 4.9 | 7.5 | 3.8 | 0.5 | 6.7 | 0.3 | 6.1 | 5.2 |
| QUI TOURING | 100.0 | 7.1 | 4.6 | 29.6 | 1.5 | 11.1 | 4.8 | 11.7 | 5.2 | 2.4 | 1.4 | 9.3 | 1.1 | 2.6 | 2.3 |
| RAKAM | 100.0 | 5.6 | 16.5 | 16.0 | 2.3 | 0.0 | 0.0 | 8.2 | 14.7 | 6.1 | 3.6 | 0.0 | 0.0 | 0.0 | 7.7 |
| SALE & PEPE | 100.0 | 9.2 | 2.6 | 24.1 | 0.0 | 18.2 | 7.8 | 10.3 | 5.5 | 0.0 | 0.7 | 5.8 | 1.6 | 4.3 | 4.1 |
| SALVE | 100.0 | 0.0 | 0.0 | 23.3 | 0.6 | 5.8 | 6.1 | 17.8 | 2.8 | 2.6 | 1.6 | 3.7 | 6.4 | 10.2 | 7.2 |
| SCIENZA & VITA | 100.0 | 6.6 | 4.3 | 21.1 | 0.7 | 7.4 | 5.2 | 9.6 | 3.8 | 0.0 | 3.1 | 8.9 | 4.3 | 3.1 | 8.3 |
| LE SCIENZE | 100.0 | 9.4 | 1.7 | 11.8 | 0.5 | 12.3 | 4.6 | 12.9 | 10.9 | 0.9 | 3.0 | 11.2 | 0.8 | 5.4 | 5.5 |
| SELEZIONE READER'S DIGEST | 100.0 | 8.1 | 4.6 | 16.0 | 2.9 | 8.9 | 3.9 | 8.7 | 4.9 | 1.4 | 1.6 | 7.9 | 2.5 | 9.6 | 2.6 |
| SILHOUETTE DONNA | 100.0 | 9.1 | 6.1 | 16.9 | 0.6 | 3.8 | 4.1 | 5.0 | 9.9 | 1.6 | 0.8 | 11.0 | 3.5 | 10.0 | 2.0 |
| SPEAK UP | 100.0 | 11.3 | 0.7 | 18.0 | 0.0 | 11.5 | 1.4 | 12.3 | 4.1 | 0.0 | 2.2 | 12.4 | 1.5 | 12.8 | 1.2 |
| STARBENE | 100.0 | 9.6 | 2.2 | 13.0 | 1.6 | 7.5 | 2.4 | 8.5 | 5.3 | 0.8 | 1.3 | 10.3 | 4.6 | 8.7 | 4.4 |
| STARTER | 100.0 | 11.7 | 5.8 | 21.1 | 0.0 | 11.8 | 5.3 | 4.1 | 4.5 | 2.8 | 0.0 | 5.1 | 0.9 | 8.9 | 0.5 |
| TUTTI FOTOGRAFI | 100.0 | 3.2 | 1.5 | 17.9 | 0.0 | 6.2 | 2.7 | 5.6 | 8.7 | 5.6 | 1.1 | 10.6 | 3.4 | 13.6 | 4.0 |
| TUTTO | 100.0 | 11.1 | 2.1 | 13.5 | 0.4 | 9.4 | 3.6 | 6.7 | 3.7 | 3.9 | 0.5 | 4.5 | 2.9 | 9.8 | 8.5 |
| TUTTOMOTO | 100.0 | 5.8 | 1.9 | 19.7 | 1.2 | 7.9 | 1.4 | 4.4 | 5.6 | 3.7 | 1.6 | 7.0 | 2.7 | 11.1 | 5.0 |
| TUTTOTURISMO | 100.0 | 2.9 | 5.8 | 23.7 | 1.8 | 6.4 | 3.1 | 12.7 | 3.9 | 0.6 | 1.6 | 6.3 | 2.8 | 11.7 | 1.9 |
| VERA | 100.0 | 10.2 | 3.3 | 20.1 | 1.5 | 11.2 | 0.8 | 6.8 | 3.4 | 2.5 | 1.1 | 6.4 | 1.2 | 14.5 | 5.4 |
| VIAGGIARE | 100.0 | 2.4 | 3.0 | 15.2 | 2.4 | 9.0 | 7.1 | 8.3 | 7.1 | 3.1 | 2.5 | 10.5 | 5.7 | 8.4 | 5.1 |
| VITALITY | 100.0 | 5.6 | 0.0 | 23.3 | 1.4 | 3.4 | 0.0 | 7.6 | 5.3 | 8.8 | 1.9 | 12.7 | 0.0 | 6.1 | 0.0 |
| VOGUE ITALIA | 100.0 | 9.7 | 3.1 | 18.3 | 1.4 | 9.7 | 1.0 | 8.8 | 5.2 | 3.0 | 4.2 | 6.4 | 2.4 | 10.6 | 9.0 |
| WEEKEND VIAGGI | 100.0 | 7.9 | 9.8 | 22.9 | 0.8 | 6.2 | 4.4 | 7.0 | 6.1 | 1.1 | 1.7 | 13.8 | 0.0 | 6.2 | 0.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 5.2 | 10.8 | 14.4 | 2.4 | 5.5 | 4.9 | 10.3 | 17.7 | 6.6 | 2.6 | 7.9 | 0.0 | 2.9 | 2.6 |

# Uomini

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **23775** | **249** | **833** | **2017** | **692** | **6357** | **4454** | **4621** | **5634** | **2709** |
| AMICA | 191 | 0 | 5 | 7 | 4 | 52 | 34 | 50 | 43 | 11 |
| ANNA | 219 | 0 | 3 | 18 | 16 | 63 | 56 | 36 | 32 | 33 |
| AUTO OGGI | 726 | 7 | 41 | 70 | 16 | 197 | 132 | 140 | 172 | 86 |
| AUTOSPRINT | 639 | 6 | 20 | 58 | 13 | 181 | 163 | 148 | 75 | 71 |
| BELLA | 86 | 0 | 9 | 0 | 0 | 33 | 19 | 23 | 11 | 0 |
| CHI | 503 | 0 | 8 | 31 | 18 | 158 | 117 | 116 | 62 | 50 |
| CONFIDENZE | 165 | 2 | 0 | 17 | 4 | 38 | 46 | 36 | 24 | 21 |
| DOMENICA QUIZ | 203 | 1 | 9 | 7 | 15 | 76 | 33 | 27 | 45 | 21 |
| DONNA MODERNA | 839 | 4 | 34 | 33 | 26 | 243 | 224 | 161 | 153 | 58 |
| L'ESPRESSO | 1550 | 20 | 62 | 119 | 67 | 370 | 274 | 327 | 394 | 186 |
| EVA EXPRESS TREMILA | 364 | 0 | 10 | 22 | 21 | 81 | 83 | 93 | 63 | 43 |
| FAMIGLIA CRISTIANA | 2160 | 22 | 71 | 108 | 78 | 757 | 498 | 287 | 433 | 186 |
| FILM TV | 177 | 0 | 6 | 12 | 4 | 65 | 39 | 27 | 30 | 16 |
| GENTE | 1640 | 13 | 35 | 111 | 72 | 419 | 365 | 344 | 328 | 183 |
| GIOIA | 265 | 6 | 3 | 27 | 8 | 61 | 66 | 47 | 56 | 34 |
| IL GIORNALINO | 190 | 0 | 7 | 9 | 10 | 78 | 54 | 18 | 21 | 20 |
| GRAND HOTEL | 403 | 0 | 4 | 35 | 13 | 122 | 92 | 77 | 65 | 47 |
| GRAZIA | 300 | 0 | 2 | 23 | 12 | 80 | 66 | 74 | 46 | 35 |
| GUERIN SPORTIVO | 442 | 5 | 7 | 23 | 28 | 86 | 85 | 105 | 114 | 51 |
| GUIDA TV | 859 | 13 | 17 | 45 | 13 | 232 | 226 | 183 | 161 | 58 |
| INTIMITA' | 192 | 2 | 1 | 6 | 6 | 61 | 48 | 42 | 28 | 12 |
| MAGAZINE BEAUTIFUL | 63 | 0 | 2 | 7 | 1 | 23 | 11 | 14 | 8 | 8 |
| IL MONDO | 78 | 0 | 2 | 3 | 0 | 36 | 16 | 9 | 15 | 3 |
| MOTOSPRINT | 494 | 4 | 25 | 39 | 6 | 154 | 102 | 112 | 82 | 45 |
| NOVELLA 2000 | 600 | 3 | 23 | 57 | 26 | 121 | 140 | 119 | 138 | 82 |
| OGGI | 1713 | 22 | 45 | 121 | 76 | 490 | 416 | 314 | 296 | 197 |
| PANORAMA | 2126 | 25 | 64 | 158 | 119 | 499 | 493 | 407 | 451 | 277 |
| SORRISI E CANZONI TV | 3947 | 35 | 112 | 266 | 171 | 1057 | 871 | 732 | 850 | 437 |
| STOP | 206 | 2 | 4 | 1 | 0 | 79 | 63 | 42 | 21 | 1 |
| TELEPIU' | 1021 | 12 | 24 | 104 | 32 | 272 | 139 | 253 | 221 | 136 |
| TELESETTE | 1103 | 12 | 38 | 89 | 33 | 280 | 214 | 218 | 269 | 122 |
| TOPOLINO | 1362 | 3 | 39 | 89 | 58 | 399 | 263 | 331 | 223 | 147 |
| VISTO | 273 | 1 | 17 | 27 | 13 | 74 | 55 | 50 | 54 | 40 |
| VIVERSANI & BELLI | 523 | 1 | 28 | 44 | 15 | 134 | 81 | 134 | 114 | 59 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 6 | 22 | 30 | 13 | 178 | 133 | 201 | 128 | 43 |
| DIARIO DELLA SETTIMANA | 96 | 1 | 0 | 7 | 1 | 35 | 12 | 30 | 11 | 8 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 22 | 57 | 115 | 69 | 584 | 498 | 390 | 340 | 184 |
| IO DONNA | 703 | 0 | 9 | 20 | 15 | 410 | 128 | 93 | 36 | 36 |
| SETTE | 1329 | 4 | 43 | 46 | 37 | 720 | 201 | 149 | 175 | 83 |
| SPECCHIO DELLA STAMPA | 657 | 6 | 43 | 58 | 15 | 311 | 71 | 70 | 131 | 73 |
| TV SETTE | 1332 | 8 | 38 | 60 | 24 | 715 | 182 | 186 | 165 | 84 |
| IL VENERDI' | 2262 | 26 | 81 | 119 | 57 | 464 | 480 | 619 | 523 | 177 |

# Uomini

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **23775** | **249** | **833** | **2017** | **692** | **6357** | **4454** | **4621** | **5634** | **2709** |
| ABITARE | 259 | 1 | 4 | 14 | 7 | 101 | 58 | 49 | 30 | 21 |
| AD | 301 | 0 | 10 | 24 | 5 | 91 | 66 | 81 | 33 | 29 |
| AIRONE | 640 | 0 | 6 | 20 | 26 | 256 | 164 | 134 | 41 | 45 |
| AMADEUS | 114 | 0 | 0 | 4 | 5 | 46 | 30 | 23 | 6 | 9 |
| ARCHEO | 182 | 0 | 3 | 7 | 5 | 67 | 40 | 46 | 17 | 12 |
| ASTRA | 135 | 2 | 3 | 18 | 3 | 33 | 34 | 20 | 26 | 21 |
| A TAVOLA | 66 | 0 | 0 | 1 | 2 | 20 | 18 | 10 | 14 | 4 |
| AUTO | 1134 | 14 | 58 | 68 | 40 | 297 | 264 | 229 | 236 | 107 |
| L'AUTOMOBILE | 964 | 7 | 10 | 57 | 10 | 333 | 218 | 211 | 136 | 66 |
| BELL'EUROPA | 164 | 0 | 0 | 8 | 1 | 70 | 38 | 35 | 12 | 10 |
| BELL'ITALIA | 420 | 2 | 5 | 13 | 6 | 145 | 109 | 116 | 32 | 19 |
| BENISSIMO | 33 | 0 | 0 | 6 | 0 | 11 | 3 | 5 | 7 | 6 |
| BIMBI SANI E BELLI | 284 | 2 | 12 | 17 | 7 | 60 | 52 | 65 | 83 | 25 |
| BRAVA CASA | 361 | 3 | 13 | 35 | 12 | 105 | 64 | 70 | 75 | 47 |
| BUONA CUCINA | 135 | 0 | 0 | 11 | 0 | 54 | 28 | 20 | 22 | 11 |
| BURDA | 110 | 3 | 7 | 15 | 4 | 9 | 24 | 22 | 36 | 19 |
| CAPITAL | 324 | 0 | 8 | 16 | 9 | 115 | 60 | 84 | 41 | 25 |
| CARNET | 117 | 0 | 0 | 9 | 2 | 42 | 37 | 24 | 3 | 11 |
| CASAVIVA | 611 | 8 | 25 | 52 | 22 | 155 | 114 | 117 | 151 | 73 |
| CENTO COSE ENERGY | 174 | 0 | 9 | 14 | 7 | 57 | 31 | 43 | 22 | 21 |
| CIAK | 547 | 7 | 11 | 40 | 11 | 146 | 130 | 107 | 113 | 51 |
| CIPRIA | 25 | 0 | 2 | 0 | 3 | 4 | 7 | 7 | 4 | 3 |
| CLASS | 226 | 1 | 2 | 18 | 12 | 85 | 50 | 44 | 18 | 30 |
| CLUB 3 | 80 | 0 | 7 | 3 | 3 | 26 | 22 | 12 | 14 | 6 |
| COME STAI | 87 | 4 | 4 | 8 | 0 | 23 | 19 | 16 | 20 | 8 |
| CONSIGLI PRATICI | 21 | 0 | 0 | 0 | 0 | 11 | 3 | 2 | 5 | 0 |
| COSE DI CASA | 570 | 5 | 16 | 47 | 9 | 180 | 103 | 94 | 137 | 56 |
| LA CUCINA ITALIANA | 297 | 2 | 8 | 12 | 1 | 127 | 59 | 66 | 33 | 13 |
| CUCINA MODERNA | 271 | 0 | 11 | 17 | 7 | 86 | 68 | 45 | 47 | 24 |
| DONNA | 201 | 2 | 4 | 14 | 9 | 52 | 43 | 35 | 48 | 23 |
| DONNA E MAMMA | 79 | 2 | 0 | 8 | 2 | 25 | 11 | 19 | 14 | 10 |
| DOVE | 277 | 0 | 3 | 9 | 3 | 128 | 58 | 68 | 11 | 11 |
| ELLE | 81 | 0 | 2 | 6 | 1 | 33 | 16 | 20 | 6 | 7 |
| ELLE DECOR | 34 | 0 | 2 | 0 | 1 | 10 | 12 | 6 | 5 | 1 |
| FOCUS | 2038 | 21 | 59 | 120 | 91 | 556 | 553 | 407 | 311 | 211 |
| GARDENIA | 174 | 0 | 3 | 8 | 4 | 54 | 27 | 64 | 16 | 12 |
| GENTE MESE | 589 | 9 | 20 | 65 | 29 | 105 | 114 | 117 | 160 | 94 |
| GENTE MONEY | 232 | 0 | 5 | 22 | 6 | 65 | 58 | 41 | 40 | 28 |
| GENTE MOTORI | 1527 | 19 | 82 | 152 | 32 | 392 | 332 | 299 | 320 | 184 |
| GENTE VIAGGI | 510 | 2 | 4 | 27 | 11 | 168 | 113 | 115 | 76 | 38 |
| GLAMOUR | 70 | 0 | 3 | 4 | 1 | 29 | 10 | 10 | 16 | 5 |
| GULLIVER | 200 | 2 | 5 | 2 | 0 | 75 | 58 | 42 | 23 | 2 |
| IN CASA | 62 | 0 | 0 | 0 | 0 | 25 | 8 | 10 | 19 | 0 |
| INSIEME | 89 | 3 | 3 | 7 | 2 | 21 | 23 | 22 | 14 | 10 |
| IO E IL MIO BAMBINO | 219 | 0 | 14 | 16 | 0 | 60 | 40 | 37 | 66 | 16 |
| JESUS | 88 | 0 | 2 | 13 | 8 | 12 | 31 | 10 | 14 | 21 |
| MADRE | 59 | 0 | 0 | 0 | 0 | 43 | 14 | 0 | 2 | 0 |
| MARIE CLAIRE | 196 | 0 | 0 | 6 | 3 | 61 | 61 | 44 | 22 | 9 |
| MAX | 1143 | 4 | 40 | 54 | 33 | 341 | 274 | 243 | 198 | 87 |
| MERIDIANI | 104 | 0 | 2 | 3 | 3 | 48 | 25 | 17 | 7 | 6 |
| MESSAGGERO DI S.ANTONIO | 636 | 5 | 16 | 36 | 37 | 143 | 147 | 86 | 187 | 73 |
| LA MIA BOUTIQUE | 27 | 0 | 3 | 6 | 0 | 2 | 6 | 1 | 13 | 6 |
| LA MIA CASA | 140 | 1 | 6 | 21 | 2 | 34 | 27 | 26 | 29 | 23 |
| MILLIONAIRE INTRAPRENDERE | 447 | 4 | 25 | 40 | 24 | 83 | 77 | 66 | 157 | 64 |
| NAUTICA | 221 | 0 | 13 | 27 | 15 | 38 | 43 | 54 | 44 | 42 |
| PESCARE | 487 | 4 | 14 | 36 | 28 | 126 | 106 | 104 | 86 | 64 |
| PRATICA | 68 | 2 | 2 | 6 | 1 | 16 | 17 | 12 | 15 | 7 |
| QUATTRORUOTE | 4458 | 58 | 166 | 375 | 128 | 1300 | 894 | 843 | 917 | 504 |
| QUATTRO ZAMPE | 274 | 1 | 9 | 35 | 5 | 93 | 49 | 50 | 42 | 40 |
| QUI TOURING | 567 | 0 | 1 | 16 | 14 | 234 | 165 | 103 | 35 | 30 |
| RAKAM | 37 | 0 | 5 | 2 | 0 | 14 | 4 | 9 | 7 | 2 |
| SALE & PEPE | 175 | 2 | 0 | 9 | 0 | 63 | 64 | 21 | 19 | 9 |
| SALVE | 123 | 2 | 6 | 4 | 2 | 29 | 37 | 13 | 38 | 6 |
| SCIENZA & VITA | 165 | 5 | 3 | 15 | 0 | 53 | 38 | 26 | 33 | 15 |
| LE SCIENZE | 298 | 2 | 7 | 18 | 0 | 68 | 90 | 78 | 44 | 18 |
| SELEZIONE READER'S DIGEST | 629 | 3 | 26 | 52 | 24 | 180 | 153 | 99 | 121 | 76 |
| SILHOUETTE DONNA | 149 | 0 | 0 | 15 | 9 | 48 | 20 | 35 | 23 | 23 |
| SPEAK UP | 130 | 0 | 5 | 7 | 2 | 39 | 33 | 24 | 25 | 9 |
| STARBENE | 592 | 17 | 21 | 49 | 30 | 146 | 118 | 105 | 143 | 80 |
| STARTER | 143 | 0 | 8 | 15 | 2 | 55 | 30 | 18 | 23 | 17 |
| TUTTI FOTOGRAFI | 175 | 0 | 4 | 17 | 6 | 40 | 25 | 45 | 41 | 24 |
| TUTTO | 404 | 0 | 22 | 41 | 15 | 108 | 82 | 51 | 108 | 55 |
| TUTTOMOTO | 922 | 16 | 54 | 95 | 30 | 253 | 137 | 165 | 243 | 124 |
| TUTTOTURISMO | 201 | 1 | 2 | 20 | 6 | 65 | 48 | 25 | 36 | 26 |
| VERA | 203 | 3 | 7 | 7 | 6 | 68 | 41 | 27 | 53 | 13 |
| VIAGGIARE | 221 | 1 | 4 | 9 | 9 | 45 | 59 | 51 | 47 | 18 |
| VITALITY | 54 | 2 | 2 | 8 | 2 | 16 | 7 | 16 | 7 | 10 |
| VOGUE ITALIA | 295 | 1 | 8 | 12 | 0 | 92 | 62 | 55 | 74 | 12 |
| WEEKEND VIAGGI | 115 | 0 | 5 | 4 | 5 | 47 | 21 | 26 | 12 | 9 |
| DIANA (QUATTORDICINALE) | 296 | 0 | 2 | 13 | 4 | 90 | 69 | 102 | 18 | 17 |

# Uomini

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.5** | **8.5** | **2.9** | **26.7** | **18.7** | **19.4** | **23.7** | **11.4** |
| AMICA | 100.0 | 0.0 | 2.5 | 3.7 | 2.1 | 27.4 | 17.9 | 26.4 | 22.5 | 5.8 |
| ANNA | 100.0 | 0.0 | 1.4 | 8.1 | 7.1 | 28.6 | 25.4 | 16.4 | 14.4 | 15.2 |
| AUTO OGGI | 100.0 | 1.0 | 5.6 | 9.6 | 2.2 | 27.1 | 18.2 | 19.2 | 23.6 | 11.8 |
| AUTOSPRINT | 100.0 | 0.9 | 3.1 | 9.1 | 2.0 | 28.3 | 25.5 | 23.2 | 11.8 | 11.1 |
| BELLA | 100.0 | 0.0 | 10.8 | 0.0 | 0.0 | 38.4 | 22.1 | 26.4 | 13.1 | 0.0 |
| CHI | 100.0 | 0.0 | 1.6 | 6.2 | 3.7 | 31.4 | 23.3 | 23.0 | 12.4 | 9.9 |
| CONFIDENZE | 100.0 | 1.4 | 0.0 | 10.3 | 2.6 | 23.3 | 27.8 | 21.6 | 14.5 | 12.9 |
| DOMENICA QUIZ | 100.0 | 0.7 | 4.3 | 3.3 | 7.2 | 37.2 | 16.4 | 13.5 | 22.3 | 10.5 |
| DONNA MODERNA | 100.0 | 0.5 | 4.0 | 3.9 | 3.0 | 28.9 | 26.7 | 19.2 | 18.2 | 6.9 |
| L'ESPRESSO | 100.0 | 1.3 | 4.0 | 7.7 | 4.3 | 23.8 | 17.7 | 21.1 | 25.4 | 12.0 |
| EVA EXPRESS TREMILA | 100.0 | 0.0 | 2.9 | 6.0 | 5.7 | 22.4 | 22.8 | 25.7 | 17.4 | 11.7 |
| FAMIGLIA CRISTIANA | 100.0 | 1.0 | 3.3 | 5.0 | 3.6 | 35.0 | 23.0 | 13.3 | 20.0 | 8.6 |
| FILM TV | 100.0 | 0.0 | 3.6 | 6.9 | 2.3 | 36.6 | 21.8 | 15.5 | 16.8 | 9.2 |
| GENTE | 100.0 | 0.8 | 2.1 | 6.8 | 4.4 | 25.6 | 22.3 | 21.0 | 20.0 | 11.1 |
| GIOIA | 100.0 | 2.3 | 1.2 | 10.1 | 2.9 | 23.0 | 25.0 | 17.8 | 21.2 | 13.0 |
| IL GIORNALINO | 100.0 | 0.0 | 3.6 | 5.0 | 5.3 | 41.1 | 28.3 | 9.5 | 10.9 | 10.3 |
| GRAND HOTEL | 100.0 | 0.0 | 1.1 | 8.6 | 3.2 | 30.1 | 22.8 | 19.2 | 16.1 | 11.8 |
| GRAZIA | 100.0 | 0.0 | 0.5 | 7.7 | 4.1 | 26.5 | 21.9 | 24.7 | 15.2 | 11.7 |
| GUERIN SPORTIVO | 100.0 | 1.0 | 1.7 | 5.1 | 6.4 | 19.6 | 19.2 | 23.8 | 25.8 | 11.6 |
| GUIDA TV | 100.0 | 1.5 | 2.0 | 5.2 | 1.5 | 27.0 | 26.3 | 21.2 | 18.7 | 6.7 |
| INTIMITA' | 100.0 | 0.8 | 0.6 | 3.4 | 3.1 | 32.1 | 25.1 | 21.7 | 14.6 | 6.5 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 2.9 | 10.7 | 1.5 | 36.7 | 17.0 | 21.8 | 12.4 | 12.2 |
| IL MONDO | 100.0 | 0.0 | 3.0 | 3.7 | 0.0 | 45.9 | 20.2 | 10.9 | 19.3 | 3.7 |
| MOTOSPRINT | 100.0 | 0.9 | 5.1 | 7.9 | 1.2 | 31.2 | 20.7 | 22.6 | 16.5 | 9.0 |
| NOVELLA 2000 | 100.0 | 0.5 | 3.8 | 9.4 | 4.3 | 20.2 | 23.4 | 19.8 | 23.0 | 13.7 |
| OGGI | 100.0 | 1.3 | 2.6 | 7.1 | 4.4 | 28.6 | 24.3 | 18.3 | 17.3 | 11.5 |
| PANORAMA | 100.0 | 1.2 | 3.0 | 7.4 | 5.6 | 23.5 | 23.2 | 19.1 | 21.2 | 13.0 |
| SORRISI E CANZONI TV | 100.0 | 0.9 | 2.8 | 6.7 | 4.3 | 26.8 | 22.1 | 18.5 | 21.5 | 11.1 |
| STOP | 100.0 | 1.0 | 1.7 | 0.5 | 0.0 | 38.3 | 30.8 | 20.3 | 10.0 | 0.5 |
| TELEPIU' | 100.0 | 1.2 | 2.4 | 10.2 | 3.1 | 26.7 | 13.6 | 24.8 | 21.6 | 13.4 |
| TELESETTE | 100.0 | 1.1 | 3.4 | 8.1 | 3.0 | 25.3 | 19.4 | 19.8 | 24.4 | 11.1 |
| TOPOLINO | 100.0 | 0.2 | 2.9 | 6.5 | 4.3 | 29.3 | 19.3 | 24.3 | 16.4 | 10.8 |
| VISTO | 100.0 | 0.4 | 6.1 | 9.9 | 4.7 | 27.2 | 20.0 | 18.3 | 19.9 | 14.6 |
| VIVERSANI & BELLI | 100.0 | 0.2 | 5.4 | 8.5 | 2.9 | 25.6 | 15.6 | 25.7 | 21.8 | 11.4 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.9 | 3.3 | 4.4 | 1.9 | 26.1 | 19.5 | 29.4 | 18.7 | 6.3 |
| DIARIO DELLA SETTIMANA | 100.0 | 1.2 | 0.0 | 7.1 | 1.3 | 36.8 | 12.4 | 31.1 | 11.3 | 8.4 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 1.1 | 2.9 | 5.8 | 3.5 | 29.3 | 25.0 | 19.5 | 17.0 | 9.2 |
| IO DONNA | 100.0 | 0.0 | 1.3 | 2.9 | 2.2 | 58.3 | 18.3 | 13.2 | 5.1 | 5.1 |
| SETTE | 100.0 | 0.3 | 3.2 | 3.5 | 2.8 | 54.2 | 15.1 | 11.2 | 13.2 | 6.3 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.9 | 6.5 | 8.9 | 2.3 | 47.4 | 10.8 | 10.7 | 20.0 | 11.1 |
| TV SETTE | 100.0 | 0.6 | 2.9 | 4.5 | 1.8 | 53.7 | 13.7 | 13.9 | 12.4 | 6.3 |
| IL VENERDI' | 100.0 | 1.1 | 3.6 | 5.3 | 2.5 | 20.5 | 21.2 | 27.4 | 23.1 | 7.8 |

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.5** | **8.5** | **2.9** | **26.7** | **18.7** | **19.4** | **23.7** | **11.4** |
| ABITARE | 100.0 | 0.5 | 1.5 | 5.4 | 2.8 | 39.0 | 22.3 | 19.1 | 11.5 | 8.1 |
| AD | 100.0 | 0.0 | 3.3 | 8.0 | 1.5 | 30.4 | 22.1 | 27.0 | 11.1 | 9.5 |
| AIRONE | 100.0 | 0.0 | 1.0 | 3.1 | 4.0 | 40.0 | 25.6 | 21.0 | 6.3 | 7.1 |
| AMADEUS | 100.0 | 0.0 | 0.0 | 3.2 | 4.5 | 40.6 | 26.8 | 19.8 | 5.0 | 7.7 |
| ARCHEO | 100.0 | 0.0 | 1.6 | 3.9 | 2.7 | 36.7 | 21.8 | 25.4 | 9.6 | 6.5 |
| ASTRA | 100.0 | 1.1 | 2.1 | 13.2 | 2.1 | 24.7 | 25.4 | 15.1 | 19.6 | 15.3 |
| A TAVOLA | 100.0 | 0.0 | 0.0 | 2.2 | 3.3 | 30.9 | 26.6 | 15.4 | 21.7 | 5.5 |
| AUTO | 100.0 | 1.3 | 5.1 | 6.0 | 3.5 | 26.2 | 23.3 | 20.2 | 20.9 | 9.5 |
| L'AUTOMOBILE | 100.0 | 0.7 | 1.1 | 5.9 | 1.0 | 34.5 | 22.6 | 21.9 | 14.1 | 6.9 |
| BELL'EUROPA | 100.0 | 0.0 | 0.0 | 5.0 | 0.9 | 42.4 | 22.9 | 21.5 | 7.3 | 5.9 |
| BELL'ITALIA | 100.0 | 0.4 | 1.1 | 3.1 | 1.3 | 34.5 | 25.9 | 27.5 | 7.6 | 4.4 |
| BENISSIMO | 100.0 | 0.0 | 0.0 | 16.9 | 0.0 | 35.0 | 9.6 | 16.7 | 21.9 | 16.9 |
| BIMBI SANI E BELLI | 100.0 | 0.5 | 4.2 | 6.0 | 2.6 | 21.1 | 18.2 | 22.9 | 29.1 | 8.6 |
| BRAVA CASA | 100.0 | 0.9 | 3.7 | 9.7 | 3.3 | 29.0 | 17.7 | 19.5 | 20.9 | 13.0 |
| BUONA CUCINA | 100.0 | 0.0 | 0.0 | 8.1 | 0.0 | 39.9 | 21.0 | 14.7 | 16.4 | 8.1 |
| BURDA | 100.0 | 2.5 | 5.9 | 13.8 | 3.8 | 8.3 | 21.3 | 20.3 | 32.5 | 17.6 |
| CAPITAL | 100.0 | 0.0 | 2.5 | 4.9 | 2.7 | 35.5 | 18.4 | 25.9 | 12.6 | 7.6 |
| CARNET | 100.0 | 0.0 | 0.0 | 7.4 | 2.0 | 35.7 | 31.7 | 20.4 | 2.8 | 9.4 |
| CASAVIVA | 100.0 | 1.4 | 4.0 | 8.4 | 3.5 | 25.4 | 18.7 | 19.2 | 24.7 | 12.0 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 5.2 | 8.0 | 4.2 | 32.8 | 17.8 | 24.7 | 12.4 | 12.2 |
| CIAK | 100.0 | 1.2 | 2.0 | 7.4 | 2.0 | 26.7 | 23.7 | 19.6 | 20.7 | 9.3 |
| CIPRIA | 100.0 | 0.0 | 7.0 | 0.0 | 10.2 | 17.1 | 28.1 | 27.5 | 17.1 | 10.2 |
| CLASS | 100.0 | 0.6 | 0.7 | 7.9 | 5.3 | 37.6 | 21.9 | 19.3 | 8.0 | 13.2 |
| CLUB 3 | 100.0 | 0.0 | 8.5 | 3.4 | 3.7 | 32.7 | 27.1 | 15.6 | 17.5 | 7.1 |
| COME STAI | 100.0 | 4.2 | 4.4 | 9.6 | 0.0 | 26.8 | 21.9 | 18.8 | 23.0 | 9.6 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 54.4 | 13.0 | 10.7 | 21.9 | 0.0 |
| COSE DI CASA | 100.0 | 0.8 | 2.8 | 8.3 | 1.5 | 31.5 | 18.0 | 16.5 | 24.1 | 9.8 |
| LA CUCINA ITALIANA | 100.0 | 0.7 | 2.6 | 3.9 | 0.5 | 42.7 | 19.8 | 22.2 | 11.0 | 4.4 |
| CUCINA MODERNA | 100.0 | 0.0 | 4.1 | 6.1 | 2.6 | 31.9 | 25.3 | 16.6 | 17.5 | 8.7 |
| DONNA | 100.0 | 0.8 | 2.2 | 6.8 | 4.5 | 25.8 | 21.5 | 17.5 | 23.9 | 11.3 |
| DONNA E MAMMA | 100.0 | 2.6 | 0.0 | 10.3 | 2.8 | 31.6 | 13.8 | 23.9 | 17.5 | 13.1 |
| DOVE | 100.0 | 0.0 | 1.0 | 3.1 | 0.9 | 46.4 | 21.0 | 24.6 | 4.0 | 4.0 |
| ELLE | 100.0 | 0.0 | 2.0 | 7.5 | 1.1 | 40.3 | 19.7 | 24.5 | 7.0 | 8.6 |
| ELLE DECOR | 100.0 | 0.0 | 4.8 | 0.0 | 2.1 | 29.3 | 35.4 | 18.2 | 15.0 | 2.1 |
| FOCUS | 100.0 | 1.0 | 2.9 | 5.9 | 4.5 | 27.3 | 27.1 | 20.0 | 15.3 | 10.3 |
| GARDENIA | 100.0 | 0.0 | 1.7 | 4.8 | 2.3 | 31.2 | 15.5 | 36.9 | 9.2 | 7.1 |
| GENTE MESE | 100.0 | 1.4 | 3.4 | 11.0 | 4.9 | 17.8 | 19.3 | 19.9 | 27.1 | 16.0 |
| GENTE MONEY | 100.0 | 0.0 | 2.1 | 9.4 | 2.8 | 28.2 | 24.9 | 17.6 | 17.1 | 12.2 |
| GENTE MOTORI | 100.0 | 1.3 | 5.3 | 10.0 | 2.1 | 25.7 | 21.7 | 19.6 | 21.0 | 12.1 |
| GENTE VIAGGI | 100.0 | 0.4 | 0.9 | 5.2 | 2.3 | 33.0 | 22.2 | 22.5 | 14.8 | 7.5 |
| GLAMOUR | 100.0 | 0.0 | 3.7 | 5.5 | 1.2 | 41.8 | 14.4 | 13.7 | 23.4 | 6.7 |
| GULLIVER | 100.0 | 0.8 | 2.5 | 1.2 | 0.0 | 37.5 | 29.0 | 20.9 | 11.4 | 1.2 |
| IN CASA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 40.3 | 12.4 | 16.8 | 30.6 | 0.0 |
| INSIEME | 100.0 | 3.1 | 3.6 | 8.4 | 2.4 | 23.3 | 25.3 | 24.5 | 16.1 | 10.8 |
| IO E IL MIO BAMBINO | 100.0 | 0.0 | 6.3 | 7.3 | 0.0 | 27.4 | 18.3 | 16.9 | 30.0 | 7.3 |
| JESUS | 100.0 | 0.0 | 1.8 | 15.1 | 9.2 | 13.6 | 35.5 | 11.3 | 15.4 | 24.2 |
| MADRE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 73.1 | 23.0 | 0.0 | 3.9 | 0.0 |
| MARIE CLAIRE | 100.0 | 0.0 | 0.0 | 3.1 | 1.3 | 31.0 | 31.1 | 22.4 | 11.1 | 4.4 |
| MAX | 100.0 | 0.4 | 3.5 | 4.7 | 2.9 | 29.8 | 24.0 | 21.3 | 17.3 | 7.6 |
| MERIDIANI | 100.0 | 0.0 | 1.6 | 2.5 | 3.1 | 46.7 | 24.6 | 16.1 | 7.1 | 5.6 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 0.9 | 2.5 | 5.7 | 5.8 | 22.5 | 23.1 | 13.5 | 29.5 | 11.5 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 10.1 | 21.2 | 0.0 | 6.9 | 21.5 | 2.8 | 47.7 | 21.2 |
| LA MIA CASA | 100.0 | 0.9 | 4.5 | 15.2 | 1.1 | 24.6 | 19.2 | 18.8 | 21.1 | 16.4 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.9 | 5.5 | 8.9 | 5.3 | 18.6 | 17.2 | 14.8 | 35.2 | 14.3 |
| NAUTICA | 100.0 | 0.0 | 6.1 | 12.3 | 6.6 | 17.4 | 19.3 | 24.6 | 19.9 | 18.9 |
| PESCARE | 100.0 | 0.9 | 2.8 | 7.5 | 5.7 | 25.9 | 21.8 | 21.4 | 17.7 | 13.2 |
| PRATICA | 100.0 | 2.5 | 2.3 | 8.4 | 1.8 | 24.0 | 25.0 | 18.4 | 22.3 | 10.2 |
| QUATTRORUOTE | 100.0 | 1.3 | 3.7 | 8.4 | 2.9 | 29.2 | 20.1 | 18.9 | 20.6 | 11.3 |
| QUATTRO ZAMPE | 100.0 | 0.5 | 3.2 | 12.8 | 1.9 | 33.9 | 17.8 | 18.4 | 15.2 | 14.7 |
| QUI TOURING | 100.0 | 0.0 | 0.2 | 2.7 | 2.5 | 41.3 | 29.1 | 18.2 | 6.1 | 5.3 |
| RAKAM | 100.0 | 0.0 | 12.7 | 6.7 | 0.0 | 38.1 | 10.4 | 24.4 | 20.5 | 6.7 |
| SALE & PEPE | 100.0 | 1.0 | 0.0 | 5.0 | 0.0 | 35.8 | 36.3 | 12.0 | 10.9 | 5.0 |
| SALVE | 100.0 | 1.7 | 4.9 | 3.3 | 1.9 | 23.3 | 30.3 | 10.7 | 30.5 | 5.2 |
| SCIENZA & VITA | 100.0 | 2.9 | 1.7 | 9.1 | 0.0 | 32.0 | 22.9 | 15.8 | 20.2 | 9.1 |
| LE SCIENZE | 100.0 | 0.7 | 2.2 | 6.0 | 0.0 | 22.9 | 30.3 | 26.1 | 14.7 | 6.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.4 | 4.1 | 8.2 | 3.8 | 28.7 | 24.3 | 15.8 | 19.2 | 12.1 |
| SILHOUETTE DONNA | 100.0 | 0.0 | 0.0 | 9.9 | 5.7 | 32.1 | 13.5 | 23.3 | 15.4 | 15.7 |
| SPEAK UP | 100.0 | 0.0 | 3.8 | 5.6 | 1.3 | 30.0 | 25.2 | 18.6 | 19.3 | 6.9 |
| STARBENE | 100.0 | 2.8 | 3.5 | 8.3 | 5.1 | 24.8 | 19.9 | 17.8 | 24.1 | 13.4 |
| STARTER | 100.0 | 0.0 | 5.9 | 10.3 | 1.2 | 38.6 | 21.3 | 12.3 | 16.3 | 11.5 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 2.3 | 10.0 | 3.6 | 22.6 | 14.4 | 26.0 | 23.3 | 13.6 |
| TUTTO | 100.0 | 0.0 | 5.5 | 10.1 | 3.6 | 26.7 | 20.2 | 12.7 | 26.7 | 13.7 |
| TUTTOMOTO | 100.0 | 1.7 | 5.8 | 10.3 | 3.2 | 27.4 | 14.9 | 17.9 | 26.3 | 13.5 |
| TUTTOTURISMO | 100.0 | 0.6 | 1.0 | 10.0 | 3.0 | 32.4 | 24.0 | 12.5 | 18.1 | 13.0 |
| VERA | 100.0 | 1.3 | 3.7 | 3.6 | 3.0 | 33.6 | 20.3 | 13.4 | 26.0 | 6.6 |
| VIAGGIARE | 100.0 | 0.2 | 1.7 | 4.0 | 4.3 | 20.6 | 26.8 | 23.1 | 21.3 | 8.3 |
| VITALITY | 100.0 | 3.1 | 3.1 | 14.4 | 3.3 | 28.9 | 12.4 | 28.7 | 12.3 | 17.7 |
| VOGUE ITALIA | 100.0 | 0.5 | 2.6 | 4.1 | 0.0 | 31.1 | 20.9 | 18.7 | 25.2 | 4.1 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 4.0 | 3.8 | 4.4 | 40.6 | 18.3 | 22.7 | 10.2 | 8.2 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 0.6 | 4.3 | 1.4 | 30.4 | 23.2 | 34.7 | 6.1 | 5.7 |

# Uomini

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **23775** | **905** | **4969** | **6541** | **7391** | **3969** | **3625** | **3224** | **3142** | **3045** | **2829** | **2612** | **2198** | **3100** |
| AMICA | **191** | 10 | 26 | 55 | 60 | 39 | 10 | 19 | 18 | 28 | 16 | 36 | 21 | 42 |
| ANNA | **219** | 2 | 26 | 69 | 81 | 40 | 15 | 22 | 37 | 24 | 8 | 35 | 30 | 49 |
| AUTO OGGI | **726** | 20 | 79 | 208 | 258 | 159 | 46 | 87 | 90 | 113 | 112 | 89 | 85 | 105 |
| AUTOSPRINT | **639** | 14 | 74 | 190 | 240 | 121 | 33 | 61 | 71 | 84 | 112 | 69 | 79 | 130 |
| BELLA | **86** | 0 | 24 | 29 | 22 | 12 | 9 | 11 | 17 | 10 | 12 | 8 | 6 | 12 |
| CHI | **503** | 7 | 88 | 175 | 171 | 62 | 31 | 67 | 62 | 61 | 61 | 74 | 54 | 94 |
| CONFIDENZE | **165** | 0 | 34 | 51 | 60 | 21 | 13 | 27 | 22 | 30 | 17 | 26 | 15 | 15 |
| DOMENICA QUIZ | **203** | 12 | 45 | 60 | 67 | 20 | 21 | 33 | 27 | 38 | 17 | 9 | 33 | 26 |
| DONNA MODERNA | **839** | 8 | 142 | 248 | 303 | 138 | 43 | 87 | 92 | 128 | 100 | 128 | 96 | 164 |
| L'ESPRESSO | **1550** | 81 | 233 | 492 | 526 | 217 | 86 | 182 | 174 | 212 | 190 | 198 | 190 | 319 |
| EVA EXPRESS TREMILA | **364** | 10 | 43 | 108 | 132 | 70 | 31 | 32 | 50 | 51 | 34 | 43 | 61 | 62 |
| FAMIGLIA CRISTIANA | **2160** | 84 | 413 | 593 | 676 | 395 | 211 | 263 | 288 | 283 | 245 | 267 | 289 | 316 |
| FILM TV | **177** | 10 | 29 | 52 | 64 | 22 | 23 | 16 | 35 | 22 | 21 | 22 | 7 | 29 |
| GENTE | **1640** | 44 | 331 | 438 | 584 | 244 | 150 | 230 | 222 | 196 | 221 | 179 | 187 | 255 |
| GIOIA | **265** | 8 | 37 | 86 | 92 | 43 | 24 | 26 | 50 | 26 | 23 | 43 | 30 | 43 |
| IL GIORNALINO | **190** | 0 | 14 | 30 | 74 | 72 | 11 | 9 | 15 | 29 | 31 | 23 | 29 | 43 |
| GRAND HOTEL | **403** | 3 | 78 | 132 | 115 | 75 | 41 | 53 | 43 | 59 | 70 | 47 | 43 | 47 |
| GRAZIA | **300** | 7 | 51 | 84 | 101 | 57 | 21 | 30 | 40 | 38 | 32 | 45 | 31 | 64 |
| GUERIN SPORTIVO | **442** | 7 | 39 | 88 | 182 | 125 | 32 | 38 | 71 | 61 | 69 | 48 | 65 | 59 |
| GUIDA TV | **859** | 32 | 157 | 265 | 271 | 134 | 93 | 115 | 131 | 104 | 99 | 111 | 101 | 107 |
| INTIMITA' | **192** | 3 | 48 | 52 | 77 | 12 | 21 | 27 | 35 | 39 | 12 | 29 | 16 | 12 |
| MAGAZINE BEAUTIFUL | **63** | 2 | 11 | 10 | 25 | 16 | 4 | 15 | 3 | 6 | 3 | 13 | 9 | 10 |
| IL MONDO | **78** | 4 | 12 | 25 | 31 | 6 | 5 | 9 | 7 | 5 | 7 | 7 | 4 | 34 |
| MOTOSPRINT | **494** | 11 | 47 | 118 | 202 | 115 | 45 | 43 | 53 | 74 | 76 | 57 | 71 | 77 |
| NOVELLA 2000 | **600** | 17 | 86 | 203 | 189 | 106 | 62 | 69 | 69 | 78 | 73 | 65 | 64 | 121 |
| OGGI | **1713** | 40 | 344 | 497 | 574 | 258 | 134 | 207 | 220 | 207 | 200 | 239 | 205 | 302 |
| PANORAMA | **2126** | 72 | 315 | 613 | 789 | 337 | 97 | 191 | 233 | 271 | 291 | 272 | 270 | 500 |
| SORRISI E CANZONI TV | **3947** | 76 | 563 | 1149 | 1349 | 810 | 368 | 575 | 487 | 552 | 536 | 482 | 423 | 525 |
| STOP | **206** | 11 | 41 | 66 | 62 | 25 | 16 | 22 | 23 | 26 | 50 | 12 | 24 | 33 |
| TELEPIU' | **1021** | 23 | 138 | 247 | 394 | 219 | 104 | 118 | 140 | 125 | 149 | 96 | 116 | 173 |
| TELESETTE | **1103** | 23 | 175 | 312 | 400 | 192 | 126 | 154 | 157 | 158 | 160 | 115 | 130 | 103 |
| TOPOLINO | **1362** | 32 | 111 | 364 | 597 | 257 | 105 | 163 | 168 | 142 | 182 | 188 | 189 | 225 |
| VISTO | **273** | 9 | 35 | 77 | 111 | 42 | 27 | 56 | 30 | 50 | 26 | 20 | 25 | 40 |
| VIVERSANI & BELLI | **523** | 8 | 77 | 168 | 172 | 98 | 32 | 70 | 48 | 63 | 73 | 84 | 59 | 94 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 34 | 102 | 190 | 286 | 71 | 22 | 55 | 63 | 74 | 65 | 118 | 107 | 178 |
| DIARIO DELLA SETTIMANA | **96** | 8 | 19 | 14 | 44 | 11 | 10 | 5 | 3 | 12 | 3 | 13 | 13 | 36 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 49 | 273 | 581 | 753 | 340 | 150 | 214 | 240 | 281 | 314 | 238 | 248 | 311 |
| IO DONNA | **703** | 32 | 151 | 202 | 236 | 82 | 27 | 58 | 53 | 47 | 89 | 97 | 109 | 223 |
| SETTE | **1329** | 42 | 258 | 405 | 479 | 145 | 51 | 117 | 128 | 134 | 165 | 187 | 183 | 364 |
| SPECCHIO DELLA STAMPA | **657** | 24 | 129 | 190 | 205 | 109 | 39 | 87 | 78 | 73 | 80 | 92 | 73 | 133 |
| TV SETTE | **1332** | 42 | 271 | 378 | 497 | 145 | 73 | 132 | 149 | 130 | 170 | 179 | 159 | 340 |
| IL VENERDI' | **2262** | 84 | 351 | 692 | 824 | 311 | 106 | 209 | 251 | 272 | 270 | 300 | 326 | 528 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| POPOLAZIONE | 23775 | 905 | 4969 | 6541 | 7391 | 3969 | 3625 | 3224 | 3142 | 3045 | 2829 | 2612 | 2198 | 3100 |
| ABITARE | 259 | 9 | 48 | 85 | 84 | 34 | 11 | 12 | 26 | 23 | 39 | 34 | 27 | 87 |
| AD | 301 | 16 | 53 | 97 | 112 | 23 | 17 | 15 | 22 | 34 | 35 | 35 | 35 | 108 |
| AIRONE | 640 | 24 | 106 | 191 | 205 | 113 | 28 | 37 | 49 | 65 | 104 | 91 | 107 | 157 |
| AMADEUS | 114 | 10 | 12 | 44 | 31 | 16 | 12 | 4 | 14 | 16 | 15 | 9 | 9 | 35 |
| ARCHEO | 182 | 11 | 30 | 67 | 49 | 25 | 11 | 11 | 16 | 27 | 25 | 16 | 31 | 45 |
| ASTRA | 135 | 6 | 19 | 38 | 42 | 29 | 8 | 18 | 16 | 19 | 19 | 23 | 19 | 14 |
| A TAVOLA | 66 | 3 | 13 | 23 | 24 | 4 | 5 | 8 | 5 | 13 | 4 | 5 | 7 | 19 |
| AUTO | 1134 | 18 | 135 | 322 | 380 | 278 | 92 | 98 | 147 | 134 | 145 | 170 | 145 | 202 |
| L'AUTOMOBILE | 964 | 25 | 192 | 270 | 333 | 144 | 58 | 102 | 137 | 115 | 164 | 141 | 116 | 130 |
| BELL'EUROPA | 164 | 8 | 36 | 56 | 42 | 22 | 3 | 7 | 21 | 16 | 10 | 30 | 28 | 49 |
| BELL'ITALIA | 420 | 17 | 78 | 130 | 129 | 67 | 27 | 20 | 34 | 39 | 49 | 58 | 60 | 133 |
| BENISSIMO | 33 | 4 | 0 | 18 | 8 | 3 | 4 | 2 | 7 | 8 | 1 | 0 | 2 | 9 |
| BIMBI SANI E BELLI | 284 | 1 | 41 | 107 | 98 | 37 | 22 | 45 | 26 | 34 | 43 | 57 | 24 | 33 |
| BRAVA CASA | 361 | 15 | 51 | 111 | 135 | 49 | 11 | 30 | 46 | 53 | 41 | 47 | 45 | 89 |
| BUONA CUCINA | 135 | 7 | 35 | 25 | 35 | 33 | 17 | 21 | 16 | 19 | 10 | 28 | 8 | 15 |
| BURDA | 110 | 6 | 22 | 38 | 28 | 15 | 17 | 21 | 18 | 13 | 16 | 11 | 6 | 9 |
| CAPITAL | 324 | 12 | 49 | 134 | 97 | 32 | 7 | 24 | 49 | 16 | 33 | 52 | 51 | 92 |
| CARNET | 117 | 12 | 15 | 25 | 56 | 10 | 7 | 8 | 6 | 8 | 18 | 27 | 14 | 30 |
| CASAVIVA | 611 | 15 | 87 | 186 | 243 | 80 | 12 | 60 | 69 | 98 | 72 | 102 | 68 | 129 |
| CENTO COSE ENERGY | 174 | 0 | 31 | 67 | 50 | 26 | 5 | 13 | 17 | 24 | 20 | 31 | 20 | 43 |
| CIAK | 547 | 7 | 65 | 132 | 249 | 95 | 36 | 77 | 59 | 78 | 73 | 73 | 53 | 98 |
| CIPRIA | 25 | 1 | 7 | 13 | 2 | 3 | 3 | 2 | 0 | 0 | 7 | 9 | 1 | 3 |
| CLASS | 226 | 12 | 44 | 77 | 75 | 19 | 14 | 11 | 22 | 13 | 33 | 22 | 28 | 84 |
| CLUB 3 | 80 | 2 | 31 | 20 | 16 | 11 | 10 | 17 | 8 | 2 | 6 | 12 | 14 | 9 |
| COME STAI | 87 | 3 | 19 | 28 | 30 | 7 | 0 | 23 | 8 | 10 | 10 | 8 | 9 | 18 |
| CONSIGLI PRATICI | 21 | 3 | 2 | 3 | 10 | 4 | 3 | 3 | 4 | 4 | 4 | 1 | 0 | 1 |
| COSE DI CASA | 570 | 17 | 103 | 150 | 204 | 96 | 44 | 57 | 62 | 87 | 82 | 78 | 58 | 103 |
| LA CUCINA ITALIANA | 297 | 9 | 78 | 90 | 88 | 31 | 11 | 24 | 31 | 38 | 48 | 37 | 37 | 72 |
| CUCINA MODERNA | 271 | 7 | 53 | 62 | 101 | 49 | 15 | 30 | 41 | 41 | 17 | 45 | 36 | 47 |
| DONNA | 201 | 7 | 23 | 41 | 84 | 46 | 27 | 30 | 26 | 27 | 21 | 20 | 21 | 30 |
| DONNA E MAMMA | 79 | 0 | 16 | 26 | 18 | 18 | 9 | 11 | 11 | 9 | 13 | 14 | 5 | 6 |
| DOVE | 277 | 16 | 55 | 73 | 97 | 35 | 12 | 9 | 8 | 24 | 25 | 46 | 31 | 121 |
| ELLE | 81 | 6 | 18 | 28 | 25 | 4 | 5 | 12 | 9 | 6 | 2 | 6 | 14 | 26 |
| ELLE DECOR | 34 | 3 | 5 | 12 | 14 | 0 | 2 | 6 | 4 | 1 | 1 | 4 | 4 | 13 |
| FOCUS | 2038 | 39 | 245 | 636 | 765 | 352 | 75 | 152 | 211 | 285 | 281 | 301 | 295 | 437 |
| GARDENIA | 174 | 7 | 29 | 50 | 68 | 20 | 12 | 9 | 9 | 30 | 29 | 27 | 19 | 39 |
| GENTE MESE | 589 | 17 | 74 | 168 | 193 | 137 | 60 | 87 | 75 | 74 | 85 | 75 | 67 | 66 |
| GENTE MONEY | 232 | 12 | 44 | 74 | 72 | 30 | 6 | 9 | 20 | 32 | 36 | 38 | 30 | 61 |
| GENTE MOTORI | 1527 | 28 | 199 | 437 | 537 | 324 | 123 | 179 | 186 | 195 | 196 | 243 | 154 | 251 |
| GENTE VIAGGI | 510 | 17 | 85 | 162 | 188 | 58 | 21 | 51 | 47 | 71 | 78 | 55 | 70 | 117 |
| GLAMOUR | 70 | 0 | 13 | 25 | 19 | 13 | 3 | 1 | 3 | 9 | 9 | 10 | 13 | 22 |
| GULLIVER | 200 | 3 | 35 | 65 | 62 | 35 | 6 | 18 | 18 | 22 | 25 | 19 | 34 | 59 |
| IN CASA | 62 | 1 | 9 | 17 | 22 | 13 | 5 | 9 | 5 | 0 | 7 | 11 | 11 | 15 |
| INSIEME | 89 | 1 | 9 | 38 | 23 | 18 | 1 | 10 | 8 | 6 | 14 | 12 | 5 | 32 |
| IO E IL MIO BAMBINO | 219 | 3 | 12 | 116 | 67 | 21 | 18 | 26 | 35 | 21 | 34 | 38 | 17 | 29 |
| JESUS | 88 | 1 | 12 | 24 | 20 | 30 | 8 | 3 | 17 | 16 | 3 | 12 | 4 | 23 |
| MADRE | 59 | 2 | 9 | 14 | 23 | 11 | 12 | 0 | 3 | 0 | 8 | 10 | 16 | 10 |
| MARIE CLAIRE | 196 | 6 | 36 | 63 | 73 | 17 | 2 | 20 | 8 | 18 | 20 | 27 | 38 | 63 |
| MAX | 1143 | 23 | 130 | 338 | 446 | 206 | 38 | 78 | 106 | 141 | 182 | 170 | 172 | 256 |
| MERIDIANI | 104 | 5 | 26 | 34 | 30 | 9 | 0 | 4 | 7 | 8 | 8 | 32 | 10 | 35 |
| MESSAGGERO DI S.ANTONIO | 636 | 25 | 130 | 173 | 200 | 107 | 83 | 114 | 83 | 78 | 75 | 78 | 49 | 76 |
| LA MIA BOUTIQUE | 27 | 4 | 5 | 5 | 11 | 2 | 4 | 9 | 0 | 0 | 7 | 3 | 2 | 2 |
| LA MIA CASA | 140 | 7 | 15 | 47 | 39 | 32 | 9 | 12 | 18 | 19 | 8 | 28 | 12 | 34 |
| MILLIONAIRE INTRAPRENDERE | 447 | 10 | 40 | 133 | 173 | 91 | 30 | 48 | 54 | 55 | 77 | 62 | 46 | 75 |
| NAUTICA | 221 | 12 | 31 | 75 | 68 | 35 | 10 | 15 | 29 | 33 | 29 | 28 | 26 | 51 |
| PESCARE | 487 | 14 | 80 | 138 | 179 | 76 | 38 | 53 | 57 | 106 | 87 | 43 | 46 | 57 |
| PRATICA | 68 | 0 | 9 | 15 | 33 | 11 | 2 | 9 | 6 | 11 | 17 | 7 | 12 | 4 |
| QUATTRORUOTE | 4458 | 114 | 620 | 1303 | 1591 | 830 | 340 | 448 | 559 | 528 | 581 | 624 | 541 | 837 |
| QUATTRO ZAMPE | 274 | 5 | 50 | 74 | 98 | 46 | 20 | 19 | 36 | 50 | 20 | 53 | 32 | 43 |
| QUI TOURING | 567 | 26 | 156 | 166 | 168 | 52 | 10 | 35 | 48 | 51 | 72 | 100 | 84 | 168 |
| RAKAM | 37 | 0 | 9 | 11 | 15 | 2 | 5 | 7 | 3 | 8 | 0 | 8 | 2 | 4 |
| SALE & PEPE | 175 | 4 | 38 | 66 | 44 | 23 | 8 | 14 | 16 | 10 | 14 | 38 | 26 | 50 |
| SALVE | 123 | 1 | 35 | 46 | 36 | 5 | 5 | 18 | 15 | 6 | 19 | 14 | 22 | 24 |
| SCIENZA & VITA | 165 | 6 | 30 | 43 | 62 | 23 | 7 | 24 | 16 | 29 | 25 | 13 | 17 | 33 |
| LE SCIENZE | 298 | 19 | 38 | 116 | 86 | 38 | 10 | 17 | 24 | 41 | 35 | 37 | 51 | 83 |
| SELEZIONE READER'S DIGEST | 629 | 24 | 116 | 196 | 211 | 82 | 49 | 75 | 71 | 107 | 87 | 71 | 81 | 88 |
| SILHOUETTE DONNA | 149 | 2 | 17 | 52 | 52 | 26 | 8 | 12 | 18 | 28 | 26 | 16 | 16 | 25 |
| SPEAK UP | 130 | 6 | 19 | 41 | 45 | 20 | 5 | 11 | 18 | 9 | 25 | 14 | 13 | 35 |
| STARBENE | 592 | 15 | 109 | 185 | 199 | 83 | 35 | 70 | 67 | 78 | 79 | 77 | 83 | 102 |
| STARTER | 143 | 7 | 24 | 38 | 42 | 33 | 13 | 23 | 12 | 8 | 15 | 18 | 21 | 32 |
| TUTTI FOTOGRAFI | 175 | 5 | 30 | 71 | 44 | 24 | 3 | 18 | 20 | 33 | 20 | 30 | 8 | 43 |
| TUTTO | 404 | 5 | 20 | 78 | 187 | 114 | 17 | 70 | 43 | 60 | 47 | 63 | 50 | 56 |
| TUTTOMOTO | 922 | 19 | 70 | 221 | 396 | 216 | 71 | 106 | 113 | 136 | 125 | 115 | 101 | 154 |
| TUTTOTURISMO | 201 | 6 | 29 | 51 | 77 | 39 | 17 | 18 | 23 | 15 | 39 | 36 | 23 | 31 |
| VERA | 203 | 1 | 25 | 79 | 66 | 31 | 14 | 30 | 13 | 34 | 26 | 52 | 21 | 13 |
| VIAGGIARE | 221 | 4 | 44 | 76 | 59 | 37 | 8 | 12 | 25 | 27 | 37 | 47 | 19 | 45 |
| VITALITY | 54 | 2 | 8 | 12 | 28 | 4 | 2 | 10 | 1 | 0 | 9 | 8 | 7 | 17 |
| VOGUE ITALIA | 295 | 18 | 48 | 87 | 100 | 42 | 24 | 23 | 38 | 27 | 44 | 45 | 42 | 52 |
| WEEKEND VIAGGI | 115 | 7 | 24 | 32 | 34 | 19 | 4 | 8 | 11 | 15 | 16 | 14 | 10 | 37 |
| DIANA (QUATTORDICINALE) | 296 | 7 | 55 | 121 | 73 | 39 | 20 | 22 | 33 | 49 | 46 | 31 | 39 | 55 |

# Uomini

Lettori numero medio

Analisi secondo: ● **numero componenti** ● **classe di reddito**

(percentuali di composizione)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **3.8** | **20.9** | **27.5** | **31.1** | **16.7** | **15.2** | **13.6** | **13.2** | **12.8** | **11.9** | **11.0** | **9.2** | **13.0** |
| AMICA | 100.0 | 5.3 | 13.7 | 29.1 | 31.4 | 20.5 | 5.3 | 10.2 | 9.7 | 14.6 | 8.6 | 18.7 | 11.0 | 21.9 |
| ANNA | 100.0 | 1.0 | 11.9 | 31.7 | 37.1 | 18.3 | 6.6 | 10.0 | 16.7 | 11.2 | 3.5 | 16.1 | 13.6 | 22.3 |
| AUTO OGGI | 100.0 | 2.8 | 11.0 | 28.7 | 35.6 | 22.0 | 6.3 | 11.9 | 12.4 | 15.6 | 15.4 | 12.2 | 11.7 | 14.5 |
| AUTOSPRINT | 100.0 | 2.3 | 11.6 | 29.7 | 37.5 | 18.9 | 5.2 | 9.5 | 11.1 | 13.2 | 17.5 | 10.8 | 12.4 | 20.4 |
| BELLA | 100.0 | 0.0 | 27.5 | 33.4 | 25.1 | 14.0 | 10.7 | 12.7 | 19.9 | 11.6 | 14.5 | 9.6 | 7.2 | 13.8 |
| CHI | 100.0 | 1.4 | 17.6 | 34.7 | 34.0 | 12.3 | 6.2 | 13.3 | 12.3 | 12.1 | 12.0 | 14.7 | 10.7 | 18.6 |
| CONFIDENZE | 100.0 | 0.0 | 20.3 | 30.8 | 36.1 | 12.8 | 8.0 | 16.2 | 13.2 | 18.0 | 10.5 | 15.7 | 9.0 | 9.3 |
| DOMENICA QUIZ | 100.0 | 6.0 | 21.9 | 29.5 | 32.8 | 9.8 | 10.5 | 16.2 | 13.0 | 18.5 | 8.3 | 4.5 | 16.3 | 12.6 |
| DONNA MODERNA | 100.0 | 1.0 | 16.9 | 29.6 | 36.2 | 16.4 | 5.1 | 10.4 | 11.0 | 15.3 | 12.0 | 15.3 | 11.4 | 19.6 |
| L'ESPRESSO | 100.0 | 5.2 | 15.1 | 31.8 | 33.9 | 14.0 | 5.5 | 11.7 | 11.3 | 13.7 | 12.3 | 12.8 | 12.2 | 20.6 |
| EVA EXPRESS TREMILA | 100.0 | 2.8 | 11.9 | 29.7 | 36.4 | 19.2 | 8.4 | 8.8 | 13.8 | 14.0 | 9.4 | 11.8 | 16.7 | 17.1 |
| FAMIGLIA CRISTIANA | 100.0 | 3.9 | 19.1 | 27.4 | 31.3 | 18.3 | 9.7 | 12.2 | 13.3 | 13.1 | 11.3 | 12.4 | 13.4 | 14.6 |
| FILM TV | 100.0 | 5.5 | 16.5 | 29.6 | 36.2 | 12.2 | 13.3 | 9.3 | 20.0 | 12.4 | 12.0 | 12.4 | 4.0 | 16.5 |
| GENTE | 100.0 | 2.7 | 20.2 | 26.7 | 35.6 | 14.9 | 9.2 | 14.0 | 13.6 | 12.0 | 13.5 | 10.9 | 11.4 | 15.6 |
| GIOIA | 100.0 | 3.0 | 13.9 | 32.3 | 34.6 | 16.1 | 8.9 | 9.7 | 18.7 | 10.0 | 8.8 | 16.4 | 11.2 | 16.4 |
| IL GIORNALINO | 100.0 | 0.0 | 7.3 | 15.9 | 38.8 | 38.0 | 5.8 | 4.8 | 7.9 | 15.0 | 16.4 | 11.9 | 15.3 | 22.7 |
| GRAND HOTEL | 100.0 | 0.7 | 19.3 | 32.8 | 28.5 | 18.6 | 10.2 | 13.2 | 10.7 | 14.6 | 17.3 | 11.7 | 10.6 | 11.7 |
| GRAZIA | 100.0 | 2.5 | 16.9 | 28.1 | 33.6 | 18.9 | 7.1 | 9.8 | 13.2 | 12.7 | 10.7 | 14.8 | 10.2 | 21.4 |
| GUERIN SPORTIVO | 100.0 | 1.6 | 8.9 | 20.0 | 41.3 | 28.3 | 7.2 | 8.5 | 16.0 | 13.7 | 15.6 | 10.9 | 14.6 | 13.4 |
| GUIDA TV | 100.0 | 3.8 | 18.3 | 30.8 | 31.5 | 15.6 | 10.8 | 13.3 | 15.2 | 12.1 | 11.5 | 12.9 | 11.7 | 12.5 |
| INTIMITA' | 100.0 | 1.4 | 24.8 | 27.2 | 40.1 | 6.4 | 11.2 | 14.0 | 18.2 | 20.4 | 6.4 | 15.0 | 8.6 | 6.2 |
| MAGAZINE BEAUTIFUL | 100.0 | 2.7 | 17.1 | 15.3 | 38.9 | 26.0 | 5.8 | 24.4 | 5.0 | 9.0 | 4.6 | 20.9 | 13.8 | 16.5 |
| IL MONDO | 100.0 | 5.1 | 15.5 | 31.6 | 39.8 | 8.0 | 6.8 | 11.3 | 8.9 | 6.4 | 9.0 | 9.3 | 5.0 | 43.2 |
| MOTOSPRINT | 100.0 | 2.3 | 9.5 | 23.9 | 41.0 | 23.3 | 9.0 | 8.7 | 10.6 | 14.9 | 15.4 | 11.5 | 14.4 | 15.5 |
| NOVELLA 2000 | 100.0 | 2.8 | 14.3 | 33.8 | 31.5 | 17.7 | 10.4 | 11.5 | 11.5 | 13.0 | 12.1 | 10.8 | 10.7 | 20.1 |
| OGGI | 100.0 | 2.4 | 20.1 | 29.0 | 33.5 | 15.1 | 7.8 | 12.1 | 12.9 | 12.1 | 11.7 | 13.9 | 12.0 | 17.6 |
| PANORAMA | 100.0 | 3.4 | 14.8 | 28.8 | 37.1 | 15.9 | 4.6 | 9.0 | 11.0 | 12.8 | 13.7 | 12.8 | 12.7 | 23.5 |
| SORRISI E CANZONI TV | 100.0 | 1.9 | 14.3 | 29.1 | 34.2 | 20.5 | 9.3 | 14.6 | 12.3 | 14.0 | 13.6 | 12.2 | 10.7 | 13.3 |
| STOP | 100.0 | 5.6 | 19.9 | 32.2 | 30.4 | 12.0 | 7.8 | 10.7 | 11.3 | 12.5 | 24.2 | 6.0 | 11.7 | 15.8 |
| TELEPIU' | 100.0 | 2.2 | 13.5 | 24.2 | 38.6 | 21.5 | 10.2 | 11.6 | 13.7 | 12.2 | 14.6 | 9.4 | 11.4 | 16.9 |
| TELESETTE | 100.0 | 2.1 | 15.9 | 28.3 | 36.2 | 17.4 | 11.4 | 13.9 | 14.3 | 14.3 | 14.5 | 10.5 | 11.8 | 9.3 |
| TOPOLINO | 100.0 | 2.4 | 8.2 | 26.7 | 43.8 | 18.9 | 7.7 | 12.0 | 12.3 | 10.4 | 13.3 | 13.8 | 13.9 | 16.5 |
| VISTO | 100.0 | 3.1 | 12.9 | 28.1 | 40.6 | 15.3 | 9.9 | 20.4 | 10.9 | 18.3 | 9.4 | 7.3 | 9.1 | 14.7 |
| VIVERSANI & BELLI | 100.0 | 1.6 | 14.7 | 32.1 | 32.9 | 18.8 | 6.1 | 13.4 | 9.2 | 12.0 | 13.9 | 16.1 | 11.3 | 17.9 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 4.9 | 14.9 | 27.9 | 41.9 | 10.4 | 3.3 | 8.1 | 9.2 | 10.8 | 9.5 | 17.3 | 15.7 | 26.1 |
| DIARIO DELLA SETTIMANA | 100.0 | 8.3 | 19.7 | 14.5 | 45.9 | 11.6 | 10.9 | 4.7 | 3.0 | 12.9 | 2.9 | 14.0 | 13.9 | 37.7 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 2.5 | 13.7 | 29.1 | 37.7 | 17.0 | 7.5 | 10.7 | 12.0 | 14.1 | 15.7 | 11.9 | 12.4 | 15.6 |
| IO DONNA | 100.0 | 4.5 | 21.5 | 28.7 | 33.7 | 11.7 | 3.9 | 8.2 | 7.5 | 6.7 | 12.7 | 13.7 | 15.4 | 31.8 |
| SETTE | 100.0 | 3.1 | 19.4 | 30.5 | 36.1 | 10.9 | 3.8 | 8.8 | 9.7 | 10.1 | 12.4 | 14.1 | 13.8 | 27.4 |
| SPECCHIO DELLA STAMPA | 100.0 | 3.7 | 19.6 | 29.0 | 31.2 | 16.5 | 6.0 | 13.2 | 11.9 | 11.2 | 12.3 | 14.0 | 11.2 | 20.3 |
| TV SETTE | 100.0 | 3.1 | 20.3 | 28.3 | 37.3 | 10.9 | 5.5 | 9.9 | 11.2 | 9.8 | 12.7 | 13.4 | 11.9 | 25.5 |
| IL VENERDI' | 100.0 | 3.7 | 15.5 | 30.6 | 36.4 | 13.7 | 4.7 | 9.2 | 11.1 | 12.0 | 11.9 | 13.3 | 14.4 | 23.3 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito** (percentuali di composizione)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **3.8** | **20.9** | **27.5** | **31.1** | **16.7** | **15.2** | **13.6** | **13.2** | **12.8** | **11.9** | **11.0** | **9.2** | **13.0** |
| ABITARE | 100.0 | 3.3 | 18.4 | 32.7 | 32.3 | 13.3 | 4.4 | 4.8 | 10.0 | 9.0 | 14.9 | 12.9 | 10.4 | 33.6 |
| AD | 100.0 | 5.2 | 17.7 | 32.3 | 37.3 | 7.5 | 5.5 | 5.1 | 7.4 | 11.2 | 11.6 | 11.7 | 11.7 | 36.0 |
| AIRONE | 100.0 | 3.8 | 16.6 | 29.9 | 32.0 | 17.7 | 4.4 | 5.8 | 7.7 | 10.2 | 16.3 | 14.2 | 16.8 | 24.6 |
| AMADEUS | 100.0 | 8.5 | 10.8 | 38.9 | 27.4 | 14.3 | 10.1 | 3.9 | 11.9 | 14.0 | 13.1 | 7.9 | 8.3 | 30.8 |
| ARCHEO | 100.0 | 6.2 | 16.7 | 36.5 | 27.1 | 13.5 | 6.1 | 6.1 | 8.7 | 14.9 | 13.6 | 8.9 | 16.8 | 24.9 |
| ASTRA | 100.0 | 4.7 | 14.3 | 28.3 | 31.2 | 21.4 | 5.7 | 13.2 | 11.6 | 14.0 | 14.4 | 16.6 | 14.1 | 10.5 |
| A TAVOLA | 100.0 | 4.9 | 19.0 | 34.1 | 36.0 | 6.1 | 7.8 | 12.5 | 7.0 | 20.1 | 5.7 | 8.1 | 10.1 | 28.6 |
| AUTO | 100.0 | 1.6 | 11.9 | 28.4 | 33.5 | 24.5 | 8.2 | 8.7 | 12.9 | 11.8 | 12.8 | 15.0 | 12.8 | 17.8 |
| L'AUTOMOBILE | 100.0 | 2.6 | 19.9 | 28.0 | 34.5 | 14.9 | 6.0 | 10.6 | 14.2 | 12.0 | 17.0 | 14.6 | 12.0 | 13.5 |
| BELL'EUROPA | 100.0 | 5.0 | 22.0 | 34.2 | 25.6 | 13.1 | 1.9 | 4.3 | 12.9 | 9.7 | 6.3 | 18.3 | 16.9 | 29.9 |
| BELL'ITALIA | 100.0 | 4.0 | 18.5 | 31.0 | 30.6 | 15.9 | 6.4 | 4.8 | 8.2 | 9.4 | 11.6 | 13.8 | 14.2 | 31.6 |
| BENISSIMO | 100.0 | 12.1 | 0.0 | 55.0 | 24.1 | 8.8 | 12.1 | 4.8 | 22.5 | 25.0 | 1.9 | 0.0 | 5.6 | 28.1 |
| BIMBI SANI E BELLI | 100.0 | 0.3 | 14.5 | 37.8 | 34.3 | 13.1 | 7.8 | 16.0 | 9.1 | 11.8 | 15.2 | 19.9 | 8.6 | 11.7 |
| BRAVA CASA | 100.0 | 4.2 | 14.1 | 30.6 | 37.4 | 13.6 | 3.1 | 8.3 | 12.8 | 14.6 | 11.4 | 12.9 | 12.3 | 24.6 |
| BUONA CUCINA | 100.0 | 5.1 | 25.9 | 18.8 | 25.8 | 24.5 | 12.6 | 15.8 | 12.0 | 13.9 | 7.3 | 21.1 | 6.1 | 11.2 |
| BURDA | 100.0 | 5.6 | 19.8 | 34.8 | 25.8 | 14.1 | 15.1 | 19.2 | 16.7 | 11.6 | 14.4 | 9.8 | 5.3 | 8.0 |
| CAPITAL | 100.0 | 3.6 | 15.2 | 41.4 | 29.8 | 9.9 | 2.3 | 7.5 | 15.0 | 5.0 | 10.1 | 16.1 | 15.7 | 28.3 |
| CARNET | 100.0 | 10.3 | 12.9 | 20.9 | 47.7 | 8.1 | 5.8 | 6.7 | 4.9 | 6.6 | 15.0 | 23.0 | 12.1 | 26.0 |
| CASAVIVA | 100.0 | 2.4 | 14.2 | 30.5 | 39.8 | 13.2 | 1.9 | 9.9 | 11.3 | 16.1 | 11.7 | 16.7 | 11.2 | 21.2 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 17.8 | 38.5 | 28.8 | 14.8 | 2.8 | 7.5 | 10.0 | 14.0 | 11.7 | 18.0 | 11.3 | 24.7 |
| CIAK | 100.0 | 1.3 | 11.8 | 24.1 | 45.5 | 17.3 | 6.6 | 14.0 | 10.7 | 14.2 | 13.4 | 13.3 | 9.7 | 18.0 |
| CIPRIA | 100.0 | 5.3 | 26.9 | 50.6 | 7.0 | 10.2 | 12.7 | 7.0 | 0.0 | 0.0 | 29.2 | 36.5 | 3.0 | 11.6 |
| CLASS | 100.0 | 5.2 | 19.6 | 33.9 | 32.9 | 8.4 | 6.2 | 5.1 | 9.6 | 5.8 | 14.6 | 9.7 | 12.2 | 36.9 |
| CLUB 3 | 100.0 | 3.0 | 38.3 | 25.2 | 20.0 | 13.5 | 12.0 | 21.9 | 10.0 | 3.0 | 7.9 | 15.3 | 18.0 | 11.7 |
| COME STAI | 100.0 | 4.0 | 22.1 | 32.2 | 33.9 | 8.0 | 0.0 | 26.3 | 9.3 | 12.0 | 11.4 | 9.6 | 10.7 | 20.7 |
| CONSIGLI PRATICI | 100.0 | 12.2 | 8.4 | 12.9 | 46.6 | 20.0 | 12.2 | 16.4 | 19.0 | 20.4 | 18.4 | 6.9 | 0.0 | 6.7 |
| COSE DI CASA | 100.0 | 3.0 | 18.0 | 26.3 | 35.9 | 16.8 | 7.7 | 10.0 | 10.9 | 15.2 | 14.3 | 13.7 | 10.1 | 18.1 |
| LA CUCINA ITALIANA | 100.0 | 2.9 | 26.4 | 30.4 | 29.7 | 10.6 | 3.6 | 8.0 | 10.4 | 12.7 | 16.1 | 12.5 | 12.6 | 24.3 |
| CUCINA MODERNA | 100.0 | 2.4 | 19.4 | 22.8 | 37.1 | 18.2 | 5.5 | 11.1 | 15.3 | 15.0 | 6.1 | 16.7 | 13.1 | 17.3 |
| DONNA | 100.0 | 3.4 | 11.6 | 20.6 | 41.6 | 22.8 | 13.2 | 15.0 | 12.9 | 13.2 | 10.4 | 10.0 | 10.6 | 14.8 |
| DONNA E MAMMA | 100.0 | 0.0 | 20.7 | 33.2 | 23.0 | 23.2 | 11.4 | 14.1 | 14.3 | 11.4 | 17.0 | 17.7 | 6.6 | 7.5 |
| DOVE | 100.0 | 5.9 | 20.0 | 26.4 | 34.9 | 12.8 | 4.3 | 3.4 | 2.9 | 8.8 | 9.0 | 16.8 | 11.2 | 43.6 |
| ELLE | 100.0 | 8.0 | 21.9 | 34.1 | 31.0 | 5.1 | 5.8 | 15.2 | 10.7 | 7.5 | 2.6 | 8.0 | 17.7 | 32.5 |
| ELLE DECOR | 100.0 | 8.9 | 15.2 | 34.4 | 41.5 | 0.0 | 4.7 | 16.7 | 12.2 | 2.7 | 3.7 | 11.8 | 10.5 | 37.7 |
| FOCUS | 100.0 | 1.9 | 12.0 | 31.2 | 37.6 | 17.3 | 3.7 | 7.5 | 10.3 | 14.0 | 13.8 | 14.8 | 14.5 | 21.5 |
| GARDENIA | 100.0 | 4.3 | 16.8 | 28.7 | 39.0 | 11.3 | 7.1 | 5.3 | 4.9 | 17.1 | 16.9 | 15.3 | 10.9 | 22.5 |
| GENTE MESE | 100.0 | 2.9 | 12.6 | 28.5 | 32.8 | 23.3 | 10.1 | 14.7 | 12.7 | 12.6 | 14.4 | 12.8 | 11.3 | 11.3 |
| GENTE MONEY | 100.0 | 5.2 | 19.0 | 32.0 | 31.0 | 12.9 | 2.6 | 4.1 | 8.7 | 13.7 | 15.4 | 16.4 | 12.9 | 26.2 |
| GENTE MOTORI | 100.0 | 1.9 | 13.1 | 28.6 | 35.2 | 21.2 | 8.1 | 11.7 | 12.2 | 12.8 | 12.8 | 15.9 | 10.1 | 16.4 |
| GENTE VIAGGI | 100.0 | 3.4 | 16.6 | 31.7 | 36.8 | 11.5 | 4.1 | 10.1 | 9.3 | 13.9 | 15.2 | 10.8 | 13.6 | 23.0 |
| GLAMOUR | 100.0 | 0.0 | 18.5 | 35.7 | 27.6 | 18.3 | 3.9 | 1.7 | 3.7 | 12.8 | 13.2 | 14.9 | 19.2 | 30.7 |
| GULLIVER | 100.0 | 1.5 | 17.6 | 32.4 | 30.9 | 17.6 | 2.8 | 8.8 | 9.1 | 11.2 | 12.4 | 9.4 | 16.8 | 29.5 |
| IN CASA | 100.0 | 2.4 | 14.4 | 27.0 | 35.4 | 20.9 | 8.5 | 14.2 | 7.3 | 0.0 | 11.8 | 17.1 | 17.7 | 23.4 |
| INSIEME | 100.0 | 0.8 | 10.4 | 42.7 | 25.5 | 20.6 | 0.8 | 11.7 | 9.3 | 7.0 | 15.4 | 13.9 | 5.9 | 36.0 |
| IO E IL MIO BAMBINO | 100.0 | 1.3 | 5.6 | 52.9 | 30.5 | 9.7 | 8.3 | 11.9 | 16.1 | 9.7 | 15.7 | 17.4 | 7.8 | 13.1 |
| JESUS | 100.0 | 1.2 | 14.2 | 27.2 | 22.6 | 34.7 | 8.8 | 3.8 | 19.7 | 18.6 | 3.3 | 14.3 | 5.0 | 26.5 |
| MADRE | 100.0 | 3.0 | 15.6 | 23.5 | 38.9 | 19.0 | 20.0 | 0.0 | 5.8 | 0.0 | 13.4 | 17.7 | 26.6 | 16.5 |
| MARIE CLAIRE | 100.0 | 3.1 | 18.4 | 32.4 | 37.2 | 8.9 | 0.8 | 10.0 | 4.3 | 9.0 | 10.2 | 13.9 | 19.7 | 32.1 |
| MAX | 100.0 | 2.0 | 11.4 | 29.5 | 39.0 | 18.0 | 3.3 | 6.8 | 9.3 | 12.4 | 15.9 | 14.9 | 15.0 | 22.4 |
| MERIDIANI | 100.0 | 5.2 | 25.0 | 32.5 | 28.8 | 8.5 | 0.0 | 3.8 | 6.8 | 7.9 | 7.4 | 31.0 | 9.7 | 33.4 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 3.9 | 20.5 | 27.3 | 31.5 | 16.8 | 13.1 | 17.9 | 13.0 | 12.3 | 11.8 | 12.3 | 7.7 | 11.9 |
| LA MIA BOUTIQUE | 100.0 | 13.9 | 18.9 | 18.4 | 40.7 | 8.1 | 14.3 | 32.9 | 0.0 | 0.0 | 26.5 | 13.0 | 6.9 | 6.3 |
| LA MIA CASA | 100.0 | 4.7 | 10.5 | 33.6 | 28.3 | 23.0 | 6.3 | 8.2 | 12.6 | 13.9 | 5.8 | 19.9 | 8.9 | 24.3 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 2.3 | 8.8 | 29.7 | 38.8 | 20.4 | 6.6 | 10.8 | 12.1 | 12.4 | 17.2 | 13.9 | 10.3 | 16.7 |
| NAUTICA | 100.0 | 5.4 | 13.9 | 33.9 | 30.8 | 16.0 | 4.4 | 6.9 | 13.2 | 14.9 | 12.9 | 12.6 | 11.9 | 23.2 |
| PESCARE | 100.0 | 2.8 | 16.5 | 28.3 | 36.8 | 15.6 | 7.7 | 10.8 | 11.7 | 21.9 | 17.9 | 8.9 | 9.5 | 11.6 |
| PRATICA | 100.0 | 0.0 | 13.5 | 22.5 | 48.2 | 15.9 | 2.8 | 13.1 | 9.5 | 16.9 | 25.5 | 9.7 | 17.3 | 5.2 |
| QUATTRORUOTE | 100.0 | 2.6 | 13.9 | 29.2 | 35.7 | 18.6 | 7.6 | 10.0 | 12.5 | 11.9 | 13.0 | 14.0 | 12.1 | 18.8 |
| QUATTRO ZAMPE | 100.0 | 2.0 | 18.3 | 27.2 | 35.8 | 16.8 | 7.4 | 6.9 | 13.2 | 18.4 | 7.4 | 19.4 | 11.6 | 15.8 |
| QUI TOURING | 100.0 | 4.5 | 27.4 | 29.3 | 29.5 | 9.2 | 1.7 | 6.1 | 8.4 | 9.0 | 12.8 | 17.6 | 14.8 | 29.7 |
| RAKAM | 100.0 | 0.0 | 23.8 | 28.7 | 40.9 | 6.6 | 13.3 | 20.1 | 7.7 | 22.4 | 0.0 | 20.9 | 6.0 | 9.7 |
| SALE & PEPE | 100.0 | 2.2 | 22.0 | 37.8 | 24.9 | 13.1 | 4.7 | 8.2 | 9.1 | 5.5 | 7.9 | 21.7 | 14.6 | 28.4 |
| SALVE | 100.0 | 0.6 | 28.3 | 37.4 | 29.4 | 4.3 | 4.1 | 14.6 | 11.9 | 5.0 | 15.8 | 11.3 | 17.9 | 19.4 |
| SCIENZA & VITA | 100.0 | 3.6 | 18.2 | 26.3 | 37.8 | 14.2 | 4.0 | 14.4 | 10.0 | 17.9 | 15.5 | 8.2 | 10.0 | 20.0 |
| LE SCIENZE | 100.0 | 6.3 | 12.9 | 39.1 | 29.0 | 12.7 | 3.3 | 5.6 | 8.0 | 13.6 | 11.6 | 12.5 | 17.3 | 28.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 3.7 | 18.4 | 31.2 | 33.6 | 13.1 | 7.8 | 11.9 | 11.4 | 17.0 | 13.9 | 11.2 | 12.9 | 14.0 |
| SILHOUETTE DONNA | 100.0 | 1.5 | 11.5 | 34.7 | 34.7 | 17.6 | 5.2 | 8.3 | 12.2 | 18.6 | 17.3 | 11.0 | 10.7 | 16.7 |
| SPEAK UP | 100.0 | 4.3 | 14.5 | 31.5 | 34.6 | 15.2 | 4.2 | 8.6 | 13.6 | 7.3 | 19.2 | 11.0 | 9.7 | 26.6 |
| STARBENE | 100.0 | 2.6 | 18.4 | 31.3 | 33.7 | 14.1 | 6.0 | 11.9 | 11.3 | 13.2 | 13.3 | 13.1 | 14.1 | 17.2 |
| STARTER | 100.0 | 4.9 | 16.5 | 26.7 | 29.2 | 22.8 | 9.3 | 16.3 | 8.2 | 5.8 | 10.5 | 12.5 | 14.7 | 22.6 |
| TUTTI FOTOGRAFI | 100.0 | 2.9 | 17.3 | 40.8 | 25.3 | 13.7 | 1.5 | 10.2 | 11.7 | 18.8 | 11.3 | 17.3 | 4.6 | 24.6 |
| TUTTO | 100.0 | 1.2 | 5.0 | 19.4 | 46.3 | 28.2 | 4.2 | 17.2 | 10.5 | 14.7 | 11.7 | 15.5 | 12.3 | 13.8 |
| TUTTOMOTO | 100.0 | 2.1 | 7.6 | 24.0 | 42.9 | 23.4 | 7.7 | 11.5 | 12.3 | 14.8 | 13.5 | 12.5 | 11.0 | 16.7 |
| TUTTOTURISMO | 100.0 | 3.1 | 14.2 | 25.2 | 38.1 | 19.4 | 8.7 | 9.0 | 11.4 | 7.4 | 19.2 | 17.8 | 11.3 | 15.2 |
| VERA | 100.0 | 0.7 | 12.4 | 38.9 | 32.5 | 15.5 | 7.0 | 14.6 | 6.6 | 16.7 | 12.9 | 25.6 | 10.1 | 6.5 |
| VIAGGIARE | 100.0 | 1.9 | 19.7 | 34.6 | 26.9 | 16.8 | 3.5 | 5.5 | 11.5 | 12.2 | 16.7 | 21.5 | 8.8 | 20.3 |
| VITALITY | 100.0 | 3.4 | 14.3 | 21.6 | 52.5 | 8.2 | 3.4 | 18.5 | 2.0 | 0.0 | 16.3 | 14.9 | 12.8 | 32.1 |
| VOGUE ITALIA | 100.0 | 6.0 | 16.4 | 29.6 | 33.7 | 14.3 | 8.0 | 7.8 | 12.8 | 9.2 | 14.9 | 15.3 | 14.4 | 17.6 |
| WEEKEND VIAGGI | 100.0 | 5.7 | 20.8 | 27.4 | 29.2 | 16.9 | 3.4 | 7.4 | 9.7 | 12.6 | 14.3 | 12.1 | 8.3 | 32.2 |
| DIANA (QUATTORDICINALE) | 100.0 | 2.4 | 18.7 | 40.8 | 24.7 | 13.3 | 6.8 | 7.5 | 11.3 | 16.4 | 15.6 | 10.5 | 13.3 | 18.7 |

# Uomini

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **23775** | **1351** | **2817** | **2299** | **846** | **532** | **429** | **4940** | **0** | **0** | **0** | **0** | **0** | **2666** | **6062** | **1833** |
| AMICA | 191 | 11 | 20 | 45 | 8 | 3 | 6 | 19 | 0 | 0 | 0 | 0 | 0 | 24 | 21 | 34 |
| ANNA | 219 | 24 | 34 | 24 | 7 | 0 | 0 | 31 | 0 | 0 | 0 | 0 | 0 | 38 | 29 | 32 |
| AUTO OGGI | 726 | 40 | 95 | 75 | 17 | 5 | 8 | 185 | 0 | 0 | 0 | 0 | 0 | 174 | 44 | 83 |
| AUTOSPRINT | 639 | 24 | 76 | 78 | 21 | 10 | 4 | 186 | 0 | 0 | 0 | 0 | 0 | 138 | 44 | 57 |
| BELLA | 86 | 2 | 7 | 13 | 3 | 0 | 4 | 11 | 0 | 0 | 0 | 0 | 0 | 17 | 19 | 10 |
| CHI | 503 | 34 | 52 | 66 | 23 | 4 | 8 | 100 | 0 | 0 | 0 | 0 | 0 | 93 | 85 | 38 |
| CONFIDENZE | 165 | 3 | 28 | 11 | 2 | 0 | 3 | 30 | 0 | 0 | 0 | 0 | 0 | 22 | 51 | 16 |
| DOMENICA QUIZ | 203 | 15 | 35 | 10 | 10 | 0 | 4 | 22 | 0 | 0 | 0 | 0 | 0 | 23 | 70 | 14 |
| DONNA MODERNA | 839 | 87 | 140 | 109 | 42 | 5 | 12 | 144 | 0 | 0 | 0 | 0 | 0 | 130 | 109 | 61 |
| L'ESPRESSO | 1550 | 243 | 355 | 141 | 33 | 11 | 51 | 164 | 0 | 0 | 0 | 0 | 0 | 209 | 226 | 116 |
| EVA EXPRESS TREMILA | 364 | 13 | 27 | 60 | 27 | 4 | 1 | 110 | 0 | 0 | 0 | 0 | 0 | 54 | 21 | 45 |
| FAMIGLIA CRISTIANA | 2160 | 127 | 313 | 169 | 56 | 77 | 63 | 334 | 0 | 0 | 0 | 0 | 0 | 263 | 623 | 135 |
| FILM TV | 177 | 23 | 25 | 5 | 0 | 2 | 2 | 36 | 0 | 0 | 0 | 0 | 0 | 36 | 35 | 12 |
| GENTE | 1640 | 117 | 237 | 181 | 63 | 18 | 24 | 253 | 0 | 0 | 0 | 0 | 0 | 243 | 369 | 136 |
| GIOIA | 265 | 17 | 45 | 31 | 8 | 0 | 10 | 54 | 0 | 0 | 0 | 0 | 0 | 39 | 42 | 19 |
| IL GIORNALINO | 190 | 4 | 29 | 13 | 3 | 0 | 6 | 36 | 0 | 0 | 0 | 0 | 0 | 78 | 16 | 6 |
| GRAND HOTEL | 403 | 5 | 42 | 54 | 17 | 3 | 4 | 89 | 0 | 0 | 0 | 0 | 0 | 42 | 115 | 33 |
| GRAZIA | 300 | 29 | 36 | 52 | 13 | 0 | 10 | 41 | 0 | 0 | 0 | 0 | 0 | 34 | 63 | 21 |
| GUERIN SPORTIVO | 442 | 22 | 66 | 24 | 16 | 2 | 6 | 103 | 0 | 0 | 0 | 0 | 0 | 125 | 31 | 48 |
| GUIDA TV | 859 | 51 | 123 | 81 | 22 | 6 | 15 | 208 | 0 | 0 | 0 | 0 | 0 | 99 | 182 | 73 |
| INTIMITA' | 192 | 7 | 29 | 6 | 2 | 0 | 0 | 45 | 0 | 0 | 0 | 0 | 0 | 32 | 55 | 15 |
| MAGAZINE BEAUTIFUL | 63 | 0 | 3 | 1 | 10 | 0 | 3 | 3 | 0 | 0 | 0 | 0 | 0 | 30 | 14 | 1 |
| IL MONDO | 78 | 19 | 20 | 0 | 6 | 0 | 3 | 5 | 0 | 0 | 0 | 0 | 0 | 8 | 15 | 2 |
| MOTOSPRINT | 494 | 10 | 56 | 61 | 19 | 2 | 2 | 115 | 0 | 0 | 0 | 0 | 0 | 144 | 27 | 57 |
| NOVELLA 2000 | 600 | 24 | 52 | 99 | 22 | 7 | 12 | 180 | 0 | 0 | 0 | 0 | 0 | 85 | 48 | 72 |
| OGGI | 1713 | 137 | 243 | 183 | 66 | 15 | 31 | 214 | 0 | 0 | 0 | 0 | 0 | 236 | 454 | 136 |
| PANORAMA | 2126 | 277 | 421 | 228 | 81 | 20 | 74 | 297 | 0 | 0 | 0 | 0 | 0 | 354 | 232 | 140 |
| SORRISI E CANZONI TV | 3947 | 189 | 502 | 429 | 169 | 63 | 31 | 981 | 0 | 0 | 0 | 0 | 0 | 657 | 575 | 351 |
| STOP | 206 | 10 | 29 | 20 | 5 | 2 | 0 | 68 | 0 | 0 | 0 | 0 | 0 | 9 | 44 | 18 |
| TELEPIU' | 1021 | 74 | 115 | 119 | 46 | 12 | 10 | 253 | 0 | 0 | 0 | 0 | 0 | 183 | 115 | 96 |
| TELESETTE | 1103 | 48 | 171 | 86 | 39 | 11 | 11 | 251 | 0 | 0 | 0 | 0 | 0 | 176 | 224 | 86 |
| TOPOLINO | 1362 | 105 | 245 | 126 | 33 | 9 | 34 | 275 | 0 | 0 | 0 | 0 | 0 | 343 | 74 | 117 |
| VISTO | 273 | 9 | 30 | 36 | 27 | 2 | 3 | 63 | 0 | 0 | 0 | 0 | 0 | 31 | 52 | 21 |
| VIVERSANI & BELLI | 523 | 36 | 82 | 58 | 25 | 7 | 12 | 103 | 0 | 0 | 0 | 0 | 0 | 77 | 79 | 43 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 90 | 177 | 38 | 23 | 0 | 50 | 57 | 0 | 0 | 0 | 0 | 0 | 152 | 72 | 25 |
| DIARIO DELLA SETTIMANA | 96 | 12 | 31 | 9 | 1 | 0 | 8 | 6 | 0 | 0 | 0 | 0 | 0 | 10 | 19 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 98 | 243 | 218 | 80 | 10 | 13 | 418 | 0 | 0 | 0 | 0 | 0 | 456 | 244 | 216 |
| IO DONNA | 703 | 123 | 151 | 45 | 21 | 2 | 32 | 45 | 0 | 0 | 0 | 0 | 0 | 106 | 145 | 32 |
| SETTE | 1329 | 213 | 306 | 79 | 31 | 3 | 47 | 99 | 0 | 0 | 0 | 0 | 0 | 245 | 241 | 64 |
| SPECCHIO DELLA STAMPA | 657 | 80 | 85 | 81 | 16 | 5 | 28 | 67 | 0 | 0 | 0 | 0 | 0 | 144 | 103 | 48 |
| TV SETTE | 1332 | 170 | 298 | 70 | 27 | 3 | 35 | 135 | 0 | 0 | 0 | 0 | 0 | 255 | 262 | 75 |
| IL VENERDI' | 2262 | 322 | 534 | 129 | 63 | 17 | 115 | 240 | 0 | 0 | 0 | 0 | 0 | 382 | 295 | 165 |

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| POPOLAZIONE | 23775 | 1351 | 2817 | 2299 | 846 | 532 | 429 | 4940 | 0 | 0 | 0 | 0 | 0 | 2666 | 6062 | 1833 |
| ABITARE | 259 | 47 | 52 | 39 | 5 | 2 | 7 | 27 | 0 | 0 | 0 | 0 | 0 | 39 | 24 | 18 |
| AD | 301 | 76 | 42 | 54 | 5 | 2 | 13 | 15 | 0 | 0 | 0 | 0 | 0 | 50 | 12 | 30 |
| AIRONE | 640 | 87 | 139 | 46 | 20 | 9 | 35 | 61 | 0 | 0 | 0 | 0 | 0 | 115 | 65 | 63 |
| AMADEUS | 114 | 12 | 25 | 7 | 0 | 2 | 13 | 8 | 0 | 0 | 0 | 0 | 0 | 21 | 12 | 14 |
| ARCHEO | 182 | 20 | 30 | 29 | 8 | 0 | 15 | 12 | 0 | 0 | 0 | 0 | 0 | 45 | 12 | 11 |
| ASTRA | 135 | 10 | 30 | 11 | 6 | 0 | 1 | 19 | 0 | 0 | 0 | 0 | 0 | 33 | 11 | 13 |
| A TAVOLA | 66 | 8 | 9 | 8 | 0 | 0 | 8 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 20 | 10 |
| AUTO | 1134 | 63 | 152 | 111 | 35 | 7 | 3 | 279 | 0 | 0 | 0 | 0 | 0 | 296 | 59 | 129 |
| L'AUTOMOBILE | 964 | 63 | 184 | 85 | 34 | 14 | 7 | 190 | 0 | 0 | 0 | 0 | 0 | 119 | 201 | 69 |
| BELL'EUROPA | 164 | 34 | 34 | 14 | 2 | 2 | 15 | 14 | 0 | 0 | 0 | 0 | 0 | 27 | 17 | 5 |
| BELL'ITALIA | 420 | 70 | 79 | 41 | 12 | 6 | 30 | 44 | 0 | 0 | 0 | 0 | 0 | 57 | 62 | 19 |
| BENISSIMO | 33 | 0 | 7 | 1 | 2 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 5 | 4 | 6 |
| BIMBI SANI E BELLI | 284 | 24 | 57 | 31 | 11 | 4 | 10 | 62 | 0 | 0 | 0 | 0 | 0 | 47 | 18 | 20 |
| BRAVA CASA | 361 | 68 | 69 | 58 | 22 | 0 | 11 | 44 | 0 | 0 | 0 | 0 | 0 | 34 | 20 | 36 |
| BUONA CUCINA | 135 | 1 | 27 | 26 | 0 | 0 | 4 | 19 | 0 | 0 | 0 | 0 | 0 | 14 | 28 | 17 |
| BURDA | 110 | 6 | 29 | 7 | 0 | 0 | 2 | 21 | 0 | 0 | 0 | 0 | 0 | 11 | 24 | 11 |
| CAPITAL | 324 | 56 | 69 | 31 | 20 | 5 | 16 | 32 | 0 | 0 | 0 | 0 | 0 | 50 | 31 | 14 |
| CARNET | 117 | 24 | 17 | 14 | 1 | 0 | 6 | 11 | 0 | 0 | 0 | 0 | 0 | 31 | 8 | 5 |
| CASAVIVA | 611 | 88 | 141 | 119 | 23 | 5 | 21 | 82 | 0 | 0 | 0 | 0 | 0 | 75 | 25 | 31 |
| CENTO COSE ENERGY | 174 | 14 | 28 | 13 | 5 | 0 | 2 | 27 | 0 | 0 | 0 | 0 | 0 | 57 | 4 | 24 |
| CIAK | 547 | 18 | 90 | 47 | 7 | 4 | 4 | 135 | 0 | 0 | 0 | 0 | 0 | 176 | 3 | 62 |
| CIPRIA | 25 | 5 | 2 | 0 | 11 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 5 |
| CLASS | 226 | 46 | 36 | 22 | 28 | 0 | 10 | 20 | 0 | 0 | 0 | 0 | 0 | 42 | 8 | 14 |
| CLUB 3 | 80 | 5 | 10 | 4 | 1 | 0 | 2 | 5 | 0 | 0 | 0 | 0 | 0 | 7 | 43 | 2 |
| COME STAI | 87 | 9 | 12 | 16 | 0 | 0 | 1 | 11 | 0 | 0 | 0 | 0 | 0 | 12 | 24 | 2 |
| CONSIGLI PRATICI | 21 | 0 | 6 | 2 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 0 | 0 | 1 | 6 | 0 |
| COSE DI CASA | 570 | 45 | 158 | 53 | 24 | 7 | 6 | 102 | 0 | 0 | 0 | 0 | 0 | 72 | 63 | 41 |
| LA CUCINA ITALIANA | 297 | 18 | 41 | 48 | 9 | 4 | 15 | 37 | 0 | 0 | 0 | 0 | 0 | 32 | 66 | 28 |
| CUCINA MODERNA | 271 | 10 | 52 | 46 | 10 | 0 | 4 | 48 | 0 | 0 | 0 | 0 | 0 | 50 | 30 | 22 |
| DONNA | 201 | 3 | 21 | 21 | 0 | 0 | 5 | 41 | 0 | 0 | 0 | 0 | 0 | 52 | 35 | 24 |
| DONNA E MAMMA | 79 | 9 | 18 | 5 | 5 | 0 | 4 | 23 | 0 | 0 | 0 | 0 | 0 | 5 | 7 | 2 |
| DOVE | 277 | 60 | 41 | 38 | 7 | 0 | 19 | 21 | 0 | 0 | 0 | 0 | 0 | 48 | 38 | 5 |
| ELLE | 81 | 17 | 9 | 13 | 2 | 0 | 3 | 14 | 0 | 0 | 0 | 0 | 0 | 12 | 2 | 9 |
| ELLE DECOR | 34 | 6 | 5 | 6 | 4 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 7 | 1 | 3 |
| FOCUS | 2038 | 178 | 343 | 179 | 83 | 7 | 58 | 295 | 0 | 0 | 0 | 0 | 0 | 605 | 89 | 200 |
| GARDENIA | 174 | 30 | 37 | 14 | 6 | 3 | 2 | 29 | 0 | 0 | 0 | 0 | 0 | 27 | 13 | 13 |
| GENTE MESE | 589 | 36 | 73 | 64 | 19 | 7 | 16 | 124 | 0 | 0 | 0 | 0 | 0 | 114 | 83 | 54 |
| GENTE MONEY | 232 | 47 | 42 | 26 | 21 | 5 | 14 | 11 | 0 | 0 | 0 | 0 | 0 | 17 | 34 | 15 |
| GENTE MOTORI | 1527 | 112 | 247 | 193 | 56 | 22 | 18 | 306 | 0 | 0 | 0 | 0 | 0 | 271 | 143 | 160 |
| GENTE VIAGGI | 510 | 56 | 119 | 54 | 26 | 5 | 16 | 83 | 0 | 0 | 0 | 0 | 0 | 57 | 53 | 40 |
| GLAMOUR | 70 | 11 | 9 | 22 | 6 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 12 | 0 | 1 |
| GULLIVER | 200 | 38 | 36 | 9 | 2 | 0 | 4 | 31 | 0 | 0 | 0 | 0 | 0 | 58 | 10 | 14 |
| IN CASA | 62 | 5 | 18 | 8 | 3 | 0 | 0 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 9 |
| INSIEME | 89 | 7 | 32 | 8 | 2 | 0 | 1 | 20 | 0 | 0 | 0 | 0 | 0 | 8 | 3 | 8 |
| IO E IL MIO BAMBINO | 219 | 34 | 45 | 42 | 2 | 0 | 13 | 58 | 0 | 0 | 0 | 0 | 0 | 5 | 6 | 16 |
| JESUS | 88 | 8 | 16 | 1 | 5 | 0 | 9 | 14 | 0 | 0 | 0 | 0 | 0 | 17 | 13 | 4 |
| MADRE | 59 | 10 | 4 | 6 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 0 | 0 | 6 | 13 | 12 |
| MARIE CLAIRE | 196 | 37 | 32 | 38 | 5 | 0 | 2 | 36 | 0 | 0 | 0 | 0 | 0 | 33 | 2 | 11 |
| MAX | 1143 | 84 | 165 | 111 | 58 | 11 | 13 | 224 | 0 | 0 | 0 | 0 | 0 | 330 | 16 | 131 |
| MERIDIANI | 104 | 30 | 48 | 6 | 3 | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 2 | 6 | 2 |
| MESSAGGERO DI S.ANTONIO | 636 | 32 | 86 | 30 | 20 | 19 | 21 | 116 | 0 | 0 | 0 | 0 | 0 | 43 | 215 | 55 |
| LA MIA BOUTIQUE | 27 | 0 | 0 | 2 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 4 | 15 | 4 |
| LA MIA CASA | 140 | 24 | 20 | 20 | 8 | 0 | 0 | 36 | 0 | 0 | 0 | 0 | 0 | 9 | 13 | 9 |
| MILLIONAIRE INTRAPRENDERE | 447 | 47 | 80 | 63 | 34 | 9 | 14 | 63 | 0 | 0 | 0 | 0 | 0 | 80 | 15 | 43 |
| NAUTICA | 221 | 29 | 47 | 30 | 10 | 4 | 3 | 26 | 0 | 0 | 0 | 0 | 0 | 34 | 22 | 15 |
| PESCARE | 487 | 21 | 89 | 35 | 23 | 3 | 0 | 124 | 0 | 0 | 0 | 0 | 0 | 71 | 77 | 45 |
| PRATICA | 68 | 8 | 17 | 14 | 6 | 0 | 3 | 7 | 0 | 0 | 0 | 0 | 0 | 4 | 5 | 4 |
| QUATTRORUOTE | 4458 | 329 | 735 | 532 | 197 | 77 | 73 | 946 | 0 | 0 | 0 | 0 | 0 | 745 | 446 | 379 |
| QUATTRO ZAMPE | 274 | 18 | 28 | 19 | 17 | 5 | 0 | 69 | 0 | 0 | 0 | 0 | 0 | 51 | 32 | 34 |
| QUI TOURING | 567 | 94 | 132 | 37 | 10 | 2 | 22 | 30 | 0 | 0 | 0 | 0 | 0 | 80 | 139 | 19 |
| RAKAM | 37 | 0 | 8 | 4 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 4 | 9 | 7 |
| SALE & PEPE | 175 | 25 | 34 | 28 | 5 | 0 | 3 | 23 | 0 | 0 | 0 | 0 | 0 | 21 | 27 | 9 |
| SALVE | 123 | 18 | 33 | 13 | 5 | 0 | 8 | 13 | 0 | 0 | 0 | 0 | 0 | 6 | 24 | 4 |
| SCIENZA & VITA | 165 | 15 | 31 | 18 | 8 | 2 | 12 | 15 | 0 | 0 | 0 | 0 | 0 | 37 | 18 | 8 |
| LE SCIENZE | 298 | 40 | 58 | 12 | 4 | 5 | 58 | 18 | 0 | 0 | 0 | 0 | 0 | 70 | 26 | 8 |
| SELEZIONE READER'S DIGEST | 629 | 34 | 132 | 64 | 12 | 16 | 18 | 97 | 0 | 0 | 0 | 0 | 0 | 82 | 142 | 32 |
| SILHOUETTE DONNA | 149 | 10 | 19 | 13 | 7 | 6 | 0 | 29 | 0 | 0 | 0 | 0 | 0 | 43 | 2 | 20 |
| SPEAK UP | 130 | 27 | 19 | 6 | 5 | 0 | 10 | 2 | 0 | 0 | 0 | 0 | 0 | 41 | 10 | 10 |
| STARBENE | 592 | 51 | 113 | 63 | 28 | 6 | 17 | 93 | 0 | 0 | 0 | 0 | 0 | 89 | 67 | 65 |
| STARTER | 143 | 7 | 20 | 13 | 5 | 0 | 0 | 37 | 0 | 0 | 0 | 0 | 0 | 43 | 13 | 4 |
| TUTTI FOTOGRAFI | 175 | 30 | 45 | 24 | 1 | 2 | 4 | 27 | 0 | 0 | 0 | 0 | 0 | 8 | 24 | 10 |
| TUTTO | 404 | 11 | 21 | 25 | 0 | 0 | 7 | 59 | 0 | 0 | 0 | 0 | 0 | 248 | 2 | 30 |
| TUTTOMOTO | 922 | 29 | 94 | 102 | 34 | 7 | 7 | 192 | 0 | 0 | 0 | 0 | 0 | 308 | 48 | 101 |
| TUTTOTURISMO | 201 | 22 | 34 | 45 | 3 | 0 | 5 | 40 | 0 | 0 | 0 | 0 | 0 | 29 | 19 | 6 |
| VERA | 203 | 5 | 47 | 19 | 0 | 5 | 1 | 49 | 0 | 0 | 0 | 0 | 0 | 31 | 23 | 22 |
| VIAGGIARE | 221 | 20 | 40 | 20 | 10 | 5 | 0 | 53 | 0 | 0 | 0 | 0 | 0 | 42 | 20 | 11 |
| VITALITY | 54 | 8 | 5 | 6 | 4 | 0 | 0 | 7 | 0 | 0 | 0 | 0 | 0 | 11 | 6 | 7 |
| VOGUE ITALIA | 295 | 30 | 38 | 48 | 27 | 5 | 5 | 53 | 0 | 0 | 0 | 0 | 0 | 39 | 22 | 30 |
| WEEKEND VIAGGI | 115 | 9 | 18 | 12 | 3 | 2 | 5 | 22 | 0 | 0 | 0 | 0 | 0 | 21 | 10 | 13 |
| DIANA (QUATTORDICINALE) | 296 | 20 | 49 | 30 | 13 | 16 | 4 | 60 | 0 | 0 | 0 | 0 | 0 | 21 | 60 | 22 |

# Uomini

Lettori numero medio

Analisi secondo: ● **condizione professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. In proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| POPOLAZIONE | 100.0 | 5.7 | 11.8 | 9.7 | 3.6 | 2.2 | 1.8 | 20.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.2 | 25.5 | 7.7 |
| AMICA | 100.0 | 5.8 | 10.7 | 23.4 | 4.1 | 1.3 | 3.3 | 10.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.5 | 11.1 | 17.7 |
| ANNA | 100.0 | 10.7 | 15.6 | 10.8 | 3.1 | 0.0 | 0.0 | 14.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.5 | 13.3 | 14.8 |
| AUTO OGGI | 100.0 | 5.6 | 13.1 | 10.4 | 2.3 | 0.6 | 1.0 | 25.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 24.0 | 6.1 | 11.4 |
| AUTOSPRINT | 100.0 | 3.7 | 11.9 | 12.3 | 3.3 | 1.6 | 0.7 | 29.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 21.6 | 6.9 | 9.0 |
| BELLA | 100.0 | 2.6 | 8.5 | 15.1 | 3.5 | 0.0 | 4.4 | 12.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.4 | 21.6 | 12.2 |
| CHI | 100.0 | 6.7 | 10.3 | 13.1 | 4.5 | 0.7 | 1.6 | 19.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.5 | 16.9 | 7.7 |
| CONFIDENZE | 100.0 | 1.9 | 16.8 | 6.9 | 1.3 | 0.0 | 1.9 | 17.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.2 | 30.6 | 9.5 |
| DOMENICA QUIZ | 100.0 | 7.4 | 17.0 | 4.7 | 5.1 | 0.0 | 1.9 | 11.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.4 | 34.5 | 6.9 |
| DONNA MODERNA | 100.0 | 10.3 | 16.7 | 13.0 | 5.0 | 0.6 | 1.4 | 17.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.5 | 13.0 | 7.2 |
| L'ESPRESSO | 100.0 | 15.7 | 22.9 | 9.1 | 2.1 | 0.7 | 3.3 | 10.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.5 | 14.6 | 7.5 |
| EVA EXPRESS TREMILA | 100.0 | 3.7 | 7.5 | 16.5 | 7.5 | 1.1 | 0.4 | 30.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.7 | 5.8 | 12.5 |
| FAMIGLIA CRISTIANA | 100.0 | 5.9 | 14.5 | 7.8 | 2.6 | 3.6 | 2.9 | 15.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.2 | 28.8 | 6.3 |
| FILM TV | 100.0 | 13.0 | 14.2 | 2.9 | 0.0 | 1.3 | 1.0 | 20.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 20.5 | 20.1 | 6.7 |
| GENTE | 100.0 | 7.1 | 14.5 | 11.0 | 3.9 | 1.1 | 1.4 | 15.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.8 | 22.5 | 8.3 |
| GIOIA | 100.0 | 6.3 | 17.0 | 11.7 | 2.9 | 0.0 | 3.9 | 20.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.6 | 16.0 | 7.2 |
| IL GIORNALINO | 100.0 | 1.9 | 15.3 | 7.0 | 1.3 | 0.0 | 3.2 | 19.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 40.9 | 8.3 | 2.9 |
| GRAND HOTEL | 100.0 | 1.3 | 10.5 | 13.3 | 4.1 | 0.6 | 1.0 | 22.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.5 | 28.6 | 8.2 |
| GRAZIA | 100.0 | 9.6 | 12.1 | 17.3 | 4.2 | 0.0 | 3.5 | 13.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.4 | 20.9 | 7.2 |
| GUERIN SPORTIVO | 100.0 | 4.9 | 14.8 | 5.5 | 3.7 | 0.4 | 1.4 | 23.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 28.2 | 7.0 | 10.9 |
| GUIDA TV | 100.0 | 5.9 | 14.3 | 9.5 | 2.5 | 0.7 | 1.8 | 24.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.6 | 21.2 | 8.5 |
| INTIMITA' | 100.0 | 3.6 | 15.1 | 3.3 | 1.0 | 0.0 | 0.0 | 23.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.7 | 28.8 | 7.7 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 4.4 | 1.6 | 16.1 | 0.0 | 4.0 | 4.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 46.9 | 21.5 | 1.5 |
| IL MONDO | 100.0 | 24.2 | 25.2 | 0.0 | 8.0 | 0.0 | 3.6 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.9 | 18.7 | 3.0 |
| MOTOSPRINT | 100.0 | 2.1 | 11.3 | 12.4 | 3.9 | 0.4 | 0.4 | 23.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 29.1 | 5.4 | 11.5 |
| NOVELLA 2000 | 100.0 | 3.9 | 8.7 | 16.5 | 3.6 | 1.1 | 1.9 | 29.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.2 | 8.0 | 11.9 |
| OGGI | 100.0 | 8.0 | 14.2 | 10.7 | 3.8 | 0.9 | 1.8 | 12.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.8 | 26.5 | 7.9 |
| PANORAMA | 100.0 | 13.0 | 19.8 | 10.7 | 3.8 | 1.0 | 3.5 | 14.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.7 | 10.9 | 6.6 |
| SORRISI E CANZONI TV | 100.0 | 4.8 | 12.7 | 10.9 | 4.3 | 1.6 | 0.8 | 24.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.6 | 14.6 | 8.9 |
| STOP | 100.0 | 4.8 | 14.2 | 9.9 | 2.5 | 1.0 | 0.0 | 33.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 21.3 | 8.8 |
| TELEPIU' | 100.0 | 7.2 | 11.2 | 11.6 | 4.5 | 1.2 | 0.9 | 24.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.9 | 11.3 | 9.4 |
| TELESETTE | 100.0 | 4.3 | 15.5 | 7.8 | 3.5 | 1.0 | 1.0 | 22.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.9 | 20.3 | 7.8 |
| TOPOLINO | 100.0 | 7.7 | 18.0 | 9.3 | 2.4 | 0.7 | 2.5 | 20.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.2 | 5.5 | 8.6 |
| VISTO | 100.0 | 3.4 | 10.9 | 13.1 | 10.0 | 0.7 | 1.0 | 23.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.3 | 18.9 | 7.6 |
| VIVERSANI & BELLI | 100.0 | 6.8 | 15.7 | 11.2 | 4.7 | 1.4 | 2.2 | 19.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.8 | 15.0 | 8.2 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 13.2 | 25.8 | 5.5 | 3.3 | 0.0 | 7.3 | 8.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 22.3 | 10.5 | 3.6 |
| DIARIO DELLA SETTIMANA | 100.0 | 12.8 | 32.2 | 9.3 | 1.2 | 0.0 | 8.4 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.0 | 19.7 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.9 | 12.2 | 10.9 | 4.0 | 0.5 | 0.7 | 20.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 22.8 | 12.2 | 10.8 |
| IO DONNA | 100.0 | 17.6 | 21.5 | 6.4 | 3.0 | 0.3 | 4.5 | 6.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.1 | 20.6 | 4.6 |
| SETTE | 100.0 | 16.0 | 23.1 | 6.0 | 2.4 | 0.3 | 3.5 | 7.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.4 | 18.1 | 4.8 |
| SPECCHIO DELLA STAMPA | 100.0 | 12.1 | 12.9 | 12.3 | 2.5 | 0.7 | 4.3 | 10.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 22.0 | 15.7 | 7.3 |
| TV SETTE | 100.0 | 12.8 | 22.4 | 5.3 | 2.0 | 0.2 | 2.6 | 10.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.2 | 19.7 | 5.7 |
| IL VENERDI' | 100.0 | 14.2 | 23.6 | 5.7 | 2.8 | 0.8 | 5.1 | 10.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.9 | 13.1 | 7.3 |

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(percentuali di composizione)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| POPOLAZIONE | 100.0 | 5.7 | 11.8 | 9.7 | 3.6 | 2.2 | 1.8 | 20.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.2 | 25.5 | 7.7 |
| ABITARE | 100.0 | 18.2 | 20.0 | 15.0 | 2.0 | 0.9 | 2.5 | 10.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.1 | 9.2 | 6.9 |
| AD | 100.0 | 25.4 | 14.1 | 18.0 | 1.7 | 0.8 | 4.2 | 5.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.6 | 3.9 | 10.1 |
| AIRONE | 100.0 | 13.5 | 21.7 | 7.3 | 3.1 | 1.4 | 5.5 | 9.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.0 | 10.1 | 9.8 |
| AMADEUS | 100.0 | 10.5 | 21.9 | 6.2 | 0.0 | 2.0 | 11.2 | 6.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.3 | 10.8 | 12.6 |
| ARCHEO | 100.0 | 11.0 | 16.3 | 16.1 | 4.2 | 0.0 | 8.3 | 6.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 24.8 | 6.7 | 6.1 |
| ASTRA | 100.0 | 7.4 | 22.5 | 8.3 | 4.5 | 0.0 | 1.1 | 13.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 24.2 | 8.3 | 9.9 |
| A TAVOLA | 100.0 | 11.4 | 13.2 | 12.6 | 0.0 | 0.0 | 12.0 | 5.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 30.4 | 15.2 |
| AUTO | 100.0 | 5.5 | 13.4 | 9.8 | 3.1 | 0.6 | 0.3 | 24.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 26.1 | 5.2 | 11.4 |
| L'AUTOMOBILE | 100.0 | 6.5 | 19.1 | 8.8 | 3.5 | 1.4 | 0.7 | 19.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.3 | 20.8 | 7.2 |
| BELL'EUROPA | 100.0 | 20.5 | 20.8 | 8.4 | 1.1 | 1.4 | 9.1 | 8.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.5 | 10.6 | 2.9 |
| BELL'ITALIA | 100.0 | 16.6 | 18.8 | 9.8 | 2.9 | 1.4 | 7.0 | 10.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.6 | 14.7 | 4.6 |
| BENISSIMO | 100.0 | 0.0 | 20.6 | 2.2 | 5.5 | 0.0 | 0.0 | 26.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.0 | 12.1 | 17.8 |
| BIMBI SANI E BELLI | 100.0 | 8.3 | 20.1 | 11.0 | 3.7 | 1.4 | 3.4 | 21.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.7 | 6.5 | 7.2 |
| BRAVA CASA | 100.0 | 18.8 | 19.1 | 16.0 | 6.0 | 0.0 | 3.0 | 12.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.5 | 5.5 | 10.1 |
| BUONA CUCINA | 100.0 | 0.4 | 20.1 | 19.3 | 0.0 | 0.0 | 2.8 | 13.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.5 | 20.4 | 12.7 |
| BURDA | 100.0 | 5.0 | 26.2 | 6.1 | 0.0 | 0.0 | 1.7 | 19.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.7 | 22.0 | 9.9 |
| CAPITAL | 100.0 | 17.2 | 21.3 | 9.5 | 6.1 | 1.4 | 5.0 | 9.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.4 | 9.6 | 4.4 |
| CARNET | 100.0 | 20.5 | 14.8 | 11.9 | 0.7 | 0.0 | 5.2 | 9.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 26.5 | 6.6 | 4.6 |
| CASAVIVA | 100.0 | 14.4 | 23.1 | 19.5 | 3.8 | 0.9 | 3.5 | 13.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.3 | 4.1 | 5.0 |
| CENTO COSE ENERGY | 100.0 | 8.2 | 16.2 | 7.7 | 2.6 | 0.0 | 1.2 | 15.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 32.8 | 2.0 | 13.8 |
| CIAK | 100.0 | 3.4 | 16.4 | 8.6 | 1.3 | 0.8 | 0.8 | 24.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 32.2 | 0.5 | 11.4 |
| CIPRIA | 100.0 | 21.2 | 7.2 | 0.0 | 41.9 | 0.0 | 0.0 | 3.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.0 | 19.8 |
| CLASS | 100.0 | 20.5 | 16.1 | 9.9 | 12.2 | 0.0 | 4.3 | 9.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.4 | 3.5 | 6.0 |
| CLUB 3 | 100.0 | 6.3 | 13.1 | 5.2 | 0.9 | 0.0 | 2.8 | 5.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.2 | 54.3 | 2.5 |
| COME STAI | 100.0 | 10.3 | 14.2 | 17.9 | 0.0 | 0.0 | 1.0 | 13.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.8 | 28.0 | 1.8 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 27.4 | 9.7 | 0.0 | 0.0 | 0.0 | 29.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.3 | 27.3 | 0.0 |
| COSE DI CASA | 100.0 | 7.8 | 27.7 | 9.3 | 4.3 | 1.2 | 1.0 | 17.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.6 | 11.1 | 7.1 |
| LA CUCINA ITALIANA | 100.0 | 6.1 | 13.7 | 16.2 | 3.0 | 1.3 | 5.0 | 12.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.7 | 22.2 | 9.3 |
| CUCINA MODERNA | 100.0 | 3.5 | 19.0 | 17.2 | 3.6 | 0.0 | 1.6 | 17.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.4 | 10.9 | 8.1 |
| DONNA | 100.0 | 1.3 | 10.5 | 10.6 | 0.0 | 0.0 | 2.3 | 20.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 25.7 | 17.5 | 11.7 |
| DONNA E MAMMA | 100.0 | 11.5 | 22.9 | 6.3 | 6.5 | 0.0 | 5.4 | 29.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.8 | 9.2 | 2.8 |
| DOVE | 100.0 | 21.7 | 14.8 | 13.8 | 2.4 | 0.0 | 7.0 | 7.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.5 | 13.7 | 1.6 |
| ELLE | 100.0 | 20.6 | 11.3 | 16.5 | 2.2 | 0.0 | 3.7 | 17.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.1 | 2.4 | 10.8 |
| ELLE DECOR | 100.0 | 17.6 | 14.4 | 17.6 | 13.2 | 0.0 | 0.0 | 6.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 20.4 | 2.1 | 7.7 |
| FOCUS | 100.0 | 8.7 | 16.9 | 8.8 | 4.1 | 0.3 | 2.8 | 14.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 29.7 | 4.4 | 9.8 |
| GARDENIA | 100.0 | 17.1 | 21.2 | 8.3 | 3.7 | 1.9 | 0.9 | 16.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.6 | 7.2 | 7.3 |
| GENTE MESE | 100.0 | 6.1 | 12.3 | 10.9 | 3.3 | 1.3 | 2.6 | 21.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.3 | 14.1 | 9.2 |
| GENTE MONEY | 100.0 | 20.2 | 18.2 | 11.1 | 9.2 | 1.9 | 6.2 | 4.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.3 | 14.8 | 6.6 |
| GENTE MOTORI | 100.0 | 7.3 | 16.2 | 12.6 | 3.6 | 1.4 | 1.2 | 20.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.7 | 9.4 | 10.5 |
| GENTE VIAGGI | 100.0 | 11.0 | 23.4 | 10.6 | 5.0 | 1.0 | 3.1 | 16.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.2 | 10.4 | 7.9 |
| GLAMOUR | 100.0 | 15.9 | 12.6 | 31.8 | 8.0 | 0.0 | 0.0 | 12.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.0 | 0.0 | 1.7 |
| GULLIVER | 100.0 | 19.1 | 17.8 | 4.3 | 1.0 | 0.0 | 1.8 | 15.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 28.8 | 5.0 | 6.8 |
| IN CASA | 100.0 | 8.2 | 29.5 | 13.0 | 4.2 | 0.0 | 0.0 | 19.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 10.4 | 14.9 |
| INSIEME | 100.0 | 7.9 | 35.5 | 9.4 | 2.0 | 0.0 | 1.4 | 22.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.4 | 3.3 | 9.3 |
| IO E IL MIO BAMBINO | 100.0 | 15.3 | 20.5 | 19.2 | 0.8 | 0.0 | 5.7 | 26.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.2 | 2.7 | 7.3 |
| JESUS | 100.0 | 9.0 | 18.8 | 0.9 | 5.2 | 0.0 | 10.5 | 15.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.7 | 14.9 | 5.0 |
| MADRE | 100.0 | 17.6 | 5.9 | 10.2 | 0.0 | 0.0 | 0.0 | 14.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.8 | 21.5 | 20.9 |
| MARIE CLAIRE | 100.0 | 19.1 | 16.1 | 19.2 | 2.8 | 0.0 | 1.1 | 18.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.0 | 1.0 | 5.5 |
| MAX | 100.0 | 7.4 | 14.4 | 9.7 | 5.1 | 1.0 | 1.1 | 19.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 28.9 | 1.4 | 11.4 |
| MERIDIANI | 100.0 | 29.1 | 46.2 | 5.5 | 2.5 | 0.0 | 0.0 | 7.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.6 | 6.0 | 2.1 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 5.0 | 13.6 | 4.8 | 3.1 | 3.0 | 3.2 | 18.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.8 | 33.8 | 8.6 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 0.0 | 6.3 | 0.0 | 0.0 | 7.1 | 2.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.3 | 55.7 | 13.4 |
| LA MIA CASA | 100.0 | 17.5 | 14.6 | 14.1 | 6.0 | 0.0 | 0.0 | 25.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.6 | 9.1 | 6.5 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 10.4 | 17.8 | 14.2 | 7.6 | 2.0 | 3.1 | 14.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 17.8 | 3.4 | 9.7 |
| NAUTICA | 100.0 | 13.3 | 21.2 | 13.7 | 4.7 | 1.6 | 1.3 | 11.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.2 | 10.1 | 7.0 |
| PESCARE | 100.0 | 4.3 | 18.3 | 7.1 | 4.7 | 0.5 | 0.0 | 25.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.6 | 15.7 | 9.3 |
| PRATICA | 100.0 | 11.4 | 24.8 | 20.4 | 9.3 | 0.0 | 4.9 | 10.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.5 | 8.1 | 5.5 |
| QUATTRORUOTE | 100.0 | 7.4 | 16.5 | 11.9 | 4.4 | 1.7 | 1.6 | 21.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.7 | 10.0 | 8.5 |
| QUATTRO ZAMPE | 100.0 | 6.6 | 10.3 | 7.1 | 6.3 | 1.8 | 0.0 | 25.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.6 | 11.6 | 12.6 |
| QUI TOURING | 100.0 | 16.6 | 23.3 | 6.4 | 1.8 | 0.4 | 3.9 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.1 | 24.5 | 3.4 |
| RAKAM | 100.0 | 0.0 | 20.9 | 9.7 | 0.0 | 0.0 | 0.0 | 14.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.2 | 25.1 | 18.1 |
| SALE & PEPE | 100.0 | 14.2 | 19.7 | 16.0 | 2.7 | 0.0 | 1.6 | 13.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.2 | 15.4 | 4.9 |
| SALVE | 100.0 | 14.6 | 26.4 | 10.5 | 4.1 | 0.0 | 6.2 | 10.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.8 | 19.7 | 3.3 |
| SCIENZA & VITA | 100.0 | 9.2 | 18.8 | 10.9 | 4.8 | 1.5 | 7.2 | 9.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 22.7 | 11.1 | 4.9 |
| LE SCIENZE | 100.0 | 13.3 | 19.4 | 3.9 | 1.4 | 1.6 | 19.3 | 6.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 23.6 | 8.6 | 2.8 |
| SELEZIONE READER'S DIGEST | 100.0 | 5.5 | 21.0 | 10.1 | 2.0 | 2.5 | 2.9 | 15.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.0 | 22.5 | 5.1 |
| SILHOUETTE DONNA | 100.0 | 6.7 | 12.9 | 9.0 | 4.7 | 3.8 | 0.0 | 19.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 29.0 | 1.3 | 13.2 |
| SPEAK UP | 100.0 | 21.0 | 14.7 | 4.9 | 4.1 | 0.0 | 7.5 | 1.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 31.3 | 7.6 | 7.8 |
| STARBENE | 100.0 | 8.6 | 19.1 | 10.6 | 4.8 | 1.0 | 2.8 | 15.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.0 | 11.3 | 11.0 |
| STARTER | 100.0 | 5.0 | 14.2 | 9.0 | 3.8 | 0.0 | 0.0 | 25.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 30.2 | 9.1 | 3.0 |
| TUTTI FOTOGRAFI | 100.0 | 17.4 | 25.8 | 13.5 | 0.4 | 1.1 | 2.3 | 15.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.5 | 13.9 | 5.5 |
| TUTTO | 100.0 | 2.8 | 5.2 | 6.2 | 0.0 | 0.0 | 1.7 | 14.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 61.5 | 0.4 | 7.5 |
| TUTTOMOTO | 100.0 | 3.1 | 10.2 | 11.0 | 3.7 | 0.8 | 0.8 | 20.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 33.4 | 5.2 | 10.9 |
| TUTTOTURISMO | 100.0 | 11.0 | 16.8 | 22.2 | 1.5 | 0.0 | 2.5 | 19.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.2 | 9.3 | 2.7 |
| VERA | 100.0 | 2.6 | 23.3 | 9.5 | 0.0 | 2.5 | 0.6 | 24.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 15.1 | 11.5 | 10.7 |
| VIAGGIARE | 100.0 | 8.9 | 18.1 | 9.2 | 4.4 | 2.3 | 0.0 | 24.1 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 19.0 | 9.2 | 4.8 |
| VITALITY | 100.0 | 15.1 | 9.5 | 11.1 | 6.6 | 0.0 | 0.0 | 13.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 20.4 | 11.0 | 12.9 |
| VOGUE ITALIA | 100.0 | 10.2 | 12.8 | 16.1 | 9.1 | 1.6 | 1.6 | 17.9 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 13.3 | 7.4 | 10.1 |
| WEEKEND VIAGGI | 100.0 | 7.9 | 15.2 | 10.4 | 2.6 | 2.0 | 3.9 | 19.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 18.0 | 8.8 | 11.7 |
| DIANA (QUATTORDICINALE) | 100.0 | 6.9 | 16.4 | 10.2 | 4.2 | 5.3 | 1.4 | 20.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.2 | 20.5 | 7.5 |

# Uomini

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 23775 | 67 | 400 | 171 | 899 | 1537 | 463 | 3498 | 3763 | 6800 | 14525 | 375 | 1071 | 2607 | 3661 | 7713 |
| AMICA | 191 | 0 | 1 | 0 | 6 | 6 | 2 | 19 | 22 | 56 | 99 | 8 | 6 | 34 | 37 | 86 |
| ANNA | 219 | 0 | 0 | 1 | 7 | 9 | 0 | 16 | 26 | 64 | 105 | 2 | 10 | 42 | 50 | 105 |
| AUTO OGGI | 726 | 1 | 0 | 5 | 20 | 26 | 10 | 57 | 106 | 261 | 434 | 9 | 23 | 98 | 137 | 266 |
| AUTOSPRINT | 639 | 0 | 2 | 0 | 14 | 16 | 3 | 47 | 78 | 203 | 332 | 11 | 25 | 112 | 143 | 292 |
| BELLA | 86 | 0 | 1 | 0 | 2 | 3 | 0 | 22 | 18 | 22 | 62 | 0 | 0 | 11 | 10 | 21 |
| CHI | 503 | 2 | 5 | 0 | 2 | 9 | 2 | 62 | 84 | 121 | 269 | 3 | 21 | 91 | 110 | 225 |
| CONFIDENZE | 165 | 0 | 0 | 0 | 1 | 1 | 0 | 25 | 33 | 51 | 109 | 0 | 8 | 18 | 29 | 56 |
| DOMENICA QUIZ | 203 | 0 | 2 | 0 | 6 | 8 | 6 | 30 | 34 | 50 | 121 | 6 | 12 | 26 | 31 | 75 |
| DONNA MODERNA | 839 | 0 | 7 | 2 | 13 | 22 | 3 | 64 | 115 | 259 | 442 | 5 | 70 | 132 | 168 | 375 |
| L'ESPRESSO | 1550 | 6 | 7 | 0 | 18 | 31 | 21 | 146 | 256 | 408 | 832 | 55 | 80 | 236 | 317 | 687 |
| EVA EXPRESS TREMILA | 364 | 0 | 0 | 3 | 8 | 11 | 2 | 25 | 50 | 119 | 196 | 8 | 18 | 55 | 75 | 157 |
| FAMIGLIA CRISTIANA | 2160 | 5 | 11 | 5 | 39 | 60 | 30 | 322 | 321 | 614 | 1288 | 48 | 80 | 266 | 418 | 812 |
| FILM TV | 177 | 0 | 4 | 2 | 4 | 10 | 5 | 14 | 34 | 55 | 107 | 5 | 12 | 16 | 27 | 60 |
| GENTE | 1640 | 4 | 15 | 7 | 38 | 63 | 17 | 214 | 229 | 480 | 940 | 23 | 102 | 202 | 310 | 636 |
| GIOIA | 265 | 0 | 1 | 0 | 11 | 12 | 2 | 23 | 37 | 78 | 140 | 6 | 12 | 48 | 46 | 112 |
| IL GIORNALINO | 190 | 0 | 0 | 0 | 8 | 8 | 0 | 12 | 13 | 77 | 101 | 0 | 2 | 17 | 62 | 82 |
| GRAND HOTEL | 403 | 1 | 5 | 2 | 13 | 21 | 2 | 68 | 63 | 118 | 250 | 0 | 6 | 67 | 59 | 132 |
| GRAZIA | 300 | 0 | 2 | 0 | 6 | 8 | 3 | 35 | 36 | 93 | 167 | 4 | 14 | 48 | 59 | 125 |
| GUERIN SPORTIVO | 442 | 2 | 0 | 1 | 19 | 22 | 3 | 21 | 50 | 195 | 269 | 2 | 19 | 37 | 93 | 152 |
| GUIDA TV | 859 | 2 | 5 | 3 | 21 | 31 | 16 | 109 | 149 | 240 | 514 | 14 | 44 | 112 | 144 | 315 |
| INTIMITA' | 192 | 0 | 2 | 0 | 2 | 4 | 0 | 40 | 28 | 60 | 127 | 3 | 6 | 24 | 27 | 61 |
| MAGAZINE BEAUTIFUL | 63 | 1 | 0 | 0 | 2 | 3 | 0 | 7 | 4 | 21 | 31 | 0 | 4 | 5 | 19 | 29 |
| IL MONDO | 78 | 0 | 0 | 3 | 1 | 4 | 0 | 6 | 10 | 14 | 29 | 4 | 7 | 12 | 22 | 45 |
| MOTOSPRINT | 494 | 0 | 3 | 0 | 26 | 29 | 10 | 33 | 48 | 178 | 269 | 2 | 11 | 70 | 113 | 196 |
| NOVELLA 2000 | 600 | 4 | 12 | 3 | 15 | 33 | 1 | 37 | 107 | 156 | 302 | 11 | 37 | 93 | 124 | 265 |
| OGGI | 1713 | 2 | 14 | 2 | 39 | 58 | 16 | 217 | 224 | 448 | 905 | 22 | 113 | 271 | 345 | 750 |
| PANORAMA | 2126 | 4 | 5 | 4 | 29 | 42 | 12 | 175 | 271 | 590 | 1048 | 56 | 135 | 338 | 507 | 1036 |
| SORRISI E CANZONI TV | 3947 | 6 | 34 | 21 | 121 | 181 | 35 | 358 | 629 | 1332 | 2353 | 36 | 172 | 499 | 706 | 1413 |
| STOP | 206 | 0 | 0 | 2 | 3 | 5 | 2 | 33 | 30 | 45 | 110 | 9 | 8 | 34 | 39 | 91 |
| TELEPIU' | 1021 | 0 | 8 | 0 | 49 | 57 | 12 | 93 | 145 | 376 | 626 | 10 | 38 | 102 | 189 | 339 |
| TELESETTE | 1103 | 0 | 6 | 2 | 44 | 52 | 17 | 132 | 198 | 371 | 718 | 6 | 37 | 113 | 177 | 333 |
| TOPOLINO | 1362 | 0 | 5 | 4 | 37 | 46 | 14 | 52 | 181 | 531 | 779 | 18 | 54 | 179 | 286 | 536 |
| VISTO | 273 | 0 | 2 | 0 | 8 | 9 | 4 | 31 | 45 | 92 | 172 | 5 | 3 | 31 | 53 | 92 |
| VIVERSANI & BELLI | 523 | 1 | 6 | 3 | 4 | 13 | 5 | 44 | 86 | 167 | 301 | 3 | 27 | 79 | 99 | 208 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 1 | 0 | 0 | 0 | 1 | 8 | 53 | 71 | 175 | 306 | 24 | 49 | 120 | 183 | 376 |
| DIARIO DELLA SETTIMANA | 96 | 0 | 0 | 0 | 0 | 0 | 2 | 10 | 6 | 24 | 42 | 6 | 9 | 8 | 31 | 55 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 0 | 6 | 10 | 48 | 64 | 17 | 166 | 306 | 648 | 1137 | 32 | 100 | 265 | 396 | 794 |
| IO DONNA | 703 | 0 | 2 | 0 | 0 | 2 | 11 | 82 | 63 | 132 | 288 | 20 | 67 | 138 | 187 | 413 |
| SETTE | 1329 | 0 | 9 | 1 | 7 | 17 | 15 | 139 | 157 | 314 | 625 | 27 | 110 | 247 | 304 | 687 |
| SPECCHIO DELLA STAMPA | 657 | 0 | 5 | 3 | 4 | 12 | 12 | 87 | 82 | 198 | 379 | 13 | 36 | 106 | 111 | 266 |
| TV SETTE | 1332 | 0 | 9 | 3 | 9 | 21 | 15 | 162 | 146 | 337 | 660 | 27 | 100 | 229 | 296 | 652 |
| IL VENERDI' | 2262 | 0 | 2 | 4 | 14 | 20 | 27 | 188 | 311 | 597 | 1123 | 57 | 161 | 377 | 523 | 1119 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| MENSILI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 23775 | 67 | 400 | 171 | 899 | 1537 | 463 | 3498 | 3763 | 6800 | 14525 | 375 | 1071 | 2607 | 3661 | 7713 |
| ABITARE | 259 | 1 | 3 | 0 | 3 | 7 | 0 | 22 | 29 | 57 | 107 | 7 | 22 | 56 | 59 | 145 |
| AD | 301 | 0 | 0 | 0 | 2 | 2 | 6 | 18 | 34 | 54 | 111 | 10 | 35 | 63 | 79 | 188 |
| AIRONE | 640 | 0 | 0 | 0 | 1 | 1 | 10 | 58 | 66 | 155 | 290 | 14 | 48 | 125 | 161 | 349 |
| AMADEUS | 114 | 2 | 2 | 0 | 0 | 3 | 2 | 7 | 20 | 19 | 47 | 6 | 4 | 25 | 28 | 63 |
| ARCHEO | 182 | 0 | 0 | 0 | 1 | 1 | 4 | 17 | 32 | 28 | 82 | 7 | 13 | 34 | 45 | 99 |
| ASTRA | 135 | 0 | 0 | 0 | 3 | 3 | 3 | 9 | 7 | 55 | 74 | 3 | 10 | 31 | 13 | 58 |
| A TAVOLA | 66 | 0 | 0 | 0 | 3 | 3 | 0 | 6 | 13 | 7 | 26 | 3 | 6 | 10 | 17 | 37 |
| AUTO | 1134 | 0 | 5 | 7 | 41 | 53 | 9 | 83 | 150 | 357 | 599 | 10 | 47 | 165 | 260 | 482 |
| L'AUTOMOBILE | 964 | 0 | 5 | 2 | 11 | 18 | 12 | 138 | 140 | 295 | 585 | 14 | 49 | 128 | 170 | 361 |
| BELL'EUROPA | 164 | 0 | 0 | 0 | 0 | 0 | 0 | 18 | 16 | 26 | 60 | 8 | 18 | 40 | 38 | 104 |
| BELL'ITALIA | 420 | 0 | 3 | 5 | 1 | 9 | 4 | 36 | 42 | 81 | 163 | 13 | 38 | 84 | 112 | 248 |
| BENISSIMO | 33 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 14 | 1 | 19 | 0 | 0 | 4 | 10 | 14 |
| BIMBI SANI E BELLI | 284 | 0 | 0 | 1 | 13 | 14 | 1 | 25 | 54 | 92 | 172 | 0 | 16 | 52 | 31 | 99 |
| BRAVA CASA | 361 | 0 | 3 | 0 | 3 | 7 | 4 | 23 | 51 | 100 | 178 | 11 | 25 | 59 | 81 | 176 |
| BUONA CUCINA | 135 | 0 | 0 | 0 | 2 | 2 | 4 | 23 | 17 | 45 | 89 | 3 | 12 | 8 | 21 | 44 |
| BURDA | 110 | 0 | 0 | 1 | 7 | 8 | 2 | 19 | 23 | 26 | 70 | 4 | 3 | 14 | 11 | 32 |
| CAPITAL | 324 | 2 | 0 | 0 | 0 | 2 | 3 | 21 | 52 | 56 | 132 | 7 | 28 | 82 | 73 | 190 |
| CARNET | 117 | 1 | 0 | 0 | 0 | 1 | 2 | 7 | 3 | 28 | 41 | 8 | 8 | 21 | 38 | 75 |
| CASAVIVA | 611 | 1 | 0 | 0 | 3 | 4 | 4 | 41 | 82 | 195 | 321 | 10 | 46 | 105 | 125 | 285 |
| CENTO COSE ENERGY | 174 | 0 | 3 | 0 | 0 | 3 | 0 | 14 | 32 | 41 | 86 | 0 | 15 | 35 | 35 | 85 |
| CIAK | 547 | 0 | 0 | 0 | 18 | 18 | 0 | 41 | 74 | 203 | 318 | 7 | 24 | 58 | 123 | 211 |
| CIPRIA | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 4 | 4 | 12 | 1 | 4 | 9 | 0 | 14 |
| CLASS | 226 | 3 | 0 | 1 | 4 | 8 | 3 | 13 | 33 | 32 | 81 | 6 | 32 | 42 | 58 | 137 |
| CLUB 3 | 80 | 0 | 0 | 0 | 0 | 0 | 0 | 24 | 9 | 12 | 45 | 2 | 6 | 11 | 15 | 34 |
| COME STAI | 87 | 0 | 0 | 0 | 0 | 0 | 1 | 13 | 12 | 19 | 45 | 2 | 6 | 16 | 18 | 42 |
| CONSIGLI PRATICI | 21 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 3 | 11 | 18 | 0 | 0 | 0 | 3 | 3 |
| COSE DI CASA | 570 | 0 | 5 | 0 | 11 | 16 | 11 | 56 | 71 | 176 | 314 | 6 | 42 | 79 | 113 | 240 |
| LA CUCINA ITALIANA | 297 | 0 | 0 | 0 | 2 | 2 | 7 | 32 | 45 | 61 | 146 | 2 | 46 | 45 | 56 | 149 |
| CUCINA MODERNA | 271 | 0 | 0 | 0 | 4 | 4 | 3 | 27 | 34 | 88 | 151 | 4 | 26 | 28 | 58 | 116 |
| DONNA | 201 | 0 | 0 | 2 | 15 | 17 | 2 | 19 | 14 | 78 | 113 | 5 | 4 | 26 | 37 | 72 |
| DONNA E MAMMA | 79 | 0 | 0 | 0 | 4 | 4 | 0 | 11 | 13 | 30 | 54 | 0 | 5 | 14 | 2 | 21 |
| DOVE | 277 | 0 | 0 | 0 | 2 | 2 | 6 | 21 | 19 | 33 | 79 | 10 | 35 | 54 | 97 | 196 |
| ELLE | 81 | 0 | 0 | 0 | 0 | 0 | 4 | 10 | 5 | 16 | 35 | 2 | 8 | 22 | 13 | 46 |
| ELLE DECOR | 34 | 1 | 0 | 0 | 0 | 1 | 2 | 5 | 2 | 4 | 13 | 0 | 0 | 10 | 10 | 20 |
| FOCUS | 2038 | 1 | 8 | 5 | 15 | 29 | 16 | 125 | 269 | 554 | 964 | 22 | 113 | 362 | 548 | 1045 |
| GARDENIA | 174 | 0 | 2 | 0 | 6 | 8 | 2 | 7 | 26 | 48 | 83 | 6 | 20 | 23 | 33 | 82 |
| GENTE MESE | 589 | 5 | 2 | 4 | 8 | 19 | 3 | 50 | 101 | 244 | 399 | 10 | 22 | 63 | 78 | 172 |
| GENTE MONEY | 232 | 2 | 0 | 0 | 0 | 2 | 2 | 20 | 22 | 66 | 109 | 9 | 25 | 52 | 36 | 121 |
| GENTE MOTORI | 1527 | 2 | 7 | 6 | 50 | 64 | 9 | 117 | 210 | 509 | 845 | 17 | 75 | 221 | 304 | 617 |
| GENTE VIAGGI | 510 | 2 | 4 | 0 | 8 | 14 | 9 | 42 | 80 | 112 | 242 | 7 | 39 | 82 | 126 | 254 |
| GLAMOUR | 70 | 0 | 0 | 0 | 3 | 3 | 0 | 1 | 13 | 11 | 25 | 0 | 12 | 12 | 19 | 42 |
| GULLIVER | 200 | 0 | 0 | 0 | 0 | 0 | 1 | 20 | 25 | 43 | 89 | 2 | 15 | 40 | 55 | 112 |
| IN CASA | 62 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 8 | 19 | 32 | 1 | 4 | 9 | 16 | 30 |
| INSIEME | 89 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 8 | 25 | 37 | 0 | 6 | 30 | 16 | 52 |
| IO E IL MIO BAMBINO | 219 | 0 | 0 | 2 | 3 | 5 | 0 | 12 | 70 | 55 | 137 | 3 | 0 | 45 | 29 | 77 |
| JESUS | 88 | 0 | 0 | 0 | 2 | 2 | 0 | 7 | 7 | 28 | 41 | 1 | 6 | 17 | 20 | 44 |
| MADRE | 59 | 0 | 0 | 0 | 2 | 2 | 2 | 8 | 5 | 19 | 33 | 0 | 2 | 9 | 13 | 23 |
| MARIE CLAIRE | 196 | 0 | 0 | 0 | 0 | 0 | 1 | 14 | 20 | 28 | 64 | 5 | 22 | 43 | 62 | 132 |
| MAX | 1143 | 0 | 2 | 1 | 10 | 13 | 3 | 81 | 142 | 317 | 544 | 20 | 47 | 195 | 325 | 586 |
| MERIDIANI | 104 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 7 | 10 | 23 | 3 | 22 | 27 | 29 | 81 |
| MESSAGGERO DI S.ANTONIO | 636 | 2 | 7 | 0 | 14 | 23 | 11 | 103 | 113 | 193 | 420 | 12 | 21 | 60 | 100 | 193 |
| LA MIA BOUTIQUE | 27 | 0 | 0 | 1 | 1 | 2 | 2 | 3 | 3 | 9 | 17 | 2 | 2 | 0 | 4 | 8 |
| LA MIA CASA | 140 | 0 | 0 | 0 | 3 | 3 | 2 | 3 | 19 | 42 | 66 | 4 | 11 | 28 | 26 | 70 |
| MILLIONAIRE INTRAPRENDERE | 447 | 3 | 0 | 0 | 19 | 22 | 1 | 22 | 73 | 169 | 266 | 5 | 18 | 59 | 77 | 159 |
| NAUTICA | 221 | 1 | 0 | 0 | 0 | 1 | 5 | 10 | 27 | 65 | 106 | 5 | 21 | 48 | 39 | 113 |
| PESCARE | 487 | 2 | 0 | 2 | 9 | 13 | 6 | 44 | 84 | 175 | 310 | 5 | 36 | 52 | 72 | 164 |
| PRATICA | 68 | 0 | 1 | 0 | 0 | 1 | 0 | 7 | 7 | 34 | 47 | 0 | 2 | 8 | 10 | 20 |
| QUATTRORUOTE | 4458 | 3 | 20 | 13 | 117 | 153 | 59 | 352 | 639 | 1378 | 2429 | 52 | 249 | 651 | 925 | 1876 |
| QUATTRO ZAMPE | 274 | 0 | 2 | 0 | 10 | 12 | 3 | 14 | 38 | 92 | 147 | 2 | 34 | 36 | 42 | 115 |
| QUI TOURING | 567 | 0 | 0 | 0 | 0 | 0 | 6 | 71 | 38 | 86 | 201 | 19 | 85 | 128 | 134 | 366 |
| RAKAM | 37 | 0 | 0 | 0 | 5 | 5 | 0 | 9 | 4 | 11 | 24 | 0 | 0 | 6 | 2 | 8 |
| SALE & PEPE | 175 | 0 | 0 | 0 | 0 | 0 | 2 | 17 | 19 | 34 | 71 | 2 | 22 | 48 | 33 | 104 |
| SALVE | 123 | 0 | 0 | 0 | 0 | 0 | 1 | 19 | 19 | 22 | 61 | 0 | 16 | 27 | 19 | 62 |
| SCIENZA & VITA | 165 | 1 | 0 | 0 | 3 | 4 | 1 | 17 | 23 | 50 | 91 | 4 | 13 | 20 | 33 | 69 |
| LE SCIENZE | 298 | 0 | 2 | 0 | 1 | 3 | 3 | 17 | 33 | 66 | 119 | 16 | 19 | 83 | 57 | 175 |
| SELEZIONE READER'S DIGEST | 629 | 0 | 2 | 0 | 13 | 15 | 11 | 77 | 117 | 169 | 375 | 12 | 37 | 79 | 112 | 239 |
| SILHOUETTE DONNA | 149 | 0 | 0 | 0 | 6 | 6 | 0 | 11 | 29 | 46 | 86 | 2 | 6 | 23 | 26 | 57 |
| SPEAK UP | 130 | 2 | 2 | 0 | 2 | 5 | 0 | 12 | 16 | 44 | 73 | 4 | 5 | 25 | 19 | 52 |
| STARBENE | 592 | 2 | 2 | 0 | 16 | 20 | 1 | 59 | 98 | 151 | 309 | 13 | 48 | 87 | 115 | 263 |
| STARTER | 143 | 0 | 0 | 0 | 9 | 9 | 6 | 15 | 10 | 37 | 68 | 1 | 8 | 28 | 28 | 66 |
| TUTTI FOTOGRAFI | 175 | 0 | 0 | 0 | 0 | 0 | 1 | 15 | 44 | 40 | 101 | 4 | 15 | 27 | 28 | 74 |
| TUTTO | 404 | 1 | 0 | 2 | 7 | 10 | 1 | 16 | 41 | 197 | 254 | 3 | 5 | 35 | 97 | 139 |
| TUTTOMOTO | 922 | 1 | 2 | 0 | 42 | 46 | 11 | 56 | 130 | 355 | 551 | 7 | 13 | 91 | 215 | 325 |
| TUTTOTURISMO | 201 | 0 | 0 | 0 | 12 | 12 | 2 | 19 | 26 | 56 | 102 | 5 | 10 | 24 | 47 | 86 |
| VERA | 203 | 0 | 0 | 0 | 5 | 5 | 1 | 12 | 43 | 68 | 124 | 0 | 13 | 36 | 24 | 74 |
| VIAGGIARE | 221 | 0 | 2 | 3 | 0 | 5 | 0 | 20 | 24 | 54 | 98 | 4 | 21 | 49 | 43 | 118 |
| VITALITY | 54 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 5 | 18 | 24 | 2 | 7 | 6 | 15 | 30 |
| VOGUE ITALIA | 295 | 2 | 0 | 0 | 4 | 6 | 4 | 38 | 43 | 74 | 158 | 12 | 11 | 45 | 64 | 131 |
| WEEKEND VIAGGI | 115 | 0 | 2 | 0 | 2 | 4 | 0 | 13 | 13 | 17 | 43 | 7 | 9 | 19 | 34 | 68 |
| DIANA (QUATTORDICINALE) | 296 | 0 | 2 | 0 | 6 | 7 | 3 | 27 | 69 | 51 | 150 | 4 | 27 | 52 | 55 | 138 |

# Uomini

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | **100.0** | **0.3** | **1.7** | **0.7** | **3.8** | **6.5** | **1.9** | **14.7** | **15.8** | **28.6** | **61.1** | **1.6** | **4.5** | **11.0** | **15.4** | **32.4** |
| AMICA | 100.0 | 0.0 | 0.4 | 0.0 | 2.9 | 3.3 | 1.0 | 10.0 | 11.3 | 29.4 | 51.7 | 4.2 | 3.4 | 17.8 | 19.6 | 45.0 |
| ANNA | 100.0 | 0.0 | 0.0 | 0.5 | 3.4 | 3.9 | 0.0 | 7.1 | 11.9 | 29.0 | 48.0 | 1.0 | 4.8 | 19.3 | 23.0 | 48.1 |
| AUTO OGGI | 100.0 | 0.2 | 0.0 | 0.7 | 2.8 | 3.6 | 1.4 | 7.8 | 14.6 | 35.9 | 59.8 | 1.2 | 3.1 | 13.5 | 18.9 | 36.6 |
| AUTOSPRINT | 100.0 | 0.0 | 0.3 | 0.0 | 2.2 | 2.5 | 0.5 | 7.4 | 12.2 | 31.8 | 51.9 | 1.8 | 4.0 | 17.5 | 22.4 | 45.6 |
| BELLA | 100.0 | 0.0 | 1.6 | 0.0 | 1.9 | 3.5 | 0.0 | 25.9 | 20.7 | 25.2 | 71.8 | 0.0 | 0.0 | 12.7 | 12.1 | 24.7 |
| CHI | 100.0 | 0.5 | 1.0 | 0.0 | 0.3 | 1.8 | 0.4 | 12.4 | 16.7 | 24.0 | 53.4 | 0.6 | 4.2 | 18.0 | 22.0 | 44.7 |
| CONFIDENZE | 100.0 | 0.0 | 0.0 | 0.0 | 0.4 | 0.4 | 0.0 | 15.4 | 19.8 | 30.7 | 65.9 | 0.0 | 4.9 | 11.0 | 17.7 | 33.6 |
| DOMENICA QUIZ | 100.0 | 0.0 | 1.0 | 0.0 | 2.7 | 3.7 | 3.0 | 14.8 | 16.8 | 24.8 | 59.4 | 3.0 | 6.1 | 12.7 | 15.1 | 36.8 |
| DONNA MODERNA | 100.0 | 0.0 | 0.9 | 0.2 | 1.6 | 2.7 | 0.3 | 7.7 | 13.7 | 30.9 | 52.6 | 0.6 | 8.3 | 15.7 | 20.0 | 44.7 |
| L'ESPRESSO | 100.0 | 0.4 | 0.5 | 0.0 | 1.1 | 2.0 | 1.3 | 9.4 | 16.5 | 26.3 | 53.7 | 3.5 | 5.1 | 15.2 | 20.4 | 44.3 |
| EVA EXPRESS TREMILA | 100.0 | 0.0 | 0.0 | 0.8 | 2.2 | 3.0 | 0.6 | 6.8 | 13.7 | 32.8 | 54.0 | 2.2 | 5.1 | 15.2 | 20.6 | 43.1 |
| FAMIGLIA CRISTIANA | 100.0 | 0.2 | 0.5 | 0.3 | 1.8 | 2.8 | 1.4 | 14.9 | 14.9 | 28.4 | 59.6 | 2.2 | 3.7 | 12.3 | 19.3 | 37.6 |
| FILM TV | 100.0 | 0.0 | 2.1 | 1.4 | 2.1 | 5.5 | 2.7 | 7.8 | 19.0 | 31.2 | 60.7 | 2.7 | 6.6 | 9.3 | 15.2 | 33.8 |
| GENTE | 100.0 | 0.3 | 0.9 | 0.4 | 2.3 | 3.9 | 1.0 | 13.1 | 14.0 | 29.3 | 57.3 | 1.4 | 6.2 | 12.3 | 18.9 | 38.8 |
| GIOIA | 100.0 | 0.0 | 0.5 | 0.0 | 4.2 | 4.7 | 0.9 | 8.8 | 14.0 | 29.3 | 53.0 | 2.1 | 4.6 | 18.3 | 17.3 | 42.3 |
| IL GIORNALINO | 100.0 | 0.0 | 0.0 | 0.0 | 4.0 | 4.0 | 0.0 | 6.1 | 6.8 | 40.2 | 53.1 | 0.0 | 1.2 | 9.1 | 32.6 | 42.9 |
| GRAND HOTEL | 100.0 | 0.3 | 1.2 | 0.6 | 3.1 | 5.2 | 0.4 | 16.7 | 15.6 | 29.4 | 62.1 | 0.0 | 1.4 | 16.7 | 14.6 | 32.7 |
| GRAZIA | 100.0 | 0.0 | 0.7 | 0.0 | 2.0 | 2.8 | 1.1 | 11.6 | 11.9 | 31.0 | 55.6 | 1.4 | 4.7 | 16.1 | 19.5 | 41.7 |
| GUERIN SPORTIVO | 100.0 | 0.4 | 0.0 | 0.2 | 4.2 | 4.9 | 0.6 | 4.6 | 11.3 | 44.2 | 60.8 | 0.5 | 4.2 | 8.4 | 21.2 | 34.3 |
| GUIDA TV | 100.0 | 0.3 | 0.6 | 0.3 | 2.4 | 3.6 | 1.8 | 12.6 | 17.4 | 27.9 | 59.8 | 1.7 | 5.1 | 13.1 | 16.8 | 36.6 |
| INTIMITA' | 100.0 | 0.0 | 0.9 | 0.0 | 1.0 | 1.9 | 0.0 | 20.9 | 14.5 | 31.2 | 66.5 | 1.4 | 3.1 | 12.8 | 14.3 | 31.6 |
| MAGAZINE BEAUTIFUL | 100.0 | 2.0 | 0.0 | 0.0 | 2.6 | 4.6 | 0.0 | 10.5 | 6.8 | 32.6 | 49.9 | 0.7 | 6.6 | 8.5 | 29.7 | 45.6 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 3.5 | 1.8 | 5.3 | 0.0 | 7.1 | 12.3 | 17.9 | 37.2 | 5.1 | 8.4 | 15.9 | 28.1 | 57.5 |
| MOTOSPRINT | 100.0 | 0.0 | 0.6 | 0.0 | 5.3 | 5.9 | 2.0 | 6.6 | 9.7 | 36.1 | 54.4 | 0.3 | 2.3 | 14.2 | 22.9 | 39.7 |
| NOVELLA 2000 | 100.0 | 0.7 | 1.9 | 0.5 | 2.5 | 5.6 | 0.2 | 6.2 | 17.9 | 26.0 | 50.3 | 1.9 | 6.2 | 15.4 | 20.6 | 44.2 |
| OGGI | 100.0 | 0.1 | 0.8 | 0.1 | 2.3 | 3.4 | 1.0 | 12.7 | 13.1 | 26.2 | 52.8 | 1.3 | 6.6 | 15.8 | 20.1 | 43.8 |
| PANORAMA | 100.0 | 0.2 | 0.2 | 0.2 | 1.4 | 2.0 | 0.6 | 8.2 | 12.7 | 27.8 | 49.3 | 2.6 | 6.3 | 15.9 | 23.8 | 48.7 |
| SORRISI E CANZONI TV | 100.0 | 0.1 | 0.9 | 0.5 | 3.1 | 4.6 | 0.9 | 9.1 | 15.9 | 33.7 | 59.6 | 0.9 | 4.3 | 12.6 | 17.9 | 35.8 |
| STOP | 100.0 | 0.0 | 0.0 | 0.9 | 1.5 | 2.4 | 1.0 | 16.0 | 14.8 | 21.8 | 53.5 | 4.6 | 3.9 | 16.6 | 19.1 | 44.1 |
| TELEPIU' | 100.0 | 0.0 | 0.8 | 0.0 | 4.8 | 5.6 | 1.2 | 9.1 | 14.2 | 36.8 | 61.3 | 1.0 | 3.7 | 10.0 | 18.5 | 33.2 |
| TELESETTE | 100.0 | 0.0 | 0.5 | 0.2 | 4.0 | 4.7 | 1.5 | 12.0 | 17.9 | 33.6 | 65.1 | 0.6 | 3.4 | 10.2 | 16.0 | 30.2 |
| TOPOLINO | 100.0 | 0.0 | 0.4 | 0.3 | 2.8 | 3.4 | 1.1 | 3.8 | 13.3 | 39.0 | 57.2 | 1.3 | 4.0 | 13.1 | 21.0 | 39.4 |
| VISTO | 100.0 | 0.0 | 0.7 | 0.0 | 2.8 | 3.5 | 1.4 | 11.3 | 16.6 | 33.7 | 63.0 | 1.7 | 0.9 | 11.5 | 19.4 | 33.5 |
| VIVERSANI & BELLI | 100.0 | 0.1 | 1.1 | 0.5 | 0.8 | 2.5 | 0.9 | 8.3 | 16.5 | 31.9 | 57.7 | 0.5 | 5.2 | 15.1 | 19.0 | 39.8 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.2 | 0.0 | 0.0 | 0.0 | 0.2 | 1.1 | 7.7 | 10.3 | 25.6 | 44.8 | 3.6 | 7.2 | 17.5 | 26.8 | 55.0 |
| DIARIO DELLA SETTIMANA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.1 | 10.0 | 5.9 | 25.3 | 43.3 | 6.1 | 9.7 | 8.6 | 32.2 | 56.7 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 0.0 | 0.3 | 0.5 | 2.4 | 3.2 | 0.8 | 8.3 | 15.3 | 32.5 | 57.0 | 1.6 | 5.0 | 13.3 | 19.9 | 39.8 |
| IO DONNA | 100.0 | 0.0 | 0.2 | 0.0 | 0.0 | 0.2 | 1.6 | 11.7 | 9.0 | 18.8 | 41.0 | 2.9 | 9.6 | 19.7 | 26.6 | 58.7 |
| SETTE | 100.0 | 0.0 | 0.6 | 0.1 | 0.5 | 1.3 | 1.1 | 10.5 | 11.8 | 23.6 | 47.0 | 2.0 | 8.3 | 18.6 | 22.9 | 51.7 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.0 | 0.8 | 0.4 | 0.6 | 1.9 | 1.8 | 13.3 | 12.5 | 30.2 | 57.7 | 1.9 | 5.5 | 16.1 | 16.9 | 40.4 |
| TV SETTE | 100.0 | 0.0 | 0.6 | 0.2 | 0.7 | 1.6 | 1.1 | 12.1 | 10.9 | 25.3 | 49.5 | 2.0 | 7.5 | 17.2 | 22.2 | 48.9 |
| IL VENERDI' | 100.0 | 0.0 | 0.1 | 0.2 | 0.6 | 0.9 | 1.2 | 8.3 | 13.7 | 26.4 | 49.6 | 2.5 | 7.1 | 16.7 | 23.1 | 49.5 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| MENSILI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | **100.0** | **0.3** | **1.7** | **0.7** | **3.8** | **6.5** | **1.9** | **14.7** | **15.8** | **28.6** | **61.1** | **1.6** | **4.5** | **11.0** | **15.4** | **32.4** |
| ABITARE | 100.0 | 0.6 | 1.3 | 0.0 | 1.0 | 2.8 | 0.0 | 8.6 | 11.0 | 21.8 | 41.4 | 2.8 | 8.6 | 21.7 | 22.8 | 55.8 |
| AD | 100.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.7 | 1.8 | 5.9 | 11.4 | 17.8 | 37.0 | 3.4 | 11.8 | 20.9 | 26.3 | 62.3 |
| AIRONE | 100.0 | 0.0 | 0.0 | 0.0 | 0.2 | 0.2 | 1.6 | 9.1 | 10.3 | 24.3 | 45.3 | 2.2 | 7.5 | 19.6 | 25.2 | 54.5 |
| AMADEUS | 100.0 | 1.7 | 1.3 | 0.0 | 0.0 | 3.0 | 1.6 | 6.2 | 17.3 | 16.7 | 41.7 | 5.3 | 3.2 | 21.7 | 25.1 | 55.2 |
| ARCHEO | 100.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.8 | 2.4 | 9.5 | 17.8 | 15.1 | 44.8 | 3.8 | 7.2 | 18.7 | 24.7 | 54.4 |
| ASTRA | 100.0 | 0.0 | 0.0 | 0.0 | 2.5 | 2.5 | 2.5 | 6.6 | 5.5 | 40.4 | 54.9 | 2.2 | 7.7 | 22.9 | 9.8 | 42.6 |
| A TAVOLA | 100.0 | 0.0 | 0.0 | 0.0 | 5.0 | 5.0 | 0.0 | 9.3 | 18.9 | 10.7 | 38.9 | 4.9 | 9.7 | 15.2 | 26.4 | 56.1 |
| AUTO | 100.0 | 0.0 | 0.4 | 0.6 | 3.6 | 4.6 | 0.8 | 7.4 | 13.2 | 31.5 | 52.8 | 0.9 | 4.1 | 14.6 | 23.0 | 42.5 |
| L'AUTOMOBILE | 100.0 | 0.0 | 0.5 | 0.2 | 1.2 | 1.8 | 1.2 | 14.3 | 14.5 | 30.6 | 60.7 | 1.4 | 5.1 | 13.3 | 17.7 | 37.5 |
| BELL'EUROPA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.0 | 9.9 | 15.7 | 36.6 | 5.0 | 11.0 | 24.4 | 23.0 | 63.4 |
| BELL'ITALIA | 100.0 | 0.0 | 0.8 | 1.1 | 0.3 | 2.2 | 0.9 | 8.7 | 9.9 | 19.4 | 38.8 | 3.2 | 9.0 | 20.0 | 26.8 | 59.0 |
| BENISSIMO | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.1 | 0.0 | 42.8 | 1.9 | 56.8 | 0.0 | 0.0 | 12.3 | 31.0 | 43.2 |
| BIMBI SANI E BELLI | 100.0 | 0.0 | 0.0 | 0.4 | 4.5 | 4.9 | 0.3 | 8.8 | 19.1 | 32.2 | 60.4 | 0.0 | 5.7 | 18.3 | 10.8 | 34.7 |
| BRAVA CASA | 100.0 | 0.0 | 0.9 | 0.0 | 0.9 | 1.8 | 1.2 | 6.2 | 14.2 | 27.7 | 49.4 | 3.0 | 6.9 | 16.4 | 22.5 | 48.8 |
| BUONA CUCINA | 100.0 | 0.0 | 0.0 | 0.0 | 1.4 | 1.4 | 2.7 | 17.3 | 12.8 | 33.4 | 66.1 | 2.4 | 8.6 | 6.0 | 15.5 | 32.5 |
| BURDA | 100.0 | 0.0 | 0.0 | 1.3 | 6.3 | 7.6 | 1.7 | 16.9 | 20.8 | 23.9 | 63.3 | 3.8 | 2.9 | 12.8 | 9.6 | 29.0 |
| CAPITAL | 100.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.6 | 0.9 | 6.6 | 16.0 | 17.3 | 40.8 | 2.2 | 8.6 | 25.4 | 22.4 | 58.6 |
| CARNET | 100.0 | 1.3 | 0.0 | 0.0 | 0.0 | 1.3 | 2.1 | 6.0 | 2.9 | 23.7 | 34.6 | 6.9 | 6.9 | 18.1 | 32.2 | 64.1 |
| CASAVIVA | 100.0 | 0.2 | 0.0 | 0.0 | 0.5 | 0.7 | 0.6 | 6.7 | 13.4 | 31.9 | 52.6 | 1.6 | 7.5 | 17.1 | 20.5 | 46.7 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 1.6 | 0.0 | 0.0 | 1.6 | 0.0 | 7.9 | 18.2 | 23.4 | 49.5 | 0.0 | 8.4 | 20.3 | 20.2 | 48.9 |
| CIAK | 100.0 | 0.0 | 0.0 | 0.0 | 3.3 | 3.3 | 0.0 | 7.5 | 13.5 | 37.1 | 58.2 | 1.3 | 4.3 | 10.6 | 22.4 | 38.6 |
| CIPRIA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.7 | 16.7 | 17.2 | 46.5 | 5.3 | 14.3 | 33.8 | 0.0 | 53.5 |
| CLASS | 100.0 | 1.4 | 0.0 | 0.6 | 1.7 | 3.7 | 1.2 | 5.6 | 14.7 | 14.0 | 35.6 | 2.6 | 14.0 | 18.5 | 25.6 | 60.7 |
| CLUB 3 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 30.6 | 11.1 | 15.2 | 56.8 | 3.0 | 7.8 | 14.1 | 18.3 | 43.2 |
| COME STAI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.5 | 15.2 | 13.6 | 21.2 | 51.5 | 2.4 | 6.8 | 18.6 | 20.6 | 48.5 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.2 | 8.4 | 12.9 | 53.0 | 86.5 | 0.0 | 0.0 | 0.0 | 13.5 | 13.5 |
| COSE DI CASA | 100.0 | 0.0 | 0.9 | 0.0 | 1.9 | 2.8 | 2.0 | 9.8 | 12.4 | 30.9 | 55.1 | 1.0 | 7.3 | 13.9 | 19.8 | 42.0 |
| LA CUCINA ITALIANA | 100.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.6 | 2.3 | 10.9 | 15.2 | 20.7 | 49.1 | 0.6 | 15.5 | 15.2 | 19.0 | 50.3 |
| CUCINA MODERNA | 100.0 | 0.0 | 0.0 | 0.0 | 1.3 | 1.3 | 1.0 | 9.9 | 12.6 | 32.4 | 55.9 | 1.4 | 9.6 | 10.2 | 21.6 | 42.8 |
| DONNA | 100.0 | 0.0 | 0.0 | 0.9 | 7.3 | 8.2 | 0.9 | 9.6 | 6.7 | 38.7 | 56.0 | 2.5 | 1.9 | 13.0 | 18.4 | 35.8 |
| DONNA E MAMMA | 100.0 | 0.0 | 0.0 | 0.0 | 5.4 | 5.4 | 0.0 | 13.9 | 15.9 | 38.4 | 68.3 | 0.0 | 6.7 | 17.3 | 2.3 | 26.3 |
| DOVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.5 | 2.2 | 7.5 | 7.0 | 12.0 | 28.7 | 3.8 | 12.5 | 19.4 | 35.2 | 70.8 |
| ELLE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 5.3 | 12.1 | 6.8 | 19.5 | 43.6 | 2.7 | 9.7 | 27.4 | 16.5 | 56.4 |
| ELLE DECOR | 100.0 | 2.1 | 0.0 | 0.0 | 0.0 | 2.1 | 6.8 | 15.2 | 4.7 | 12.3 | 39.0 | 0.0 | 0.0 | 29.7 | 29.2 | 58.9 |
| FOCUS | 100.0 | 0.1 | 0.4 | 0.2 | 0.8 | 1.4 | 0.8 | 6.1 | 13.2 | 27.2 | 47.3 | 1.1 | 5.5 | 17.8 | 26.9 | 51.3 |
| GARDENIA | 100.0 | 0.0 | 1.2 | 0.0 | 3.7 | 4.8 | 0.9 | 4.3 | 15.2 | 27.6 | 47.9 | 3.4 | 11.4 | 13.5 | 19.0 | 47.2 |
| GENTE MESE | 100.0 | 0.8 | 0.3 | 0.7 | 1.3 | 3.2 | 0.4 | 8.6 | 17.1 | 41.5 | 67.6 | 1.6 | 3.7 | 10.7 | 13.2 | 29.2 |
| GENTE MONEY | 100.0 | 0.8 | 0.0 | 0.0 | 0.0 | 0.8 | 0.6 | 8.5 | 9.4 | 28.5 | 47.0 | 3.7 | 10.6 | 22.6 | 15.3 | 52.1 |
| GENTE MOTORI | 100.0 | 0.1 | 0.4 | 0.4 | 3.2 | 4.2 | 0.6 | 7.7 | 13.8 | 33.3 | 55.4 | 1.1 | 4.9 | 14.5 | 19.9 | 40.4 |
| GENTE VIAGGI | 100.0 | 0.4 | 0.8 | 0.0 | 1.5 | 2.7 | 1.7 | 8.2 | 15.6 | 22.0 | 47.5 | 1.4 | 7.6 | 16.1 | 24.8 | 49.8 |
| GLAMOUR | 100.0 | 0.0 | 0.0 | 0.0 | 3.9 | 3.9 | 0.0 | 1.7 | 18.9 | 15.4 | 36.0 | 0.0 | 16.8 | 16.8 | 26.5 | 60.1 |
| GULLIVER | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 10.0 | 12.6 | 21.3 | 44.2 | 1.1 | 7.6 | 19.8 | 27.3 | 55.8 |
| IN CASA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.5 | 12.1 | 31.3 | 51.9 | 2.4 | 5.9 | 14.8 | 25.0 | 48.1 |
| INSIEME | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 3.6 | 9.1 | 28.0 | 41.6 | 0.0 | 6.8 | 33.5 | 18.0 | 58.4 |
| IO E IL MIO BAMBINO | 100.0 | 0.0 | 0.0 | 0.8 | 1.5 | 2.2 | 0.0 | 5.6 | 31.7 | 25.3 | 62.7 | 1.3 | 0.0 | 20.4 | 13.4 | 35.1 |
| JESUS | 100.0 | 0.0 | 0.0 | 0.0 | 2.7 | 2.7 | 0.0 | 7.9 | 7.7 | 31.7 | 47.3 | 1.2 | 6.3 | 19.5 | 22.9 | 50.0 |
| MADRE | 100.0 | 0.0 | 0.0 | 0.0 | 3.9 | 3.9 | 3.0 | 12.9 | 7.6 | 32.8 | 56.4 | 0.0 | 2.6 | 15.9 | 21.3 | 39.8 |
| MARIE CLAIRE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 7.2 | 10.4 | 14.2 | 32.5 | 2.4 | 11.3 | 22.0 | 31.9 | 67.5 |
| MAX | 100.0 | 0.0 | 0.2 | 0.1 | 0.8 | 1.1 | 0.3 | 7.1 | 12.4 | 27.7 | 47.6 | 1.7 | 4.1 | 17.0 | 28.5 | 51.3 |
| MERIDIANI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.3 | 3.7 | 6.9 | 9.2 | 22.0 | 3.0 | 21.4 | 25.6 | 28.0 | 78.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 0.3 | 1.1 | 0.0 | 2.3 | 3.7 | 1.7 | 16.2 | 17.8 | 30.3 | 66.0 | 1.9 | 3.2 | 9.4 | 15.8 | 30.4 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 0.0 | 5.4 | 2.2 | 7.6 | 7.1 | 10.5 | 13.0 | 33.4 | 64.1 | 6.8 | 8.4 | 0.0 | 13.2 | 28.3 |
| LA MIA CASA | 100.0 | 0.0 | 0.0 | 0.0 | 2.4 | 2.4 | 1.5 | 2.3 | 13.3 | 30.1 | 47.3 | 3.1 | 8.2 | 20.3 | 18.8 | 50.4 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.7 | 0.0 | 0.0 | 4.2 | 4.9 | 0.3 | 4.9 | 16.4 | 37.8 | 59.5 | 1.2 | 4.0 | 13.3 | 17.2 | 35.6 |
| NAUTICA | 100.0 | 0.6 | 0.0 | 0.0 | 0.0 | 0.6 | 2.3 | 4.4 | 12.1 | 29.2 | 48.1 | 2.5 | 9.5 | 21.8 | 17.6 | 51.3 |
| PESCARE | 100.0 | 0.4 | 0.0 | 0.3 | 1.9 | 2.6 | 1.3 | 9.1 | 17.4 | 35.9 | 63.6 | 1.0 | 7.4 | 10.6 | 14.7 | 33.8 |
| PRATICA | 100.0 | 0.0 | 0.8 | 0.0 | 0.0 | 0.8 | 0.0 | 10.1 | 10.3 | 49.6 | 70.0 | 0.0 | 2.6 | 12.2 | 14.4 | 29.2 |
| QUATTRORUOTE | 100.0 | 0.1 | 0.4 | 0.3 | 2.6 | 3.4 | 1.3 | 7.9 | 14.3 | 30.9 | 54.5 | 1.2 | 5.6 | 14.6 | 20.8 | 42.1 |
| QUATTRO ZAMPE | 100.0 | 0.0 | 0.8 | 0.0 | 3.6 | 4.4 | 1.1 | 5.0 | 14.0 | 33.6 | 53.6 | 0.9 | 12.5 | 13.3 | 15.3 | 42.0 |
| QUI TOURING | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 12.5 | 6.8 | 15.1 | 35.5 | 3.4 | 14.9 | 22.5 | 23.6 | 64.5 |
| RAKAM | 100.0 | 0.0 | 0.0 | 0.0 | 13.3 | 13.3 | 0.0 | 23.8 | 11.0 | 30.0 | 64.7 | 0.0 | 0.0 | 17.8 | 4.3 | 22.0 |
| SALE & PEPE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.1 | 9.5 | 10.7 | 19.2 | 40.5 | 1.1 | 12.4 | 27.1 | 18.8 | 59.5 |
| SALVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 15.3 | 15.8 | 18.2 | 49.8 | 0.0 | 13.0 | 21.6 | 15.5 | 50.2 |
| SCIENZA & VITA | 100.0 | 0.8 | 0.0 | 0.0 | 1.7 | 2.4 | 0.7 | 10.2 | 14.3 | 30.3 | 55.4 | 2.1 | 8.0 | 12.0 | 20.0 | 42.1 |
| LE SCIENZE | 100.0 | 0.0 | 0.6 | 0.0 | 0.5 | 1.1 | 0.9 | 5.9 | 11.2 | 22.0 | 40.0 | 5.4 | 6.4 | 27.8 | 19.2 | 58.8 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.0 | 0.3 | 0.0 | 2.1 | 2.4 | 1.8 | 12.3 | 18.6 | 26.9 | 59.6 | 2.0 | 5.8 | 12.5 | 17.7 | 38.0 |
| SILHOUETTE DONNA | 100.0 | 0.0 | 0.0 | 0.0 | 4.0 | 4.0 | 0.0 | 7.4 | 19.2 | 31.0 | 57.5 | 1.5 | 4.2 | 15.5 | 17.2 | 38.4 |
| SPEAK UP | 100.0 | 1.5 | 1.5 | 0.0 | 1.2 | 4.2 | 0.0 | 9.4 | 12.2 | 34.2 | 55.8 | 2.8 | 3.7 | 19.3 | 14.3 | 40.1 |
| STARBENE | 100.0 | 0.3 | 0.3 | 0.0 | 2.7 | 3.3 | 0.1 | 9.9 | 16.6 | 25.6 | 52.2 | 2.2 | 8.1 | 14.7 | 19.5 | 44.5 |
| STARTER | 100.0 | 0.0 | 0.0 | 0.0 | 6.5 | 6.5 | 4.2 | 10.6 | 7.2 | 25.6 | 47.5 | 0.7 | 5.9 | 19.5 | 19.8 | 45.9 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | 8.8 | 25.4 | 22.9 | 57.5 | 2.5 | 8.5 | 15.4 | 16.2 | 42.5 |
| TUTTO | 100.0 | 0.3 | 0.0 | 0.5 | 1.7 | 2.5 | 0.2 | 3.9 | 10.1 | 48.8 | 63.0 | 0.6 | 1.2 | 8.8 | 23.9 | 34.5 |
| TUTTOMOTO | 100.0 | 0.2 | 0.2 | 0.0 | 4.5 | 5.0 | 1.2 | 6.0 | 14.1 | 38.5 | 59.8 | 0.7 | 1.4 | 9.9 | 23.3 | 35.3 |
| TUTTOTURISMO | 100.0 | 0.0 | 0.0 | 0.0 | 6.2 | 6.2 | 0.7 | 9.4 | 13.0 | 27.8 | 50.9 | 2.4 | 4.8 | 12.2 | 23.6 | 42.9 |
| VERA | 100.0 | 0.0 | 0.0 | 0.0 | 2.4 | 2.4 | 0.7 | 5.9 | 21.0 | 33.6 | 61.2 | 0.0 | 6.6 | 17.9 | 12.0 | 36.4 |
| VIAGGIARE | 100.0 | 0.0 | 0.9 | 1.2 | 0.0 | 2.1 | 0.0 | 9.1 | 11.0 | 24.4 | 44.5 | 1.9 | 9.7 | 22.4 | 19.3 | 53.4 |
| VITALITY | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.0 | 9.9 | 32.5 | 44.5 | 3.4 | 12.3 | 11.7 | 28.1 | 55.5 |
| VOGUE ITALIA | 100.0 | 0.7 | 0.0 | 0.0 | 1.5 | 2.1 | 1.5 | 12.7 | 14.4 | 24.9 | 53.5 | 3.9 | 3.6 | 15.2 | 21.6 | 44.4 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 2.0 | 0.0 | 1.5 | 3.4 | 0.0 | 11.1 | 11.2 | 14.8 | 37.2 | 5.7 | 7.7 | 16.2 | 29.8 | 59.4 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 0.7 | 0.0 | 1.9 | 2.5 | 1.1 | 9.0 | 23.3 | 17.4 | 50.8 | 1.3 | 9.1 | 17.5 | 18.7 | 46.6 |

# Donne

Lettori numero medio

Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio

(valori assoluti x 1.000)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **25670** | **1290** | **2893** | **4594** | **3913** | **3712** | **3611** | **5657** | **2974** | **8807** | **5172** | **8716** | **1121** | **6939** | **7778** | **6993** | **2838** |
| AMICA | **1044** | 65 | 195 | 248 | 215 | 141 | 102 | 78 | 222 | 404 | 200 | 217 | 72 | 445 | 381 | 131 | 14 |
| ANNA | **1178** | 60 | 237 | 256 | 227 | 182 | 117 | 99 | 264 | 484 | 222 | 208 | 86 | 521 | 388 | 163 | 20 |
| AUTO OGGI | **140** | 31 | 17 | 42 | 19 | 13 | 13 | 4 | 32 | 63 | 17 | 28 | 1 | 62 | 65 | 8 | 4 |
| AUTOSPRINT | **119** | 11 | 28 | 27 | 27 | 14 | 4 | 9 | 25 | 49 | 12 | 33 | 4 | 66 | 32 | 13 | 4 |
| BELLA | **635** | 8 | 93 | 119 | 166 | 101 | 87 | 61 | 128 | 277 | 102 | 128 | 25 | 219 | 260 | 124 | 7 |
| CHI | **1209** | 116 | 203 | 223 | 184 | 168 | 141 | 174 | 164 | 562 | 221 | 262 | 28 | 384 | 545 | 228 | 24 |
| CONFIDENZE | **872** | 48 | 91 | 168 | 159 | 127 | 147 | 132 | 68 | 366 | 188 | 251 | 8 | 249 | 318 | 273 | 24 |
| DOMENICA QUIZ | **189** | 11 | 18 | 19 | 37 | 39 | 22 | 42 | 33 | 77 | 47 | 33 | 10 | 83 | 49 | 47 | 0 |
| DONNA MODERNA | **3220** | 213 | 616 | 744 | 665 | 453 | 349 | 180 | 550 | 1495 | 563 | 612 | 183 | 1317 | 1245 | 440 | 34 |
| L'ESPRESSO | **771** | 32 | 105 | 180 | 178 | 147 | 62 | 67 | 233 | 324 | 139 | 76 | 130 | 408 | 166 | 58 | 9 |
| EVA EXPRESS TREMILA | **419** | 24 | 75 | 105 | 81 | 49 | 62 | 25 | 55 | 184 | 75 | 106 | 9 | 118 | 194 | 93 | 5 |
| FAMIGLIA CRISTIANA | **3054** | 141 | 297 | 457 | 428 | 420 | 517 | 793 | 429 | 1154 | 652 | 819 | 143 | 944 | 842 | 932 | 193 |
| FILM TV | **140** | 7 | 16 | 50 | 28 | 20 | 14 | 5 | 23 | 78 | 14 | 26 | 12 | 64 | 45 | 17 | 1 |
| GENTE | **2747** | 167 | 371 | 469 | 447 | 432 | 385 | 477 | 454 | 1048 | 601 | 645 | 168 | 918 | 946 | 628 | 86 |
| GIOIA | **1223** | 103 | 227 | 284 | 182 | 176 | 156 | 96 | 220 | 491 | 231 | 280 | 53 | 477 | 452 | 205 | 36 |
| IL GIORNALINO | **211** | 32 | 41 | 39 | 48 | 25 | 13 | 13 | 39 | 101 | 48 | 23 | 10 | 85 | 87 | 26 | 2 |
| GRAND HOTEL | **835** | 21 | 111 | 153 | 174 | 153 | 96 | 126 | 64 | 340 | 180 | 251 | 2 | 225 | 284 | 269 | 55 |
| GRAZIA | **1510** | 123 | 309 | 346 | 214 | 210 | 190 | 118 | 313 | 607 | 274 | 316 | 105 | 607 | 554 | 215 | 29 |
| GUERIN SPORTIVO | **41** | 10 | 1 | 6 | 15 | 7 | 3 | 0 | 10 | 11 | 15 | 5 | 1 | 14 | 20 | 6 | 0 |
| GUIDA TV | **870** | 42 | 123 | 211 | 124 | 128 | 125 | 116 | 116 | 341 | 189 | 224 | 29 | 285 | 326 | 189 | 42 |
| INTIMITA' | **1001** | 48 | 89 | 169 | 184 | 179 | 157 | 176 | 76 | 405 | 213 | 307 | 17 | 223 | 396 | 329 | 36 |
| MAGAZINE BEAUTIFUL | **288** | 178 | 44 | 15 | 28 | 17 | 6 | 0 | 40 | 124 | 54 | 71 | 0 | 21 | 235 | 32 | 0 |
| IL MONDO | **35** | 2 | 0 | 8 | 9 | 6 | 0 | 10 | 9 | 12 | 3 | 11 | 10 | 11 | 6 | 8 | 0 |
| MOTOSPRINT | **91** | 21 | 16 | 23 | 15 | 12 | 1 | 3 | 14 | 47 | 12 | 17 | 2 | 28 | 49 | 13 | 0 |
| NOVELLA 2000 | **865** | 50 | 180 | 188 | 136 | 128 | 97 | 86 | 100 | 388 | 157 | 219 | 8 | 246 | 382 | 213 | 16 |
| OGGI | **2717** | 157 | 329 | 435 | 465 | 419 | 357 | 555 | 440 | 1187 | 537 | 553 | 164 | 882 | 978 | 632 | 60 |
| PANORAMA | **1381** | 85 | 231 | 356 | 243 | 204 | 144 | 118 | 374 | 632 | 195 | 180 | 149 | 660 | 436 | 122 | 14 |
| SORRISI E CANZONI TV | **4639** | 436 | 851 | 1044 | 776 | 657 | 427 | 447 | 560 | 1953 | 863 | 1263 | 127 | 1497 | 1873 | 975 | 167 |
| STOP | **545** | 20 | 56 | 78 | 81 | 76 | 89 | 146 | 60 | 230 | 137 | 117 | 15 | 98 | 169 | 235 | 27 |
| TELEPIU' | **1136** | 123 | 228 | 264 | 175 | 160 | 72 | 113 | 140 | 387 | 257 | 352 | 41 | 357 | 475 | 234 | 29 |
| TELESETTE | **1193** | 93 | 163 | 239 | 221 | 167 | 121 | 189 | 135 | 442 | 260 | 356 | 41 | 378 | 471 | 261 | 43 |
| TOPOLINO | **1312** | 189 | 234 | 329 | 314 | 153 | 51 | 41 | 253 | 571 | 251 | 237 | 81 | 579 | 532 | 104 | 16 |
| VISTO | **468** | 29 | 58 | 104 | 89 | 61 | 56 | 72 | 37 | 175 | 86 | 170 | 8 | 87 | 221 | 137 | 15 |
| VIVERSANI & BELLI | **1406** | 69 | 303 | 366 | 279 | 208 | 126 | 55 | 186 | 565 | 310 | 345 | 48 | 524 | 593 | 222 | 19 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 69 | 191 | 195 | 260 | 157 | 68 | 67 | 292 | 467 | 157 | 92 | 183 | 524 | 255 | 44 | 2 |
| DIARIO DELLA SETTIMANA | **68** | 4 | 10 | 5 | 21 | 15 | 10 | 4 | 17 | 35 | 8 | 9 | 20 | 24 | 12 | 12 | 0 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 86 | 105 | 95 | 46 | 75 | 19 | 30 | 65 | 173 | 107 | 110 | 13 | 161 | 195 | 75 | 12 |
| IO DONNA | **1368** | 74 | 238 | 301 | 245 | 228 | 142 | 142 | 413 | 617 | 210 | 128 | 181 | 703 | 361 | 115 | 8 |
| SETTE | **1181** | 47 | 189 | 215 | 217 | 216 | 147 | 150 | 322 | 545 | 206 | 107 | 163 | 583 | 312 | 114 | 9 |
| SPECCHIO DELLA STAMPA | **650** | 68 | 125 | 154 | 105 | 104 | 62 | 32 | 152 | 276 | 129 | 93 | 74 | 313 | 223 | 35 | 4 |
| TV SETTE | **1364** | 91 | 237 | 260 | 215 | 223 | 159 | 179 | 325 | 609 | 271 | 159 | 146 | 617 | 418 | 167 | 16 |
| IL VENERDI' | **1763** | 86 | 266 | 380 | 421 | 302 | 157 | 152 | 521 | 786 | 304 | 152 | 327 | 893 | 378 | 156 | 8 |

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (valori assoluti x 1.000)

| MENSILI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| POPOLAZIONE | 25670 | 1290 | 2893 | 4594 | 3913 | 3712 | 3611 | 5657 | 2974 | 8807 | 5172 | 8716 | 1121 | 6939 | 7778 | 6993 | 2838 |
| ABITARE | 189 | 3 | 14 | 73 | 41 | 17 | 30 | 11 | 78 | 74 | 20 | 17 | 32 | 116 | 24 | 17 | 0 |
| AD | 376 | 7 | 54 | 113 | 80 | 68 | 42 | 11 | 182 | 124 | 44 | 26 | 93 | 214 | 59 | 11 | 0 |
| AIRONE | 451 | 27 | 68 | 95 | 114 | 80 | 37 | 29 | 114 | 212 | 72 | 52 | 55 | 246 | 120 | 30 | 0 |
| AMADEUS | 72 | 7 | 8 | 22 | 12 | 5 | 18 | 0 | 27 | 36 | 4 | 4 | 20 | 38 | 10 | 4 | 0 |
| ARCHEO | 140 | 3 | 36 | 33 | 26 | 24 | 8 | 9 | 56 | 54 | 21 | 8 | 34 | 88 | 13 | 4 | 0 |
| ASTRA | 418 | 61 | 99 | 90 | 70 | 62 | 20 | 16 | 59 | 166 | 78 | 116 | 9 | 152 | 202 | 52 | 3 |
| A TAVOLA | 156 | 5 | 13 | 32 | 40 | 38 | 13 | 14 | 45 | 59 | 16 | 36 | 5 | 72 | 35 | 32 | 12 |
| AUTO | 155 | 11 | 56 | 45 | 12 | 11 | 13 | 7 | 14 | 94 | 5 | 42 | 0 | 74 | 60 | 16 | 5 |
| L'AUTOMOBILE | 373 | 25 | 85 | 98 | 40 | 64 | 41 | 20 | 65 | 206 | 53 | 48 | 43 | 159 | 122 | 48 | 0 |
| BELL'EUROPA | 209 | 14 | 31 | 61 | 36 | 36 | 14 | 16 | 72 | 86 | 24 | 27 | 39 | 117 | 41 | 11 | 1 |
| BELL'ITALIA | 326 | 15 | 40 | 79 | 66 | 77 | 33 | 16 | 103 | 162 | 28 | 33 | 75 | 171 | 60 | 20 | 0 |
| BENISSIMO | 407 | 8 | 41 | 120 | 96 | 64 | 45 | 33 | 56 | 223 | 54 | 73 | 29 | 181 | 119 | 62 | 16 |
| BIMBI SANI E BELLI | 925 | 52 | 160 | 363 | 170 | 71 | 62 | 47 | 113 | 349 | 215 | 248 | 37 | 328 | 411 | 117 | 32 |
| BRAVA CASA | 803 | 29 | 95 | 276 | 172 | 131 | 69 | 31 | 183 | 374 | 138 | 108 | 100 | 402 | 215 | 67 | 19 |
| BUONA CUCINA | 488 | 18 | 37 | 97 | 95 | 99 | 76 | 66 | 74 | 188 | 89 | 137 | 26 | 133 | 175 | 127 | 28 |
| BURDA | 1176 | 68 | 206 | 335 | 185 | 214 | 103 | 65 | 139 | 438 | 242 | 358 | 54 | 411 | 442 | 251 | 18 |
| CAPITAL | 145 | 3 | 14 | 40 | 31 | 24 | 25 | 7 | 44 | 69 | 16 | 17 | 17 | 83 | 29 | 17 | 0 |
| CARNET | 123 | 7 | 25 | 23 | 28 | 23 | 12 | 5 | 46 | 48 | 22 | 7 | 30 | 75 | 18 | 0 | 0 |
| CASAVIVA | 1236 | 35 | 170 | 400 | 293 | 170 | 109 | 59 | 316 | 514 | 207 | 199 | 106 | 642 | 343 | 131 | 13 |
| CENTO COSE ENERGY | 610 | 52 | 261 | 154 | 71 | 43 | 19 | 9 | 114 | 304 | 96 | 97 | 19 | 349 | 209 | 32 | 0 |
| CIAK | 393 | 87 | 127 | 106 | 47 | 20 | 4 | 2 | 82 | 157 | 90 | 64 | 28 | 181 | 181 | 3 | 0 |
| CIPRIA | 369 | 21 | 96 | 121 | 51 | 54 | 14 | 13 | 94 | 185 | 59 | 31 | 44 | 206 | 91 | 28 | 0 |
| CLASS | 89 | 7 | 21 | 26 | 17 | 10 | 8 | 0 | 26 | 49 | 10 | 3 | 9 | 63 | 17 | 0 | 0 |
| CLUB 3 | 139 | 0 | 6 | 10 | 15 | 15 | 45 | 49 | 26 | 45 | 43 | 25 | 8 | 60 | 34 | 35 | 2 |
| COME STAI | 267 | 27 | 64 | 61 | 51 | 26 | 24 | 14 | 36 | 117 | 54 | 60 | 16 | 116 | 103 | 25 | 7 |
| CONSIGLI PRATICI | 257 | 9 | 32 | 93 | 35 | 38 | 27 | 22 | 38 | 117 | 32 | 69 | 12 | 98 | 101 | 43 | 3 |
| COSE DI CASA | 1372 | 71 | 251 | 424 | 319 | 167 | 90 | 50 | 236 | 576 | 295 | 265 | 101 | 670 | 467 | 111 | 22 |
| LA CUCINA ITALIANA | 698 | 23 | 79 | 163 | 136 | 137 | 104 | 55 | 159 | 260 | 120 | 159 | 60 | 282 | 188 | 150 | 17 |
| CUCINA MODERNA | 805 | 25 | 135 | 229 | 144 | 136 | 65 | 71 | 128 | 368 | 109 | 201 | 40 | 308 | 302 | 131 | 25 |
| DONNA | 820 | 119 | 150 | 147 | 132 | 97 | 95 | 80 | 132 | 303 | 152 | 234 | 33 | 249 | 350 | 172 | 16 |
| DONNA E MAMMA | 383 | 15 | 25 | 209 | 77 | 19 | 23 | 15 | 37 | 139 | 74 | 133 | 20 | 159 | 152 | 47 | 6 |
| DOVE | 248 | 12 | 55 | 56 | 58 | 34 | 19 | 15 | 107 | 98 | 25 | 18 | 38 | 151 | 40 | 19 | 0 |
| ELLE | 529 | 31 | 122 | 163 | 89 | 62 | 39 | 22 | 139 | 265 | 68 | 58 | 59 | 278 | 161 | 30 | 1 |
| ELLE DECOR | 166 | 7 | 22 | 68 | 29 | 26 | 11 | 2 | 49 | 82 | 19 | 17 | 30 | 88 | 40 | 8 | 0 |
| FOCUS | 1351 | 172 | 366 | 338 | 194 | 171 | 71 | 39 | 266 | 687 | 242 | 155 | 71 | 721 | 457 | 89 | 14 |
| GARDENIA | 199 | 9 | 15 | 51 | 54 | 20 | 12 | 38 | 64 | 75 | 49 | 12 | 28 | 85 | 60 | 27 | 0 |
| GENTE MESE | 894 | 68 | 152 | 247 | 174 | 86 | 94 | 72 | 140 | 389 | 174 | 191 | 52 | 377 | 339 | 113 | 13 |
| GENTE MONEY | 82 | 2 | 14 | 34 | 16 | 13 | 2 | 0 | 23 | 44 | 8 | 7 | 5 | 64 | 12 | 2 | 0 |
| GENTE MOTORI | 238 | 32 | 50 | 62 | 42 | 29 | 14 | 10 | 29 | 123 | 30 | 55 | 1 | 115 | 92 | 29 | 1 |
| GENTE VIAGGI | 362 | 14 | 60 | 109 | 79 | 52 | 39 | 10 | 118 | 157 | 46 | 41 | 50 | 213 | 74 | 21 | 4 |
| GLAMOUR | 362 | 26 | 144 | 125 | 22 | 32 | 6 | 7 | 62 | 200 | 54 | 47 | 16 | 188 | 136 | 23 | 0 |
| GULLIVER | 137 | 10 | 26 | 43 | 27 | 12 | 12 | 5 | 38 | 68 | 18 | 12 | 23 | 81 | 28 | 5 | 0 |
| IN CASA | 147 | 5 | 16 | 46 | 23 | 32 | 15 | 11 | 23 | 47 | 37 | 41 | 6 | 71 | 49 | 19 | 1 |
| INSIEME | 355 | 6 | 17 | 190 | 91 | 22 | 9 | 20 | 54 | 164 | 64 | 73 | 29 | 149 | 145 | 22 | 10 |
| IO E IL MIO BAMBINO | 771 | 23 | 80 | 425 | 153 | 35 | 30 | 24 | 104 | 306 | 140 | 221 | 45 | 309 | 333 | 66 | 19 |
| JESUS | 119 | 12 | 7 | 13 | 16 | 17 | 12 | 42 | 31 | 40 | 28 | 20 | 19 | 44 | 37 | 9 | 10 |
| MADRE | 159 | 6 | 4 | 21 | 31 | 20 | 36 | 42 | 36 | 50 | 31 | 42 | 17 | 24 | 71 | 28 | 18 |
| MARIE CLAIRE | 870 | 57 | 218 | 279 | 126 | 93 | 57 | 39 | 192 | 402 | 129 | 146 | 59 | 426 | 299 | 74 | 11 |
| MAX | 582 | 58 | 226 | 168 | 47 | 65 | 19 | 0 | 109 | 296 | 85 | 92 | 25 | 335 | 189 | 31 | 3 |
| MERIDIANI | 107 | 7 | 18 | 42 | 17 | 15 | 8 | 0 | 42 | 38 | 17 | 10 | 29 | 59 | 19 | 1 | 0 |
| MESSAGGERO DI S.ANTONIO | 1135 | 30 | 96 | 153 | 172 | 171 | 192 | 321 | 118 | 416 | 292 | 309 | 53 | 321 | 303 | 359 | 99 |
| LA MIA BOUTIQUE | 433 | 14 | 81 | 118 | 60 | 92 | 51 | 17 | 50 | 155 | 137 | 92 | 20 | 181 | 133 | 98 | 1 |
| LA MIA CASA | 269 | 23 | 45 | 86 | 53 | 25 | 18 | 19 | 48 | 93 | 61 | 68 | 15 | 108 | 117 | 27 | 2 |
| MILLIONAIRE INTRAPRENDERE | 219 | 22 | 58 | 79 | 33 | 19 | 5 | 2 | 42 | 91 | 43 | 43 | 13 | 117 | 74 | 15 | 0 |
| NAUTICA | 57 | 2 | 17 | 14 | 3 | 13 | 3 | 5 | 28 | 15 | 9 | 4 | 6 | 34 | 14 | 3 | 0 |
| PESCARE | 92 | 9 | 14 | 24 | 19 | 12 | 8 | 7 | 8 | 43 | 16 | 25 | 5 | 22 | 50 | 14 | 1 |
| PRATICA | 402 | 15 | 62 | 142 | 78 | 46 | 38 | 21 | 75 | 209 | 52 | 67 | 17 | 200 | 143 | 38 | 5 |
| QUATTRORUOTE | 1204 | 117 | 268 | 362 | 182 | 144 | 91 | 40 | 252 | 578 | 185 | 190 | 61 | 546 | 478 | 104 | 16 |
| QUATTRO ZAMPE | 243 | 20 | 60 | 53 | 47 | 28 | 19 | 15 | 64 | 102 | 32 | 44 | 10 | 120 | 80 | 32 | 0 |
| QUI TOURING | 437 | 11 | 62 | 111 | 67 | 69 | 66 | 52 | 184 | 186 | 46 | 22 | 84 | 258 | 77 | 16 | 2 |
| RAKAM | 575 | 19 | 49 | 133 | 93 | 128 | 84 | 69 | 107 | 248 | 106 | 114 | 55 | 250 | 158 | 97 | 14 |
| SALE & PEPE | 565 | 22 | 86 | 147 | 126 | 84 | 66 | 33 | 122 | 257 | 103 | 83 | 55 | 274 | 153 | 81 | 3 |
| SALVE | 309 | 3 | 33 | 78 | 91 | 50 | 35 | 18 | 64 | 146 | 58 | 42 | 36 | 142 | 102 | 26 | 3 |
| SCIENZA & VITA | 83 | 8 | 12 | 13 | 20 | 14 | 11 | 7 | 25 | 28 | 17 | 14 | 13 | 36 | 24 | 6 | 5 |
| LE SCIENZE | 172 | 8 | 38 | 35 | 52 | 27 | 11 | 1 | 48 | 70 | 45 | 8 | 43 | 95 | 26 | 7 | 0 |
| SELEZIONE READER'S DIGEST | 593 | 21 | 96 | 133 | 77 | 113 | 74 | 79 | 140 | 261 | 115 | 77 | 33 | 325 | 157 | 68 | 10 |
| SILHOUETTE DONNA | 1326 | 201 | 415 | 325 | 221 | 100 | 48 | 16 | 201 | 547 | 264 | 315 | 35 | 585 | 589 | 111 | 6 |
| SPEAK UP | 142 | 12 | 36 | 55 | 22 | 16 | 1 | 0 | 47 | 57 | 17 | 21 | 34 | 84 | 22 | 2 | 0 |
| STARBENE | 1543 | 108 | 294 | 371 | 314 | 227 | 121 | 107 | 221 | 661 | 285 | 376 | 74 | 609 | 645 | 201 | 15 |
| STARTER | 14 | 0 | 6 | 2 | 2 | 3 | 2 | 0 | 2 | 10 | 0 | 2 | 0 | 8 | 4 | 2 | 0 |
| TUTTI FOTOGRAFI | 56 | 1 | 0 | 24 | 12 | 7 | 11 | 0 | 4 | 29 | 14 | 9 | 5 | 16 | 22 | 12 | 0 |
| TUTTO | 489 | 248 | 162 | 39 | 25 | 15 | 1 | 0 | 71 | 235 | 81 | 102 | 3 | 149 | 324 | 14 | 0 |
| TUTTOMOTO | 131 | 28 | 32 | 36 | 21 | 9 | 3 | 3 | 32 | 70 | 11 | 18 | 4 | 51 | 71 | 5 | 0 |
| TUTTOTURISMO | 136 | 5 | 31 | 47 | 27 | 17 | 10 | 0 | 46 | 62 | 12 | 16 | 14 | 85 | 24 | 13 | 0 |
| VERA | 1057 | 87 | 162 | 322 | 227 | 139 | 79 | 40 | 147 | 450 | 199 | 261 | 43 | 388 | 469 | 143 | 14 |
| VIAGGIARE | 140 | 9 | 33 | 41 | 29 | 17 | 11 | 0 | 35 | 65 | 26 | 14 | 11 | 75 | 45 | 9 | 0 |
| VITALITY | 220 | 15 | 81 | 72 | 25 | 13 | 9 | 4 | 47 | 92 | 53 | 28 | 10 | 122 | 76 | 11 | 0 |
| VOGUE ITALIA | 729 | 79 | 178 | 213 | 92 | 90 | 50 | 27 | 139 | 333 | 127 | 130 | 35 | 318 | 312 | 59 | 6 |
| WEEKEND VIAGGI | 140 | 11 | 20 | 47 | 34 | 18 | 10 | 0 | 30 | 69 | 27 | 14 | 15 | 71 | 53 | 2 | 0 |
| DIANA (QUATTORDICINALE) | 53 | 2 | 6 | 21 | 8 | 13 | 3 | 0 | 7 | 15 | 14 | 17 | 7 | 14 | 21 | 10 | 0 |

# Donne

Lettori numero medio

Analisi secondo: ● **classe di età** ● **classe socio-economica** ● **titolo di studio** (percentuali di composizione)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **100.0** | **5.0** | **11.3** | **17.9** | **15.2** | **14.5** | **14.1** | **22.0** | **11.6** | **34.3** | **20.1** | **34.0** | **4.4** | **27.0** | **30.3** | **27.2** | **11.1** |
| AMICA | 100.0 | 6.2 | 18.7 | 23.7 | 20.6 | 13.5 | 9.8 | 7.5 | 21.3 | 38.7 | 19.2 | 20.8 | 6.9 | 42.6 | 36.5 | 12.6 | 1.4 |
| ANNA | 100.0 | 5.1 | 20.1 | 21.7 | 19.3 | 15.5 | 9.9 | 8.4 | 22.4 | 41.1 | 18.8 | 17.7 | 7.3 | 44.3 | 32.9 | 13.9 | 1.7 |
| AUTO OGGI | 100.0 | 22.4 | 12.5 | 29.8 | 13.9 | 9.4 | 9.3 | 2.7 | 22.6 | 45.1 | 12.2 | 20.1 | 0.8 | 44.3 | 46.8 | 5.4 | 2.7 |
| AUTOSPRINT | 100.0 | 9.0 | 23.9 | 22.8 | 22.4 | 11.5 | 3.1 | 7.3 | 20.9 | 41.6 | 9.9 | 27.6 | 3.2 | 56.0 | 26.7 | 11.0 | 3.2 |
| BELLA | 100.0 | 1.2 | 14.6 | 18.7 | 26.2 | 15.9 | 13.7 | 9.7 | 20.1 | 43.6 | 16.1 | 20.2 | 4.0 | 34.4 | 41.0 | 19.5 | 1.1 |
| CHI | 100.0 | 9.6 | 16.8 | 18.4 | 15.2 | 13.9 | 11.7 | 14.4 | 13.6 | 46.5 | 18.3 | 21.6 | 2.4 | 31.7 | 45.1 | 18.8 | 2.0 |
| CONFIDENZE | 100.0 | 5.6 | 10.4 | 19.2 | 18.3 | 14.5 | 16.8 | 15.2 | 7.8 | 42.0 | 21.5 | 28.7 | 1.0 | 28.5 | 36.4 | 31.3 | 2.8 |
| DOMENICA QUIZ | 100.0 | 5.8 | 9.5 | 10.1 | 19.7 | 20.8 | 11.7 | 22.3 | 17.3 | 40.6 | 24.6 | 17.4 | 5.1 | 44.0 | 25.9 | 25.0 | 0.0 |
| DONNA MODERNA | 100.0 | 6.6 | 19.1 | 23.1 | 20.7 | 14.1 | 10.8 | 5.6 | 17.1 | 46.4 | 17.5 | 19.0 | 5.7 | 40.9 | 38.7 | 13.7 | 1.1 |
| L'ESPRESSO | 100.0 | 4.1 | 13.6 | 23.4 | 23.1 | 19.1 | 8.0 | 8.7 | 30.2 | 42.0 | 18.0 | 9.9 | 16.9 | 52.9 | 21.6 | 7.5 | 1.2 |
| EVA EXPRESS TREMILA | 100.0 | 5.6 | 17.8 | 25.0 | 19.3 | 11.6 | 14.7 | 6.0 | 13.0 | 43.8 | 17.8 | 25.4 | 2.1 | 28.1 | 46.3 | 22.2 | 1.2 |
| FAMIGLIA CRISTIANA | 100.0 | 4.6 | 9.7 | 15.0 | 14.0 | 13.8 | 16.9 | 26.0 | 14.1 | 37.8 | 21.3 | 26.8 | 4.7 | 30.9 | 27.6 | 30.5 | 6.3 |
| FILM TV | 100.0 | 5.1 | 11.7 | 35.8 | 19.8 | 14.0 | 10.1 | 3.5 | 16.2 | 55.5 | 10.1 | 18.2 | 8.9 | 45.9 | 32.1 | 12.2 | 0.8 |
| GENTE | 100.0 | 6.1 | 13.5 | 17.1 | 16.3 | 15.7 | 14.0 | 17.4 | 16.5 | 38.1 | 21.9 | 23.5 | 6.1 | 33.4 | 34.5 | 22.8 | 3.1 |
| GIOIA | 100.0 | 8.4 | 18.6 | 23.2 | 14.8 | 14.4 | 12.7 | 7.8 | 18.0 | 40.2 | 18.9 | 22.9 | 4.3 | 39.0 | 37.0 | 16.7 | 3.0 |
| IL GIORNALINO | 100.0 | 15.2 | 19.6 | 18.4 | 22.6 | 11.8 | 6.3 | 6.2 | 18.3 | 47.9 | 22.9 | 10.9 | 5.0 | 40.3 | 41.5 | 12.4 | 0.9 |
| GRAND HOTEL | 100.0 | 2.5 | 13.3 | 18.3 | 20.8 | 18.4 | 11.6 | 15.1 | 7.7 | 40.7 | 21.6 | 30.0 | 0.2 | 27.0 | 34.0 | 32.2 | 6.6 |
| GRAZIA | 100.0 | 8.2 | 20.5 | 22.9 | 14.2 | 13.9 | 12.6 | 7.8 | 20.8 | 40.2 | 18.1 | 20.9 | 6.9 | 40.2 | 36.7 | 14.2 | 1.9 |
| GUERIN SPORTIVO | 100.0 | 24.1 | 3.3 | 14.1 | 36.2 | 16.2 | 6.2 | 0.0 | 25.0 | 27.6 | 36.0 | 11.5 | 2.0 | 34.6 | 49.3 | 14.1 | 0.0 |
| GUIDA TV | 100.0 | 4.8 | 14.2 | 24.2 | 14.3 | 14.8 | 14.4 | 13.4 | 13.3 | 39.2 | 21.7 | 25.8 | 3.3 | 32.8 | 37.4 | 21.7 | 4.8 |
| INTIMITA' | 100.0 | 4.7 | 8.8 | 16.8 | 18.4 | 17.9 | 15.7 | 17.6 | 7.6 | 40.5 | 21.3 | 30.7 | 1.7 | 22.2 | 39.6 | 32.9 | 3.6 |
| MAGAZINE BEAUTIFUL | 100.0 | 62.0 | 15.2 | 5.2 | 9.7 | 5.9 | 2.0 | 0.0 | 13.7 | 43.0 | 18.6 | 24.7 | 0.0 | 7.3 | 81.6 | 11.1 | 0.0 |
| IL MONDO | 100.0 | 5.6 | 0.0 | 22.2 | 25.0 | 18.6 | 0.0 | 28.6 | 26.6 | 34.0 | 8.5 | 30.8 | 29.8 | 30.9 | 17.8 | 21.6 | 0.0 |
| MOTOSPRINT | 100.0 | 23.5 | 18.1 | 24.9 | 16.2 | 13.5 | 0.9 | 2.8 | 15.5 | 52.2 | 13.5 | 18.8 | 1.9 | 30.7 | 53.7 | 13.8 | 0.0 |
| NOVELLA 2000 | 100.0 | 5.8 | 20.8 | 21.7 | 15.7 | 14.8 | 11.2 | 9.9 | 11.6 | 44.9 | 18.2 | 25.3 | 1.0 | 28.4 | 44.2 | 24.6 | 1.8 |
| OGGI | 100.0 | 5.8 | 12.1 | 16.0 | 17.1 | 15.4 | 13.1 | 20.4 | 16.2 | 43.7 | 19.8 | 20.3 | 6.0 | 32.5 | 36.0 | 23.3 | 2.2 |
| PANORAMA | 100.0 | 6.1 | 16.7 | 25.8 | 17.6 | 14.8 | 10.4 | 8.5 | 27.1 | 45.7 | 14.1 | 13.0 | 10.8 | 47.8 | 31.6 | 8.8 | 1.0 |
| SORRISI E CANZONI TV | 100.0 | 9.4 | 18.4 | 22.5 | 16.7 | 14.2 | 9.2 | 9.6 | 12.1 | 42.1 | 18.6 | 27.2 | 2.7 | 32.3 | 40.4 | 21.0 | 3.6 |
| STOP | 100.0 | 3.6 | 10.2 | 14.3 | 14.8 | 13.9 | 16.3 | 26.8 | 11.1 | 42.3 | 25.2 | 21.4 | 2.8 | 18.1 | 31.0 | 43.1 | 5.0 |
| TELEPIU' | 100.0 | 10.8 | 20.1 | 23.3 | 15.4 | 14.1 | 6.4 | 9.9 | 12.4 | 34.1 | 22.6 | 31.0 | 3.6 | 31.5 | 41.8 | 20.6 | 2.6 |
| TELESETTE | 100.0 | 7.8 | 13.7 | 20.0 | 18.5 | 14.0 | 10.1 | 15.9 | 11.3 | 37.1 | 21.8 | 29.8 | 3.5 | 31.6 | 39.4 | 21.9 | 3.6 |
| TOPOLINO | 100.0 | 14.4 | 17.8 | 25.1 | 23.9 | 11.7 | 3.9 | 3.1 | 19.2 | 43.5 | 19.1 | 18.1 | 6.1 | 44.1 | 40.5 | 8.0 | 1.3 |
| VISTO | 100.0 | 6.1 | 12.3 | 22.2 | 18.9 | 13.0 | 12.1 | 15.3 | 7.9 | 37.4 | 18.4 | 36.3 | 1.8 | 18.5 | 47.3 | 29.2 | 3.2 |
| VIVERSANI & BELLI | 100.0 | 4.9 | 21.5 | 26.0 | 19.8 | 14.8 | 9.0 | 3.9 | 13.3 | 40.2 | 22.1 | 24.5 | 3.4 | 37.3 | 42.2 | 15.8 | 1.4 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 6.9 | 19.0 | 19.3 | 25.8 | 15.6 | 6.8 | 6.6 | 29.0 | 46.3 | 15.6 | 9.1 | 18.1 | 52.0 | 25.4 | 4.3 | 0.2 |
| DIARIO DELLA SETTIMANA | 100.0 | 6.4 | 14.1 | 7.6 | 30.7 | 21.3 | 14.4 | 5.4 | 24.6 | 50.5 | 12.2 | 12.8 | 29.7 | 35.7 | 17.5 | 17.1 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 18.9 | 23.0 | 20.8 | 10.2 | 16.5 | 4.1 | 6.5 | 14.2 | 38.1 | 23.4 | 24.2 | 2.8 | 35.3 | 42.9 | 16.5 | 2.6 |
| IO DONNA | 100.0 | 5.4 | 17.4 | 22.0 | 17.9 | 16.6 | 10.3 | 10.4 | 30.2 | 45.1 | 15.4 | 9.4 | 13.3 | 51.4 | 26.4 | 8.4 | 0.6 |
| SETTE | 100.0 | 4.0 | 16.0 | 18.2 | 18.4 | 18.3 | 12.5 | 12.7 | 27.3 | 46.2 | 17.5 | 9.0 | 13.8 | 49.4 | 26.4 | 9.6 | 0.7 |
| SPECCHIO DELLA STAMPA | 100.0 | 10.5 | 19.2 | 23.7 | 16.2 | 16.0 | 9.5 | 5.0 | 23.4 | 42.5 | 19.8 | 14.3 | 11.4 | 48.2 | 34.3 | 5.4 | 0.6 |
| TV SETTE | 100.0 | 6.7 | 17.4 | 19.0 | 15.7 | 16.3 | 11.7 | 13.1 | 23.9 | 44.7 | 19.8 | 11.6 | 10.7 | 45.2 | 30.6 | 12.3 | 1.2 |
| IL VENERDI' | 100.0 | 4.9 | 15.1 | 21.6 | 23.9 | 17.1 | 8.9 | 8.6 | 29.5 | 44.6 | 17.2 | 8.6 | 18.6 | 50.7 | 21.4 | 8.9 | 0.5 |

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (percentuali di composizione)

| MENSILI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| POPOLAZIONE | 100.0 | 5.0 | 11.3 | 17.9 | 15.2 | 14.5 | 14.1 | 22.0 | 11.6 | 34.3 | 20.1 | 34.0 | 4.4 | 27.0 | 30.3 | 27.2 | 11.1 |
| ABITARE | 100.0 | 1.5 | 7.4 | 38.8 | 21.7 | 9.2 | 15.8 | 5.8 | 41.2 | 39.0 | 10.8 | 9.0 | 17.1 | 61.3 | 12.7 | 8.9 | 0.0 |
| AD | 100.0 | 1.9 | 14.4 | 30.0 | 21.4 | 18.1 | 11.2 | 3.0 | 48.4 | 33.0 | 11.6 | 7.0 | 24.6 | 57.0 | 15.6 | 2.8 | 0.0 |
| AIRONE | 100.0 | 6.0 | 15.1 | 21.1 | 25.2 | 17.7 | 8.2 | 6.5 | 25.3 | 47.1 | 16.0 | 11.5 | 12.2 | 54.5 | 26.7 | 6.6 | 0.0 |
| AMADEUS | 100.0 | 9.3 | 10.6 | 30.8 | 16.8 | 6.9 | 25.6 | 0.0 | 37.9 | 50.2 | 5.9 | 6.0 | 27.3 | 53.1 | 14.5 | 5.2 | 0.0 |
| ARCHEO | 100.0 | 2.5 | 26.0 | 23.9 | 18.3 | 17.1 | 5.9 | 6.3 | 40.2 | 38.8 | 15.2 | 5.7 | 24.6 | 63.3 | 9.2 | 2.9 | 0.0 |
| ASTRA | 100.0 | 14.5 | 23.7 | 21.5 | 16.8 | 14.9 | 4.9 | 3.8 | 14.2 | 39.6 | 18.6 | 27.6 | 2.2 | 36.3 | 48.2 | 12.4 | 0.8 |
| A TAVOLA | 100.0 | 3.3 | 8.6 | 20.5 | 25.5 | 24.5 | 8.3 | 9.2 | 28.9 | 37.6 | 10.2 | 23.3 | 3.1 | 45.9 | 22.5 | 20.6 | 7.9 |
| AUTO | 100.0 | 7.4 | 35.8 | 28.8 | 7.9 | 7.2 | 8.7 | 4.3 | 8.9 | 60.8 | 3.4 | 26.8 | 0.0 | 48.0 | 38.5 | 10.5 | 3.0 |
| L'AUTOMOBILE | 100.0 | 6.7 | 22.8 | 26.2 | 10.7 | 17.1 | 11.1 | 5.4 | 17.4 | 55.3 | 14.2 | 13.0 | 11.5 | 42.7 | 32.8 | 13.0 | 0.0 |
| BELL'EUROPA | 100.0 | 6.9 | 14.8 | 29.3 | 17.3 | 17.3 | 6.7 | 7.8 | 34.7 | 41.2 | 11.4 | 12.8 | 18.4 | 56.2 | 19.5 | 5.4 | 0.4 |
| BELL'ITALIA | 100.0 | 4.7 | 12.1 | 24.2 | 20.4 | 23.7 | 10.0 | 4.8 | 31.5 | 49.7 | 8.7 | 10.1 | 23.1 | 52.4 | 18.3 | 6.2 | 0.0 |
| BENISSIMO | 100.0 | 1.9 | 10.0 | 29.4 | 23.5 | 15.9 | 11.2 | 8.1 | 13.7 | 54.9 | 13.4 | 18.1 | 7.2 | 44.5 | 29.2 | 15.2 | 4.0 |
| BIMBI SANI E BELLI | 100.0 | 5.7 | 17.3 | 39.3 | 18.3 | 7.7 | 6.7 | 5.1 | 12.3 | 37.7 | 23.2 | 26.8 | 4.0 | 35.5 | 44.4 | 12.6 | 3.4 |
| BRAVA CASA | 100.0 | 3.6 | 11.9 | 34.3 | 21.5 | 16.3 | 8.6 | 3.9 | 22.7 | 46.6 | 17.2 | 13.5 | 12.5 | 50.1 | 26.7 | 8.4 | 2.3 |
| BUONA CUCINA | 100.0 | 3.7 | 7.6 | 19.9 | 19.5 | 20.3 | 15.5 | 13.4 | 15.1 | 38.5 | 18.3 | 28.1 | 5.3 | 27.2 | 35.8 | 26.0 | 5.7 |
| BURDA | 100.0 | 5.8 | 17.5 | 28.5 | 15.7 | 18.2 | 8.8 | 5.5 | 11.8 | 37.2 | 20.6 | 30.4 | 4.6 | 35.0 | 37.6 | 21.3 | 1.5 |
| CAPITAL | 100.0 | 2.4 | 9.9 | 27.6 | 21.5 | 16.4 | 17.1 | 5.1 | 30.4 | 47.4 | 10.9 | 11.4 | 11.4 | 57.0 | 19.6 | 12.0 | 0.0 |
| CARNET | 100.0 | 5.8 | 20.5 | 18.4 | 22.8 | 18.7 | 9.7 | 4.0 | 37.6 | 39.2 | 17.5 | 5.7 | 24.0 | 61.1 | 14.9 | 0.0 | 0.0 |
| CASAVIVA | 100.0 | 2.8 | 13.7 | 32.4 | 23.7 | 13.8 | 8.8 | 4.8 | 25.6 | 41.6 | 16.7 | 16.1 | 8.6 | 52.0 | 27.8 | 10.6 | 1.0 |
| CENTO COSE ENERGY | 100.0 | 8.6 | 42.8 | 25.3 | 11.7 | 7.0 | 3.2 | 1.4 | 18.6 | 49.8 | 15.7 | 15.8 | 3.1 | 57.3 | 34.4 | 5.3 | 0.0 |
| CIAK | 100.0 | 22.2 | 32.3 | 26.9 | 12.0 | 5.0 | 1.0 | 0.6 | 20.8 | 40.0 | 22.9 | 16.3 | 7.1 | 46.1 | 46.0 | 0.8 | 0.0 |
| CIPRIA | 100.0 | 5.8 | 26.0 | 32.7 | 13.8 | 14.7 | 3.7 | 3.4 | 25.4 | 50.1 | 16.1 | 8.4 | 11.9 | 55.9 | 24.5 | 7.7 | 0.0 |
| CLASS | 100.0 | 8.1 | 23.2 | 29.5 | 18.9 | 10.9 | 9.4 | 0.0 | 29.3 | 55.5 | 11.5 | 3.7 | 9.8 | 70.6 | 19.6 | 0.0 | 0.0 |
| CLUB 3 | 100.0 | 0.0 | 4.0 | 7.5 | 10.5 | 10.6 | 32.5 | 35.0 | 18.6 | 32.4 | 31.0 | 18.1 | 5.4 | 43.2 | 24.4 | 25.2 | 1.8 |
| COME STAI | 100.0 | 10.1 | 23.9 | 22.8 | 19.0 | 9.9 | 9.2 | 5.2 | 13.3 | 44.0 | 20.2 | 22.5 | 6.2 | 43.5 | 38.5 | 9.4 | 2.5 |
| CONSIGLI PRATICI | 100.0 | 3.4 | 12.6 | 36.4 | 13.8 | 14.8 | 10.6 | 8.4 | 14.9 | 45.8 | 12.6 | 26.7 | 4.8 | 38.1 | 39.4 | 16.6 | 1.1 |
| COSE DI CASA | 100.0 | 5.2 | 18.3 | 30.9 | 23.2 | 12.2 | 6.6 | 3.6 | 17.2 | 42.0 | 21.5 | 19.3 | 7.4 | 48.8 | 34.0 | 8.1 | 1.6 |
| LA CUCINA ITALIANA | 100.0 | 3.4 | 11.3 | 23.3 | 19.5 | 19.7 | 14.9 | 7.9 | 22.7 | 37.3 | 17.2 | 22.8 | 8.6 | 40.4 | 26.9 | 21.6 | 2.5 |
| CUCINA MODERNA | 100.0 | 3.1 | 16.7 | 28.4 | 17.9 | 16.9 | 8.0 | 8.8 | 15.9 | 45.7 | 13.5 | 24.9 | 4.9 | 38.2 | 37.4 | 16.3 | 3.1 |
| DONNA | 100.0 | 14.5 | 18.3 | 17.9 | 16.0 | 11.8 | 11.6 | 9.8 | 16.1 | 36.9 | 18.5 | 28.5 | 4.0 | 30.4 | 42.6 | 21.0 | 2.0 |
| DONNA E MAMMA | 100.0 | 3.9 | 6.5 | 54.6 | 20.0 | 5.0 | 6.1 | 3.8 | 9.7 | 36.2 | 19.3 | 34.8 | 5.1 | 41.4 | 39.6 | 12.2 | 1.7 |
| DOVE | 100.0 | 4.8 | 22.1 | 22.5 | 23.2 | 13.9 | 7.6 | 6.0 | 43.3 | 39.5 | 10.2 | 7.1 | 15.2 | 60.8 | 16.2 | 7.7 | 0.0 |
| ELLE | 100.0 | 5.9 | 23.1 | 30.7 | 16.8 | 11.8 | 7.4 | 4.2 | 26.2 | 50.0 | 12.9 | 10.9 | 11.1 | 52.6 | 30.4 | 5.7 | 0.2 |
| ELLE DECOR | 100.0 | 4.2 | 13.3 | 40.9 | 17.6 | 15.9 | 6.7 | 1.5 | 29.4 | 49.1 | 11.4 | 10.1 | 17.8 | 53.0 | 24.3 | 4.9 | 0.0 |
| FOCUS | 100.0 | 12.7 | 27.1 | 25.0 | 14.4 | 12.7 | 5.2 | 2.9 | 19.7 | 50.9 | 17.9 | 11.5 | 5.2 | 53.4 | 33.8 | 6.6 | 1.0 |
| GARDENIA | 100.0 | 4.5 | 7.4 | 25.4 | 27.0 | 10.3 | 6.2 | 19.1 | 31.9 | 37.6 | 24.4 | 6.0 | 14.0 | 42.6 | 29.9 | 13.5 | 0.0 |
| GENTE MESE | 100.0 | 7.6 | 17.0 | 27.7 | 19.5 | 9.6 | 10.6 | 8.1 | 15.7 | 43.6 | 19.5 | 21.3 | 5.8 | 42.2 | 37.9 | 12.6 | 1.5 |
| GENTE MONEY | 100.0 | 3.0 | 16.9 | 41.6 | 19.7 | 15.9 | 2.9 | 0.0 | 27.8 | 53.7 | 10.2 | 8.4 | 6.2 | 77.2 | 14.6 | 1.9 | 0.0 |
| GENTE MOTORI | 100.0 | 13.4 | 20.9 | 26.0 | 17.8 | 12.1 | 5.7 | 4.2 | 12.2 | 51.8 | 12.7 | 23.2 | 0.3 | 48.3 | 38.7 | 12.1 | 0.6 |
| GENTE VIAGGI | 100.0 | 3.8 | 16.5 | 30.0 | 21.9 | 14.3 | 10.8 | 2.8 | 32.5 | 43.4 | 12.8 | 11.2 | 13.9 | 58.8 | 20.4 | 5.9 | 1.1 |
| GLAMOUR | 100.0 | 7.2 | 39.9 | 34.6 | 6.0 | 8.7 | 1.8 | 1.9 | 17.1 | 55.2 | 14.8 | 12.9 | 4.3 | 52.0 | 37.5 | 6.2 | 0.0 |
| GULLIVER | 100.0 | 7.6 | 19.2 | 31.8 | 19.9 | 8.8 | 9.0 | 3.7 | 27.5 | 50.0 | 13.5 | 9.0 | 16.9 | 59.4 | 20.2 | 3.5 | 0.0 |
| IN CASA | 100.0 | 3.1 | 10.6 | 31.5 | 15.8 | 21.6 | 10.1 | 7.3 | 15.5 | 31.8 | 24.9 | 27.7 | 4.1 | 48.6 | 33.3 | 13.2 | 0.8 |
| INSIEME | 100.0 | 1.6 | 4.8 | 53.6 | 25.6 | 6.1 | 2.5 | 5.7 | 15.4 | 46.2 | 17.9 | 20.5 | 8.3 | 42.0 | 40.8 | 6.1 | 2.8 |
| IO E IL MIO BAMBINO | 100.0 | 3.0 | 10.4 | 55.2 | 19.9 | 4.6 | 3.8 | 3.2 | 13.5 | 39.7 | 18.2 | 28.7 | 5.9 | 40.0 | 43.1 | 8.6 | 2.4 |
| JESUS | 100.0 | 10.2 | 5.8 | 11.2 | 13.7 | 14.3 | 9.9 | 34.9 | 26.0 | 34.0 | 23.3 | 16.7 | 15.7 | 37.3 | 30.8 | 7.8 | 8.5 |
| MADRE | 100.0 | 3.5 | 2.7 | 13.0 | 19.3 | 12.8 | 22.4 | 26.2 | 22.8 | 31.1 | 19.4 | 26.7 | 10.9 | 15.4 | 44.8 | 17.8 | 11.2 |
| MARIE CLAIRE | 100.0 | 6.6 | 25.1 | 32.1 | 14.5 | 10.7 | 6.6 | 4.5 | 22.1 | 46.2 | 14.8 | 16.8 | 6.8 | 49.0 | 34.4 | 8.5 | 1.3 |
| MAX | 100.0 | 9.9 | 38.9 | 28.8 | 8.1 | 11.1 | 3.2 | 0.0 | 18.7 | 50.9 | 14.6 | 15.8 | 4.2 | 57.5 | 32.5 | 5.3 | 0.5 |
| MERIDIANI | 100.0 | 6.2 | 17.1 | 39.0 | 16.3 | 14.2 | 7.3 | 0.0 | 39.4 | 35.2 | 15.8 | 9.6 | 26.8 | 54.7 | 17.5 | 1.1 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 2.7 | 8.4 | 13.4 | 15.2 | 15.1 | 16.9 | 28.3 | 10.4 | 36.6 | 25.7 | 27.3 | 4.7 | 28.3 | 26.7 | 31.6 | 8.7 |
| LA MIA BOUTIQUE | 100.0 | 3.3 | 18.6 | 27.2 | 13.8 | 21.3 | 11.8 | 3.9 | 11.5 | 35.7 | 31.5 | 21.3 | 4.6 | 41.7 | 30.7 | 22.7 | 0.3 |
| LA MIA CASA | 100.0 | 8.6 | 16.8 | 31.9 | 19.7 | 9.3 | 6.7 | 7.0 | 17.7 | 34.3 | 22.6 | 25.3 | 5.7 | 40.1 | 43.4 | 10.2 | 0.7 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 10.3 | 26.5 | 36.2 | 15.0 | 8.8 | 2.1 | 1.1 | 19.2 | 41.4 | 19.7 | 19.8 | 6.0 | 53.3 | 33.8 | 6.9 | 0.0 |
| NAUTICA | 100.0 | 2.7 | 29.3 | 25.4 | 5.2 | 22.9 | 6.1 | 8.5 | 49.9 | 25.9 | 16.5 | 7.8 | 10.5 | 59.2 | 25.0 | 5.3 | 0.0 |
| PESCARE | 100.0 | 9.3 | 15.3 | 25.7 | 20.4 | 12.5 | 8.8 | 8.0 | 8.2 | 47.0 | 17.5 | 27.4 | 5.6 | 23.4 | 54.5 | 15.1 | 1.4 |
| PRATICA | 100.0 | 3.8 | 15.3 | 35.4 | 19.3 | 11.4 | 9.5 | 5.3 | 18.6 | 51.9 | 12.8 | 16.6 | 4.1 | 49.8 | 35.5 | 9.3 | 1.2 |
| QUATTRORUOTE | 100.0 | 9.7 | 22.3 | 30.1 | 15.1 | 12.0 | 7.5 | 3.3 | 20.9 | 48.0 | 15.3 | 15.8 | 5.1 | 45.3 | 39.7 | 8.6 | 1.3 |
| QUATTRO ZAMPE | 100.0 | 8.4 | 24.8 | 21.8 | 19.6 | 11.4 | 7.8 | 6.3 | 26.4 | 42.2 | 13.3 | 18.1 | 4.2 | 49.6 | 33.1 | 13.1 | 0.0 |
| QUI TOURING | 100.0 | 2.6 | 14.1 | 25.3 | 15.3 | 15.8 | 15.1 | 11.9 | 42.2 | 42.5 | 10.4 | 5.0 | 19.2 | 59.1 | 17.5 | 3.7 | 0.5 |
| RAKAM | 100.0 | 3.3 | 8.6 | 23.1 | 16.1 | 22.3 | 14.5 | 12.1 | 18.5 | 43.2 | 18.4 | 19.9 | 9.6 | 43.6 | 27.4 | 16.9 | 2.5 |
| SALE & PEPE | 100.0 | 3.9 | 15.3 | 25.9 | 22.4 | 14.9 | 11.8 | 5.8 | 21.6 | 45.5 | 18.2 | 14.7 | 9.8 | 48.5 | 27.0 | 14.3 | 0.5 |
| SALVE | 100.0 | 0.9 | 10.8 | 25.4 | 29.6 | 16.3 | 11.2 | 5.8 | 20.6 | 47.2 | 18.7 | 13.4 | 11.6 | 46.1 | 33.0 | 8.3 | 1.0 |
| SCIENZA & VITA | 100.0 | 9.1 | 14.2 | 15.1 | 23.9 | 16.6 | 12.7 | 8.6 | 29.6 | 33.6 | 20.0 | 16.8 | 15.7 | 42.7 | 28.6 | 7.5 | 5.5 |
| LE SCIENZE | 100.0 | 4.8 | 22.1 | 20.6 | 30.1 | 15.5 | 6.3 | 0.6 | 28.2 | 40.6 | 26.5 | 4.7 | 25.0 | 55.5 | 15.4 | 4.1 | 0.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 3.6 | 16.2 | 22.5 | 13.0 | 19.0 | 12.5 | 13.3 | 23.7 | 44.0 | 19.4 | 12.9 | 5.5 | 54.8 | 26.5 | 11.5 | 1.7 |
| SILHOUETTE DONNA | 100.0 | 15.2 | 31.3 | 24.5 | 16.6 | 7.6 | 3.7 | 1.2 | 15.1 | 41.2 | 19.9 | 23.8 | 2.7 | 44.1 | 44.4 | 8.4 | 0.4 |
| SPEAK UP | 100.0 | 8.2 | 25.4 | 38.4 | 15.7 | 11.3 | 1.0 | 0.0 | 33.3 | 39.9 | 12.0 | 14.8 | 23.7 | 59.4 | 15.3 | 1.7 | 0.0 |
| STARBENE | 100.0 | 7.0 | 19.1 | 24.1 | 20.4 | 14.7 | 7.8 | 6.9 | 14.3 | 42.8 | 18.5 | 24.3 | 4.8 | 39.4 | 41.8 | 13.0 | 1.0 |
| STARTER | 100.0 | 0.0 | 41.5 | 12.7 | 13.8 | 17.8 | 14.3 | 0.0 | 13.8 | 73.5 | 0.0 | 12.7 | 0.0 | 55.3 | 30.4 | 14.3 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 2.7 | 0.0 | 43.3 | 21.1 | 13.3 | 19.6 | 0.0 | 7.2 | 51.1 | 24.8 | 16.9 | 9.2 | 29.2 | 39.6 | 22.0 | 0.0 |
| TUTTO | 100.0 | 50.7 | 33.0 | 8.0 | 5.1 | 3.0 | 0.2 | 0.0 | 14.6 | 48.0 | 16.5 | 20.9 | 0.5 | 30.4 | 66.1 | 2.9 | 0.0 |
| TUTTOMOTO | 100.0 | 21.1 | 24.1 | 27.2 | 16.1 | 6.9 | 2.6 | 2.1 | 24.8 | 53.6 | 8.1 | 13.5 | 3.1 | 38.8 | 54.0 | 3.7 | 0.4 |
| TUTTOTURISMO | 100.0 | 3.7 | 22.4 | 34.6 | 19.8 | 12.2 | 7.3 | 0.0 | 33.8 | 45.8 | 8.7 | 11.7 | 10.6 | 62.6 | 17.5 | 9.4 | 0.0 |
| VERA | 100.0 | 8.3 | 15.3 | 30.5 | 21.5 | 13.2 | 7.5 | 3.7 | 13.9 | 42.5 | 18.8 | 24.7 | 4.1 | 36.7 | 44.4 | 13.5 | 1.3 |
| VIAGGIARE | 100.0 | 6.6 | 23.6 | 29.1 | 20.8 | 12.2 | 7.7 | 0.0 | 24.8 | 46.5 | 18.8 | 9.9 | 8.2 | 53.6 | 32.1 | 6.1 | 0.0 |
| VITALITY | 100.0 | 6.8 | 37.0 | 33.0 | 11.5 | 6.0 | 4.0 | 1.8 | 21.5 | 41.9 | 23.9 | 12.7 | 4.6 | 55.6 | 34.7 | 5.1 | 0.0 |
| VOGUE ITALIA | 100.0 | 10.8 | 24.4 | 29.2 | 12.7 | 12.4 | 6.8 | 3.8 | 19.0 | 45.7 | 17.5 | 17.8 | 4.7 | 43.6 | 42.8 | 8.1 | 0.8 |
| WEEKEND VIAGGI | 100.0 | 8.0 | 14.3 | 33.2 | 24.5 | 12.8 | 7.1 | 0.0 | 21.5 | 49.1 | 19.5 | 9.9 | 10.5 | 50.4 | 38.0 | 1.1 | 0.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 4.5 | 11.1 | 40.2 | 14.2 | 24.5 | 5.4 | 0.0 | 12.6 | 29.0 | 26.3 | 32.2 | 14.0 | 27.2 | 40.4 | 18.5 | 0.0 |

# Donne

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operale | | operale | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| POPOLAZIONE | 25670 | 409 | 3118 | 631 | 192 | 898 | 2718 | 1484 | 624 | 205 | 2495 | 4491 | 2321 | 3541 | 774 | 1768 |
| AMICA | 1044 | 31 | 252 | 42 | 2 | 40 | 156 | 58 | 29 | 3 | 87 | 92 | 95 | 102 | 24 | 31 |
| ANNA | 1178 | 46 | 203 | 51 | 5 | 66 | 167 | 91 | 32 | 9 | 99 | 97 | 133 | 117 | 26 | 38 |
| AUTO OGGI | 140 | 2 | 39 | 3 | 0 | 3 | 39 | 2 | 3 | 0 | 11 | 8 | 15 | 7 | 2 | 5 |
| AUTOSPRINT | 119 | 2 | 34 | 2 | 0 | 4 | 31 | 7 | 1 | 0 | 9 | 13 | 6 | 2 | 2 | 5 |
| BELLA | 635 | 12 | 108 | 9 | 2 | 21 | 66 | 84 | 10 | 3 | 69 | 59 | 83 | 58 | 11 | 39 |
| CHI | 1209 | 27 | 226 | 37 | 10 | 40 | 187 | 98 | 30 | 3 | 140 | 122 | 113 | 86 | 38 | 52 |
| CONFIDENZE | 872 | 3 | 97 | 37 | 7 | 15 | 79 | 75 | 30 | 2 | 83 | 130 | 111 | 107 | 40 | 57 |
| DOMENICA QUIZ | 189 | 2 | 23 | 7 | 0 | 10 | 20 | 12 | 2 | 0 | 28 | 23 | 28 | 26 | 5 | 1 |
| DONNA MODERNA | 3220 | 81 | 643 | 128 | 12 | 138 | 555 | 294 | 49 | 7 | 327 | 247 | 300 | 224 | 69 | 148 |
| L'ESPRESSO | 771 | 43 | 150 | 38 | 0 | 88 | 135 | 29 | 14 | 4 | 89 | 40 | 72 | 46 | 4 | 20 |
| EVA EXPRESS TREMILA | 419 | 1 | 70 | 11 | 0 | 16 | 46 | 59 | 12 | 1 | 36 | 43 | 47 | 35 | 13 | 30 |
| FAMIGLIA CRISTIANA | 3054 | 43 | 377 | 65 | 32 | 150 | 315 | 147 | 53 | 8 | 369 | 544 | 340 | 383 | 88 | 141 |
| FILM TV | 140 | 7 | 35 | 2 | 0 | 6 | 21 | 6 | 4 | 0 | 16 | 5 | 17 | 9 | 0 | 13 |
| GENTE | 2747 | 61 | 423 | 86 | 16 | 128 | 333 | 152 | 70 | 13 | 312 | 387 | 277 | 302 | 54 | 133 |
| GIOIA | 1223 | 31 | 236 | 48 | 7 | 25 | 203 | 93 | 26 | 1 | 116 | 123 | 117 | 128 | 20 | 47 |
| IL GIORNALINO | 211 | 0 | 27 | 4 | 0 | 17 | 63 | 16 | 6 | 0 | 22 | 5 | 22 | 12 | 2 | 15 |
| GRAND HOTEL | 835 | 4 | 141 | 16 | 1 | 8 | 49 | 84 | 14 | 2 | 88 | 116 | 66 | 102 | 29 | 113 |
| GRAZIA | 1510 | 39 | 302 | 49 | 2 | 71 | 304 | 105 | 37 | 3 | 143 | 131 | 134 | 100 | 25 | 65 |
| GUERIN SPORTIVO | 41 | 0 | 4 | 3 | 0 | 1 | 12 | 2 | 0 | 0 | 0 | 1 | 4 | 3 | 1 | 9 |
| GUIDA TV | 870 | 12 | 134 | 18 | 6 | 30 | 98 | 47 | 24 | 0 | 90 | 115 | 89 | 106 | 29 | 73 |
| INTIMITA' | 1001 | 12 | 97 | 36 | 10 | 16 | 79 | 102 | 28 | 5 | 113 | 164 | 109 | 115 | 41 | 74 |
| MAGAZINE BEAUTIFUL | 288 | 0 | 27 | 5 | 0 | 0 | 184 | 4 | 3 | 2 | 10 | 10 | 9 | 13 | 8 | 12 |
| IL MONDO | 35 | 0 | 7 | 0 | 0 | 9 | 2 | 0 | 0 | 0 | 12 | 0 | 0 | 5 | 0 | 0 |
| MOTOSPRINT | 91 | 4 | 18 | 0 | 2 | 4 | 29 | 10 | 4 | 0 | 5 | 5 | 4 | 2 | 2 | 1 |
| NOVELLA 2000 | 865 | 9 | 161 | 22 | 10 | 12 | 106 | 104 | 28 | 8 | 71 | 89 | 79 | 71 | 30 | 66 |
| OGGI | 2717 | 59 | 419 | 88 | 16 | 126 | 321 | 171 | 60 | 7 | 340 | 338 | 307 | 272 | 86 | 107 |
| PANORAMA | 1381 | 77 | 268 | 43 | 9 | 79 | 288 | 84 | 21 | 3 | 157 | 74 | 159 | 85 | 10 | 27 |
| SORRISI E CANZONI TV | 4639 | 56 | 661 | 100 | 25 | 123 | 855 | 419 | 122 | 33 | 400 | 454 | 411 | 447 | 193 | 340 |
| STOP | 545 | 15 | 62 | 19 | 7 | 7 | 42 | 49 | 16 | 5 | 67 | 88 | 68 | 55 | 16 | 29 |
| TELEPIU' | 1136 | 30 | 153 | 43 | 5 | 38 | 196 | 70 | 31 | 10 | 86 | 92 | 91 | 148 | 49 | 93 |
| TELESETTE | 1193 | 15 | 128 | 31 | 1 | 54 | 159 | 87 | 26 | 3 | 122 | 134 | 111 | 175 | 53 | 93 |
| TOPOLINO | 1312 | 39 | 270 | 32 | 8 | 94 | 315 | 71 | 33 | 3 | 79 | 68 | 84 | 105 | 37 | 74 |
| VISTO | 468 | 0 | 56 | 20 | 3 | 16 | 43 | 49 | 19 | 9 | 42 | 50 | 40 | 60 | 23 | 37 |
| VIVERSANI & BELLI | 1406 | 35 | 232 | 61 | 5 | 50 | 229 | 124 | 47 | 6 | 91 | 141 | 117 | 137 | 47 | 84 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 53 | 232 | 38 | 0 | 114 | 239 | 46 | 15 | 0 | 94 | 48 | 73 | 33 | 6 | 16 |
| DIARIO DELLA SETTIMANA | 68 | 2 | 26 | 2 | 0 | 6 | 12 | 6 | 0 | 0 | 2 | 5 | 4 | 2 | 2 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 9 | 60 | 16 | 3 | 9 | 127 | 46 | 19 | 0 | 38 | 31 | 27 | 38 | 9 | 24 |
| IO DONNA | 1368 | 75 | 304 | 24 | 10 | 109 | 251 | 33 | 22 | 6 | 152 | 94 | 186 | 84 | 7 | 14 |
| SETTE | 1181 | 39 | 228 | 39 | 5 | 104 | 208 | 42 | 10 | 0 | 151 | 74 | 164 | 90 | 13 | 14 |
| SPECCHIO DELLA STAMPA | 650 | 31 | 126 | 8 | 0 | 56 | 149 | 18 | 5 | 0 | 78 | 44 | 48 | 44 | 12 | 32 |
| TV SETTE | 1364 | 43 | 237 | 31 | 7 | 99 | 271 | 50 | 17 | 0 | 160 | 92 | 186 | 121 | 12 | 37 |
| IL VENERDI' | 1763 | 106 | 360 | 77 | 7 | 209 | 324 | 75 | 13 | 0 | 180 | 85 | 170 | 105 | 20 | 32 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operale | | operale | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| POPOLAZIONE | 25670 | 409 | 3118 | 631 | 192 | 898 | 2718 | 1484 | 624 | 205 | 2495 | 4491 | 2321 | 3541 | 774 | 1768 |
| ABITARE | 189 | 28 | 57 | 7 | 2 | 14 | 24 | 4 | 5 | 0 | 7 | 4 | 18 | 18 | 0 | 3 |
| AD | 376 | 43 | 84 | 15 | 0 | 35 | 64 | 6 | 2 | 0 | 30 | 12 | 65 | 13 | 3 | 5 |
| AIRONE | 451 | 18 | 106 | 18 | 0 | 66 | 95 | 19 | 7 | 0 | 40 | 14 | 38 | 20 | 2 | 7 |
| AMADEUS | 72 | 13 | 8 | 2 | 0 | 12 | 13 | 2 | 0 | 0 | 6 | 1 | 11 | 0 | 0 | 4 |
| ARCHEO | 140 | 18 | 23 | 2 | 0 | 15 | 47 | 2 | 0 | 0 | 12 | 8 | 7 | 3 | 0 | 2 |
| ASTRA | 418 | 8 | 73 | 20 | 0 | 14 | 92 | 52 | 11 | 2 | 38 | 35 | 14 | 21 | 12 | 27 |
| A TAVOLA | 156 | 8 | 28 | 6 | 0 | 9 | 18 | 13 | 0 | 3 | 19 | 8 | 20 | 17 | 2 | 5 |
| AUTO | 155 | 4 | 33 | 0 | 2 | 0 | 43 | 12 | 0 | 0 | 18 | 10 | 7 | 11 | 3 | 10 |
| L'AUTOMOBILE | 373 | 12 | 75 | 12 | 4 | 28 | 69 | 30 | 2 | 0 | 48 | 23 | 30 | 14 | 10 | 16 |
| BELL'EUROPA | 209 | 21 | 42 | 4 | 0 | 35 | 47 | 5 | 1 | 0 | 22 | 7 | 11 | 5 | 0 | 10 |
| BELL'ITALIA | 326 | 32 | 86 | 6 | 3 | 52 | 42 | 11 | 4 | 0 | 35 | 14 | 23 | 12 | 0 | 5 |
| BENISSIMO | 407 | 5 | 103 | 20 | 2 | 24 | 33 | 34 | 12 | 3 | 37 | 19 | 52 | 32 | 12 | 19 |
| BIMBI SANI E BELLI | 925 | 9 | 171 | 25 | 7 | 43 | 108 | 49 | 25 | 3 | 60 | 66 | 75 | 134 | 40 | 110 |
| BRAVA CASA | 803 | 37 | 214 | 24 | 1 | 81 | 89 | 55 | 14 | 3 | 70 | 31 | 75 | 71 | 10 | 28 |
| BUONA CUCINA | 488 | 12 | 84 | 9 | 2 | 22 | 44 | 38 | 18 | 9 | 40 | 41 | 48 | 64 | 9 | 48 |
| BURDA | 1176 | 11 | 186 | 40 | 6 | 63 | 170 | 89 | 24 | 10 | 63 | 103 | 123 | 139 | 30 | 119 |
| CAPITAL | 145 | 16 | 32 | 4 | 0 | 8 | 23 | 4 | 2 | 0 | 13 | 14 | 21 | 5 | 0 | 3 |
| CARNET | 123 | 11 | 34 | 7 | 0 | 14 | 23 | 3 | 2 | 0 | 11 | 2 | 8 | 5 | 0 | 3 |
| CASAVIVA | 1236 | 56 | 325 | 60 | 4 | 78 | 143 | 58 | 25 | 3 | 110 | 57 | 123 | 106 | 35 | 53 |
| CENTO COSE ENERGY | 610 | 10 | 121 | 22 | 0 | 21 | 212 | 60 | 14 | 2 | 46 | 22 | 42 | 14 | 4 | 20 |
| CIAK | 393 | 10 | 36 | 27 | 0 | 21 | 179 | 23 | 17 | 0 | 35 | 11 | 3 | 14 | 5 | 13 |
| CIPRIA | 369 | 25 | 68 | 10 | 0 | 32 | 101 | 22 | 10 | 0 | 23 | 11 | 45 | 6 | 3 | 12 |
| CLASS | 89 | 3 | 43 | 4 | 0 | 3 | 23 | 1 | 0 | 0 | 4 | 0 | 5 | 0 | 0 | 1 |
| CLUB 3 | 139 | 0 | 11 | 4 | 2 | 1 | 7 | 3 | 0 | 0 | 36 | 32 | 17 | 22 | 5 | 0 |
| COME STAI | 267 | 4 | 52 | 8 | 0 | 15 | 63 | 25 | 1 | 2 | 17 | 31 | 12 | 12 | 7 | 16 |
| CONSIGLI PRATICI | 257 | 4 | 54 | 6 | 6 | 10 | 21 | 30 | 1 | 0 | 31 | 22 | 14 | 30 | 12 | 16 |
| COSE DI CASA | 1372 | 51 | 283 | 65 | 3 | 84 | 175 | 108 | 34 | 3 | 111 | 79 | 143 | 120 | 29 | 83 |
| LA CUCINA ITALIANA | 698 | 33 | 127 | 26 | 8 | 31 | 67 | 34 | 23 | 1 | 74 | 60 | 73 | 69 | 20 | 52 |
| CUCINA MODERNA | 805 | 17 | 153 | 18 | 2 | 33 | 99 | 97 | 28 | 9 | 79 | 55 | 78 | 75 | 18 | 46 |
| DONNA | 820 | 15 | 127 | 21 | 6 | 37 | 169 | 50 | 23 | 3 | 83 | 61 | 63 | 80 | 21 | 62 |
| DONNA E MAMMA | 383 | 1 | 67 | 17 | 5 | 38 | 13 | 24 | 16 | 0 | 16 | 26 | 45 | 49 | 5 | 63 |
| DOVE | 248 | 20 | 58 | 5 | 0 | 18 | 67 | 8 | 1 | 0 | 18 | 3 | 38 | 3 | 2 | 8 |
| ELLE | 529 | 43 | 113 | 23 | 1 | 30 | 130 | 38 | 10 | 1 | 48 | 22 | 42 | 10 | 7 | 9 |
| ELLE DECOR | 166 | 14 | 51 | 3 | 0 | 13 | 20 | 10 | 0 | 0 | 14 | 0 | 17 | 13 | 6 | 4 |
| FOCUS | 1351 | 31 | 247 | 29 | 17 | 81 | 453 | 102 | 18 | 4 | 94 | 32 | 110 | 60 | 38 | 35 |
| GARDENIA | 199 | 15 | 32 | 6 | 1 | 12 | 26 | 19 | 2 | 0 | 18 | 14 | 24 | 24 | 4 | 2 |
| GENTE MESE | 894 | 14 | 136 | 33 | 4 | 79 | 171 | 74 | 30 | 5 | 76 | 55 | 54 | 86 | 26 | 50 |
| GENTE MONEY | 82 | 8 | 33 | 6 | 0 | 0 | 19 | 0 | 0 | 0 | 2 | 4 | 6 | 1 | 0 | 4 |
| GENTE MOTORI | 238 | 2 | 40 | 3 | 0 | 10 | 63 | 16 | 4 | 3 | 12 | 18 | 31 | 17 | 7 | 12 |
| GENTE VIAGGI | 362 | 26 | 92 | 13 | 3 | 30 | 65 | 23 | 9 | 0 | 28 | 10 | 36 | 17 | 0 | 9 |
| GLAMOUR | 362 | 9 | 59 | 7 | 0 | 22 | 123 | 50 | 2 | 0 | 33 | 11 | 14 | 15 | 4 | 12 |
| GULLIVER | 137 | 8 | 22 | 8 | 0 | 13 | 40 | 12 | 2 | 0 | 15 | 4 | 4 | 10 | 0 | 0 |
| IN CASA | 147 | 0 | 40 | 4 | 0 | 11 | 17 | 6 | 14 | 0 | 7 | 9 | 5 | 23 | 5 | 6 |
| INSIEME | 355 | 9 | 85 | 8 | 5 | 29 | 12 | 25 | 14 | 0 | 20 | 7 | 50 | 43 | 10 | 37 |
| IO E IL MIO BAMBINO | 771 | 10 | 170 | 27 | 7 | 58 | 42 | 65 | 22 | 3 | 34 | 23 | 68 | 85 | 31 | 128 |
| JESUS | 119 | 2 | 12 | 6 | 1 | 9 | 18 | 1 | 4 | 0 | 22 | 21 | 13 | 7 | 0 | 3 |
| MADRE | 159 | 3 | 15 | 4 | 2 | 10 | 8 | 8 | 3 | 0 | 37 | 17 | 17 | 25 | 2 | 10 |
| MARIE CLAIRE | 870 | 23 | 194 | 45 | 2 | 60 | 200 | 75 | 18 | 1 | 67 | 37 | 67 | 34 | 11 | 34 |
| MAX | 582 | 13 | 116 | 16 | 3 | 26 | 205 | 58 | 13 | 2 | 35 | 28 | 37 | 17 | 5 | 9 |
| MERIDIANI | 107 | 10 | 39 | 7 | 0 | 8 | 26 | 0 | 0 | 0 | 4 | 6 | 6 | 0 | 0 | 1 |
| MESSAGGERO DI S.ANTONIO | 1135 | 5 | 134 | 30 | 7 | 55 | 88 | 65 | 15 | 11 | 153 | 252 | 93 | 147 | 31 | 47 |
| LA MIA BOUTIQUE | 433 | 2 | 60 | 32 | 0 | 26 | 50 | 33 | 7 | 2 | 27 | 35 | 44 | 63 | 7 | 47 |
| LA MIA CASA | 269 | 8 | 58 | 6 | 0 | 5 | 47 | 17 | 17 | 1 | 20 | 10 | 16 | 41 | 3 | 21 |
| MILLIONAIRE INTRAPRENDERE | 219 | 9 | 54 | 10 | 0 | 10 | 53 | 13 | 9 | 0 | 9 | 9 | 19 | 9 | 2 | 14 |
| NAUTICA | 57 | 3 | 14 | 1 | 2 | 2 | 13 | 0 | 3 | 0 | 4 | 0 | 11 | 5 | 0 | 0 |
| PESCARE | 92 | 1 | 23 | 3 | 0 | 3 | 12 | 8 | 0 | 2 | 8 | 3 | 6 | 8 | 3 | 12 |
| PRATICA | 402 | 5 | 101 | 8 | 0 | 18 | 46 | 32 | 6 | 5 | 61 | 25 | 36 | 27 | 7 | 26 |
| QUATTRORUOTE | 1204 | 41 | 242 | 35 | 7 | 53 | 282 | 101 | 19 | 7 | 104 | 44 | 115 | 64 | 39 | 51 |
| QUATTRO ZAMPE | 243 | 6 | 46 | 10 | 3 | 12 | 48 | 19 | 5 | 0 | 26 | 14 | 22 | 12 | 7 | 12 |
| QUI TOURING | 437 | 21 | 123 | 13 | 0 | 48 | 62 | 8 | 0 | 0 | 64 | 20 | 63 | 15 | 0 | 0 |
| RAKAM | 575 | 17 | 96 | 6 | 2 | 50 | 59 | 30 | 10 | 2 | 58 | 55 | 87 | 63 | 16 | 25 |
| SALE & PEPE | 565 | 24 | 124 | 21 | 4 | 53 | 74 | 40 | 11 | 3 | 44 | 51 | 51 | 34 | 7 | 24 |
| SALVE | 309 | 14 | 74 | 11 | 0 | 29 | 31 | 28 | 6 | 0 | 41 | 17 | 15 | 30 | 7 | 5 |
| SCIENZA & VITA | 83 | 2 | 5 | 2 | 0 | 15 | 16 | 3 | 0 | 0 | 6 | 14 | 7 | 8 | 0 | 5 |
| LE SCIENZE | 172 | 14 | 28 | 3 | 0 | 22 | 64 | 0 | 2 | 0 | 8 | 6 | 11 | 11 | 0 | 4 |
| SELEZIONE READER'S DIGEST | 593 | 23 | 100 | 19 | 7 | 30 | 81 | 28 | 9 | 0 | 78 | 44 | 79 | 64 | 20 | 10 |
| SILHOUETTE DONNA | 1326 | 13 | 226 | 44 | 0 | 43 | 405 | 148 | 31 | 6 | 82 | 106 | 69 | 86 | 19 | 49 |
| SPEAK UP | 142 | 10 | 28 | 6 | 3 | 17 | 48 | 6 | 2 | 0 | 3 | 7 | 7 | 4 | 2 | 0 |
| STARBENE | 1543 | 28 | 282 | 64 | 9 | 92 | 288 | 155 | 43 | 4 | 107 | 130 | 88 | 130 | 40 | 82 |
| STARTER | 14 | 2 | 0 | 0 | 0 | 3 | 2 | 0 | 2 | 0 | 0 | 0 | 3 | 0 | 2 | 0 |
| TUTTI FOTOGRAFI | 56 | 0 | 15 | 0 | 0 | 9 | 4 | 5 | 0 | 0 | 1 | 5 | 6 | 8 | 2 | 1 |
| TUTTO | 489 | 1 | 34 | 3 | 2 | 5 | 350 | 20 | 7 | 0 | 25 | 11 | 8 | 12 | 2 | 9 |
| TUTTOMOTO | 131 | 7 | 42 | 0 | 0 | 5 | 40 | 8 | 4 | 2 | 7 | 5 | 3 | 5 | 0 | 1 |
| TUTTOTURISMO | 136 | 20 | 32 | 5 | 0 | 9 | 25 | 6 | 2 | 0 | 6 | 7 | 9 | 11 | 0 | 5 |
| VERA | 1057 | 16 | 207 | 50 | 5 | 39 | 152 | 130 | 23 | 11 | 71 | 83 | 94 | 103 | 29 | 44 |
| VIAGGIARE | 140 | 2 | 30 | 10 | 2 | 4 | 39 | 11 | 5 | 0 | 14 | 5 | 4 | 9 | 3 | 0 |
| VITALITY | 220 | 3 | 44 | 11 | 0 | 8 | 64 | 27 | 11 | 0 | 20 | 10 | 4 | 16 | 1 | 2 |
| VOGUE ITALIA | 729 | 20 | 154 | 33 | 2 | 32 | 181 | 61 | 13 | 2 | 59 | 45 | 50 | 39 | 12 | 27 |
| WEEKEND VIAGGI | 140 | 7 | 42 | 1 | 0 | 8 | 20 | 4 | 2 | 3 | 20 | 8 | 5 | 6 | 0 | 15 |
| DIANA (QUATTORDICINALE) | 53 | 2 | 8 | 0 | 0 | 1 | 6 | 4 | 11 | 2 | 0 | 7 | 1 | 3 | 6 | 1 |

# Donne

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | non operale Fascia alta E1 | non operale Fascia bassa E2 | operale Fascia alta E3 | operale Fascia bassa E4 |
| **POPOLAZIONE** | **100.0** | **1.6** | **12.1** | **2.5** | **0.7** | **3.5** | **10.6** | **5.8** | **2.4** | **0.8** | **9.7** | **17.5** | **9.0** | **13.8** | **3.0** | **6.9** |
| AMICA | 100.0 | 3.0 | 24.1 | 4.1 | 0.2 | 3.9 | 14.9 | 5.5 | 2.8 | 0.3 | 8.3 | 8.8 | 9.1 | 9.8 | 2.3 | 2.9 |
| ANNA | 100.0 | 3.9 | 17.2 | 4.3 | 0.4 | 5.6 | 14.1 | 7.7 | 2.7 | 0.7 | 8.4 | 8.3 | 11.3 | 9.9 | 2.2 | 3.2 |
| AUTO OGGI | 100.0 | 1.6 | 27.6 | 1.8 | 0.0 | 2.5 | 27.9 | 1.4 | 1.9 | 0.0 | 8.1 | 6.0 | 10.4 | 5.2 | 1.8 | 3.7 |
| AUTOSPRINT | 100.0 | 1.7 | 28.4 | 1.8 | 0.0 | 3.6 | 26.5 | 5.7 | 0.7 | 0.0 | 7.5 | 10.9 | 5.2 | 1.8 | 1.8 | 4.2 |
| BELLA | 100.0 | 1.9 | 17.0 | 1.5 | 0.3 | 3.3 | 10.5 | 13.2 | 1.6 | 0.5 | 10.8 | 9.3 | 13.1 | 9.2 | 1.7 | 6.2 |
| CHI | 100.0 | 2.2 | 18.7 | 3.1 | 0.8 | 3.3 | 15.4 | 8.1 | 2.5 | 0.2 | 11.6 | 10.1 | 9.3 | 7.1 | 3.1 | 4.3 |
| CONFIDENZE | 100.0 | 0.4 | 11.1 | 4.2 | 0.7 | 1.7 | 9.0 | 8.6 | 3.4 | 0.2 | 9.6 | 14.9 | 12.7 | 12.3 | 4.6 | 6.6 |
| DOMENICA QUIZ | 100.0 | 1.2 | 12.4 | 4.0 | 0.0 | 5.3 | 10.5 | 6.2 | 1.2 | 0.0 | 14.9 | 12.1 | 15.1 | 13.5 | 2.8 | 0.8 |
| DONNA MODERNA | 100.0 | 2.5 | 20.0 | 4.0 | 0.4 | 4.3 | 17.2 | 9.1 | 1.5 | 0.2 | 10.1 | 7.7 | 9.3 | 6.9 | 2.1 | 4.6 |
| L'ESPRESSO | 100.0 | 5.6 | 19.4 | 4.9 | 0.0 | 11.4 | 17.5 | 3.8 | 1.8 | 0.5 | 11.6 | 5.2 | 9.4 | 5.9 | 0.5 | 2.6 |
| EVA EXPRESS TREMILA | 100.0 | 0.3 | 16.7 | 2.5 | 0.0 | 3.7 | 11.0 | 14.2 | 3.0 | 0.3 | 8.6 | 10.2 | 11.1 | 8.3 | 3.0 | 7.2 |
| FAMIGLIA CRISTIANA | 100.0 | 1.4 | 12.4 | 2.1 | 1.0 | 4.9 | 10.3 | 4.8 | 1.7 | 0.3 | 12.1 | 17.8 | 11.1 | 12.5 | 2.9 | 4.6 |
| FILM TV | 100.0 | 5.2 | 24.8 | 1.2 | 0.0 | 4.1 | 14.7 | 4.6 | 2.9 | 0.0 | 11.2 | 3.6 | 12.0 | 6.3 | 0.0 | 9.5 |
| GENTE | 100.0 | 2.2 | 15.4 | 3.1 | 0.6 | 4.7 | 12.1 | 5.5 | 2.5 | 0.5 | 11.4 | 14.1 | 10.1 | 11.0 | 2.0 | 4.8 |
| GIOIA | 100.0 | 2.5 | 19.3 | 3.9 | 0.6 | 2.1 | 16.6 | 7.6 | 2.1 | 0.1 | 9.5 | 10.1 | 9.6 | 10.5 | 1.7 | 3.9 |
| IL GIORNALINO | 100.0 | 0.0 | 12.7 | 2.0 | 0.0 | 8.1 | 29.7 | 7.5 | 2.7 | 0.0 | 10.4 | 2.5 | 10.3 | 5.8 | 1.2 | 7.2 |
| GRAND HOTEL | 100.0 | 0.5 | 16.9 | 2.0 | 0.2 | 1.0 | 5.8 | 10.0 | 1.7 | 0.3 | 10.5 | 14.0 | 7.9 | 12.2 | 3.4 | 13.5 |
| GRAZIA | 100.0 | 2.6 | 20.0 | 3.2 | 0.1 | 4.7 | 20.1 | 7.0 | 2.4 | 0.2 | 9.5 | 8.7 | 8.9 | 6.6 | 1.6 | 4.3 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 10.8 | 6.6 | 0.0 | 2.3 | 30.0 | 5.5 | 0.0 | 0.0 | 0.0 | 2.7 | 9.2 | 8.6 | 2.1 | 22.3 |
| GUIDA TV | 100.0 | 1.4 | 15.4 | 2.0 | 0.7 | 3.4 | 11.3 | 5.4 | 2.7 | 0.0 | 10.3 | 13.2 | 10.3 | 12.2 | 3.3 | 8.4 |
| INTIMITA' | 100.0 | 1.2 | 9.7 | 3.6 | 1.0 | 1.6 | 7.9 | 10.1 | 2.8 | 0.5 | 11.2 | 16.4 | 10.9 | 11.5 | 4.1 | 7.4 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 9.4 | 1.8 | 0.0 | 0.0 | 64.0 | 1.4 | 1.1 | 0.5 | 3.6 | 3.4 | 3.2 | 4.6 | 2.7 | 4.3 |
| IL MONDO | 100.0 | 0.0 | 20.4 | 0.0 | 0.0 | 25.5 | 5.6 | 0.0 | 0.0 | 0.0 | 33.5 | 0.0 | 0.0 | 15.0 | 0.0 | 0.0 |
| MOTOSPRINT | 100.0 | 4.9 | 20.2 | 0.0 | 2.7 | 4.4 | 31.6 | 10.8 | 4.7 | 0.0 | 5.0 | 5.2 | 4.5 | 2.3 | 2.4 | 1.3 |
| NOVELLA 2000 | 100.0 | 1.0 | 18.6 | 2.6 | 1.2 | 1.3 | 12.2 | 12.0 | 3.3 | 0.9 | 8.2 | 10.3 | 9.1 | 8.3 | 3.5 | 7.7 |
| OGGI | 100.0 | 2.2 | 15.4 | 3.2 | 0.6 | 4.6 | 11.8 | 6.3 | 2.2 | 0.3 | 12.5 | 12.4 | 11.3 | 10.0 | 3.2 | 3.9 |
| PANORAMA | 100.0 | 5.6 | 19.4 | 3.1 | 0.6 | 5.7 | 20.9 | 6.1 | 1.5 | 0.2 | 11.3 | 5.3 | 11.5 | 6.1 | 0.7 | 1.9 |
| SORRISI E CANZONI TV | 100.0 | 1.2 | 14.2 | 2.1 | 0.5 | 2.7 | 18.4 | 9.0 | 2.6 | 0.7 | 8.6 | 9.8 | 8.9 | 9.6 | 4.2 | 7.3 |
| STOP | 100.0 | 2.7 | 11.4 | 3.4 | 1.3 | 1.3 | 7.8 | 9.0 | 3.0 | 0.9 | 12.3 | 16.1 | 12.5 | 10.1 | 3.0 | 5.3 |
| TELEPIU' | 100.0 | 2.6 | 13.5 | 3.8 | 0.4 | 3.3 | 17.3 | 6.2 | 2.7 | 0.9 | 7.6 | 8.1 | 8.0 | 13.0 | 4.3 | 8.2 |
| TELESETTE | 100.0 | 1.3 | 10.8 | 2.6 | 0.1 | 4.5 | 13.3 | 7.3 | 2.2 | 0.2 | 10.2 | 11.2 | 9.3 | 14.7 | 4.4 | 7.8 |
| TOPOLINO | 100.0 | 3.0 | 20.6 | 2.4 | 0.6 | 7.2 | 24.0 | 5.4 | 2.5 | 0.2 | 6.0 | 5.2 | 6.4 | 8.0 | 2.8 | 5.6 |
| VISTO | 100.0 | 0.0 | 12.0 | 4.2 | 0.7 | 3.3 | 9.2 | 10.5 | 4.1 | 2.0 | 9.0 | 10.6 | 8.6 | 12.8 | 4.8 | 8.0 |
| VIVERSANI & BELLI | 100.0 | 2.5 | 16.5 | 4.3 | 0.3 | 3.5 | 16.3 | 8.8 | 3.4 | 0.5 | 6.4 | 10.0 | 8.3 | 9.7 | 3.4 | 6.0 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 5.2 | 23.0 | 3.8 | 0.0 | 11.3 | 23.7 | 4.5 | 1.5 | 0.0 | 9.4 | 4.8 | 7.2 | 3.3 | 0.6 | 1.5 |
| DIARIO DELLA SETTIMANA | 100.0 | 3.1 | 37.7 | 3.3 | 0.0 | 9.1 | 16.9 | 9.4 | 0.0 | 0.0 | 2.8 | 6.6 | 5.9 | 2.3 | 2.8 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 1.9 | 13.1 | 3.5 | 0.6 | 2.1 | 27.9 | 10.1 | 4.2 | 0.0 | 8.3 | 6.8 | 6.0 | 8.3 | 1.9 | 5.2 |
| IO DONNA | 100.0 | 5.4 | 22.2 | 1.7 | 0.8 | 7.9 | 18.4 | 2.4 | 1.6 | 0.4 | 11.1 | 6.9 | 13.6 | 6.1 | 0.5 | 1.0 |
| SETTE | 100.0 | 3.3 | 19.3 | 3.3 | 0.4 | 8.8 | 17.6 | 3.6 | 0.8 | 0.0 | 12.8 | 6.3 | 13.9 | 7.6 | 1.1 | 1.2 |
| SPECCHIO DELLA STAMPA | 100.0 | 4.7 | 19.3 | 1.3 | 0.0 | 8.6 | 23.0 | 2.8 | 0.7 | 0.0 | 12.0 | 6.8 | 7.3 | 6.7 | 1.8 | 4.9 |
| TV SETTE | 100.0 | 3.2 | 17.4 | 2.3 | 0.5 | 7.3 | 19.9 | 3.6 | 1.3 | 0.0 | 11.7 | 6.8 | 13.7 | 8.8 | 0.9 | 2.7 |
| IL VENERDI' | 100.0 | 6.0 | 20.4 | 4.4 | 0.4 | 11.9 | 18.4 | 4.2 | 0.7 | 0.0 | 10.2 | 4.8 | 9.6 | 6.0 | 1.1 | 1.8 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale**

(percentuali di composizione)

| MENSILI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operale | | operale | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| **POPOLAZIONE** | **100.0** | **1.6** | **12.1** | **2.5** | **0.7** | **3.5** | **10.6** | **5.8** | **2.4** | **0.8** | **9.7** | **17.5** | **9.0** | **13.8** | **3.0** | **6.9** |
| ABITARE | 100.0 | 14.8 | 30.2 | 3.6 | 1.1 | 7.4 | 12.6 | 2.0 | 2.5 | 0.0 | 3.5 | 2.0 | 9.3 | 9.6 | 0.0 | 1.6 |
| AD | 100.0 | 11.3 | 22.4 | 3.9 | 0.0 | 9.4 | 17.1 | 1.7 | 0.5 | 0.0 | 8.0 | 3.1 | 17.4 | 3.4 | 0.7 | 1.2 |
| AIRONE | 100.0 | 3.9 | 23.5 | 4.0 | 0.0 | 14.5 | 21.2 | 4.2 | 1.5 | 0.0 | 8.9 | 3.2 | 8.5 | 4.5 | 0.5 | 1.6 |
| AMADEUS | 100.0 | 17.4 | 11.7 | 3.3 | 0.0 | 17.2 | 17.4 | 3.4 | 0.0 | 0.0 | 7.8 | 0.9 | 15.9 | 0.0 | 0.0 | 5.1 |
| ARCHEO | 100.0 | 12.9 | 16.7 | 1.2 | 0.0 | 10.8 | 33.7 | 1.7 | 0.0 | 0.0 | 8.7 | 5.6 | 4.9 | 2.3 | 0.0 | 1.7 |
| ASTRA | 100.0 | 1.9 | 17.5 | 4.7 | 0.0 | 3.3 | 22.0 | 12.4 | 2.5 | 0.6 | 9.0 | 8.3 | 3.5 | 5.0 | 2.8 | 6.5 |
| A TAVOLA | 100.0 | 5.1 | 18.2 | 3.7 | 0.0 | 5.6 | 11.4 | 8.6 | 0.0 | 1.7 | 12.0 | 5.1 | 12.7 | 10.9 | 1.5 | 3.5 |
| AUTO | 100.0 | 2.5 | 21.5 | 0.0 | 1.6 | 0.0 | 27.7 | 7.8 | 0.0 | 0.0 | 11.7 | 6.7 | 4.7 | 7.1 | 2.2 | 6.4 |
| L'AUTOMOBILE | 100.0 | 3.3 | 20.2 | 3.1 | 1.0 | 7.5 | 18.6 | 8.0 | 0.5 | 0.0 | 13.0 | 6.1 | 8.0 | 3.7 | 2.7 | 4.4 |
| BELL'EUROPA | 100.0 | 9.9 | 19.9 | 1.7 | 0.0 | 16.7 | 22.3 | 2.5 | 0.7 | 0.0 | 10.5 | 3.2 | 5.5 | 2.5 | 0.0 | 4.6 |
| BELL'ITALIA | 100.0 | 9.8 | 26.3 | 2.0 | 1.0 | 16.0 | 12.8 | 3.4 | 1.3 | 0.0 | 10.9 | 4.4 | 7.0 | 3.8 | 0.0 | 1.5 |
| BENISSIMO | 100.0 | 1.2 | 25.3 | 4.9 | 0.6 | 6.0 | 8.1 | 8.4 | 2.9 | 0.7 | 9.0 | 4.5 | 12.8 | 7.9 | 2.9 | 4.7 |
| BIMBI SANI E BELLI | 100.0 | 1.0 | 18.5 | 2.7 | 0.7 | 4.6 | 11.7 | 5.4 | 2.7 | 0.3 | 6.5 | 7.1 | 8.1 | 14.5 | 4.3 | 11.9 |
| BRAVA CASA | 100.0 | 4.6 | 26.6 | 3.0 | 0.1 | 10.1 | 11.1 | 6.8 | 1.8 | 0.3 | 8.8 | 3.8 | 9.3 | 8.9 | 1.3 | 3.5 |
| BUONA CUCINA | 100.0 | 2.4 | 17.2 | 1.8 | 0.4 | 4.4 | 9.1 | 7.8 | 3.6 | 1.9 | 8.3 | 8.4 | 9.8 | 13.0 | 1.9 | 9.9 |
| BURDA | 100.0 | 0.9 | 15.8 | 3.4 | 0.5 | 5.3 | 14.4 | 7.6 | 2.0 | 0.8 | 5.4 | 8.7 | 10.5 | 11.9 | 2.6 | 10.1 |
| CAPITAL | 100.0 | 10.9 | 22.2 | 2.6 | 0.0 | 5.6 | 15.8 | 3.0 | 1.2 | 0.0 | 9.1 | 10.0 | 14.6 | 3.2 | 0.0 | 1.8 |
| CARNET | 100.0 | 9.1 | 27.5 | 5.6 | 0.0 | 11.3 | 18.9 | 2.1 | 1.9 | 0.0 | 9.2 | 1.9 | 6.5 | 3.7 | 0.0 | 2.1 |
| CASAVIVA | 100.0 | 4.5 | 26.3 | 4.8 | 0.4 | 6.3 | 11.5 | 4.7 | 2.0 | 0.2 | 8.9 | 4.7 | 10.0 | 8.6 | 2.8 | 4.3 |
| CENTO COSE ENERGY | 100.0 | 1.6 | 19.8 | 3.6 | 0.0 | 3.5 | 34.7 | 9.8 | 2.3 | 0.3 | 7.6 | 3.6 | 6.9 | 2.3 | 0.6 | 3.4 |
| CIAK | 100.0 | 2.6 | 9.1 | 6.8 | 0.0 | 5.3 | 45.6 | 5.9 | 4.2 | 0.0 | 8.9 | 2.8 | 0.8 | 3.6 | 1.2 | 3.2 |
| CIPRIA | 100.0 | 6.7 | 18.5 | 2.8 | 0.0 | 8.6 | 27.4 | 6.0 | 2.6 | 0.0 | 6.4 | 3.0 | 12.2 | 1.7 | 0.9 | 3.4 |
| CLASS | 100.0 | 3.9 | 48.8 | 4.6 | 0.0 | 3.5 | 26.0 | 0.8 | 0.0 | 0.0 | 4.8 | 0.0 | 6.2 | 0.0 | 0.0 | 1.5 |
| CLUB 3 | 100.0 | 0.0 | 7.6 | 3.1 | 1.5 | 0.5 | 4.9 | 1.8 | 0.0 | 0.0 | 26.1 | 22.7 | 12.2 | 16.0 | 3.6 | 0.0 |
| COME STAI | 100.0 | 1.4 | 19.6 | 3.1 | 0.0 | 5.5 | 23.5 | 9.5 | 0.4 | 0.8 | 6.4 | 11.7 | 4.7 | 4.6 | 2.7 | 6.1 |
| CONSIGLI PRATICI | 100.0 | 1.7 | 20.9 | 2.4 | 2.5 | 3.7 | 8.2 | 11.7 | 0.6 | 0.0 | 11.9 | 8.5 | 5.4 | 11.6 | 4.8 | 6.0 |
| COSE DI CASA | 100.0 | 3.7 | 20.6 | 4.8 | 0.2 | 6.1 | 12.8 | 7.9 | 2.5 | 0.2 | 8.1 | 5.8 | 10.4 | 8.7 | 2.1 | 6.1 |
| LA CUCINA ITALIANA | 100.0 | 4.7 | 18.2 | 3.7 | 1.1 | 4.5 | 9.6 | 4.9 | 3.3 | 0.2 | 10.6 | 8.6 | 10.4 | 9.8 | 2.8 | 7.4 |
| CUCINA MODERNA | 100.0 | 2.1 | 19.0 | 2.2 | 0.3 | 4.1 | 12.3 | 12.0 | 3.4 | 1.2 | 9.8 | 6.8 | 9.7 | 9.3 | 2.2 | 5.7 |
| DONNA | 100.0 | 1.8 | 15.5 | 2.6 | 0.8 | 4.5 | 20.6 | 6.1 | 2.8 | 0.4 | 10.1 | 7.4 | 7.7 | 9.7 | 2.5 | 7.6 |
| DONNA E MAMMA | 100.0 | 0.3 | 17.3 | 4.4 | 1.3 | 9.9 | 3.3 | 6.1 | 4.1 | 0.0 | 4.1 | 6.7 | 11.7 | 12.9 | 1.2 | 16.5 |
| DOVE | 100.0 | 7.9 | 23.5 | 1.9 | 0.0 | 7.2 | 27.2 | 3.3 | 0.3 | 0.0 | 7.3 | 1.1 | 15.2 | 1.3 | 0.6 | 3.2 |
| ELLE | 100.0 | 8.2 | 21.3 | 4.3 | 0.2 | 5.7 | 24.6 | 7.2 | 2.0 | 0.3 | 9.1 | 4.2 | 8.0 | 1.9 | 1.4 | 1.6 |
| ELLE DECOR | 100.0 | 8.5 | 30.5 | 2.0 | 0.0 | 8.1 | 12.3 | 6.2 | 0.0 | 0.0 | 8.2 | 0.0 | 10.3 | 7.7 | 3.7 | 2.4 |
| FOCUS | 100.0 | 2.3 | 18.3 | 2.1 | 1.3 | 6.0 | 33.5 | 7.6 | 1.4 | 0.3 | 7.0 | 2.4 | 8.2 | 4.4 | 2.8 | 2.6 |
| GARDENIA | 100.0 | 7.6 | 16.2 | 3.0 | 0.7 | 5.9 | 12.9 | 9.5 | 1.2 | 0.0 | 9.3 | 6.8 | 12.0 | 12.0 | 1.8 | 1.2 |
| GENTE MESE | 100.0 | 1.6 | 15.2 | 3.7 | 0.5 | 8.8 | 19.1 | 8.3 | 3.4 | 0.6 | 8.5 | 6.2 | 6.0 | 9.6 | 2.9 | 5.6 |
| GENTE MONEY | 100.0 | 10.1 | 39.9 | 7.8 | 0.0 | 0.0 | 22.9 | 0.0 | 0.0 | 0.0 | 1.9 | 4.5 | 6.7 | 1.7 | 0.0 | 4.5 |
| GENTE MOTORI | 100.0 | 0.9 | 16.7 | 1.1 | 0.0 | 4.3 | 26.7 | 6.9 | 1.7 | 1.2 | 5.2 | 7.6 | 12.9 | 6.9 | 2.9 | 5.0 |
| GENTE VIAGGI | 100.0 | 7.2 | 25.5 | 3.7 | 0.7 | 8.3 | 18.1 | 6.4 | 2.6 | 0.0 | 7.7 | 2.7 | 10.0 | 4.7 | 0.0 | 2.4 |
| GLAMOUR | 100.0 | 2.6 | 16.4 | 2.0 | 0.0 | 6.1 | 33.8 | 13.8 | 0.5 | 0.0 | 9.2 | 3.0 | 3.8 | 4.1 | 1.2 | 3.4 |
| GULLIVER | 100.0 | 5.8 | 16.0 | 5.6 | 0.0 | 9.4 | 29.1 | 8.9 | 1.1 | 0.0 | 11.1 | 3.2 | 2.8 | 7.1 | 0.0 | 0.0 |
| IN CASA | 100.0 | 0.0 | 27.3 | 2.6 | 0.0 | 7.7 | 11.7 | 4.0 | 9.3 | 0.0 | 5.0 | 6.1 | 3.3 | 15.7 | 3.3 | 4.0 |
| INSIEME | 100.0 | 2.6 | 24.0 | 2.2 | 1.3 | 8.1 | 3.4 | 7.0 | 3.9 | 0.0 | 5.6 | 2.1 | 14.0 | 12.2 | 2.9 | 10.6 |
| IO E IL MIO BAMBINO | 100.0 | 1.3 | 22.1 | 3.5 | 0.9 | 7.5 | 5.5 | 8.4 | 2.8 | 0.4 | 4.4 | 3.0 | 8.8 | 11.0 | 4.0 | 16.6 |
| JESUS | 100.0 | 2.0 | 9.7 | 5.1 | 0.9 | 7.9 | 15.4 | 1.0 | 3.2 | 0.0 | 18.4 | 17.6 | 10.9 | 5.5 | 0.0 | 2.3 |
| MADRE | 100.0 | 1.6 | 9.3 | 2.3 | 1.3 | 6.0 | 4.9 | 5.2 | 1.7 | 0.0 | 23.0 | 10.9 | 10.4 | 15.7 | 1.4 | 6.1 |
| MARIE CLAIRE | 100.0 | 2.7 | 22.4 | 5.1 | 0.2 | 6.9 | 23.0 | 8.6 | 2.1 | 0.2 | 7.7 | 4.3 | 7.8 | 4.0 | 1.3 | 3.9 |
| MAX | 100.0 | 2.3 | 20.0 | 2.8 | 0.4 | 4.4 | 35.3 | 9.9 | 2.2 | 0.4 | 6.0 | 4.8 | 6.3 | 2.9 | 0.8 | 1.5 |
| MERIDIANI | 100.0 | 8.9 | 35.9 | 6.8 | 0.0 | 7.6 | 24.4 | 0.0 | 0.0 | 0.0 | 4.1 | 6.0 | 5.2 | 0.0 | 0.0 | 1.1 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 0.4 | 11.8 | 2.7 | 0.6 | 4.8 | 7.8 | 5.8 | 1.3 | 1.0 | 13.5 | 22.2 | 8.2 | 13.0 | 2.7 | 4.1 |
| LA MIA BOUTIQUE | 100.0 | 0.4 | 13.9 | 7.4 | 0.0 | 6.0 | 11.6 | 7.5 | 1.5 | 0.6 | 6.2 | 8.0 | 10.1 | 14.6 | 1.5 | 10.8 |
| LA MIA CASA | 100.0 | 2.8 | 21.7 | 2.1 | 0.0 | 1.8 | 17.4 | 6.3 | 6.1 | 0.6 | 7.3 | 3.7 | 6.1 | 15.2 | 1.1 | 7.9 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 4.1 | 24.7 | 4.6 | 0.0 | 4.4 | 24.2 | 5.7 | 4.1 | 0.0 | 4.0 | 4.1 | 8.7 | 4.1 | 0.8 | 6.4 |
| NAUTICA | 100.0 | 4.6 | 25.2 | 1.8 | 3.6 | 3.5 | 22.4 | 0.0 | 4.5 | 0.0 | 7.7 | 0.0 | 18.6 | 8.1 | 0.0 | 0.0 |
| PESCARE | 100.0 | 1.5 | 24.7 | 2.8 | 0.0 | 3.7 | 12.6 | 8.3 | 0.0 | 2.7 | 8.3 | 2.9 | 7.0 | 9.2 | 3.4 | 12.8 |
| PRATICA | 100.0 | 1.3 | 25.0 | 2.1 | 0.0 | 4.6 | 11.3 | 8.0 | 1.5 | 1.1 | 15.1 | 6.3 | 8.9 | 6.7 | 1.8 | 6.4 |
| QUATTRORUOTE | 100.0 | 3.4 | 20.1 | 2.9 | 0.6 | 4.4 | 23.4 | 8.4 | 1.6 | 0.6 | 8.6 | 3.7 | 9.5 | 5.3 | 3.2 | 4.2 |
| QUATTRO ZAMPE | 100.0 | 2.7 | 19.0 | 4.1 | 1.1 | 5.0 | 19.7 | 8.0 | 2.1 | 0.0 | 10.8 | 5.6 | 9.3 | 5.0 | 2.7 | 5.1 |
| QUI TOURING | 100.0 | 4.8 | 28.2 | 2.9 | 0.0 | 10.9 | 14.2 | 1.8 | 0.0 | 0.0 | 14.6 | 4.6 | 14.4 | 3.5 | 0.0 | 0.0 |
| RAKAM | 100.0 | 2.9 | 16.7 | 1.0 | 0.3 | 8.6 | 10.2 | 5.2 | 1.7 | 0.4 | 10.2 | 9.5 | 15.2 | 11.0 | 2.7 | 4.3 |
| SALE & PEPE | 100.0 | 4.2 | 22.0 | 3.7 | 0.7 | 9.4 | 13.0 | 7.1 | 1.9 | 0.5 | 7.7 | 9.0 | 9.1 | 6.1 | 1.2 | 4.3 |
| SALVE | 100.0 | 4.5 | 24.0 | 3.4 | 0.0 | 9.4 | 10.2 | 9.1 | 2.0 | 0.0 | 13.4 | 5.5 | 5.0 | 9.8 | 2.2 | 1.5 |
| SCIENZA & VITA | 100.0 | 2.9 | 6.6 | 1.8 | 0.0 | 18.3 | 19.0 | 3.7 | 0.0 | 0.0 | 7.3 | 17.1 | 7.9 | 9.5 | 0.0 | 5.9 |
| LE SCIENZE | 100.0 | 7.9 | 16.1 | 1.6 | 0.0 | 12.7 | 37.3 | 0.0 | 1.3 | 0.0 | 4.7 | 3.5 | 6.6 | 6.2 | 0.0 | 2.1 |
| SELEZIONE READER'S DIGEST | 100.0 | 3.9 | 16.8 | 3.1 | 1.1 | 5.1 | 13.7 | 4.7 | 1.6 | 0.0 | 13.2 | 7.5 | 13.4 | 10.7 | 3.4 | 1.7 |
| SILHOUETTE DONNA | 100.0 | 1.0 | 17.0 | 3.3 | 0.0 | 3.3 | 30.5 | 11.1 | 2.3 | 0.5 | 6.2 | 8.0 | 5.2 | 6.5 | 1.4 | 3.7 |
| SPEAK UP | 100.0 | 7.1 | 19.5 | 4.0 | 1.8 | 12.2 | 33.9 | 4.3 | 1.5 | 0.0 | 1.8 | 4.6 | 4.6 | 3.0 | 1.7 | 0.0 |
| STARBENE | 100.0 | 1.8 | 18.3 | 4.1 | 0.6 | 6.0 | 18.7 | 10.0 | 2.8 | 0.3 | 6.9 | 8.5 | 5.7 | 8.4 | 2.6 | 5.3 |
| STARTER | 100.0 | 13.8 | 0.0 | 0.0 | 0.0 | 24.6 | 16.9 | 0.0 | 12.7 | 0.0 | 0.0 | 0.0 | 17.8 | 0.0 | 14.3 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 26.2 | 0.0 | 0.0 | 16.0 | 6.8 | 9.2 | 0.0 | 0.0 | 2.5 | 8.4 | 11.6 | 13.8 | 3.4 | 2.1 |
| TUTTO | 100.0 | 0.2 | 6.9 | 0.6 | 0.4 | 1.1 | 71.6 | 4.0 | 1.5 | 0.0 | 5.1 | 2.3 | 1.7 | 2.4 | 0.4 | 1.8 |
| TUTTOMOTO | 100.0 | 5.6 | 32.2 | 0.0 | 0.0 | 3.9 | 30.6 | 6.2 | 3.3 | 1.3 | 5.5 | 3.9 | 2.6 | 3.9 | 0.0 | 0.9 |
| TUTTOTURISMO | 100.0 | 14.5 | 23.2 | 3.4 | 0.0 | 7.0 | 18.7 | 4.4 | 1.3 | 0.0 | 4.1 | 5.3 | 6.8 | 7.8 | 0.0 | 3.7 |
| VERA | 100.0 | 1.5 | 19.5 | 4.8 | 0.5 | 3.7 | 14.4 | 12.3 | 2.2 | 1.0 | 6.7 | 7.8 | 8.9 | 9.7 | 2.8 | 4.2 |
| VIAGGIARE | 100.0 | 1.1 | 21.7 | 7.5 | 1.6 | 2.9 | 28.2 | 8.0 | 3.6 | 0.0 | 10.1 | 3.8 | 3.2 | 6.3 | 1.9 | 0.0 |
| VITALITY | 100.0 | 1.3 | 20.0 | 4.9 | 0.0 | 3.5 | 29.3 | 12.4 | 4.9 | 0.0 | 8.9 | 4.4 | 1.8 | 7.3 | 0.5 | 0.9 |
| VOGUE ITALIA | 100.0 | 2.7 | 21.1 | 4.6 | 0.3 | 4.4 | 24.8 | 8.4 | 1.8 | 0.3 | 8.0 | 6.1 | 6.8 | 5.3 | 1.7 | 3.7 |
| WEEKEND VIAGGI | 100.0 | 4.9 | 29.8 | 0.8 | 0.0 | 5.8 | 14.1 | 2.6 | 1.3 | 2.2 | 14.6 | 5.4 | 3.8 | 4.4 | 0.0 | 10.4 |
| DIANA (QUATTORDICINALE) | 100.0 | 4.6 | 14.8 | 0.0 | 0.0 | 2.1 | 12.1 | 6.8 | 21.0 | 4.6 | 0.0 | 12.7 | 2.4 | 5.4 | 10.7 | 2.8 |

# Donne

Lettori numero medio

Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **25670** | **8482** | **5652** | **5291** | **1903** | **4342** | **7925** | **17745** | **6686** | **1548** | **1207** | **1910** | **3830** | **3988** | **18984** |
| AMICA | **1044** | 262 | 234 | 239 | 106 | 204 | 388 | 655 | 318 | 63 | 48 | 99 | 170 | 199 | 725 |
| ANNA | **1178** | 333 | 251 | 235 | 109 | 250 | 448 | 730 | 326 | 77 | 58 | 90 | 184 | 194 | 852 |
| AUTO OGGI | **140** | 45 | 25 | 36 | 9 | 26 | 44 | 96 | 59 | 13 | 5 | 9 | 24 | 43 | 81 |
| AUTOSPRINT | **119** | 52 | 29 | 15 | 10 | 13 | 30 | 89 | 43 | 9 | 9 | 8 | 22 | 26 | 76 |
| BELLA | **635** | 229 | 137 | 125 | 50 | 94 | 198 | 437 | 184 | 41 | 40 | 57 | 122 | 103 | 451 |
| CHI | **1209** | 384 | 213 | 287 | 106 | 219 | 429 | 780 | 327 | 56 | 39 | 65 | 146 | 224 | 883 |
| CONFIDENZE | **872** | 308 | 181 | 168 | 80 | 135 | 273 | 599 | 224 | 50 | 42 | 67 | 132 | 133 | 648 |
| DOMENICA QUIZ | **189** | 37 | 19 | 37 | 23 | 73 | 108 | 81 | 37 | 4 | 11 | 10 | 23 | 31 | 152 |
| DONNA MODERNA | **3220** | 1035 | 695 | 648 | 263 | 581 | 1090 | 2131 | 978 | 204 | 195 | 262 | 556 | 594 | 2243 |
| L'ESPRESSO | **771** | 189 | 121 | 178 | 100 | 182 | 363 | 408 | 222 | 51 | 31 | 98 | 140 | 132 | 549 |
| EVA EXPRESS TREMILA | **419** | 135 | 68 | 82 | 30 | 105 | 161 | 258 | 125 | 31 | 22 | 26 | 73 | 84 | 294 |
| FAMIGLIA CRISTIANA | **3054** | 1274 | 704 | 480 | 251 | 346 | 758 | 2296 | 758 | 147 | 123 | 211 | 397 | 496 | 2296 |
| FILM TV | **140** | 28 | 33 | 25 | 25 | 29 | 68 | 73 | 43 | 6 | 2 | 11 | 17 | 32 | 97 |
| GENTE | **2747** | 847 | 531 | 585 | 241 | 542 | 1010 | 1736 | 750 | 175 | 115 | 204 | 403 | 438 | 1997 |
| GIOIA | **1223** | 371 | 234 | 259 | 130 | 230 | 449 | 774 | 392 | 99 | 45 | 104 | 208 | 240 | 831 |
| IL GIORNALINO | **211** | 76 | 58 | 34 | 17 | 26 | 53 | 158 | 123 | 14 | 2 | 38 | 50 | 96 | 87 |
| GRAND HOTEL | **835** | 339 | 133 | 184 | 54 | 125 | 228 | 606 | 235 | 58 | 38 | 81 | 143 | 135 | 599 |
| GRAZIA | **1510** | 433 | 316 | 293 | 160 | 307 | 588 | 921 | 413 | 86 | 73 | 120 | 225 | 273 | 1097 |
| GUERIN SPORTIVO | **41** | 13 | 4 | 7 | 8 | 9 | 20 | 20 | 13 | 0 | 2 | 0 | 2 | 13 | 28 |
| GUIDA TV | **870** | 233 | 205 | 180 | 85 | 167 | 306 | 563 | 271 | 89 | 49 | 106 | 198 | 126 | 599 |
| INTIMITA' | **1001** | 374 | 180 | 238 | 62 | 146 | 301 | 700 | 264 | 39 | 41 | 81 | 136 | 179 | 737 |
| MAGAZINE BEAUTIFUL | **288** | 99 | 89 | 47 | 23 | 30 | 72 | 215 | 105 | 10 | 8 | 17 | 27 | 85 | 183 |
| IL MONDO | **35** | 8 | 5 | 8 | 2 | 12 | 16 | 19 | 12 | 0 | 0 | 5 | 5 | 10 | 22 |
| MOTOSPRINT | **91** | 30 | 30 | 12 | 5 | 13 | 22 | 69 | 16 | 3 | 5 | 5 | 11 | 9 | 75 |
| NOVELLA 2000 | **865** | 287 | 175 | 165 | 89 | 148 | 281 | 583 | 250 | 56 | 49 | 51 | 133 | 153 | 615 |
| OGGI | **2717** | 857 | 552 | 528 | 260 | 520 | 985 | 1732 | 738 | 136 | 101 | 177 | 345 | 494 | 1979 |
| PANORAMA | **1381** | 380 | 276 | 272 | 138 | 315 | 561 | 820 | 388 | 71 | 48 | 129 | 208 | 238 | 993 |
| SORRISI E CANZONI TV | **4639** | 1516 | 1019 | 1047 | 338 | 719 | 1359 | 3280 | 1457 | 300 | 257 | 317 | 741 | 922 | 3183 |
| STOP | **545** | 222 | 98 | 89 | 48 | 88 | 165 | 380 | 100 | 24 | 19 | 37 | 63 | 49 | 445 |
| TELEPIU' | **1136** | 395 | 212 | 222 | 79 | 229 | 395 | 741 | 421 | 78 | 63 | 118 | 220 | 270 | 715 |
| TELESETTE | **1193** | 315 | 282 | 257 | 105 | 234 | 424 | 769 | 411 | 92 | 61 | 123 | 241 | 228 | 783 |
| TOPOLINO | **1312** | 373 | 246 | 269 | 133 | 291 | 529 | 783 | 677 | 109 | 109 | 202 | 354 | 452 | 635 |
| VISTO | **468** | 201 | 80 | 63 | 69 | 56 | 143 | 324 | 155 | 42 | 24 | 46 | 89 | 90 | 312 |
| VIVERSANI & BELLI | **1406** | 530 | 294 | 244 | 98 | 242 | 411 | 996 | 463 | 124 | 88 | 99 | 257 | 253 | 943 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 161 | 199 | 186 | 127 | 335 | 549 | 459 | 292 | 47 | 55 | 75 | 142 | 194 | 715 |
| DIARIO DELLA SETTIMANA | **68** | 11 | 5 | 18 | 5 | 29 | 49 | 20 | 18 | 0 | 3 | 4 | 7 | 15 | 51 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 175 | 89 | 72 | 49 | 71 | 146 | 309 | 126 | 21 | 16 | 15 | 48 | 94 | 329 |
| IO DONNA | **1368** | 283 | 285 | 261 | 111 | 428 | 621 | 747 | 325 | 65 | 56 | 103 | 186 | 196 | 1043 |
| SETTE | **1181** | 245 | 187 | 233 | 105 | 411 | 599 | 582 | 269 | 45 | 47 | 68 | 138 | 172 | 911 |
| SPECCHIO DELLA STAMPA | **650** | 144 | 148 | 115 | 66 | 178 | 291 | 358 | 200 | 51 | 32 | 57 | 112 | 112 | 450 |
| TV SETTE | **1364** | 308 | 227 | 246 | 115 | 468 | 664 | 700 | 322 | 53 | 67 | 80 | 171 | 206 | 1042 |
| IL VENERDI' | **1763** | 328 | 342 | 322 | 182 | 590 | 911 | 852 | 501 | 120 | 102 | 136 | 267 | 314 | 1262 |

Lettori numero medio
Analisi secondo: • **ampiezza dei centri** • **comuni** • **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| MENSILI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| POPOLAZIONE | 25670 | 8482 | 5652 | 5291 | 1903 | 4342 | 7925 | 17745 | 6686 | 1548 | 1207 | 1910 | 3830 | 3988 | 18984 |
| ABITARE | 189 | 39 | 23 | 51 | 26 | 51 | 96 | 93 | 52 | 18 | 15 | 19 | 37 | 25 | 137 |
| AD | 376 | 74 | 68 | 86 | 49 | 100 | 181 | 195 | 99 | 16 | 22 | 25 | 50 | 63 | 277 |
| AIRONE | 451 | 140 | 94 | 76 | 46 | 94 | 179 | 271 | 133 | 17 | 13 | 25 | 50 | 101 | 317 |
| AMADEUS | 72 | 16 | 9 | 13 | 11 | 23 | 36 | 36 | 16 | 8 | 2 | 8 | 15 | 7 | 56 |
| ARCHEO | 140 | 34 | 25 | 31 | 13 | 36 | 65 | 75 | 48 | 15 | 8 | 9 | 26 | 28 | 91 |
| ASTRA | 418 | 135 | 97 | 68 | 24 | 95 | 136 | 283 | 135 | 33 | 21 | 29 | 66 | 90 | 284 |
| A TAVOLA | 156 | 40 | 40 | 41 | 16 | 19 | 55 | 102 | 55 | 12 | 15 | 24 | 42 | 26 | 102 |
| AUTO | 155 | 38 | 45 | 39 | 10 | 22 | 46 | 109 | 39 | 8 | 5 | 8 | 21 | 24 | 116 |
| L'AUTOMOBILE | 373 | 89 | 78 | 65 | 50 | 91 | 178 | 195 | 103 | 20 | 16 | 32 | 55 | 67 | 270 |
| BELL'EUROPA | 209 | 66 | 35 | 29 | 22 | 57 | 95 | 114 | 58 | 10 | 15 | 19 | 40 | 34 | 151 |
| BELL'ITALIA | 326 | 60 | 78 | 46 | 50 | 92 | 161 | 165 | 90 | 23 | 15 | 22 | 50 | 59 | 236 |
| BENISSIMO | 407 | 128 | 94 | 73 | 30 | 82 | 142 | 265 | 128 | 51 | 32 | 24 | 85 | 64 | 279 |
| BIMBI SANI E BELLI | 925 | 311 | 169 | 217 | 66 | 162 | 304 | 620 | 554 | 303 | 138 | 105 | 445 | 191 | 370 |
| BRAVA CASA | 803 | 271 | 153 | 162 | 80 | 137 | 277 | 526 | 294 | 88 | 54 | 87 | 178 | 137 | 509 |
| BUONA CUCINA | 488 | 150 | 87 | 106 | 49 | 97 | 191 | 297 | 121 | 23 | 16 | 34 | 61 | 84 | 367 |
| BURDA | 1176 | 363 | 281 | 246 | 101 | 185 | 335 | 840 | 434 | 101 | 86 | 133 | 249 | 247 | 742 |
| CAPITAL | 145 | 39 | 11 | 33 | 14 | 48 | 69 | 77 | 36 | 12 | 6 | 7 | 22 | 16 | 110 |
| CARNET | 123 | 10 | 11 | 41 | 16 | 45 | 84 | 39 | 35 | 1 | 9 | 8 | 14 | 26 | 89 |
| CASAVIVA | 1236 | 420 | 247 | 256 | 105 | 207 | 395 | 841 | 443 | 100 | 86 | 124 | 251 | 261 | 792 |
| CENTO COSE ENERGY | 610 | 207 | 132 | 104 | 54 | 113 | 196 | 413 | 142 | 31 | 21 | 19 | 64 | 93 | 467 |
| CIAK | 393 | 109 | 87 | 69 | 34 | 93 | 154 | 239 | 77 | 6 | 8 | 6 | 14 | 68 | 317 |
| CIPRIA | 369 | 83 | 72 | 80 | 37 | 98 | 161 | 208 | 90 | 16 | 13 | 20 | 43 | 64 | 279 |
| CLASS | 89 | 20 | 11 | 19 | 14 | 24 | 47 | 42 | 21 | 8 | 3 | 2 | 9 | 12 | 68 |
| CLUB 3 | 139 | 41 | 32 | 31 | 8 | 27 | 51 | 88 | 19 | 3 | 1 | 7 | 7 | 13 | 121 |
| COME STAI | 267 | 100 | 50 | 49 | 25 | 43 | 82 | 185 | 94 | 22 | 18 | 18 | 49 | 61 | 173 |
| CONSIGLI PRATICI | 257 | 114 | 48 | 34 | 19 | 42 | 83 | 173 | 71 | 29 | 24 | 22 | 52 | 24 | 186 |
| COSE DI CASA | 1372 | 424 | 297 | 259 | 127 | 265 | 475 | 897 | 545 | 151 | 89 | 133 | 311 | 309 | 827 |
| LA CUCINA ITALIANA | 698 | 195 | 132 | 158 | 77 | 137 | 280 | 418 | 187 | 34 | 35 | 59 | 111 | 118 | 511 |
| CUCINA MODERNA | 805 | 260 | 162 | 154 | 82 | 146 | 278 | 528 | 244 | 58 | 49 | 71 | 145 | 141 | 561 |
| DONNA | 820 | 216 | 215 | 127 | 92 | 171 | 296 | 523 | 249 | 35 | 29 | 56 | 100 | 180 | 570 |
| DONNA E MAMMA | 383 | 132 | 84 | 88 | 17 | 64 | 110 | 273 | 261 | 189 | 60 | 55 | 243 | 49 | 122 |
| DOVE | 248 | 63 | 38 | 48 | 31 | 68 | 130 | 118 | 79 | 13 | 11 | 18 | 39 | 57 | 169 |
| ELLE | 529 | 159 | 91 | 90 | 64 | 125 | 230 | 299 | 137 | 25 | 11 | 25 | 52 | 100 | 392 |
| ELLE DECOR | 166 | 46 | 30 | 31 | 18 | 42 | 70 | 96 | 51 | 20 | 4 | 8 | 29 | 32 | 115 |
| FOCUS | 1351 | 450 | 315 | 262 | 124 | 199 | 426 | 925 | 351 | 49 | 32 | 83 | 145 | 232 | 1000 |
| GARDENIA | 199 | 41 | 69 | 17 | 28 | 45 | 82 | 117 | 45 | 13 | 9 | 6 | 23 | 27 | 154 |
| GENTE MESE | 894 | 293 | 173 | 190 | 82 | 156 | 314 | 580 | 290 | 55 | 51 | 88 | 155 | 177 | 604 |
| GENTE MONEY | 82 | 17 | 12 | 20 | 14 | 20 | 35 | 48 | 26 | 6 | 10 | 3 | 15 | 14 | 56 |
| GENTE MOTORI | 238 | 70 | 41 | 61 | 18 | 48 | 86 | 152 | 70 | 16 | 16 | 9 | 36 | 41 | 168 |
| GENTE VIAGGI | 362 | 111 | 47 | 72 | 54 | 79 | 176 | 187 | 76 | 15 | 8 | 12 | 29 | 59 | 286 |
| GLAMOUR | 362 | 125 | 90 | 73 | 24 | 51 | 103 | 259 | 66 | 9 | 21 | 8 | 33 | 42 | 296 |
| GULLIVER | 137 | 41 | 16 | 26 | 27 | 27 | 69 | 68 | 38 | 8 | 4 | 10 | 20 | 25 | 98 |
| IN CASA | 147 | 41 | 22 | 36 | 23 | 26 | 60 | 87 | 43 | 7 | 11 | 6 | 22 | 24 | 104 |
| INSIEME | 355 | 140 | 67 | 61 | 24 | 62 | 119 | 236 | 237 | 136 | 67 | 48 | 202 | 72 | 118 |
| IO E IL MIO BAMBINO | 771 | 279 | 164 | 164 | 40 | 125 | 219 | 552 | 584 | 427 | 110 | 124 | 514 | 145 | 187 |
| JESUS | 119 | 30 | 46 | 19 | 7 | 16 | 33 | 86 | 26 | 2 | 1 | 3 | 6 | 21 | 93 |
| MADRE | 159 | 74 | 40 | 19 | 8 | 17 | 38 | 121 | 55 | 12 | 8 | 16 | 32 | 39 | 104 |
| MARIE CLAIRE | 870 | 260 | 190 | 163 | 93 | 163 | 321 | 548 | 203 | 43 | 23 | 27 | 85 | 134 | 667 |
| MAX | 582 | 161 | 119 | 155 | 45 | 103 | 200 | 382 | 98 | 24 | 18 | 15 | 47 | 58 | 484 |
| MERIDIANI | 107 | 14 | 17 | 22 | 25 | 30 | 66 | 41 | 21 | 8 | 4 | 4 | 11 | 10 | 87 |
| MESSAGGERO DI S.ANTONIO | 1135 | 453 | 285 | 189 | 78 | 129 | 284 | 850 | 245 | 40 | 38 | 78 | 135 | 150 | 890 |
| LA MIA BOUTIQUE | 433 | 121 | 93 | 108 | 32 | 79 | 133 | 300 | 127 | 26 | 26 | 22 | 62 | 79 | 306 |
| LA MIA CASA | 269 | 97 | 56 | 45 | 20 | 52 | 81 | 188 | 84 | 21 | 13 | 22 | 44 | 59 | 185 |
| MILLIONAIRE INTRAPRENDERE | 219 | 66 | 56 | 45 | 17 | 34 | 63 | 156 | 72 | 21 | 11 | 15 | 40 | 41 | 147 |
| NAUTICA | 57 | 8 | 15 | 11 | 13 | 10 | 26 | 31 | 21 | 8 | 0 | 6 | 12 | 10 | 36 |
| PESCARE | 92 | 34 | 17 | 29 | 5 | 7 | 20 | 72 | 30 | 2 | 8 | 7 | 14 | 22 | 62 |
| PRATICA | 402 | 139 | 79 | 73 | 30 | 82 | 133 | 269 | 142 | 33 | 46 | 27 | 89 | 90 | 260 |
| QUATTRORUOTE | 1204 | 388 | 223 | 267 | 114 | 213 | 424 | 781 | 361 | 77 | 57 | 93 | 190 | 212 | 844 |
| QUATTRO ZAMPE | 243 | 74 | 53 | 35 | 24 | 57 | 91 | 151 | 48 | 11 | 5 | 9 | 22 | 30 | 194 |
| QUI TOURING | 437 | 64 | 115 | 84 | 43 | 131 | 201 | 237 | 93 | 15 | 20 | 15 | 42 | 62 | 345 |
| RAKAM | 575 | 195 | 114 | 111 | 41 | 113 | 192 | 383 | 165 | 49 | 29 | 38 | 90 | 88 | 410 |
| SALE & PEPE | 565 | 154 | 123 | 127 | 60 | 102 | 226 | 339 | 185 | 32 | 37 | 46 | 93 | 120 | 380 |
| SALVE | 309 | 92 | 41 | 90 | 31 | 54 | 117 | 192 | 103 | 21 | 21 | 19 | 48 | 65 | 206 |
| SCIENZA & VITA | 83 | 18 | 20 | 24 | 8 | 13 | 32 | 51 | 23 | 0 | 0 | 7 | 7 | 18 | 61 |
| LE SCIENZE | 172 | 38 | 42 | 30 | 15 | 46 | 65 | 106 | 57 | 7 | 12 | 17 | 32 | 34 | 115 |
| SELEZIONE READER'S DIGEST | 593 | 174 | 129 | 127 | 55 | 108 | 220 | 372 | 129 | 28 | 34 | 38 | 76 | 75 | 464 |
| SILHOUETTE DONNA | 1326 | 408 | 342 | 246 | 81 | 249 | 416 | 911 | 414 | 60 | 60 | 94 | 190 | 272 | 913 |
| SPEAK UP | 142 | 34 | 34 | 37 | 8 | 30 | 47 | 95 | 30 | 8 | 1 | 4 | 13 | 23 | 112 |
| STARBENE | 1543 | 522 | 292 | 324 | 126 | 279 | 519 | 1024 | 474 | 84 | 76 | 164 | 280 | 279 | 1069 |
| STARTER | 14 | 4 | 3 | 2 | 3 | 2 | 7 | 7 | 3 | 0 | 0 | 0 | 0 | 3 | 11 |
| TUTTI FOTOGRAFI | 56 | 24 | 10 | 10 | 7 | 5 | 15 | 41 | 21 | 5 | 6 | 3 | 15 | 7 | 35 |
| TUTTO | 489 | 169 | 121 | 105 | 30 | 64 | 126 | 363 | 144 | 3 | 9 | 26 | 35 | 120 | 345 |
| TUTTOMOTO | 131 | 49 | 21 | 37 | 9 | 15 | 38 | 93 | 45 | 3 | 2 | 9 | 14 | 36 | 86 |
| TUTTOTURISMO | 136 | 44 | 29 | 34 | 8 | 21 | 48 | 88 | 45 | 13 | 5 | 8 | 19 | 30 | 91 |
| VERA | 1057 | 347 | 257 | 205 | 80 | 167 | 314 | 743 | 386 | 75 | 76 | 113 | 237 | 231 | 671 |
| VIAGGIARE | 140 | 46 | 25 | 35 | 12 | 23 | 55 | 85 | 34 | 14 | 2 | 9 | 19 | 19 | 106 |
| VITALITY | 220 | 75 | 27 | 47 | 23 | 47 | 90 | 130 | 36 | 14 | 5 | 8 | 25 | 18 | 184 |
| VOGUE ITALIA | 729 | 206 | 169 | 136 | 56 | 162 | 254 | 475 | 250 | 66 | 38 | 45 | 124 | 155 | 479 |
| WEEKEND VIAGGI | 140 | 34 | 22 | 36 | 20 | 28 | 53 | 87 | 55 | 14 | 8 | 9 | 26 | 37 | 85 |
| DIANA (QUATTORDICINALE) | 53 | 17 | 20 | 11 | 0 | 4 | 9 | 44 | 19 | 6 | 0 | 5 | 6 | 13 | 34 |

# Donne

Lettori numero medio

Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (percentuali di composizione)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **33.0** | **22.0** | **20.6** | **7.4** | **16.9** | **30.9** | **69.1** | **26.0** | **6.0** | **4.7** | **7.4** | **14.9** | **15.5** | **74.0** |
| AMICA | 100.0 | 25.1 | 22.5 | 22.9 | 10.1 | 19.5 | 37.2 | 62.8 | 30.5 | 6.0 | 4.6 | 9.5 | 16.3 | 19.1 | 69.5 |
| ANNA | 100.0 | 28.3 | 21.3 | 20.0 | 9.3 | 21.2 | 38.0 | 62.0 | 27.7 | 6.5 | 4.9 | 7.6 | 15.6 | 16.5 | 72.3 |
| AUTO OGGI | 100.0 | 31.9 | 17.5 | 25.8 | 6.2 | 18.6 | 31.3 | 68.7 | 41.9 | 9.5 | 3.8 | 6.3 | 17.3 | 30.4 | 58.1 |
| AUTOSPRINT | 100.0 | 43.8 | 24.3 | 12.3 | 8.4 | 11.2 | 25.4 | 74.6 | 35.9 | 7.3 | 7.4 | 6.8 | 18.8 | 21.6 | 64.1 |
| BELLA | 100.0 | 36.0 | 21.6 | 19.8 | 7.9 | 14.7 | 31.1 | 68.9 | 29.0 | 6.5 | 6.3 | 8.9 | 19.3 | 16.3 | 71.0 |
| CHI | 100.0 | 31.8 | 17.6 | 23.7 | 8.8 | 18.1 | 35.5 | 64.5 | 27.0 | 4.7 | 3.3 | 5.4 | 12.1 | 18.6 | 73.0 |
| CONFIDENZE | 100.0 | 35.3 | 20.8 | 19.3 | 9.1 | 15.5 | 31.4 | 68.6 | 25.7 | 5.8 | 4.8 | 7.7 | 15.1 | 15.3 | 74.3 |
| DOMENICA QUIZ | 100.0 | 19.7 | 10.3 | 19.6 | 12.0 | 38.4 | 57.3 | 42.7 | 19.3 | 2.0 | 5.7 | 5.2 | 11.9 | 16.2 | 80.7 |
| DONNA MODERNA | 100.0 | 32.1 | 21.6 | 20.1 | 8.2 | 18.0 | 33.8 | 66.2 | 30.4 | 6.3 | 6.0 | 8.1 | 17.3 | 18.5 | 69.6 |
| L'ESPRESSO | 100.0 | 24.5 | 15.7 | 23.1 | 13.0 | 23.7 | 47.1 | 52.9 | 28.8 | 6.6 | 4.0 | 12.7 | 18.2 | 17.1 | 71.2 |
| EVA EXPRESS TREMILA | 100.0 | 32.3 | 16.2 | 19.6 | 7.1 | 24.9 | 38.5 | 61.5 | 29.8 | 7.5 | 5.1 | 6.3 | 17.4 | 19.9 | 70.2 |
| FAMIGLIA CRISTIANA | 100.0 | 41.7 | 23.0 | 15.7 | 8.2 | 11.3 | 24.8 | 75.2 | 24.8 | 4.8 | 4.0 | 6.9 | 13.0 | 16.2 | 75.2 |
| FILM TV | 100.0 | 19.7 | 23.9 | 17.7 | 18.2 | 20.6 | 48.2 | 51.8 | 30.7 | 4.3 | 1.7 | 7.7 | 12.0 | 23.1 | 69.3 |
| GENTE | 100.0 | 30.8 | 19.3 | 21.3 | 8.8 | 19.7 | 36.8 | 63.2 | 27.3 | 6.4 | 4.2 | 7.4 | 14.7 | 15.9 | 72.7 |
| GIOIA | 100.0 | 30.3 | 19.1 | 21.2 | 10.6 | 18.8 | 36.7 | 63.3 | 32.1 | 8.1 | 3.7 | 8.5 | 17.0 | 19.6 | 67.9 |
| IL GIORNALINO | 100.0 | 36.2 | 27.7 | 16.0 | 8.0 | 12.1 | 25.1 | 74.9 | 58.6 | 6.7 | 1.1 | 18.0 | 23.5 | 45.4 | 41.4 |
| GRAND HOTEL | 100.0 | 40.6 | 15.9 | 22.0 | 6.5 | 15.0 | 27.3 | 72.7 | 28.2 | 7.0 | 4.6 | 9.7 | 17.1 | 16.2 | 71.8 |
| GRAZIA | 100.0 | 28.7 | 20.9 | 19.4 | 10.6 | 20.3 | 39.0 | 61.0 | 27.4 | 5.7 | 4.8 | 8.0 | 14.9 | 18.1 | 72.6 |
| GUERIN SPORTIVO | 100.0 | 31.8 | 8.8 | 17.5 | 19.9 | 21.9 | 49.6 | 50.4 | 30.9 | 0.0 | 5.9 | 0.0 | 5.9 | 30.9 | 69.1 |
| GUIDA TV | 100.0 | 26.8 | 23.6 | 20.7 | 9.8 | 19.2 | 35.2 | 64.8 | 31.2 | 10.3 | 5.6 | 12.2 | 22.7 | 14.5 | 68.8 |
| INTIMITA' | 100.0 | 37.4 | 18.0 | 23.8 | 6.2 | 14.6 | 30.0 | 70.0 | 26.3 | 3.9 | 4.1 | 8.1 | 13.6 | 17.8 | 73.7 |
| MAGAZINE BEAUTIFUL | 100.0 | 34.5 | 30.9 | 16.3 | 7.8 | 10.4 | 25.1 | 74.9 | 36.5 | 3.5 | 2.7 | 5.9 | 9.3 | 29.7 | 63.5 |
| IL MONDO | 100.0 | 24.1 | 15.3 | 22.5 | 4.8 | 33.3 | 45.3 | 54.7 | 35.6 | 0.0 | 0.0 | 13.4 | 13.4 | 29.4 | 64.4 |
| MOTOSPRINT | 100.0 | 33.2 | 33.1 | 13.7 | 5.9 | 14.2 | 24.6 | 75.4 | 17.8 | 3.5 | 5.7 | 6.0 | 11.7 | 10.2 | 82.2 |
| NOVELLA 2000 | 100.0 | 33.2 | 20.3 | 19.0 | 10.3 | 17.2 | 32.5 | 67.5 | 28.9 | 6.5 | 5.7 | 5.9 | 15.4 | 17.7 | 71.1 |
| OGGI | 100.0 | 31.5 | 20.3 | 19.4 | 9.6 | 19.1 | 36.3 | 63.7 | 27.2 | 5.0 | 3.7 | 6.5 | 12.7 | 18.2 | 72.8 |
| PANORAMA | 100.0 | 27.5 | 20.0 | 19.7 | 10.0 | 22.8 | 40.6 | 59.4 | 28.1 | 5.1 | 3.4 | 9.4 | 15.1 | 17.2 | 71.9 |
| SORRISI E CANZONI TV | 100.0 | 32.7 | 22.0 | 22.6 | 7.3 | 15.5 | 29.3 | 70.7 | 31.4 | 6.5 | 5.5 | 6.8 | 16.0 | 19.9 | 68.6 |
| STOP | 100.0 | 40.8 | 18.0 | 16.3 | 8.8 | 16.1 | 30.2 | 69.8 | 18.4 | 4.3 | 3.5 | 6.9 | 11.6 | 9.0 | 81.6 |
| TELEPIU' | 100.0 | 34.7 | 18.7 | 19.5 | 6.9 | 20.2 | 34.8 | 65.2 | 37.1 | 6.9 | 5.5 | 10.3 | 19.3 | 23.8 | 62.9 |
| TELESETTE | 100.0 | 26.4 | 23.6 | 21.5 | 8.8 | 19.6 | 35.6 | 64.4 | 34.4 | 7.7 | 5.1 | 10.3 | 20.2 | 19.1 | 65.6 |
| TOPOLINO | 100.0 | 28.4 | 18.8 | 20.5 | 10.1 | 22.2 | 40.3 | 59.7 | 51.6 | 8.3 | 8.3 | 15.4 | 27.0 | 34.5 | 48.4 |
| VISTO | 100.0 | 43.0 | 17.0 | 13.4 | 14.7 | 11.9 | 30.6 | 69.4 | 33.2 | 9.0 | 5.1 | 9.8 | 19.0 | 19.3 | 66.8 |
| VIVERSANI & BELLI | 100.0 | 37.7 | 20.9 | 17.3 | 6.9 | 17.2 | 29.2 | 70.8 | 32.9 | 8.9 | 6.2 | 7.1 | 18.3 | 18.0 | 67.1 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 16.0 | 19.7 | 18.4 | 12.6 | 33.2 | 54.5 | 45.5 | 29.0 | 4.7 | 5.5 | 7.4 | 14.0 | 19.3 | 71.0 |
| DIARIO DELLA SETTIMANA | 100.0 | 16.1 | 7.5 | 26.4 | 7.4 | 42.6 | 71.3 | 28.7 | 25.7 | 0.0 | 4.2 | 5.4 | 9.6 | 21.5 | 74.3 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 38.5 | 19.5 | 15.8 | 10.7 | 15.5 | 32.0 | 68.0 | 27.8 | 4.6 | 3.4 | 3.2 | 10.6 | 20.7 | 72.2 |
| IO DONNA | 100.0 | 20.7 | 20.8 | 19.1 | 8.1 | 31.3 | 45.4 | 54.6 | 23.8 | 4.7 | 4.1 | 7.5 | 13.6 | 14.3 | 76.2 |
| SETTE | 100.0 | 20.8 | 15.9 | 19.7 | 8.9 | 34.8 | 50.7 | 49.3 | 22.8 | 3.8 | 4.0 | 5.8 | 11.7 | 14.6 | 77.2 |
| SPECCHIO DELLA STAMPA | 100.0 | 22.2 | 22.7 | 17.6 | 10.1 | 27.4 | 44.8 | 55.2 | 30.8 | 7.8 | 4.9 | 8.8 | 17.3 | 17.3 | 69.2 |
| TV SETTE | 100.0 | 22.6 | 16.6 | 18.1 | 8.4 | 34.3 | 48.7 | 51.3 | 23.6 | 3.9 | 4.9 | 5.8 | 12.6 | 15.1 | 76.4 |
| IL VENERDI' | 100.0 | 18.6 | 19.4 | 18.2 | 10.3 | 33.4 | 51.7 | 48.3 | 28.4 | 6.8 | 5.8 | 7.7 | 16.3 | 17.8 | 71.6 |

Lettori numero medio
Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (percentuali di composizione)

## MENSILI

| | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **33.0** | **22.0** | **20.6** | **7.4** | **16.9** | **30.9** | **69.1** | **26.0** | **6.0** | **4.7** | **7.4** | **14.9** | **15.5** | **74.0** |
| ABITARE | 100.0 | 20.5 | 12.1 | 26.7 | 13.9 | 26.8 | 50.8 | 49.2 | 27.6 | 9.3 | 7.8 | 10.0 | 19.6 | 13.4 | 72.4 |
| AD | 100.0 | 19.6 | 18.0 | 22.9 | 13.0 | 26.5 | 48.2 | 51.8 | 26.4 | 4.3 | 5.9 | 6.6 | 13.3 | 16.7 | 73.6 |
| AIRONE | 100.0 | 31.1 | 20.9 | 16.8 | 10.3 | 20.9 | 39.7 | 60.3 | 29.6 | 3.7 | 2.9 | 5.5 | 11.1 | 22.5 | 70.4 |
| AMADEUS | 100.0 | 22.5 | 11.9 | 17.8 | 15.7 | 32.1 | 50.0 | 50.0 | 22.7 | 10.7 | 2.6 | 10.5 | 20.5 | 9.7 | 77.3 |
| ARCHEO | 100.0 | 24.0 | 18.1 | 22.3 | 9.5 | 26.0 | 46.2 | 53.8 | 34.7 | 11.1 | 6.1 | 6.8 | 18.4 | 20.3 | 65.3 |
| ASTRA | 100.0 | 32.3 | 23.1 | 16.3 | 5.7 | 22.6 | 32.5 | 67.5 | 32.2 | 7.9 | 4.9 | 7.0 | 15.8 | 21.4 | 67.8 |
| A TAVOLA | 100.0 | 25.6 | 25.9 | 26.3 | 10.0 | 12.2 | 35.0 | 65.0 | 35.0 | 7.6 | 9.8 | 15.1 | 27.1 | 16.4 | 65.0 |
| AUTO | 100.0 | 24.4 | 29.2 | 25.3 | 6.6 | 14.5 | 29.9 | 70.1 | 25.4 | 4.9 | 3.1 | 5.4 | 13.3 | 15.2 | 74.6 |
| L'AUTOMOBILE | 100.0 | 23.8 | 21.0 | 17.3 | 13.5 | 24.4 | 47.7 | 52.3 | 27.5 | 5.2 | 4.3 | 8.5 | 14.8 | 17.9 | 72.5 |
| BELL'EUROPA | 100.0 | 31.8 | 16.6 | 13.9 | 10.5 | 27.3 | 45.4 | 54.6 | 27.8 | 5.0 | 7.0 | 9.3 | 19.2 | 16.4 | 72.2 |
| BELL'ITALIA | 100.0 | 18.4 | 24.1 | 14.0 | 15.3 | 28.1 | 49.5 | 50.5 | 27.6 | 7.0 | 4.7 | 6.8 | 15.4 | 18.2 | 72.4 |
| BENISSIMO | 100.0 | 31.5 | 23.2 | 17.9 | 7.3 | 20.2 | 34.9 | 65.1 | 31.5 | 12.5 | 7.8 | 5.8 | 21.0 | 15.7 | 68.5 |
| BIMBI SANI E BELLI | 100.0 | 33.7 | 18.3 | 23.5 | 7.1 | 17.5 | 32.9 | 67.1 | 60.0 | 32.8 | 14.9 | 11.3 | 48.1 | 20.7 | 40.0 |
| BRAVA CASA | 100.0 | 33.8 | 19.1 | 20.1 | 10.0 | 17.0 | 34.5 | 65.5 | 36.6 | 11.0 | 6.7 | 10.9 | 22.2 | 17.1 | 63.4 |
| BUONA CUCINA | 100.0 | 30.6 | 17.8 | 21.7 | 9.9 | 19.9 | 39.1 | 60.9 | 24.9 | 4.8 | 3.3 | 7.1 | 12.5 | 17.2 | 75.1 |
| BURDA | 100.0 | 30.9 | 23.9 | 20.9 | 8.6 | 15.8 | 28.5 | 71.5 | 36.9 | 8.6 | 7.3 | 11.3 | 21.2 | 21.0 | 63.1 |
| CAPITAL | 100.0 | 27.1 | 7.7 | 22.7 | 9.5 | 33.1 | 47.2 | 52.8 | 24.6 | 8.0 | 4.2 | 4.5 | 15.1 | 11.2 | 75.4 |
| CARNET | 100.0 | 8.4 | 8.6 | 33.4 | 13.3 | 36.3 | 68.5 | 31.5 | 28.2 | 0.8 | 7.3 | 6.9 | 11.5 | 20.9 | 71.8 |
| CASAVIVA | 100.0 | 34.0 | 20.0 | 20.7 | 8.5 | 16.7 | 32.0 | 68.0 | 35.9 | 8.1 | 7.0 | 10.0 | 20.3 | 21.2 | 64.1 |
| CENTO COSE ENERGY | 100.0 | 33.9 | 21.7 | 17.1 | 8.8 | 18.5 | 32.2 | 67.8 | 23.3 | 5.0 | 3.4 | 3.2 | 10.6 | 15.2 | 76.7 |
| CIAK | 100.0 | 27.8 | 22.2 | 17.6 | 8.7 | 23.7 | 39.1 | 60.9 | 19.5 | 1.5 | 2.0 | 1.5 | 3.5 | 17.3 | 80.5 |
| CIPRIA | 100.0 | 22.5 | 19.5 | 21.6 | 9.9 | 26.5 | 43.6 | 56.4 | 24.5 | 4.3 | 3.4 | 5.5 | 11.7 | 17.3 | 75.5 |
| CLASS | 100.0 | 22.7 | 12.9 | 21.9 | 15.4 | 27.1 | 52.4 | 47.6 | 23.6 | 9.5 | 3.8 | 2.5 | 10.4 | 13.1 | 76.4 |
| CLUB 3 | 100.0 | 29.6 | 22.6 | 22.6 | 5.8 | 19.4 | 36.7 | 63.3 | 13.4 | 2.2 | 0.6 | 4.7 | 5.3 | 9.2 | 86.6 |
| COME STAI | 100.0 | 37.4 | 18.8 | 18.2 | 9.5 | 16.1 | 30.7 | 69.3 | 35.3 | 8.1 | 6.7 | 6.8 | 18.3 | 22.8 | 64.7 |
| CONSIGLI PRATICI | 100.0 | 44.3 | 18.9 | 13.4 | 7.3 | 16.2 | 32.5 | 67.5 | 27.6 | 11.1 | 9.3 | 8.7 | 20.3 | 9.2 | 72.4 |
| COSE DI CASA | 100.0 | 30.9 | 21.7 | 18.9 | 9.2 | 19.3 | 34.6 | 65.4 | 39.7 | 11.0 | 6.5 | 9.7 | 22.6 | 22.5 | 60.3 |
| LA CUCINA ITALIANA | 100.0 | 27.9 | 18.9 | 22.6 | 11.0 | 19.7 | 40.1 | 59.9 | 26.8 | 4.9 | 5.1 | 8.5 | 15.9 | 16.9 | 73.2 |
| CUCINA MODERNA | 100.0 | 32.3 | 20.2 | 19.2 | 10.2 | 18.2 | 34.5 | 65.5 | 30.4 | 7.3 | 6.1 | 8.8 | 18.0 | 17.5 | 69.6 |
| DONNA | 100.0 | 26.3 | 26.2 | 15.5 | 11.2 | 20.8 | 36.2 | 63.8 | 30.4 | 4.2 | 3.5 | 6.9 | 12.2 | 22.0 | 69.6 |
| DONNA E MAMMA | 100.0 | 34.4 | 21.8 | 22.8 | 4.4 | 16.6 | 28.8 | 71.2 | 68.1 | 49.3 | 15.6 | 14.4 | 63.3 | 12.8 | 31.9 |
| DOVE | 100.0 | 25.2 | 15.4 | 19.3 | 12.5 | 27.6 | 52.3 | 47.7 | 31.8 | 5.4 | 4.3 | 7.2 | 15.8 | 23.2 | 68.2 |
| ELLE | 100.0 | 30.1 | 17.3 | 17.0 | 12.1 | 23.6 | 43.5 | 56.5 | 25.9 | 4.6 | 2.1 | 4.8 | 9.8 | 19.0 | 74.1 |
| ELLE DECOR | 100.0 | 27.4 | 18.1 | 18.8 | 10.6 | 25.2 | 42.1 | 57.9 | 30.7 | 11.9 | 2.2 | 4.9 | 17.3 | 19.3 | 69.3 |
| FOCUS | 100.0 | 33.3 | 23.3 | 19.4 | 9.2 | 14.8 | 31.5 | 68.5 | 26.0 | 3.6 | 2.3 | 6.2 | 10.7 | 17.2 | 74.0 |
| GARDENIA | 100.0 | 20.5 | 34.6 | 8.3 | 14.0 | 22.6 | 41.4 | 58.6 | 22.7 | 6.7 | 4.5 | 2.8 | 11.5 | 13.4 | 77.3 |
| GENTE MESE | 100.0 | 32.8 | 19.3 | 21.2 | 9.2 | 17.4 | 35.1 | 64.9 | 32.4 | 6.1 | 5.7 | 9.8 | 17.3 | 19.8 | 67.6 |
| GENTE MONEY | 100.0 | 20.4 | 14.5 | 24.1 | 17.1 | 23.8 | 42.0 | 58.0 | 31.9 | 6.7 | 11.6 | 3.4 | 18.4 | 17.3 | 68.1 |
| GENTE MOTORI | 100.0 | 29.5 | 17.0 | 25.7 | 7.8 | 20.0 | 36.0 | 64.0 | 29.4 | 6.9 | 6.8 | 3.7 | 15.2 | 17.3 | 70.6 |
| GENTE VIAGGI | 100.0 | 30.6 | 13.0 | 19.8 | 14.9 | 21.7 | 48.5 | 51.5 | 21.0 | 4.1 | 2.3 | 3.2 | 8.1 | 16.3 | 79.0 |
| GLAMOUR | 100.0 | 34.6 | 24.7 | 20.1 | 6.6 | 14.0 | 28.5 | 71.5 | 18.2 | 2.4 | 5.9 | 2.3 | 9.1 | 11.6 | 81.8 |
| GULLIVER | 100.0 | 30.3 | 11.4 | 18.7 | 20.0 | 19.6 | 50.3 | 49.7 | 28.1 | 5.6 | 3.3 | 7.1 | 14.3 | 18.5 | 71.9 |
| IN CASA | 100.0 | 27.8 | 14.7 | 24.2 | 15.6 | 17.7 | 40.9 | 59.1 | 29.5 | 4.8 | 7.8 | 4.4 | 15.0 | 16.1 | 70.5 |
| INSIEME | 100.0 | 39.6 | 18.8 | 17.3 | 6.9 | 17.5 | 33.5 | 66.5 | 66.8 | 38.2 | 18.9 | 13.7 | 56.9 | 20.3 | 33.2 |
| IO E IL MIO BAMBINO | 100.0 | 36.1 | 21.2 | 21.3 | 5.2 | 16.2 | 28.4 | 71.6 | 75.8 | 55.4 | 14.2 | 16.0 | 66.6 | 18.8 | 24.2 |
| JESUS | 100.0 | 25.1 | 39.0 | 16.3 | 6.1 | 13.5 | 27.7 | 72.3 | 21.6 | 1.9 | 0.6 | 2.9 | 4.8 | 17.5 | 78.4 |
| MADRE | 100.0 | 46.7 | 25.4 | 12.2 | 4.8 | 10.8 | 24.0 | 76.0 | 34.3 | 7.8 | 5.2 | 10.3 | 19.9 | 24.7 | 65.7 |
| MARIE CLAIRE | 100.0 | 29.9 | 21.9 | 18.8 | 10.7 | 18.7 | 37.0 | 63.0 | 23.3 | 4.9 | 2.7 | 3.1 | 9.8 | 15.4 | 76.7 |
| MAX | 100.0 | 27.6 | 20.4 | 26.6 | 7.7 | 17.7 | 34.3 | 65.7 | 16.9 | 4.1 | 3.1 | 2.6 | 8.1 | 10.0 | 83.1 |
| MERIDIANI | 100.0 | 13.3 | 16.0 | 20.1 | 23.1 | 27.5 | 61.5 | 38.5 | 19.2 | 7.9 | 4.1 | 3.4 | 10.0 | 9.2 | 80.8 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 39.9 | 25.1 | 16.7 | 6.9 | 11.3 | 25.1 | 74.9 | 21.6 | 3.5 | 3.3 | 6.9 | 11.9 | 13.2 | 78.4 |
| LA MIA BOUTIQUE | 100.0 | 28.0 | 21.5 | 24.9 | 7.5 | 18.1 | 30.7 | 69.3 | 29.4 | 6.0 | 5.9 | 5.2 | 14.3 | 18.3 | 70.6 |
| LA MIA CASA | 100.0 | 35.9 | 20.8 | 16.8 | 7.3 | 19.1 | 30.1 | 69.9 | 31.2 | 7.8 | 4.7 | 8.0 | 16.2 | 21.8 | 68.8 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 30.0 | 25.7 | 20.8 | 7.9 | 15.7 | 28.7 | 71.3 | 32.8 | 9.5 | 5.2 | 7.0 | 18.3 | 18.9 | 67.2 |
| NAUTICA | 100.0 | 14.5 | 26.5 | 18.6 | 23.4 | 17.1 | 45.7 | 54.3 | 36.9 | 14.3 | 0.0 | 11.2 | 20.9 | 18.1 | 63.1 |
| PESCARE | 100.0 | 36.6 | 19.0 | 31.6 | 5.0 | 7.8 | 21.8 | 78.2 | 32.6 | 2.5 | 9.0 | 8.0 | 15.0 | 23.7 | 67.4 |
| PRATICA | 100.0 | 34.4 | 19.6 | 18.2 | 7.4 | 20.4 | 33.2 | 66.8 | 35.2 | 8.1 | 11.5 | 6.7 | 22.1 | 22.4 | 64.8 |
| QUATTRORUOTE | 100.0 | 32.2 | 18.5 | 22.1 | 9.5 | 17.7 | 35.2 | 64.8 | 29.9 | 6.4 | 4.7 | 7.8 | 15.8 | 17.6 | 70.1 |
| QUATTRO ZAMPE | 100.0 | 30.4 | 21.7 | 14.3 | 10.1 | 23.4 | 37.7 | 62.3 | 20.0 | 4.6 | 2.0 | 3.7 | 8.9 | 12.3 | 80.0 |
| QUI TOURING | 100.0 | 14.6 | 26.4 | 19.3 | 9.7 | 30.0 | 45.9 | 54.1 | 21.2 | 3.4 | 4.6 | 3.4 | 9.6 | 14.1 | 78.8 |
| RAKAM | 100.0 | 33.9 | 19.9 | 19.4 | 7.1 | 19.7 | 33.4 | 66.6 | 28.7 | 8.6 | 5.0 | 6.7 | 15.7 | 15.3 | 71.3 |
| SALE & PEPE | 100.0 | 27.2 | 21.8 | 22.4 | 10.6 | 18.0 | 40.0 | 60.0 | 32.7 | 5.6 | 6.6 | 8.1 | 16.5 | 21.3 | 67.3 |
| SALVE | 100.0 | 29.9 | 13.4 | 29.2 | 10.1 | 17.4 | 38.0 | 62.0 | 33.2 | 6.9 | 6.7 | 6.1 | 15.5 | 21.0 | 66.8 |
| SCIENZA & VITA | 100.0 | 22.0 | 24.1 | 29.1 | 9.2 | 15.6 | 38.3 | 61.7 | 27.0 | 0.0 | 0.0 | 8.7 | 8.7 | 21.1 | 73.0 |
| LE SCIENZE | 100.0 | 22.3 | 24.4 | 17.7 | 8.7 | 26.9 | 38.1 | 61.9 | 33.0 | 4.1 | 6.8 | 9.9 | 18.6 | 19.8 | 67.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 29.4 | 21.8 | 21.3 | 9.3 | 18.3 | 37.2 | 62.8 | 21.7 | 4.7 | 5.7 | 6.4 | 12.8 | 12.7 | 78.3 |
| SILHOUETTE DONNA | 100.0 | 30.7 | 25.8 | 18.5 | 6.1 | 18.8 | 31.4 | 68.6 | 31.2 | 4.6 | 4.5 | 7.1 | 14.3 | 20.5 | 68.8 |
| SPEAK UP | 100.0 | 23.7 | 23.9 | 25.9 | 5.7 | 20.8 | 32.9 | 67.1 | 21.4 | 5.3 | 0.6 | 2.9 | 8.8 | 15.9 | 78.6 |
| STARBENE | 100.0 | 33.8 | 18.9 | 21.0 | 8.1 | 18.1 | 33.7 | 66.3 | 30.7 | 5.4 | 4.9 | 10.6 | 18.2 | 18.1 | 69.3 |
| STARTER | 100.0 | 31.1 | 17.8 | 12.7 | 24.6 | 13.8 | 51.1 | 48.9 | 24.6 | 0.0 | 0.0 | 0.0 | 0.0 | 24.6 | 75.4 |
| TUTTI FOTOGRAFI | 100.0 | 43.2 | 17.7 | 17.9 | 12.0 | 9.2 | 27.2 | 72.8 | 36.9 | 9.2 | 11.0 | 6.1 | 26.4 | 13.3 | 63.1 |
| TUTTO | 100.0 | 34.6 | 24.8 | 21.4 | 6.0 | 13.1 | 25.8 | 74.2 | 29.5 | 0.6 | 1.9 | 5.3 | 7.1 | 24.5 | 70.5 |
| TUTTOMOTO | 100.0 | 37.1 | 15.7 | 28.4 | 7.2 | 11.7 | 29.0 | 71.0 | 34.2 | 2.4 | 1.7 | 6.9 | 11.0 | 27.4 | 65.8 |
| TUTTOTURISMO | 100.0 | 32.4 | 21.5 | 25.0 | 5.9 | 15.1 | 35.2 | 64.8 | 33.1 | 9.8 | 3.9 | 5.7 | 13.7 | 21.7 | 66.9 |
| VERA | 100.0 | 32.9 | 24.3 | 19.4 | 7.6 | 15.8 | 29.7 | 70.3 | 36.6 | 7.1 | 7.2 | 10.7 | 22.4 | 21.9 | 63.4 |
| VIAGGIARE | 100.0 | 32.6 | 17.7 | 25.0 | 8.4 | 16.4 | 39.2 | 60.8 | 24.3 | 9.8 | 1.3 | 6.7 | 13.6 | 13.9 | 75.7 |
| VITALITY | 100.0 | 34.2 | 12.4 | 21.2 | 10.6 | 21.6 | 40.9 | 59.1 | 16.3 | 6.4 | 2.2 | 3.6 | 11.2 | 8.0 | 83.7 |
| VOGUE ITALIA | 100.0 | 28.3 | 23.1 | 18.6 | 7.7 | 22.3 | 34.9 | 65.1 | 34.3 | 9.0 | 5.3 | 6.1 | 17.0 | 21.3 | 65.7 |
| WEEKEND VIAGGI | 100.0 | 24.1 | 15.9 | 25.7 | 14.0 | 20.3 | 38.0 | 62.0 | 39.2 | 10.1 | 5.7 | 6.1 | 18.4 | 26.1 | 60.8 |
| DIANA (QUATTORDICINALE) | 100.0 | 33.0 | 38.5 | 21.0 | 0.0 | 7.5 | 16.9 | 83.1 | 36.1 | 12.0 | 0.0 | 8.5 | 12.0 | 24.1 | 63.9 |

# Donne

Lettori numero medio
Analisi secondo: ● **regioni**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **25670** | **2034** | **796** | **4083** | **401** | **2013** | **560** | **1836** | **1643** | **657** | **378** | **2351** | **709** | **2416** | **1756** |
| AMICA | 1044 | 68 | 31 | 195 | 11 | 71 | 21 | 127 | 75 | 47 | 15 | 104 | 20 | 91 | 52 |
| ANNA | 1178 | 86 | 28 | 251 | 13 | 114 | 28 | 108 | 72 | 32 | 19 | 103 | 30 | 96 | 50 |
| AUTO OGGI | 140 | 12 | 0 | 26 | 1 | 32 | 3 | 11 | 7 | 4 | 0 | 9 | 1 | 12 | 0 |
| AUTOSPRINT | 119 | 11 | 3 | 22 | 1 | 22 | 2 | 21 | 4 | 4 | 1 | 6 | 4 | 8 | 0 |
| BELLA | 635 | 68 | 14 | 144 | 11 | 78 | 21 | 55 | 49 | 10 | 10 | 58 | 10 | 45 | 21 |
| CHI | 1209 | 141 | 38 | 227 | 19 | 114 | 45 | 127 | 95 | 41 | 13 | 91 | 19 | 74 | 53 |
| CONFIDENZE | 872 | 75 | 29 | 170 | 23 | 91 | 5 | 68 | 70 | 13 | 14 | 70 | 17 | 83 | 31 |
| DOMENICA QUIZ | 189 | 9 | 31 | 26 | 5 | 11 | 4 | 17 | 7 | 4 | 6 | 15 | 2 | 18 | 12 |
| DONNA MODERNA | 3220 | 288 | 155 | 614 | 44 | 307 | 77 | 316 | 214 | 82 | 49 | 298 | 86 | 258 | 148 |
| L'ESPRESSO | 771 | 28 | 17 | 103 | 13 | 78 | 27 | 73 | 56 | 26 | 12 | 101 | 24 | 55 | 53 |
| EVA EXPRESS TREMILA | 419 | 36 | 10 | 91 | 8 | 26 | 8 | 44 | 36 | 14 | 11 | 51 | 4 | 30 | 13 |
| FAMIGLIA CRISTIANA | 3054 | 243 | 80 | 709 | 36 | 447 | 90 | 176 | 160 | 74 | 35 | 170 | 70 | 196 | 152 |
| FILM TV | 140 | 18 | 10 | 22 | 1 | 4 | 5 | 23 | 14 | 7 | 2 | 14 | 1 | 6 | 2 |
| GENTE | 2747 | 209 | 165 | 463 | 40 | 225 | 97 | 199 | 167 | 75 | 40 | 260 | 61 | 242 | 124 |
| GIOIA | 1223 | 98 | 63 | 237 | 13 | 106 | 24 | 115 | 90 | 35 | 17 | 109 | 20 | 85 | 61 |
| IL GIORNALINO | 211 | 9 | 1 | 51 | 2 | 38 | 3 | 12 | 10 | 2 | 2 | 15 | 3 | 11 | 23 |
| GRAND HOTEL | 835 | 123 | 27 | 136 | 8 | 50 | 30 | 65 | 79 | 7 | 8 | 87 | 16 | 70 | 26 |
| GRAZIA | 1510 | 112 | 51 | 258 | 13 | 139 | 34 | 158 | 102 | 61 | 29 | 100 | 44 | 140 | 83 |
| GUERIN SPORTIVO | 41 | 2 | 3 | 2 | 0 | 3 | 5 | 6 | 4 | 0 | 2 | 6 | 0 | 7 | 0 |
| GUIDA TV | 870 | 107 | 11 | 150 | 5 | 71 | 18 | 95 | 79 | 16 | 8 | 90 | 25 | 48 | 66 |
| INTIMITA' | 1001 | 92 | 26 | 202 | 21 | 121 | 20 | 105 | 54 | 22 | 18 | 111 | 38 | 54 | 22 |
| MAGAZINE BEAUTIFUL | 288 | 20 | 6 | 63 | 4 | 39 | 1 | 17 | 32 | 2 | 2 | 30 | 3 | 17 | 20 |
| IL MONDO | 35 | 2 | 0 | 7 | 0 | 0 | 3 | 4 | 0 | 2 | 0 | 5 | 1 | 8 | 2 |
| MOTOSPRINT | 91 | 4 | 6 | 18 | 2 | 9 | 1 | 19 | 7 | 0 | 1 | 12 | 0 | 0 | 0 |
| NOVELLA 2000 | 865 | 52 | 22 | 140 | 12 | 95 | 21 | 121 | 68 | 36 | 21 | 78 | 16 | 63 | 24 |
| OGGI | 2717 | 204 | 144 | 531 | 36 | 314 | 66 | 225 | 155 | 48 | 50 | 280 | 66 | 157 | 106 |
| PANORAMA | 1381 | 88 | 46 | 216 | 24 | 171 | 41 | 135 | 86 | 48 | 20 | 146 | 25 | 109 | 65 |
| SORRISI E CANZONI TV | 4639 | 381 | 112 | 857 | 39 | 413 | 105 | 390 | 315 | 112 | 86 | 398 | 100 | 519 | 236 |
| STOP | 545 | 93 | 23 | 141 | 6 | 65 | 28 | 52 | 52 | 7 | 6 | 40 | 1 | 9 | 8 |
| TELEPIU' | 1136 | 112 | 30 | 162 | 8 | 89 | 26 | 84 | 79 | 26 | 14 | 118 | 28 | 100 | 39 |
| TELESETTE | 1193 | 131 | 22 | 152 | 13 | 96 | 46 | 82 | 69 | 30 | 10 | 154 | 39 | 98 | 72 |
| TOPOLINO | 1312 | 140 | 45 | 214 | 24 | 88 | 45 | 103 | 91 | 32 | 19 | 144 | 26 | 97 | 52 |
| VISTO | 468 | 47 | 17 | 115 | 12 | 64 | 17 | 30 | 31 | 9 | 10 | 26 | 7 | 12 | 29 |
| VIVERSANI & BELLI | 1406 | 147 | 27 | 208 | 26 | 118 | 38 | 83 | 77 | 28 | 19 | 159 | 44 | 194 | 62 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 35 | 35 | 147 | 8 | 72 | 31 | 106 | 76 | 35 | 11 | 182 | 12 | 127 | 42 |
| DIARIO DELLA SETTIMANA | 68 | 2 | 8 | 6 | 0 | 3 | 2 | 10 | 5 | 2 | 1 | 16 | 0 | 4 | 2 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 22 | 6 | 124 | 12 | 43 | 35 | 45 | 45 | 10 | 7 | 24 | 6 | 23 | 12 |
| IO DONNA | 1368 | 67 | 34 | 628 | 9 | 69 | 36 | 94 | 40 | 29 | 14 | 128 | 15 | 77 | 44 |
| SETTE | 1181 | 30 | 30 | 643 | 11 | 47 | 41 | 58 | 29 | 23 | 8 | 93 | 5 | 56 | 35 |
| SPECCHIO DELLA STAMPA | 650 | 189 | 37 | 59 | 14 | 24 | 4 | 40 | 26 | 5 | 8 | 64 | 12 | 39 | 53 |
| TV SETTE | 1364 | 45 | 28 | 641 | 18 | 63 | 36 | 73 | 37 | 39 | 12 | 127 | 12 | 87 | 43 |
| IL VENERDI' | 1763 | 73 | 82 | 200 | 20 | 112 | 47 | 210 | 163 | 49 | 19 | 319 | 43 | 204 | 51 |

Lettori numero medio
Analisi secondo: ● **regioni**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| POPOLAZIONE | 25670 | 2034 | 796 | 4083 | 401 | 2013 | 560 | 1836 | 1643 | 657 | 378 | 2351 | 709 | 2416 | 1756 |
| ABITARE | 189 | 23 | 7 | 56 | 1 | 13 | 14 | 27 | 9 | 8 | 4 | 17 | 1 | 0 | 0 |
| AD | 376 | 29 | 13 | 64 | 3 | 47 | 6 | 52 | 21 | 10 | 7 | 44 | 6 | 12 | 18 |
| AIRONE | 451 | 47 | 31 | 128 | 14 | 33 | 15 | 50 | 29 | 7 | 3 | 50 | 13 | 7 | 6 |
| AMADEUS | 72 | 2 | 0 | 17 | 3 | 7 | 3 | 10 | 4 | 6 | 0 | 9 | 0 | 8 | 3 |
| ARCHEO | 140 | 4 | 3 | 17 | 1 | 13 | 2 | 10 | 11 | 13 | 0 | 30 | 10 | 5 | 7 |
| ASTRA | 418 | 54 | 7 | 78 | 4 | 13 | 8 | 51 | 40 | 10 | 4 | 47 | 9 | 23 | 12 |
| A TAVOLA | 156 | 12 | 8 | 36 | 4 | 15 | 3 | 10 | 11 | 7 | 2 | 15 | 2 | 13 | 8 |
| AUTO | 155 | 13 | 5 | 23 | 1 | 19 | 8 | 20 | 18 | 6 | 3 | 16 | 9 | 5 | 3 |
| L'AUTOMOBILE | 373 | 41 | 7 | 94 | 1 | 32 | 8 | 41 | 56 | 7 | 6 | 26 | 6 | 22 | 11 |
| BELL'EUROPA | 209 | 18 | 16 | 54 | 1 | 30 | 12 | 20 | 9 | 3 | 3 | 26 | 6 | 3 | 0 |
| BELL'ITALIA | 326 | 26 | 17 | 95 | 4 | 29 | 6 | 35 | 16 | 4 | 12 | 42 | 3 | 15 | 6 |
| BENISSIMO | 407 | 39 | 18 | 65 | 12 | 60 | 13 | 25 | 35 | 8 | 9 | 40 | 14 | 24 | 6 |
| BIMBI SANI E BELLI | 925 | 63 | 31 | 144 | 14 | 89 | 19 | 67 | 41 | 17 | 16 | 99 | 37 | 113 | 48 |
| BRAVA CASA | 803 | 75 | 27 | 138 | 15 | 51 | 26 | 72 | 59 | 29 | 14 | 73 | 19 | 61 | 42 |
| BUONA CUCINA | 488 | 35 | 32 | 57 | 11 | 51 | 9 | 46 | 35 | 7 | 6 | 42 | 5 | 54 | 33 |
| BURDA | 1176 | 75 | 12 | 123 | 15 | 106 | 17 | 46 | 56 | 23 | 20 | 119 | 28 | 108 | 133 |
| CAPITAL | 145 | 18 | 6 | 31 | 0 | 17 | 1 | 9 | 10 | 2 | 3 | 11 | 10 | 6 | 9 |
| CARNET | 123 | 8 | 6 | 29 | 0 | 13 | 2 | 23 | 7 | 2 | 0 | 15 | 1 | 4 | 3 |
| CASAVIVA | 1236 | 105 | 56 | 196 | 29 | 101 | 14 | 116 | 62 | 30 | 17 | 118 | 25 | 104 | 77 |
| CENTO COSE ENERGY | 610 | 64 | 16 | 113 | 6 | 55 | 17 | 66 | 30 | 23 | 13 | 52 | 28 | 43 | 28 |
| CIAK | 393 | 43 | 17 | 51 | 6 | 28 | 11 | 48 | 18 | 13 | 2 | 53 | 10 | 39 | 22 |
| CIPRIA | 369 | 13 | 24 | 64 | 3 | 26 | 12 | 28 | 23 | 11 | 9 | 36 | 11 | 50 | 19 |
| CLASS | 89 | 7 | 3 | 19 | 2 | 8 | 4 | 14 | 1 | 0 | 0 | 9 | 6 | 6 | 3 |
| CLUB 3 | 139 | 19 | 13 | 33 | 3 | 6 | 12 | 15 | 8 | 3 | 1 | 12 | 8 | 0 | 6 |
| COME STAI | 267 | 21 | 14 | 28 | 9 | 31 | 17 | 12 | 15 | 4 | 3 | 31 | 10 | 28 | 16 |
| CONSIGLI PRATICI | 257 | 33 | 7 | 35 | 11 | 31 | 22 | 15 | 13 | 6 | 6 | 26 | 11 | 21 | 0 |
| COSE DI CASA | 1372 | 120 | 25 | 223 | 29 | 109 | 31 | 115 | 76 | 39 | 23 | 140 | 36 | 148 | 83 |
| LA CUCINA ITALIANA | 698 | 62 | 11 | 126 | 9 | 44 | 23 | 79 | 43 | 10 | 14 | 74 | 13 | 64 | 32 |
| CUCINA MODERNA | 805 | 86 | 27 | 107 | 11 | 66 | 20 | 96 | 65 | 13 | 17 | 74 | 13 | 78 | 31 |
| DONNA | 820 | 45 | 22 | 129 | 8 | 56 | 15 | 77 | 50 | 21 | 20 | 59 | 22 | 114 | 52 |
| DONNA E MAMMA | 383 | 37 | 9 | 55 | 12 | 37 | 17 | 17 | 22 | 6 | 8 | 40 | 10 | 36 | 23 |
| DOVE | 248 | 31 | 20 | 70 | 2 | 24 | 4 | 28 | 13 | 0 | 5 | 19 | 6 | 15 | 2 |
| ELLE | 529 | 28 | 25 | 93 | 15 | 53 | 16 | 78 | 50 | 30 | 14 | 41 | 11 | 25 | 12 |
| ELLE DECOR | 166 | 12 | 8 | 47 | 3 | 12 | 6 | 23 | 11 | 3 | 2 | 8 | 3 | 11 | 4 |
| FOCUS | 1351 | 109 | 37 | 210 | 26 | 182 | 65 | 114 | 89 | 43 | 24 | 121 | 42 | 86 | 59 |
| GARDENIA | 199 | 13 | 11 | 46 | 5 | 19 | 9 | 20 | 27 | 2 | 3 | 28 | 1 | 2 | 2 |
| GENTE MESE | 894 | 52 | 23 | 113 | 12 | 76 | 25 | 72 | 59 | 26 | 17 | 86 | 34 | 92 | 32 |
| GENTE MONEY | 82 | 4 | 0 | 11 | 3 | 4 | 0 | 6 | 2 | 3 | 6 | 9 | 10 | 12 | 6 |
| GENTE MOTORI | 238 | 15 | 8 | 51 | 1 | 20 | 7 | 17 | 7 | 3 | 8 | 36 | 0 | 23 | 7 |
| GENTE VIAGGI | 362 | 45 | 18 | 78 | 3 | 31 | 19 | 44 | 23 | 13 | 5 | 37 | 10 | 13 | 8 |
| GLAMOUR | 362 | 29 | 8 | 68 | 5 | 29 | 19 | 41 | 24 | 17 | 0 | 41 | 14 | 20 | 12 |
| GULLIVER | 137 | 19 | 6 | 25 | 3 | 16 | 8 | 15 | 6 | 6 | 2 | 14 | 6 | 6 | 2 |
| IN CASA | 147 | 5 | 0 | 22 | 3 | 23 | 0 | 21 | 7 | 3 | 3 | 18 | 1 | 18 | 7 |
| INSIEME | 355 | 28 | 13 | 51 | 4 | 53 | 19 | 34 | 18 | 5 | 5 | 21 | 18 | 32 | 11 |
| IO E IL MIO BAMBINO | 771 | 66 | 20 | 117 | 17 | 85 | 17 | 37 | 34 | 11 | 16 | 80 | 38 | 81 | 29 |
| JESUS | 119 | 8 | 13 | 41 | 0 | 10 | 6 | 4 | 9 | 0 | 0 | 8 | 2 | 2 | 4 |
| MADRE | 159 | 16 | 6 | 82 | 4 | 17 | 5 | 10 | 9 | 0 | 0 | 0 | 0 | 4 | 0 |
| MARIE CLAIRE | 870 | 49 | 64 | 161 | 15 | 69 | 38 | 137 | 60 | 24 | 13 | 66 | 17 | 58 | 27 |
| MAX | 582 | 29 | 31 | 125 | 11 | 50 | 15 | 64 | 45 | 18 | 7 | 55 | 14 | 30 | 20 |
| MERIDIANI | 107 | 1 | 9 | 26 | 3 | 20 | 2 | 22 | 2 | 1 | 0 | 14 | 0 | 0 | 0 |
| MESSAGGERO DI S.ANTONIO | 1135 | 83 | 24 | 183 | 12 | 124 | 27 | 47 | 71 | 22 | 12 | 82 | 44 | 84 | 112 |
| LA MIA BOUTIQUE | 433 | 22 | 11 | 53 | 4 | 45 | 5 | 38 | 12 | 2 | 3 | 47 | 8 | 25 | 48 |
| LA MIA CASA | 269 | 17 | 12 | 55 | 0 | 27 | 5 | 18 | 16 | 7 | 5 | 22 | 4 | 23 | 8 |
| MILLIONAIRE INTRAPRENDERE | 219 | 7 | 10 | 15 | 1 | 7 | 2 | 21 | 7 | 11 | 3 | 14 | 21 | 39 | 22 |
| NAUTICA | 57 | 3 | 3 | 11 | 0 | 5 | 6 | 3 | 10 | 0 | 0 | 5 | 0 | 0 | 8 |
| PESCARE | 92 | 14 | 1 | 17 | 3 | 2 | 2 | 8 | 6 | 0 | 4 | 6 | 2 | 12 | 3 |
| PRATICA | 402 | 39 | 21 | 86 | 10 | 38 | 20 | 31 | 21 | 1 | 10 | 43 | 12 | 39 | 9 |
| QUATTRORUOTE | 1204 | 96 | 31 | 235 | 23 | 130 | 41 | 91 | 83 | 38 | 28 | 141 | 25 | 78 | 48 |
| QUATTRO ZAMPE | 243 | 23 | 11 | 52 | 2 | 19 | 5 | 28 | 24 | 3 | 4 | 30 | 8 | 9 | 7 |
| QUI TOURING | 437 | 47 | 24 | 149 | 4 | 70 | 6 | 32 | 28 | 5 | 4 | 24 | 2 | 13 | 5 |
| RAKAM | 575 | 42 | 19 | 93 | 6 | 57 | 18 | 33 | 46 | 17 | 11 | 50 | 16 | 39 | 24 |
| SALE & PEPE | 565 | 56 | 33 | 106 | 8 | 49 | 8 | 61 | 52 | 9 | 11 | 44 | 13 | 26 | 22 |
| SALVE | 309 | 27 | 21 | 60 | 3 | 31 | 4 | 47 | 9 | 11 | 3 | 31 | 13 | 10 | 11 |
| SCIENZA & VITA | 83 | 9 | 0 | 19 | 3 | 12 | 5 | 5 | 6 | 1 | 0 | 4 | 0 | 5 | 3 |
| LE SCIENZE | 172 | 13 | 4 | 29 | 4 | 6 | 8 | 21 | 23 | 0 | 3 | 22 | 3 | 12 | 10 |
| SELEZIONE READER'S DIGEST | 593 | 37 | 23 | 95 | 13 | 61 | 25 | 50 | 20 | 15 | 5 | 62 | 31 | 45 | 26 |
| SILHOUETTE DONNA | 1326 | 93 | 38 | 150 | 19 | 88 | 33 | 109 | 79 | 39 | 19 | 162 | 37 | 171 | 71 |
| SPEAK UP | 142 | 8 | 9 | 25 | 2 | 10 | 3 | 8 | 8 | 7 | 5 | 21 | 3 | 7 | 7 |
| STARBENE | 1543 | 140 | 47 | 224 | 26 | 139 | 33 | 129 | 73 | 46 | 26 | 169 | 41 | 173 | 71 |
| STARTER | 14 | 2 | 0 | 2 | 0 | 2 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 |
| TUTTI FOTOGRAFI | 56 | 5 | 0 | 4 | 5 | 8 | 4 | 5 | 2 | 3 | 1 | 5 | 0 | 9 | 2 |
| TUTTO | 489 | 40 | 14 | 81 | 6 | 57 | 10 | 42 | 17 | 19 | 3 | 46 | 12 | 47 | 24 |
| TUTTOMOTO | 131 | 15 | 1 | 17 | 4 | 23 | 8 | 12 | 5 | 2 | 3 | 17 | 5 | 3 | 0 |
| TUTTOTURISMO | 136 | 11 | 12 | 32 | 5 | 10 | 1 | 9 | 9 | 5 | 3 | 17 | 0 | 6 | 2 |
| VERA | 1057 | 97 | 39 | 159 | 13 | 120 | 46 | 87 | 50 | 31 | 21 | 101 | 14 | 100 | 53 |
| VIAGGIARE | 140 | 20 | 7 | 23 | 3 | 23 | 1 | 12 | 7 | 10 | 0 | 11 | 2 | 12 | 0 |
| VITALITY | 220 | 26 | 9 | 31 | 4 | 24 | 13 | 24 | 15 | 4 | 5 | 12 | 5 | 14 | 10 |
| VOGUE ITALIA | 729 | 47 | 18 | 117 | 5 | 66 | 24 | 85 | 48 | 26 | 11 | 78 | 12 | 86 | 26 |
| WEEKEND VIAGGI | 140 | 11 | 6 | 31 | 0 | 19 | 6 | 22 | 9 | 0 | 0 | 17 | 1 | 11 | 3 |
| DIANA (QUATTORDICINALE) | 53 | 0 | 6 | 5 | 0 | 0 | 6 | 4 | 7 | 0 | 4 | 13 | 0 | 3 | 0 |

# Donne

Lettori numero medio
Analisi secondo: ● **regioni**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **7.9** | **3.1** | **15.9** | **1.6** | **7.8** | **2.2** | **7.2** | **6.4** | **2.6** | **1.5** | **9.2** | **2.8** | **9.4** | **6.8** |
| AMICA | 100.0 | 6.5 | 3.0 | 18.7 | 1.1 | 6.8 | 2.0 | 12.2 | 7.2 | 4.5 | 1.4 | 10.0 | 2.0 | 8.7 | 5.0 |
| ANNA | 100.0 | 7.3 | 2.4 | 21.3 | 1.1 | 9.6 | 2.4 | 9.2 | 6.1 | 2.7 | 1.6 | 8.7 | 2.5 | 8.1 | 4.3 |
| AUTO OGGI | 100.0 | 8.5 | 0.0 | 18.3 | 0.9 | 23.1 | 2.1 | 7.9 | 5.0 | 3.0 | 0.0 | 6.4 | 0.9 | 8.6 | 0.0 |
| AUTOSPRINT | 100.0 | 8.9 | 2.7 | 18.7 | 1.1 | 18.8 | 1.9 | 17.5 | 3.2 | 3.3 | 0.7 | 4.8 | 3.2 | 6.5 | 0.0 |
| BELLA | 100.0 | 10.7 | 2.3 | 22.6 | 1.7 | 12.3 | 3.3 | 8.6 | 7.8 | 1.6 | 1.6 | 9.2 | 1.6 | 7.1 | 3.4 |
| CHI | 100.0 | 11.7 | 3.2 | 18.8 | 1.5 | 9.4 | 3.7 | 10.5 | 7.9 | 3.4 | 1.1 | 7.6 | 1.5 | 6.1 | 4.4 |
| CONFIDENZE | 100.0 | 8.6 | 3.3 | 19.5 | 2.6 | 10.4 | 0.6 | 7.8 | 8.0 | 1.5 | 1.6 | 8.0 | 2.0 | 9.5 | 3.5 |
| DOMENICA QUIZ | 100.0 | 4.9 | 16.7 | 13.5 | 2.5 | 5.9 | 2.1 | 9.2 | 3.8 | 2.2 | 3.0 | 8.0 | 0.9 | 9.4 | 6.3 |
| DONNA MODERNA | 100.0 | 8.9 | 4.8 | 19.1 | 1.4 | 9.5 | 2.4 | 9.8 | 6.6 | 2.6 | 1.5 | 9.2 | 2.7 | 8.0 | 4.6 |
| L'ESPRESSO | 100.0 | 3.6 | 2.3 | 13.3 | 1.7 | 10.1 | 3.5 | 9.5 | 7.3 | 3.4 | 1.6 | 13.1 | 3.1 | 7.1 | 6.8 |
| EVA EXPRESS TREMILA | 100.0 | 8.5 | 2.5 | 21.8 | 1.9 | 6.3 | 1.8 | 10.5 | 8.5 | 3.4 | 2.6 | 12.1 | 0.9 | 7.0 | 3.1 |
| FAMIGLIA CRISTIANA | 100.0 | 8.0 | 2.6 | 23.2 | 1.2 | 14.6 | 2.9 | 5.8 | 5.2 | 2.4 | 1.1 | 5.6 | 2.3 | 6.4 | 5.0 |
| FILM TV | 100.0 | 13.0 | 7.3 | 15.5 | 1.1 | 2.7 | 3.6 | 16.5 | 9.6 | 4.8 | 1.5 | 9.7 | 0.5 | 4.3 | 1.2 |
| GENTE | 100.0 | 7.6 | 6.0 | 16.9 | 1.4 | 8.2 | 3.5 | 7.2 | 6.1 | 2.7 | 1.5 | 9.5 | 2.2 | 8.8 | 4.5 |
| GIOIA | 100.0 | 8.0 | 5.2 | 19.4 | 1.1 | 8.7 | 2.0 | 9.4 | 7.4 | 2.9 | 1.4 | 8.9 | 1.6 | 7.0 | 5.0 |
| IL GIORNALINO | 100.0 | 4.3 | 0.6 | 24.1 | 0.8 | 18.1 | 1.4 | 5.6 | 4.9 | 1.1 | 1.1 | 7.1 | 1.4 | 5.1 | 10.7 |
| GRAND HOTEL | 100.0 | 14.7 | 3.2 | 16.3 | 1.0 | 6.0 | 3.5 | 7.8 | 9.4 | 0.9 | 1.0 | 10.4 | 1.9 | 8.4 | 3.2 |
| GRAZIA | 100.0 | 7.4 | 3.4 | 17.1 | 0.9 | 9.2 | 2.3 | 10.5 | 6.8 | 4.1 | 1.9 | 6.6 | 2.9 | 9.3 | 5.5 |
| GUERIN SPORTIVO | 100.0 | 5.2 | 7.8 | 5.5 | 0.0 | 7.2 | 11.3 | 15.1 | 9.6 | 0.0 | 4.9 | 14.2 | 0.0 | 16.8 | 0.0 |
| GUIDA TV | 100.0 | 12.3 | 1.3 | 17.3 | 0.5 | 8.2 | 2.0 | 11.0 | 9.0 | 1.8 | 0.9 | 10.3 | 2.9 | 5.5 | 7.6 |
| INTIMITA' | 100.0 | 9.2 | 2.6 | 20.2 | 2.1 | 12.0 | 2.0 | 10.5 | 5.4 | 2.2 | 1.8 | 11.1 | 3.8 | 5.4 | 2.2 |
| MAGAZINE BEAUTIFUL | 100.0 | 6.8 | 2.2 | 21.9 | 1.6 | 13.5 | 0.4 | 5.7 | 11.1 | 0.8 | 0.8 | 10.5 | 1.2 | 5.8 | 6.8 |
| IL MONDO | 100.0 | 6.5 | 0.0 | 18.7 | 0.0 | 0.0 | 8.5 | 12.2 | 0.0 | 4.7 | 0.0 | 13.8 | 2.6 | 21.6 | 4.8 |
| MOTOSPRINT | 100.0 | 4.7 | 6.2 | 20.0 | 2.6 | 10.4 | 1.1 | 21.2 | 7.4 | 0.0 | 1.5 | 13.6 | 0.0 | 0.0 | 0.0 |
| NOVELLA 2000 | 100.0 | 6.1 | 2.6 | 16.2 | 1.4 | 11.0 | 2.4 | 14.0 | 7.8 | 4.2 | 2.4 | 9.1 | 1.9 | 7.3 | 2.7 |
| OGGI | 100.0 | 7.5 | 5.3 | 19.6 | 1.3 | 11.6 | 2.4 | 8.3 | 5.7 | 1.8 | 1.8 | 10.3 | 2.4 | 5.8 | 3.9 |
| PANORAMA | 100.0 | 6.4 | 3.3 | 15.6 | 1.8 | 12.4 | 2.9 | 9.8 | 6.2 | 3.5 | 1.4 | 10.6 | 1.8 | 7.9 | 4.7 |
| SORRISI E CANZONI TV | 100.0 | 8.2 | 2.4 | 18.5 | 0.8 | 8.9 | 2.3 | 8.4 | 6.8 | 2.4 | 1.9 | 8.6 | 2.2 | 11.2 | 5.1 |
| STOP | 100.0 | 17.1 | 4.3 | 25.9 | 1.2 | 11.9 | 5.2 | 9.5 | 9.6 | 1.3 | 1.2 | 7.4 | 0.2 | 1.7 | 1.5 |
| TELEPIU' | 100.0 | 9.9 | 2.6 | 14.2 | 0.7 | 7.9 | 2.3 | 7.4 | 6.9 | 2.3 | 1.2 | 10.4 | 2.4 | 8.8 | 3.4 |
| TELESETTE | 100.0 | 11.0 | 1.9 | 12.7 | 1.1 | 8.1 | 3.8 | 6.8 | 5.8 | 2.5 | 0.9 | 12.9 | 3.3 | 8.2 | 6.1 |
| TOPOLINO | 100.0 | 10.7 | 3.4 | 16.3 | 1.8 | 6.7 | 3.4 | 7.9 | 7.0 | 2.5 | 1.5 | 11.0 | 2.0 | 7.4 | 4.0 |
| VISTO | 100.0 | 10.0 | 3.7 | 24.7 | 2.7 | 13.7 | 3.6 | 6.4 | 6.5 | 1.9 | 2.2 | 5.5 | 1.5 | 2.5 | 6.3 |
| VIVERSANI & BELLI | 100.0 | 10.4 | 1.9 | 14.8 | 1.9 | 8.4 | 2.7 | 5.9 | 5.5 | 2.0 | 1.3 | 11.3 | 3.1 | 13.8 | 4.4 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 3.5 | 3.5 | 14.6 | 0.8 | 7.2 | 3.1 | 10.5 | 7.6 | 3.4 | 1.1 | 18.1 | 1.2 | 12.6 | 4.2 |
| DIARIO DELLA SETTIMANA | 100.0 | 3.3 | 11.4 | 9.4 | 0.0 | 4.3 | 3.6 | 14.1 | 7.9 | 2.6 | 2.1 | 23.8 | 0.0 | 6.3 | 2.8 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.8 | 1.4 | 27.3 | 2.6 | 9.4 | 7.7 | 9.9 | 10.0 | 2.2 | 1.5 | 5.4 | 1.4 | 5.1 | 2.6 |
| IO DONNA | 100.0 | 4.9 | 2.5 | 45.9 | 0.7 | 5.1 | 2.7 | 6.9 | 2.9 | 2.1 | 1.0 | 9.3 | 1.1 | 5.6 | 3.2 |
| SETTE | 100.0 | 2.5 | 2.6 | 54.4 | 1.0 | 4.0 | 3.5 | 4.9 | 2.5 | 2.0 | 0.7 | 7.9 | 0.4 | 4.7 | 3.0 |
| SPECCHIO DELLA STAMPA | 100.0 | 29.2 | 5.7 | 9.1 | 2.1 | 3.6 | 0.6 | 6.2 | 3.9 | 0.7 | 1.2 | 9.8 | 1.8 | 6.0 | 8.2 |
| TV SETTE | 100.0 | 3.3 | 2.0 | 47.0 | 1.3 | 4.6 | 2.6 | 5.3 | 2.7 | 2.9 | 0.9 | 9.3 | 0.9 | 6.4 | 3.2 |
| IL VENERDI' | 100.0 | 4.1 | 4.7 | 11.3 | 1.1 | 6.4 | 2.7 | 11.9 | 9.3 | 2.8 | 1.1 | 18.1 | 2.5 | 11.6 | 2.9 |

Lettori numero medio
Analisi secondo: ● **regioni**

(percentuali di composizione)

## MENSILI

| | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **7.9** | **3.1** | **15.9** | **1.6** | **7.8** | **2.2** | **7.2** | **6.4** | **2.6** | **1.5** | **9.2** | **2.8** | **9.4** | **6.8** |
| ABITARE | 100.0 | 12.3 | 3.5 | 29.7 | 0.5 | 6.9 | 7.2 | 14.2 | 4.9 | 4.1 | 2.3 | 9.1 | 0.4 | 0.0 | 0.0 |
| AD | 100.0 | 7.7 | 3.6 | 17.0 | 0.9 | 12.6 | 1.5 | 13.8 | 5.5 | 2.7 | 1.9 | 11.6 | 1.5 | 3.2 | 4.7 |
| AIRONE | 100.0 | 10.4 | 6.9 | 28.4 | 3.2 | 7.4 | 3.3 | 11.2 | 6.5 | 1.6 | 0.7 | 11.1 | 2.9 | 1.7 | 1.4 |
| AMADEUS | 100.0 | 3.4 | 0.0 | 24.2 | 3.6 | 9.1 | 4.1 | 13.4 | 5.3 | 8.2 | 0.0 | 12.1 | 0.7 | 10.6 | 3.6 |
| ARCHEO | 100.0 | 3.2 | 1.9 | 11.9 | 0.9 | 9.4 | 1.8 | 7.2 | 8.0 | 9.5 | 0.0 | 21.5 | 6.9 | 3.5 | 5.3 |
| ASTRA | 100.0 | 12.9 | 1.6 | 18.7 | 1.0 | 3.2 | 2.0 | 12.2 | 9.5 | 2.5 | 1.0 | 11.1 | 2.1 | 5.6 | 2.9 |
| A TAVOLA | 100.0 | 7.5 | 5.1 | 22.9 | 2.3 | 9.7 | 1.8 | 6.3 | 7.1 | 4.7 | 1.2 | 9.5 | 1.3 | 8.3 | 5.0 |
| AUTO | 100.0 | 8.5 | 3.2 | 15.0 | 0.3 | 12.3 | 4.9 | 13.0 | 11.7 | 4.1 | 1.7 | 10.6 | 5.7 | 3.4 | 1.7 |
| L'AUTOMOBILE | 100.0 | 11.1 | 1.9 | 25.3 | 0.3 | 8.5 | 2.1 | 10.9 | 15.1 | 1.9 | 1.7 | 6.9 | 1.6 | 5.8 | 3.0 |
| BELL'EUROPA | 100.0 | 8.4 | 7.4 | 25.9 | 0.5 | 14.5 | 5.6 | 9.7 | 4.4 | 1.6 | 1.7 | 12.3 | 3.1 | 1.2 | 0.0 |
| BELL'ITALIA | 100.0 | 8.1 | 5.2 | 29.0 | 1.2 | 8.8 | 1.9 | 10.8 | 5.1 | 1.1 | 3.7 | 12.9 | 1.0 | 4.7 | 1.8 |
| BENISSIMO | 100.0 | 9.6 | 4.4 | 15.9 | 2.9 | 14.7 | 3.2 | 6.2 | 8.7 | 2.0 | 2.2 | 9.8 | 3.4 | 6.0 | 1.5 |
| BIMBI SANI E BELLI | 100.0 | 6.8 | 3.4 | 15.5 | 1.5 | 9.7 | 2.1 | 7.2 | 4.4 | 1.9 | 1.8 | 10.7 | 4.0 | 12.2 | 5.2 |
| BRAVA CASA | 100.0 | 9.4 | 3.4 | 17.2 | 1.9 | 6.3 | 3.3 | 9.0 | 7.4 | 3.6 | 1.8 | 9.1 | 2.4 | 7.6 | 5.3 |
| BUONA CUCINA | 100.0 | 7.1 | 6.5 | 11.6 | 2.2 | 10.5 | 1.8 | 9.4 | 7.2 | 1.5 | 1.3 | 8.7 | 1.1 | 11.1 | 6.7 |
| BURDA | 100.0 | 6.4 | 1.0 | 10.5 | 1.3 | 9.0 | 1.5 | 4.0 | 4.8 | 1.9 | 1.7 | 10.2 | 2.4 | 9.2 | 11.3 |
| CAPITAL | 100.0 | 12.7 | 4.5 | 21.4 | 0.0 | 11.7 | 0.9 | 6.1 | 6.7 | 1.3 | 2.0 | 7.8 | 6.7 | 3.8 | 6.4 |
| CARNET | 100.0 | 6.6 | 4.9 | 23.2 | 0.0 | 11.0 | 1.8 | 18.9 | 5.5 | 1.5 | 0.0 | 12.2 | 0.8 | 3.5 | 2.1 |
| CASAVIVA | 100.0 | 8.5 | 4.6 | 15.9 | 2.3 | 8.1 | 1.1 | 9.4 | 5.0 | 2.4 | 1.3 | 9.5 | 2.0 | 8.4 | 6.2 |
| CENTO COSE ENERGY | 100.0 | 10.4 | 2.6 | 18.6 | 1.0 | 9.0 | 2.9 | 10.9 | 5.0 | 3.9 | 2.1 | 8.5 | 4.7 | 7.1 | 4.6 |
| CIAK | 100.0 | 11.0 | 4.3 | 12.8 | 1.4 | 7.1 | 2.8 | 12.3 | 4.6 | 3.3 | 0.5 | 13.4 | 2.5 | 10.0 | 5.6 |
| CIPRIA | 100.0 | 3.4 | 6.5 | 17.3 | 0.9 | 7.0 | 3.2 | 7.5 | 6.3 | 3.0 | 2.6 | 9.7 | 2.9 | 13.5 | 5.1 |
| CLASS | 100.0 | 8.2 | 3.2 | 21.5 | 1.9 | 8.5 | 4.8 | 16.1 | 1.0 | 0.0 | 0.0 | 10.4 | 6.9 | 6.7 | 3.5 |
| CLUB 3 | 100.0 | 13.6 | 9.6 | 23.7 | 2.3 | 4.2 | 8.5 | 10.5 | 5.5 | 1.9 | 0.9 | 8.3 | 5.7 | 0.0 | 4.3 |
| COME STAI | 100.0 | 7.8 | 5.3 | 10.5 | 3.3 | 11.8 | 6.3 | 4.4 | 5.5 | 1.5 | 1.1 | 11.6 | 3.9 | 10.4 | 6.0 |
| CONSIGLI PRATICI | 100.0 | 13.0 | 2.7 | 13.6 | 4.3 | 12.1 | 8.7 | 5.9 | 5.2 | 2.2 | 2.5 | 10.1 | 4.4 | 8.1 | 0.0 |
| COSE DI CASA | 100.0 | 8.7 | 1.9 | 16.3 | 2.1 | 7.9 | 2.3 | 8.4 | 5.5 | 2.8 | 1.7 | 10.2 | 2.6 | 10.8 | 6.0 |
| LA CUCINA ITALIANA | 100.0 | 8.9 | 1.5 | 18.1 | 1.3 | 6.3 | 3.3 | 11.4 | 6.2 | 1.4 | 2.1 | 10.7 | 1.9 | 9.1 | 4.6 |
| CUCINA MODERNA | 100.0 | 10.7 | 3.3 | 13.3 | 1.3 | 8.2 | 2.5 | 11.9 | 8.0 | 1.6 | 2.1 | 9.2 | 1.6 | 9.7 | 3.9 |
| DONNA | 100.0 | 5.5 | 2.7 | 15.8 | 0.9 | 6.8 | 1.8 | 9.4 | 6.1 | 2.5 | 2.4 | 7.2 | 2.7 | 13.9 | 6.4 |
| DONNA E MAMMA | 100.0 | 9.6 | 2.2 | 14.4 | 3.1 | 9.6 | 4.4 | 4.4 | 5.6 | 1.6 | 2.1 | 10.4 | 2.7 | 9.5 | 6.0 |
| DOVE | 100.0 | 12.6 | 8.3 | 28.2 | 0.7 | 9.7 | 1.5 | 11.2 | 5.4 | 0.0 | 2.1 | 7.7 | 2.6 | 6.1 | 0.8 |
| ELLE | 100.0 | 5.2 | 4.7 | 17.5 | 2.9 | 10.0 | 2.9 | 14.7 | 9.4 | 5.7 | 2.7 | 7.7 | 2.0 | 4.8 | 2.2 |
| ELLE DECOR | 100.0 | 7.1 | 5.0 | 28.3 | 1.6 | 7.3 | 3.3 | 13.9 | 6.5 | 1.6 | 1.4 | 4.8 | 1.8 | 6.7 | 2.4 |
| FOCUS | 100.0 | 8.1 | 2.8 | 15.6 | 1.9 | 13.5 | 4.8 | 8.4 | 6.6 | 3.2 | 1.8 | 9.0 | 3.1 | 6.4 | 4.4 |
| GARDENIA | 100.0 | 6.7 | 5.3 | 23.1 | 2.4 | 9.6 | 4.7 | 10.0 | 13.4 | 0.8 | 1.3 | 13.9 | 0.4 | 1.1 | 0.9 |
| GENTE MESE | 100.0 | 5.8 | 2.5 | 12.6 | 1.4 | 8.5 | 2.8 | 8.1 | 6.5 | 2.9 | 1.9 | 9.6 | 3.8 | 10.3 | 3.6 |
| GENTE MONEY | 100.0 | 4.9 | 0.0 | 13.0 | 3.3 | 5.3 | 0.0 | 7.5 | 1.9 | 3.7 | 6.8 | 10.9 | 12.6 | 14.0 | 7.3 |
| GENTE MOTORI | 100.0 | 6.3 | 3.3 | 21.3 | 0.3 | 8.5 | 3.0 | 7.0 | 2.8 | 1.1 | 3.3 | 15.2 | 0.2 | 9.8 | 3.1 |
| GENTE VIAGGI | 100.0 | 12.4 | 5.0 | 21.5 | 0.9 | 8.4 | 5.1 | 12.0 | 6.4 | 3.5 | 1.3 | 10.2 | 2.8 | 3.6 | 2.3 |
| GLAMOUR | 100.0 | 8.0 | 2.2 | 18.9 | 1.3 | 8.1 | 5.1 | 11.4 | 6.5 | 4.6 | 0.0 | 11.4 | 3.7 | 5.5 | 3.3 |
| GULLIVER | 100.0 | 13.9 | 4.1 | 18.3 | 2.4 | 11.6 | 6.1 | 10.8 | 4.7 | 4.1 | 1.6 | 10.0 | 4.7 | 4.4 | 1.7 |
| IN CASA | 100.0 | 3.6 | 0.0 | 15.2 | 1.8 | 15.6 | 0.0 | 14.5 | 4.7 | 2.1 | 2.0 | 12.4 | 0.8 | 12.0 | 5.1 |
| INSIEME | 100.0 | 7.9 | 3.6 | 14.4 | 1.1 | 15.0 | 5.5 | 9.7 | 4.9 | 1.3 | 1.5 | 5.8 | 5.1 | 9.1 | 3.0 |
| IO E IL MIO BAMBINO | 100.0 | 8.5 | 2.6 | 15.2 | 2.2 | 11.1 | 2.3 | 4.8 | 4.4 | 1.5 | 2.0 | 10.4 | 5.0 | 10.5 | 3.8 |
| JESUS | 100.0 | 6.6 | 11.2 | 34.5 | 0.0 | 8.2 | 4.9 | 3.3 | 7.4 | 0.0 | 0.0 | 6.3 | 1.5 | 1.5 | 3.2 |
| MADRE | 100.0 | 10.3 | 3.7 | 51.3 | 2.3 | 10.5 | 3.0 | 6.5 | 5.4 | 0.0 | 0.0 | 0.0 | 0.0 | 2.8 | 0.0 |
| MARIE CLAIRE | 100.0 | 5.7 | 7.3 | 18.5 | 1.7 | 8.0 | 4.3 | 15.8 | 7.0 | 2.7 | 1.5 | 7.6 | 2.0 | 6.7 | 3.2 |
| MAX | 100.0 | 5.1 | 5.3 | 21.5 | 1.9 | 8.6 | 2.7 | 11.0 | 7.7 | 3.1 | 1.2 | 9.4 | 2.4 | 5.1 | 3.4 |
| MERIDIANI | 100.0 | 0.9 | 8.0 | 24.2 | 3.0 | 18.6 | 2.2 | 20.7 | 2.0 | 1.1 | 0.0 | 13.2 | 0.0 | 0.0 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 7.3 | 2.1 | 16.1 | 1.1 | 10.9 | 2.4 | 4.1 | 6.2 | 1.9 | 1.1 | 7.2 | 3.9 | 7.4 | 9.9 |
| LA MIA BOUTIQUE | 100.0 | 5.1 | 2.5 | 12.3 | 1.0 | 10.3 | 1.2 | 8.7 | 2.8 | 0.5 | 0.8 | 10.7 | 1.9 | 5.7 | 11.1 |
| LA MIA CASA | 100.0 | 6.2 | 4.5 | 20.4 | 0.0 | 10.1 | 1.9 | 6.5 | 5.8 | 2.5 | 1.8 | 8.1 | 1.4 | 8.6 | 2.9 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 3.1 | 4.4 | 6.8 | 0.4 | 3.3 | 1.0 | 9.5 | 3.1 | 5.0 | 1.2 | 6.3 | 9.7 | 17.6 | 10.2 |
| NAUTICA | 100.0 | 4.5 | 5.2 | 19.0 | 0.0 | 7.9 | 10.7 | 5.5 | 16.7 | 0.0 | 0.0 | 8.6 | 0.0 | 0.0 | 14.1 |
| PESCARE | 100.0 | 14.9 | 1.6 | 17.9 | 3.1 | 2.6 | 2.6 | 9.0 | 6.2 | 0.0 | 4.4 | 6.4 | 2.6 | 12.7 | 2.8 |
| PRATICA | 100.0 | 9.6 | 5.1 | 21.5 | 2.4 | 9.4 | 5.0 | 7.6 | 5.1 | 0.2 | 2.5 | 10.8 | 2.9 | 9.7 | 2.2 |
| QUATTRORUOTE | 100.0 | 8.0 | 2.6 | 19.5 | 1.9 | 10.8 | 3.4 | 7.5 | 6.9 | 3.2 | 2.3 | 11.7 | 2.1 | 6.5 | 4.0 |
| QUATTRO ZAMPE | 100.0 | 9.6 | 4.3 | 21.4 | 0.7 | 7.7 | 2.1 | 11.4 | 9.7 | 1.4 | 1.5 | 12.3 | 3.4 | 3.9 | 2.7 |
| QUI TOURING | 100.0 | 10.8 | 5.6 | 34.0 | 0.9 | 15.9 | 1.5 | 7.3 | 6.4 | 1.0 | 0.9 | 5.4 | 0.6 | 3.1 | 1.2 |
| RAKAM | 100.0 | 7.3 | 3.2 | 16.2 | 1.0 | 9.9 | 3.1 | 5.8 | 8.0 | 3.0 | 1.9 | 8.8 | 2.8 | 6.8 | 4.1 |
| SALE & PEPE | 100.0 | 9.9 | 5.9 | 18.8 | 1.4 | 8.7 | 1.4 | 10.7 | 9.3 | 1.6 | 1.9 | 7.7 | 2.2 | 4.6 | 3.9 |
| SALVE | 100.0 | 8.6 | 6.7 | 19.5 | 0.8 | 9.9 | 1.4 | 15.2 | 2.9 | 3.6 | 1.0 | 10.1 | 4.3 | 3.4 | 3.5 |
| SCIENZA & VITA | 100.0 | 10.6 | 0.0 | 22.4 | 4.0 | 14.6 | 6.3 | 5.9 | 7.5 | 1.7 | 0.0 | 4.9 | 0.0 | 6.0 | 3.1 |
| LE SCIENZE | 100.0 | 7.5 | 2.5 | 16.8 | 2.1 | 3.5 | 4.4 | 12.3 | 13.5 | 0.0 | 1.9 | 13.0 | 1.6 | 7.0 | 5.6 |
| SELEZIONE READER'S DIGEST | 100.0 | 6.2 | 3.9 | 16.0 | 2.1 | 10.4 | 4.2 | 8.4 | 3.4 | 2.6 | 0.9 | 10.5 | 5.3 | 7.6 | 4.3 |
| SILHOUETTE DONNA | 100.0 | 7.0 | 2.9 | 11.3 | 1.4 | 6.6 | 2.5 | 8.2 | 6.0 | 2.9 | 1.5 | 12.2 | 2.8 | 12.9 | 5.4 |
| SPEAK UP | 100.0 | 5.7 | 6.4 | 17.8 | 1.2 | 7.3 | 2.4 | 5.4 | 5.6 | 5.3 | 3.6 | 14.9 | 2.3 | 5.1 | 5.1 |
| STARBENE | 100.0 | 9.1 | 3.0 | 14.5 | 1.7 | 9.0 | 2.1 | 8.4 | 4.7 | 3.0 | 1.7 | 11.0 | 2.6 | 11.2 | 4.6 |
| STARTER | 100.0 | 12.7 | 0.0 | 13.8 | 0.0 | 16.9 | 0.0 | 14.3 | 17.8 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 9.2 | 0.0 | 7.3 | 9.6 | 13.7 | 6.6 | 8.8 | 3.4 | 5.4 | 2.6 | 8.5 | 0.0 | 15.3 | 4.1 |
| TUTTO | 100.0 | 8.1 | 2.9 | 16.6 | 1.3 | 11.7 | 2.0 | 8.6 | 3.4 | 3.8 | 0.6 | 9.4 | 2.5 | 9.6 | 4.9 |
| TUTTOMOTO | 100.0 | 11.2 | 0.4 | 13.2 | 3.1 | 17.3 | 5.8 | 9.4 | 4.1 | 1.8 | 2.3 | 13.1 | 3.7 | 2.6 | 0.0 |
| TUTTOTURISMO | 100.0 | 8.0 | 8.7 | 23.5 | 3.9 | 7.1 | 1.0 | 6.3 | 6.9 | 3.4 | 1.9 | 12.2 | 0.0 | 4.4 | 1.8 |
| VERA | 100.0 | 9.1 | 3.7 | 15.0 | 1.2 | 11.4 | 4.3 | 8.2 | 4.8 | 3.0 | 2.0 | 9.6 | 1.4 | 9.4 | 5.0 |
| VIAGGIARE | 100.0 | 14.1 | 5.0 | 16.6 | 2.0 | 16.8 | 1.0 | 8.2 | 5.2 | 7.0 | 0.0 | 8.0 | 1.6 | 8.6 | 0.0 |
| VITALITY | 100.0 | 11.9 | 4.0 | 14.0 | 1.7 | 10.8 | 5.8 | 10.9 | 6.7 | 1.6 | 2.2 | 5.4 | 2.3 | 6.3 | 4.6 |
| VOGUE ITALIA | 100.0 | 6.4 | 2.5 | 16.0 | 0.7 | 9.0 | 3.2 | 11.6 | 6.6 | 3.6 | 1.5 | 10.8 | 1.7 | 11.8 | 3.6 |
| WEEKEND VIAGGI | 100.0 | 7.7 | 4.1 | 22.3 | 0.0 | 13.2 | 4.6 | 15.7 | 6.2 | 0.0 | 0.0 | 12.1 | 0.9 | 8.2 | 1.9 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 11.6 | 8.5 | 0.0 | 0.0 | 10.5 | 6.8 | 14.2 | 0.0 | 8.4 | 25.1 | 0.0 | 6.2 | 0.0 |

# Donne

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **25670** | **260** | **875** | **2179** | **723** | **6913** | **4810** | **5029** | **6016** | **2902** |
| AMICA | **1044** | 7 | 23 | 69 | 16 | 294 | 230 | 241 | 193 | 85 |
| ANNA | **1178** | 14 | 21 | 89 | 24 | 365 | 263 | 225 | 211 | 113 |
| AUTO OGGI | **140** | 1 | 7 | 8 | 6 | 37 | 47 | 20 | 21 | 13 |
| AUTOSPRINT | **119** | 0 | 0 | 7 | 3 | 36 | 47 | 14 | 12 | 10 |
| BELLA | **635** | 1 | 5 | 19 | 13 | 226 | 165 | 128 | 83 | 32 |
| CHI | **1209** | 8 | 20 | 60 | 23 | 407 | 304 | 241 | 174 | 83 |
| CONFIDENZE | **872** | 15 | 25 | 45 | 29 | 274 | 187 | 166 | 171 | 74 |
| DOMENICA QUIZ | **189** | 2 | 3 | 8 | 9 | 66 | 37 | 32 | 36 | 17 |
| DONNA MODERNA | **3220** | 19 | 75 | 114 | 75 | 1057 | 745 | 643 | 586 | 189 |
| L'ESPRESSO | **771** | 10 | 24 | 44 | 27 | 148 | 191 | 196 | 165 | 72 |
| EVA EXPRESS TREMILA | **419** | 1 | 4 | 20 | 12 | 138 | 86 | 112 | 52 | 32 |
| FAMIGLIA CRISTIANA | **3054** | 31 | 91 | 178 | 117 | 1033 | 749 | 438 | 539 | 295 |
| FILM TV | **140** | 0 | 3 | 7 | 2 | 50 | 33 | 36 | 11 | 9 |
| GENTE | **2747** | 26 | 82 | 168 | 105 | 837 | 561 | 542 | 534 | 273 |
| GIOIA | **1223** | 22 | 17 | 76 | 33 | 398 | 258 | 252 | 205 | 109 |
| IL GIORNALINO | **211** | 0 | 5 | 15 | 9 | 61 | 55 | 30 | 41 | 24 |
| GRAND HOTEL | **835** | 4 | 7 | 69 | 22 | 286 | 153 | 181 | 124 | 91 |
| GRAZIA | **1510** | 13 | 32 | 97 | 43 | 421 | 344 | 292 | 312 | 140 |
| GUERIN SPORTIVO | **41** | 0 | 0 | 0 | 1 | 7 | 14 | 12 | 7 | 1 |
| GUIDA TV | **870** | 2 | 9 | 48 | 22 | 268 | 189 | 192 | 150 | 70 |
| INTIMITA' | **1001** | 12 | 21 | 39 | 23 | 320 | 266 | 206 | 147 | 62 |
| MAGAZINE BEAUTIFUL | **288** | 0 | 5 | 16 | 11 | 89 | 61 | 67 | 45 | 27 |
| IL MONDO | **35** | 0 | 0 | 2 | 0 | 9 | 7 | 6 | 10 | 2 |
| MOTOSPRINT | **91** | 0 | 0 | 0 | 10 | 28 | 32 | 21 | 0 | 10 |
| NOVELLA 2000 | **865** | 2 | 10 | 58 | 22 | 215 | 250 | 204 | 115 | 80 |
| OGGI | **2717** | 23 | 68 | 149 | 94 | 880 | 640 | 533 | 420 | 244 |
| PANORAMA | **1381** | 21 | 28 | 69 | 45 | 350 | 371 | 300 | 248 | 113 |
| SORRISI E CANZONI TV | **4639** | 43 | 114 | 264 | 156 | 1350 | 946 | 911 | 1011 | 421 |
| STOP | **545** | 0 | 2 | 4 | 7 | 258 | 151 | 106 | 20 | 10 |
| TELEPIU' | **1136** | 14 | 69 | 104 | 37 | 304 | 207 | 236 | 248 | 140 |
| TELESETTE | **1193** | 9 | 21 | 108 | 41 | 305 | 236 | 263 | 240 | 149 |
| TOPOLINO | **1312** | 6 | 42 | 83 | 60 | 399 | 260 | 287 | 223 | 143 |
| VISTO | **468** | 2 | 16 | 11 | 12 | 179 | 123 | 75 | 66 | 24 |
| VIVERSANI & BELLI | **1406** | 13 | 66 | 67 | 32 | 381 | 264 | 282 | 380 | 99 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 3 | 14 | 36 | 35 | 218 | 217 | 305 | 197 | 71 |
| DIARIO DELLA SETTIMANA | **68** | 0 | 4 | 0 | 2 | 17 | 15 | 25 | 10 | 2 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 1 | 4 | 19 | 17 | 152 | 135 | 87 | 46 | 35 |
| IO DONNA | **1368** | 7 | 15 | 37 | 23 | 728 | 210 | 211 | 159 | 60 |
| SETTE | **1181** | 10 | 16 | 20 | 25 | 703 | 158 | 153 | 122 | 45 |
| SPECCHIO DELLA STAMPA | **650** | 5 | 24 | 39 | 8 | 285 | 82 | 102 | 133 | 46 |
| TV SETTE | **1364** | 16 | 26 | 40 | 23 | 713 | 189 | 215 | 184 | 63 |
| IL VENERDI' | **1763** | 14 | 34 | 57 | 65 | 355 | 388 | 551 | 347 | 122 |

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| POPOLAZIONE | 25670 | 260 | 875 | 2179 | 723 | 6913 | 4810 | 5029 | 6016 | 2902 |
| ABITARE | 189 | 0 | 1 | 3 | 5 | 86 | 55 | 39 | 2 | 8 |
| AD | 376 | 0 | 2 | 37 | 5 | 106 | 109 | 82 | 37 | 42 |
| AIRONE | 451 | 0 | 5 | 2 | 8 | 206 | 113 | 89 | 32 | 11 |
| AMADEUS | 72 | 0 | 0 | 0 | 1 | 20 | 22 | 18 | 11 | 1 |
| ARCHEO | 140 | 1 | 0 | 6 | 5 | 24 | 27 | 54 | 23 | 11 |
| ASTRA | 418 | 4 | 20 | 28 | 5 | 139 | 77 | 101 | 69 | 33 |
| A TAVOLA | 156 | 2 | 4 | 5 | 0 | 56 | 31 | 35 | 29 | 5 |
| AUTO | 155 | 0 | 0 | 5 | 1 | 41 | 47 | 44 | 17 | 6 |
| L'AUTOMOBILE | 373 | 2 | 2 | 10 | 0 | 143 | 82 | 95 | 43 | 10 |
| BELL'EUROPA | 209 | 0 | 2 | 3 | 3 | 87 | 63 | 42 | 11 | 6 |
| BELL'ITALIA | 326 | 0 | 3 | 6 | 6 | 138 | 74 | 74 | 27 | 13 |
| BENISSIMO | 407 | 0 | 3 | 24 | 11 | 122 | 110 | 93 | 48 | 35 |
| BIMBI SANI E BELLI | 925 | 11 | 25 | 66 | 23 | 238 | 189 | 174 | 235 | 89 |
| BRAVA CASA | 803 | 3 | 25 | 38 | 34 | 241 | 164 | 176 | 151 | 72 |
| BUONA CUCINA | 488 | 6 | 17 | 35 | 8 | 123 | 117 | 91 | 115 | 43 |
| BURDA | 1176 | 13 | 54 | 181 | 46 | 210 | 185 | 218 | 336 | 228 |
| CAPITAL | 145 | 0 | 0 | 8 | 4 | 56 | 27 | 26 | 25 | 12 |
| CARNET | 123 | 0 | 2 | 8 | 0 | 43 | 39 | 24 | 10 | 8 |
| CASAVIVA | 1236 | 3 | 41 | 87 | 55 | 358 | 260 | 226 | 250 | 142 |
| CENTO COSE ENERGY | 610 | 1 | 11 | 21 | 21 | 193 | 144 | 119 | 112 | 42 |
| CIAK | 393 | 0 | 2 | 21 | 11 | 111 | 93 | 86 | 73 | 31 |
| CIPRIA | 369 | 4 | 8 | 18 | 10 | 101 | 69 | 80 | 92 | 28 |
| CLASS | 89 | 0 | 4 | 3 | 0 | 29 | 28 | 10 | 19 | 3 |
| CLUB 3 | 139 | 0 | 0 | 1 | 0 | 65 | 36 | 23 | 14 | 1 |
| COME STAI | 267 | 1 | 8 | 13 | 6 | 63 | 69 | 53 | 64 | 18 |
| CONSIGLI PRATICI | 257 | 2 | 4 | 7 | 6 | 75 | 80 | 51 | 38 | 13 |
| COSE DI CASA | 1372 | 1 | 31 | 97 | 46 | 369 | 283 | 278 | 299 | 143 |
| LA CUCINA ITALIANA | 698 | 8 | 12 | 57 | 16 | 199 | 156 | 142 | 129 | 72 |
| CUCINA MODERNA | 805 | 6 | 23 | 49 | 22 | 220 | 192 | 170 | 152 | 71 |
| DONNA | 820 | 2 | 23 | 70 | 34 | 197 | 156 | 150 | 213 | 104 |
| DONNA E MAMMA | 383 | 5 | 6 | 27 | 17 | 100 | 83 | 76 | 81 | 43 |
| DOVE | 248 | 1 | 1 | 5 | 1 | 121 | 57 | 38 | 26 | 6 |
| ELLE | 529 | 0 | 3 | 20 | 16 | 145 | 161 | 135 | 51 | 36 |
| ELLE DECOR | 166 | 0 | 2 | 9 | 3 | 67 | 44 | 24 | 20 | 12 |
| FOCUS | 1351 | 6 | 36 | 47 | 55 | 357 | 386 | 277 | 229 | 102 |
| GARDENIA | 199 | 0 | 2 | 7 | 3 | 70 | 53 | 59 | 7 | 10 |
| GENTE MESE | 894 | 12 | 33 | 74 | 56 | 188 | 186 | 188 | 203 | 129 |
| GENTE MONEY | 82 | 1 | 2 | 3 | 0 | 15 | 13 | 19 | 32 | 3 |
| GENTE MOTORI | 238 | 2 | 13 | 10 | 10 | 74 | 45 | 53 | 46 | 21 |
| GENTE VIAGGI | 362 | 1 | 4 | 10 | 1 | 141 | 96 | 78 | 37 | 11 |
| GLAMOUR | 362 | 0 | 2 | 16 | 19 | 105 | 93 | 81 | 47 | 35 |
| GULLIVER | 137 | 0 | 0 | 0 | 2 | 50 | 42 | 28 | 15 | 2 |
| IN CASA | 147 | 0 | 6 | 8 | 2 | 28 | 47 | 31 | 32 | 10 |
| INSIEME | 355 | 4 | 14 | 19 | 6 | 92 | 111 | 48 | 79 | 25 |
| IO E IL MIO BAMBINO | 771 | 12 | 21 | 70 | 18 | 203 | 157 | 141 | 182 | 88 |
| JESUS | 119 | 1 | 4 | 8 | 1 | 62 | 19 | 16 | 12 | 9 |
| MADRE | 159 | 0 | 0 | 5 | 2 | 104 | 36 | 9 | 4 | 7 |
| MARIE CLAIRE | 870 | 5 | 14 | 28 | 24 | 274 | 259 | 164 | 122 | 51 |
| MAX | 582 | 3 | 16 | 28 | 20 | 186 | 141 | 125 | 83 | 48 |
| MERIDIANI | 107 | 0 | 3 | 2 | 1 | 36 | 48 | 17 | 3 | 4 |
| MESSAGGERO DI S.ANTONIO | 1135 | 12 | 41 | 52 | 101 | 290 | 210 | 187 | 293 | 154 |
| LA MIA BOUTIQUE | 433 | 6 | 30 | 64 | 10 | 86 | 92 | 64 | 117 | 74 |
| LA MIA CASA | 269 | 2 | 14 | 29 | 6 | 84 | 50 | 49 | 51 | 36 |
| MILLIONAIRE INTRAPRENDERE | 219 | 2 | 11 | 18 | 9 | 31 | 31 | 34 | 96 | 27 |
| NAUTICA | 57 | 0 | 3 | 2 | 0 | 16 | 14 | 14 | 11 | 2 |
| PESCARE | 92 | 0 | 0 | 6 | 6 | 32 | 16 | 16 | 17 | 12 |
| PRATICA | 402 | 3 | 5 | 6 | 11 | 146 | 98 | 75 | 67 | 16 |
| QUATTRORUOTE | 1204 | 5 | 22 | 53 | 34 | 363 | 286 | 290 | 178 | 87 |
| QUATTRO ZAMPE | 243 | 0 | 5 | 10 | 4 | 86 | 53 | 60 | 29 | 14 |
| QUI TOURING | 437 | 1 | 7 | 12 | 3 | 220 | 112 | 60 | 29 | 15 |
| RAKAM | 575 | 3 | 28 | 56 | 18 | 154 | 113 | 124 | 110 | 74 |
| SALE & PEPE | 565 | 3 | 10 | 46 | 8 | 195 | 125 | 116 | 74 | 55 |
| SALVE | 309 | 3 | 7 | 11 | 7 | 107 | 85 | 54 | 44 | 19 |
| SCIENZA & VITA | 83 | 1 | 2 | 6 | 2 | 27 | 26 | 12 | 10 | 8 |
| LE SCIENZE | 172 | 0 | 7 | 5 | 2 | 46 | 38 | 49 | 32 | 7 |
| SELEZIONE READER'S DIGEST | 593 | 3 | 25 | 36 | 20 | 155 | 149 | 103 | 130 | 56 |
| SILHOUETTE DONNA | 1326 | 17 | 65 | 78 | 56 | 282 | 249 | 299 | 362 | 135 |
| SPEAK UP | 142 | 0 | 6 | 8 | 3 | 43 | 23 | 42 | 24 | 11 |
| STARBENE | 1543 | 18 | 56 | 71 | 60 | 411 | 327 | 314 | 359 | 132 |
| STARTER | 14 | 0 | 3 | 0 | 0 | 4 | 4 | 3 | 3 | 0 |
| TUTTI FOTOGRAFI | 56 | 1 | 2 | 0 | 0 | 9 | 22 | 11 | 14 | 0 |
| TUTTO | 489 | 6 | 16 | 31 | 19 | 135 | 115 | 84 | 105 | 50 |
| TUTTOMOTO | 131 | 2 | 2 | 5 | 7 | 33 | 47 | 28 | 12 | 12 |
| TUTTOTURISMO | 136 | 0 | 3 | 7 | 5 | 55 | 25 | 33 | 12 | 12 |
| VERA | 1057 | 3 | 36 | 65 | 21 | 295 | 266 | 204 | 206 | 86 |
| VIAGGIARE | 140 | 0 | 0 | 2 | 6 | 50 | 39 | 28 | 14 | 8 |
| VITALITY | 220 | 3 | 0 | 13 | 9 | 66 | 64 | 35 | 32 | 23 |
| VOGUE ITALIA | 729 | 3 | 12 | 46 | 20 | 182 | 179 | 164 | 138 | 66 |
| WEEKEND VIAGGI | 140 | 0 | 3 | 1 | 0 | 48 | 47 | 26 | 19 | 1 |
| DIANA (QUATTORDICINALE) | 53 | 0 | 0 | 5 | 0 | 11 | 9 | 25 | 3 | 5 |

# Donne

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.4** | **8.5** | **2.8** | **26.9** | **18.7** | **19.6** | **23.4** | **11.3** |
| AMICA | 100.0 | 0.7 | 2.2 | 6.6 | 1.5 | 28.2 | 22.0 | 23.1 | 18.5 | 8.1 |
| ANNA | 100.0 | 1.2 | 1.8 | 7.5 | 2.1 | 31.0 | 22.3 | 19.1 | 18.0 | 9.6 |
| AUTO OGGI | 100.0 | 0.9 | 4.8 | 5.6 | 4.0 | 26.8 | 33.9 | 14.4 | 15.3 | 9.6 |
| AUTOSPRINT | 100.0 | 0.0 | 0.0 | 6.1 | 2.6 | 30.3 | 39.2 | 12.1 | 9.7 | 8.7 |
| BELLA | 100.0 | 0.2 | 0.8 | 3.0 | 2.1 | 35.6 | 26.0 | 20.2 | 13.1 | 5.1 |
| CHI | 100.0 | 0.7 | 1.7 | 5.0 | 1.9 | 33.7 | 25.2 | 19.9 | 14.4 | 6.9 |
| CONFIDENZE | 100.0 | 1.8 | 2.9 | 5.1 | 3.4 | 31.4 | 21.4 | 19.0 | 19.6 | 8.5 |
| DOMENICA QUIZ | 100.0 | 0.9 | 1.5 | 4.2 | 5.0 | 35.1 | 19.8 | 16.9 | 19.0 | 9.2 |
| DONNA MODERNA | 100.0 | 0.6 | 2.3 | 3.5 | 2.3 | 32.8 | 23.1 | 20.0 | 18.2 | 5.9 |
| L'ESPRESSO | 100.0 | 1.3 | 3.1 | 5.8 | 3.5 | 19.2 | 24.7 | 25.4 | 21.4 | 9.3 |
| EVA EXPRESS TREMILA | 100.0 | 0.4 | 1.0 | 4.7 | 2.9 | 32.8 | 20.5 | 26.6 | 12.5 | 7.6 |
| FAMIGLIA CRISTIANA | 100.0 | 1.0 | 3.0 | 5.8 | 3.8 | 33.8 | 24.5 | 14.4 | 17.6 | 9.7 |
| FILM TV | 100.0 | 0.0 | 1.9 | 5.1 | 1.6 | 35.8 | 23.9 | 25.7 | 8.0 | 6.7 |
| GENTE | 100.0 | 1.0 | 3.0 | 6.1 | 3.8 | 30.5 | 20.4 | 19.7 | 19.5 | 9.9 |
| GIOIA | 100.0 | 1.8 | 1.4 | 6.2 | 2.7 | 32.6 | 21.1 | 20.6 | 16.8 | 8.9 |
| IL GIORNALINO | 100.0 | 0.0 | 2.1 | 7.1 | 4.3 | 29.0 | 25.9 | 14.2 | 19.4 | 11.4 |
| GRAND HOTEL | 100.0 | 0.4 | 0.9 | 8.2 | 2.6 | 34.2 | 18.4 | 21.7 | 14.8 | 10.9 |
| GRAZIA | 100.0 | 0.9 | 2.1 | 6.4 | 2.8 | 27.9 | 22.8 | 19.4 | 20.7 | 9.3 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 0.0 | 0.0 | 2.5 | 18.4 | 33.6 | 28.7 | 16.8 | 2.5 |
| GUIDA TV | 100.0 | 0.2 | 1.0 | 5.5 | 2.5 | 30.9 | 21.7 | 22.1 | 17.3 | 8.1 |
| INTIMITA' | 100.0 | 1.2 | 2.1 | 3.9 | 2.3 | 32.0 | 26.6 | 20.6 | 14.7 | 6.2 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 1.6 | 5.6 | 3.7 | 30.9 | 21.2 | 23.2 | 15.5 | 9.3 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 6.5 | 0.0 | 25.2 | 20.7 | 18.5 | 29.0 | 6.5 |
| MOTOSPRINT | 100.0 | 0.0 | 0.0 | 0.0 | 11.1 | 30.9 | 35.3 | 22.6 | 0.0 | 11.1 |
| NOVELLA 2000 | 100.0 | 0.3 | 1.2 | 6.7 | 2.5 | 24.9 | 29.0 | 23.6 | 13.3 | 9.2 |
| OGGI | 100.0 | 0.9 | 2.5 | 5.5 | 3.5 | 32.4 | 23.6 | 19.6 | 15.4 | 9.0 |
| PANORAMA | 100.0 | 1.5 | 2.0 | 5.0 | 3.2 | 25.3 | 26.8 | 21.7 | 17.9 | 8.2 |
| SORRISI E CANZONI TV | 100.0 | 0.9 | 2.5 | 5.7 | 3.4 | 29.1 | 20.4 | 19.6 | 21.8 | 9.1 |
| STOP | 100.0 | 0.0 | 0.3 | 0.7 | 1.2 | 47.3 | 27.7 | 19.4 | 3.6 | 1.9 |
| TELEPIU' | 100.0 | 1.2 | 6.0 | 9.1 | 3.2 | 26.8 | 18.2 | 20.8 | 21.9 | 12.4 |
| TELESETTE | 100.0 | 0.7 | 1.8 | 9.1 | 3.4 | 25.6 | 19.8 | 22.1 | 20.1 | 12.5 |
| TOPOLINO | 100.0 | 0.5 | 3.2 | 6.3 | 4.6 | 30.4 | 19.8 | 21.9 | 17.0 | 10.9 |
| VISTO | 100.0 | 0.4 | 3.5 | 2.4 | 2.7 | 38.3 | 26.3 | 16.1 | 14.2 | 5.1 |
| VIVERSANI & BELLI | 100.0 | 0.9 | 4.7 | 4.7 | 2.3 | 27.1 | 18.8 | 20.1 | 27.0 | 7.0 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.3 | 1.4 | 3.6 | 3.4 | 21.6 | 21.5 | 30.3 | 19.6 | 7.0 |
| DIARIO DELLA SETTIMANA | 100.0 | 0.0 | 6.0 | 0.0 | 2.3 | 24.2 | 22.0 | 36.5 | 15.0 | 2.3 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 0.2 | 0.9 | 4.1 | 3.6 | 33.4 | 29.7 | 19.1 | 10.1 | 7.7 |
| IO DONNA | 100.0 | 0.5 | 1.1 | 2.7 | 1.7 | 53.2 | 15.3 | 15.4 | 11.6 | 4.4 |
| SETTE | 100.0 | 0.9 | 1.3 | 1.7 | 2.1 | 59.5 | 13.4 | 13.0 | 10.3 | 3.8 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.8 | 3.8 | 6.0 | 1.2 | 43.9 | 12.6 | 15.8 | 20.5 | 7.2 |
| TV SETTE | 100.0 | 1.2 | 1.9 | 2.9 | 1.7 | 52.3 | 13.8 | 15.8 | 13.5 | 4.6 |
| IL VENERDI' | 100.0 | 0.8 | 1.9 | 3.2 | 3.7 | 20.1 | 22.0 | 31.3 | 19.7 | 6.9 |

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.4** | **8.5** | **2.8** | **26.9** | **18.7** | **19.6** | **23.4** | **11.3** |
| ABITARE | 100.0 | 0.0 | 0.6 | 1.5 | 2.6 | 45.5 | 28.9 | 20.6 | 1.0 | 4.0 |
| AD | 100.0 | 0.0 | 0.5 | 9.8 | 1.4 | 28.3 | 28.9 | 21.7 | 9.9 | 11.2 |
| AIRONE | 100.0 | 0.0 | 1.2 | 0.5 | 1.9 | 45.6 | 25.1 | 19.9 | 7.1 | 2.3 |
| AMADEUS | 100.0 | 0.0 | 0.0 | 0.0 | 1.8 | 27.6 | 30.2 | 25.5 | 14.9 | 1.8 |
| ARCHEO | 100.0 | 1.0 | 0.0 | 4.6 | 3.4 | 17.1 | 19.3 | 39.0 | 16.8 | 7.9 |
| ASTRA | 100.0 | 0.9 | 4.9 | 6.8 | 1.1 | 33.2 | 18.4 | 24.1 | 16.5 | 7.9 |
| A TAVOLA | 100.0 | 1.6 | 2.6 | 3.0 | 0.0 | 35.6 | 20.1 | 22.5 | 18.8 | 3.0 |
| AUTO | 100.0 | 0.0 | 0.0 | 3.0 | 1.0 | 26.7 | 30.5 | 28.1 | 10.7 | 4.0 |
| L'AUTOMOBILE | 100.0 | 0.5 | 0.6 | 2.8 | 0.0 | 38.3 | 21.9 | 25.5 | 11.5 | 2.8 |
| BELL'EUROPA | 100.0 | 0.0 | 0.9 | 1.5 | 1.4 | 41.8 | 30.2 | 19.9 | 5.2 | 2.9 |
| BELL'ITALIA | 100.0 | 0.0 | 1.0 | 1.9 | 2.0 | 42.3 | 22.6 | 22.7 | 8.4 | 3.9 |
| BENISSIMO | 100.0 | 0.0 | 0.8 | 6.0 | 2.7 | 29.9 | 27.0 | 22.7 | 11.7 | 8.6 |
| BIMBI SANI E BELLI | 100.0 | 1.2 | 2.7 | 7.1 | 2.5 | 25.7 | 20.5 | 18.8 | 25.4 | 9.6 |
| BRAVA CASA | 100.0 | 0.4 | 3.1 | 4.7 | 4.2 | 30.0 | 20.5 | 21.9 | 18.8 | 8.9 |
| BUONA CUCINA | 100.0 | 1.1 | 3.5 | 7.1 | 1.7 | 25.1 | 23.9 | 18.7 | 23.5 | 8.7 |
| BURDA | 100.0 | 1.1 | 4.6 | 15.4 | 4.0 | 17.9 | 15.7 | 18.5 | 28.6 | 19.4 |
| CAPITAL | 100.0 | 0.0 | 0.0 | 5.2 | 2.9 | 38.6 | 18.6 | 17.8 | 16.9 | 8.0 |
| CARNET | 100.0 | 0.0 | 1.8 | 6.3 | 0.0 | 34.7 | 31.6 | 19.2 | 8.2 | 6.3 |
| CASAVIVA | 100.0 | 0.3 | 3.3 | 7.0 | 4.5 | 29.0 | 21.0 | 18.3 | 20.3 | 11.5 |
| CENTO COSE ENERGY | 100.0 | 0.2 | 1.8 | 3.5 | 3.4 | 31.6 | 23.7 | 19.5 | 18.4 | 6.8 |
| CIAK | 100.0 | 0.0 | 0.4 | 5.2 | 2.7 | 28.2 | 23.6 | 21.8 | 18.5 | 7.9 |
| CIPRIA | 100.0 | 1.2 | 2.1 | 4.9 | 2.7 | 27.2 | 18.7 | 21.6 | 24.8 | 7.6 |
| CLASS | 100.0 | 0.0 | 4.3 | 3.1 | 0.0 | 32.9 | 31.3 | 11.3 | 21.4 | 3.1 |
| CLUB 3 | 100.0 | 0.0 | 0.0 | 1.0 | 0.0 | 46.9 | 25.5 | 16.6 | 10.1 | 1.0 |
| COME STAI | 100.0 | 0.6 | 3.0 | 4.7 | 2.2 | 23.7 | 25.8 | 19.8 | 23.9 | 6.9 |
| CONSIGLI PRATICI | 100.0 | 0.7 | 1.6 | 2.7 | 2.2 | 29.3 | 31.1 | 20.0 | 14.8 | 4.9 |
| COSE DI CASA | 100.0 | 0.1 | 2.3 | 7.1 | 3.3 | 26.9 | 20.6 | 20.3 | 21.8 | 10.4 |
| LA CUCINA ITALIANA | 100.0 | 1.2 | 1.7 | 8.1 | 2.2 | 28.5 | 22.3 | 20.3 | 18.5 | 10.4 |
| CUCINA MODERNA | 100.0 | 0.8 | 2.9 | 6.1 | 2.7 | 27.3 | 23.9 | 21.0 | 18.9 | 8.9 |
| DONNA | 100.0 | 0.3 | 2.7 | 8.6 | 4.1 | 24.0 | 19.0 | 18.3 | 26.0 | 12.7 |
| DONNA E MAMMA | 100.0 | 1.4 | 1.7 | 6.9 | 4.4 | 26.2 | 21.6 | 19.8 | 21.1 | 11.3 |
| DOVE | 100.0 | 0.6 | 0.4 | 1.8 | 0.5 | 49.0 | 23.0 | 15.1 | 10.4 | 2.4 |
| ELLE | 100.0 | 0.0 | 0.6 | 3.8 | 3.0 | 27.5 | 30.5 | 25.6 | 9.6 | 6.8 |
| ELLE DECOR | 100.0 | 0.0 | 1.1 | 5.4 | 1.6 | 40.4 | 26.2 | 14.3 | 12.1 | 7.1 |
| FOCUS | 100.0 | 0.5 | 2.7 | 3.5 | 4.1 | 26.4 | 28.6 | 20.5 | 16.9 | 7.5 |
| GARDENIA | 100.0 | 0.0 | 1.2 | 3.8 | 1.4 | 35.2 | 26.7 | 29.4 | 3.6 | 5.1 |
| GENTE MESE | 100.0 | 1.3 | 3.7 | 8.2 | 6.2 | 21.0 | 20.9 | 21.0 | 22.7 | 14.5 |
| GENTE MONEY | 100.0 | 1.8 | 2.9 | 4.1 | 0.0 | 17.9 | 16.0 | 23.4 | 38.7 | 4.1 |
| GENTE MOTORI | 100.0 | 0.7 | 5.5 | 4.3 | 4.3 | 30.9 | 18.8 | 22.4 | 19.3 | 8.6 |
| GENTE VIAGGI | 100.0 | 0.4 | 1.0 | 2.8 | 0.2 | 38.9 | 26.5 | 21.5 | 10.1 | 3.0 |
| GLAMOUR | 100.0 | 0.0 | 0.4 | 4.4 | 5.3 | 29.0 | 25.8 | 22.5 | 13.0 | 9.7 |
| GULLIVER | 100.0 | 0.0 | 0.0 | 0.0 | 1.7 | 36.3 | 30.9 | 20.3 | 10.8 | 1.7 |
| IN CASA | 100.0 | 0.0 | 3.9 | 5.4 | 1.2 | 18.8 | 31.9 | 21.1 | 21.7 | 6.5 |
| INSIEME | 100.0 | 1.2 | 3.9 | 5.3 | 1.7 | 25.9 | 31.3 | 13.6 | 22.3 | 7.0 |
| IO E IL MIO BAMBINO | 100.0 | 1.6 | 2.7 | 9.1 | 2.4 | 26.4 | 20.3 | 18.3 | 23.5 | 11.4 |
| JESUS | 100.0 | 0.8 | 3.3 | 6.8 | 0.6 | 52.3 | 16.3 | 13.7 | 10.2 | 7.4 |
| MADRE | 100.0 | 0.0 | 0.0 | 3.2 | 1.0 | 65.3 | 22.3 | 5.4 | 2.8 | 4.2 |
| MARIE CLAIRE | 100.0 | 0.6 | 1.6 | 3.2 | 2.7 | 31.5 | 29.8 | 18.8 | 14.0 | 5.9 |
| MAX | 100.0 | 0.6 | 2.7 | 4.9 | 3.4 | 31.9 | 24.2 | 21.4 | 14.2 | 8.3 |
| MERIDIANI | 100.0 | 0.0 | 2.6 | 2.1 | 1.3 | 33.2 | 44.5 | 16.3 | 2.6 | 3.4 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 1.1 | 3.6 | 4.6 | 8.9 | 25.6 | 18.5 | 16.5 | 25.9 | 13.6 |
| LA MIA BOUTIQUE | 100.0 | 1.4 | 6.8 | 14.8 | 2.2 | 20.0 | 21.2 | 14.8 | 27.0 | 17.1 |
| LA MIA CASA | 100.0 | 0.8 | 5.1 | 10.9 | 2.4 | 31.2 | 18.5 | 18.2 | 18.9 | 13.2 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.9 | 5.2 | 8.1 | 4.1 | 14.3 | 14.3 | 15.6 | 43.6 | 12.2 |
| NAUTICA | 100.0 | 0.0 | 4.8 | 3.0 | 0.0 | 28.7 | 24.1 | 25.3 | 18.9 | 3.0 |
| PESCARE | 100.0 | 0.0 | 0.0 | 6.3 | 6.8 | 34.4 | 17.4 | 17.0 | 18.1 | 13.1 |
| PRATICA | 100.0 | 0.7 | 1.1 | 1.4 | 2.7 | 36.2 | 24.4 | 18.6 | 16.6 | 4.1 |
| QUATTRORUOTE | 100.0 | 0.4 | 1.8 | 4.4 | 2.9 | 30.1 | 23.7 | 24.1 | 14.8 | 7.3 |
| QUATTRO ZAMPE | 100.0 | 0.0 | 2.0 | 4.2 | 1.7 | 35.3 | 22.0 | 24.9 | 12.0 | 5.8 |
| QUI TOURING | 100.0 | 0.3 | 1.6 | 2.8 | 0.7 | 50.4 | 25.6 | 13.8 | 6.7 | 3.5 |
| RAKAM | 100.0 | 0.6 | 4.8 | 9.8 | 3.1 | 26.7 | 19.7 | 21.6 | 19.1 | 12.9 |
| SALE & PEPE | 100.0 | 0.5 | 1.9 | 8.2 | 1.4 | 34.5 | 22.2 | 20.5 | 13.1 | 9.7 |
| SALVE | 100.0 | 1.0 | 2.2 | 3.7 | 2.4 | 34.7 | 27.3 | 17.5 | 14.4 | 6.1 |
| SCIENZA & VITA | 100.0 | 1.4 | 1.9 | 7.3 | 2.4 | 33.0 | 30.8 | 14.0 | 12.5 | 9.7 |
| LE SCIENZE | 100.0 | 0.0 | 4.1 | 2.9 | 1.2 | 26.9 | 22.3 | 28.3 | 18.4 | 4.1 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.5 | 4.2 | 6.1 | 3.3 | 26.2 | 25.1 | 17.3 | 22.0 | 9.5 |
| SILHOUETTE DONNA | 100.0 | 1.3 | 4.9 | 5.9 | 4.3 | 21.2 | 18.8 | 22.6 | 27.3 | 10.2 |
| SPEAK UP | 100.0 | 0.0 | 4.2 | 5.4 | 2.4 | 30.0 | 16.2 | 29.3 | 16.7 | 7.7 |
| STARBENE | 100.0 | 1.2 | 3.6 | 4.6 | 3.9 | 26.6 | 21.2 | 20.4 | 23.3 | 8.5 |
| STARTER | 100.0 | 0.0 | 24.6 | 0.0 | 0.0 | 26.5 | 31.1 | 17.8 | 24.6 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 2.7 | 2.8 | 0.0 | 0.0 | 16.5 | 38.6 | 19.9 | 24.9 | 0.0 |
| TUTTO | 100.0 | 1.2 | 3.4 | 6.3 | 3.8 | 27.5 | 23.6 | 17.2 | 21.5 | 10.1 |
| TUTTOMOTO | 100.0 | 1.6 | 1.4 | 4.1 | 5.1 | 24.8 | 35.5 | 21.3 | 9.3 | 9.1 |
| TUTTOTURISMO | 100.0 | 0.0 | 2.4 | 5.1 | 3.4 | 40.2 | 18.2 | 24.4 | 8.6 | 8.5 |
| VERA | 100.0 | 0.3 | 3.4 | 6.1 | 2.0 | 27.9 | 25.1 | 19.3 | 19.5 | 8.1 |
| VIAGGIARE | 100.0 | 0.0 | 0.0 | 1.4 | 4.4 | 35.8 | 27.9 | 20.3 | 10.2 | 5.8 |
| VITALITY | 100.0 | 1.5 | 0.0 | 6.1 | 4.2 | 30.0 | 29.1 | 16.0 | 14.7 | 10.3 |
| VOGUE ITALIA | 100.0 | 0.4 | 1.6 | 6.3 | 2.8 | 25.0 | 24.5 | 22.4 | 19.0 | 9.1 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 2.3 | 0.9 | 0.0 | 34.2 | 33.5 | 18.3 | 13.2 | 0.9 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 0.0 | 8.7 | 0.0 | 20.2 | 17.3 | 47.7 | 6.2 | 8.7 |

# Donne

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **25670** | **2441** | **5568** | **6162** | **7336** | **4164** | **5326** | **3599** | **3406** | **2960** | **2779** | **2593** | **2130** | **2876** |
| AMICA | **1044** | 56 | 213 | 244 | 341 | 188 | 102 | 104 | 149 | 141 | 126 | 126 | 97 | 200 |
| ANNA | **1178** | 76 | 198 | 331 | 386 | 187 | 124 | 112 | 143 | 134 | 178 | 147 | 98 | 242 |
| AUTO OGGI | **140** | 0 | 20 | 27 | 51 | 42 | 13 | 25 | 3 | 13 | 18 | 13 | 29 | 27 |
| AUTOSPRINT | **119** | 0 | 14 | 39 | 45 | 21 | 14 | 8 | 13 | 3 | 22 | 11 | 13 | 35 |
| BELLA | **635** | 35 | 101 | 178 | 255 | 67 | 62 | 57 | 77 | 75 | 94 | 84 | 79 | 106 |
| CHI | **1209** | 100 | 191 | 327 | 375 | 215 | 130 | 133 | 144 | 189 | 140 | 150 | 139 | 185 |
| CONFIDENZE | **872** | 70 | 179 | 215 | 267 | 141 | 142 | 108 | 146 | 118 | 108 | 72 | 105 | 72 |
| DOMENICA QUIZ | **189** | 14 | 47 | 29 | 77 | 23 | 24 | 23 | 23 | 23 | 25 | 18 | 13 | 40 |
| DONNA MODERNA | **3220** | 123 | 501 | 927 | 1097 | 572 | 227 | 333 | 417 | 427 | 446 | 438 | 370 | 563 |
| L'ESPRESSO | **771** | 54 | 137 | 193 | 280 | 107 | 52 | 62 | 93 | 90 | 105 | 89 | 114 | 166 |
| EVA EXPRESS TREMILA | **419** | 17 | 76 | 118 | 125 | 84 | 39 | 39 | 67 | 56 | 65 | 40 | 45 | 69 |
| FAMIGLIA CRISTIANA | **3054** | 313 | 681 | 706 | 786 | 569 | 539 | 410 | 378 | 329 | 367 | 343 | 266 | 423 |
| FILM TV | **140** | 1 | 20 | 50 | 45 | 24 | 13 | 11 | 14 | 28 | 19 | 22 | 9 | 24 |
| GENTE | **2747** | 266 | 530 | 665 | 852 | 434 | 409 | 347 | 358 | 317 | 357 | 277 | 262 | 421 |
| GIOIA | **1223** | 51 | 205 | 298 | 410 | 259 | 124 | 157 | 159 | 122 | 144 | 139 | 142 | 235 |
| IL GIORNALINO | **211** | 0 | 24 | 28 | 83 | 76 | 8 | 28 | 30 | 26 | 36 | 25 | 21 | 37 |
| GRAND HOTEL | **835** | 64 | 157 | 195 | 283 | 135 | 145 | 119 | 114 | 99 | 119 | 86 | 63 | 89 |
| GRAZIA | **1510** | 75 | 272 | 353 | 487 | 322 | 127 | 155 | 199 | 213 | 161 | 179 | 183 | 293 |
| GUERIN SPORTIVO | **41** | 2 | 5 | 11 | 13 | 10 | 0 | 5 | 14 | 3 | 3 | 3 | 6 | 7 |
| GUIDA TV | **870** | 45 | 164 | 236 | 297 | 127 | 116 | 115 | 135 | 133 | 112 | 90 | 62 | 107 |
| INTIMITA' | **1001** | 75 | 223 | 242 | 306 | 154 | 149 | 138 | 157 | 138 | 140 | 97 | 77 | 105 |
| MAGAZINE BEAUTIFUL | **288** | 2 | 12 | 61 | 121 | 92 | 27 | 38 | 35 | 24 | 45 | 37 | 35 | 49 |
| IL MONDO | **35** | 0 | 12 | 4 | 8 | 11 | 0 | 3 | 2 | 7 | 3 | 3 | 11 | 6 |
| MOTOSPRINT | **91** | 0 | 13 | 28 | 36 | 14 | 3 | 7 | 6 | 10 | 15 | 16 | 9 | 25 |
| NOVELLA 2000 | **865** | 32 | 163 | 250 | 274 | 146 | 111 | 100 | 105 | 104 | 131 | 98 | 69 | 146 |
| OGGI | **2717** | 223 | 569 | 613 | 865 | 446 | 336 | 304 | 332 | 336 | 356 | 306 | 299 | 448 |
| PANORAMA | **1381** | 71 | 240 | 354 | 493 | 224 | 105 | 107 | 135 | 149 | 169 | 188 | 201 | 328 |
| SORRISI E CANZONI TV | **4639** | 178 | 622 | 1223 | 1629 | 987 | 525 | 615 | 645 | 603 | 628 | 564 | 448 | 611 |
| STOP | **545** | 57 | 133 | 147 | 149 | 58 | 85 | 47 | 94 | 63 | 66 | 65 | 50 | 75 |
| TELEPIU' | **1136** | 49 | 164 | 254 | 412 | 257 | 168 | 172 | 175 | 135 | 120 | 135 | 93 | 138 |
| TELESETTE | **1193** | 77 | 208 | 371 | 351 | 187 | 162 | 198 | 176 | 151 | 161 | 124 | 92 | 131 |
| TOPOLINO | **1312** | 27 | 137 | 309 | 557 | 282 | 107 | 138 | 168 | 144 | 176 | 181 | 179 | 218 |
| VISTO | **468** | 39 | 75 | 136 | 156 | 62 | 82 | 58 | 70 | 53 | 74 | 47 | 35 | 49 |
| VIVERSANI & BELLI | **1406** | 46 | 218 | 403 | 471 | 269 | 160 | 179 | 235 | 173 | 167 | 152 | 150 | 191 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 60 | 157 | 262 | 385 | 144 | 42 | 86 | 97 | 124 | 141 | 153 | 133 | 232 |
| DIARIO DELLA SETTIMANA | **68** | 4 | 19 | 18 | 23 | 5 | 1 | 5 | 5 | 10 | 8 | 17 | 9 | 13 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 21 | 68 | 120 | 155 | 90 | 39 | 60 | 87 | 45 | 46 | 33 | 55 | 90 |
| IO DONNA | **1368** | 80 | 266 | 368 | 444 | 210 | 75 | 79 | 147 | 119 | 142 | 238 | 197 | 372 |
| SETTE | **1181** | 74 | 239 | 320 | 382 | 166 | 58 | 93 | 119 | 113 | 155 | 190 | 146 | 307 |
| SPECCHIO DELLA STAMPA | **650** | 37 | 107 | 179 | 218 | 109 | 56 | 77 | 55 | 79 | 81 | 77 | 102 | 123 |
| TV SETTE | **1364** | 70 | 273 | 364 | 466 | 191 | 96 | 124 | 149 | 133 | 166 | 217 | 165 | 313 |
| IL VENERDI' | **1763** | 122 | 298 | 438 | 637 | 268 | 85 | 134 | 207 | 203 | 225 | 242 | 260 | 405 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 compo-nente | 2 compo-nenti | 3 compo-nenti | 4 compo-nenti | 5 o più compo-nenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **25670** | **2441** | **5568** | **6162** | **7336** | **4164** | **5326** | **3599** | **3406** | **2960** | **2779** | **2593** | **2130** | **2876** |
| ABITARE | 189 | 17 | 32 | 51 | 66 | 24 | 12 | 13 | 13 | 12 | 27 | 20 | 30 | 62 |
| AD | 376 | 15 | 52 | 112 | 147 | 50 | 7 | 21 | 35 | 32 | 47 | 53 | 39 | 143 |
| AIRONE | 451 | 24 | 95 | 128 | 128 | 76 | 23 | 26 | 57 | 54 | 52 | 66 | 60 | 114 |
| AMADEUS | 72 | 8 | 5 | 27 | 16 | 15 | 0 | 4 | 7 | 5 | 6 | 21 | 9 | 20 |
| ARCHEO | 140 | 9 | 12 | 50 | 51 | 18 | 3 | 7 | 17 | 15 | 24 | 10 | 20 | 42 |
| ASTRA | 418 | 20 | 51 | 105 | 150 | 92 | 44 | 41 | 63 | 44 | 71 | 58 | 37 | 62 |
| A TAVOLA | 156 | 13 | 23 | 42 | 39 | 39 | 16 | 14 | 11 | 26 | 21 | 18 | 17 | 33 |
| AUTO | 155 | 5 | 29 | 34 | 52 | 36 | 14 | 14 | 10 | 15 | 23 | 35 | 19 | 25 |
| L'AUTOMOBILE | 373 | 10 | 59 | 117 | 127 | 61 | 12 | 43 | 27 | 51 | 38 | 65 | 65 | 71 |
| BELL'EUROPA | 209 | 10 | 34 | 83 | 61 | 22 | 12 | 7 | 23 | 29 | 30 | 23 | 37 | 49 |
| BELL'ITALIA | 326 | 19 | 53 | 115 | 103 | 35 | 9 | 9 | 39 | 43 | 40 | 51 | 46 | 89 |
| BENISSIMO | 407 | 19 | 70 | 112 | 136 | 70 | 35 | 38 | 39 | 61 | 54 | 64 | 47 | 69 |
| BIMBI SANI E BELLI | 925 | 21 | 126 | 296 | 283 | 198 | 101 | 179 | 136 | 137 | 107 | 102 | 67 | 97 |
| BRAVA CASA | 803 | 29 | 116 | 262 | 269 | 127 | 32 | 84 | 85 | 112 | 102 | 108 | 104 | 177 |
| BUONA CUCINA | 488 | 36 | 109 | 106 | 142 | 95 | 67 | 73 | 57 | 60 | 58 | 51 | 47 | 74 |
| BURDA | 1176 | 40 | 142 | 290 | 452 | 252 | 160 | 202 | 148 | 196 | 138 | 102 | 122 | 108 |
| CAPITAL | 145 | 8 | 38 | 26 | 47 | 27 | 9 | 5 | 16 | 10 | 13 | 31 | 19 | 41 |
| CARNET | 123 | 11 | 23 | 34 | 35 | 20 | 7 | 4 | 20 | 8 | 18 | 17 | 14 | 37 |
| CASAVIVA | 1236 | 43 | 203 | 330 | 470 | 190 | 63 | 158 | 123 | 148 | 178 | 167 | 140 | 258 |
| CENTO COSE ENERGY | 610 | 10 | 35 | 151 | 256 | 158 | 26 | 74 | 52 | 90 | 82 | 82 | 53 | 150 |
| CIAK | 393 | 14 | 41 | 80 | 166 | 92 | 16 | 48 | 71 | 41 | 71 | 48 | 22 | 76 |
| CIPRIA | 369 | 16 | 47 | 86 | 153 | 67 | 15 | 28 | 38 | 54 | 45 | 51 | 44 | 95 |
| CLASS | 89 | 8 | 8 | 28 | 41 | 4 | 0 | 8 | 4 | 14 | 9 | 11 | 25 | 20 |
| CLUB 3 | 139 | 19 | 58 | 37 | 18 | 6 | 16 | 26 | 16 | 15 | 23 | 3 | 21 | 19 |
| COME STAI | 267 | 11 | 20 | 73 | 109 | 54 | 22 | 37 | 29 | 50 | 33 | 28 | 32 | 36 |
| CONSIGLI PRATICI | 257 | 9 | 51 | 75 | 85 | 37 | 32 | 19 | 30 | 48 | 32 | 39 | 26 | 31 |
| COSE DI CASA | 1372 | 42 | 224 | 366 | 502 | 237 | 80 | 192 | 196 | 193 | 186 | 190 | 115 | 220 |
| LA CUCINA ITALIANA | 698 | 48 | 129 | 196 | 225 | 100 | 63 | 97 | 85 | 63 | 69 | 93 | 75 | 154 |
| CUCINA MODERNA | 805 | 20 | 153 | 195 | 273 | 164 | 66 | 96 | 95 | 87 | 130 | 87 | 115 | 129 |
| DONNA | 820 | 44 | 131 | 185 | 275 | 185 | 97 | 123 | 114 | 99 | 99 | 101 | 73 | 113 |
| DONNA E MAMMA | 383 | 5 | 52 | 150 | 118 | 59 | 47 | 78 | 57 | 55 | 39 | 32 | 44 | 31 |
| DOVE | 248 | 14 | 35 | 87 | 77 | 35 | 2 | 23 | 12 | 21 | 24 | 45 | 33 | 87 |
| ELLE | 529 | 32 | 72 | 140 | 190 | 96 | 26 | 33 | 52 | 48 | 70 | 104 | 54 | 143 |
| ELLE DECOR | 166 | 12 | 19 | 61 | 53 | 21 | 5 | 14 | 15 | 20 | 14 | 22 | 24 | 53 |
| FOCUS | 1351 | 30 | 134 | 383 | 558 | 247 | 61 | 113 | 177 | 161 | 201 | 185 | 162 | 291 |
| GARDENIA | 199 | 14 | 53 | 66 | 43 | 23 | 17 | 23 | 20 | 11 | 19 | 25 | 31 | 54 |
| GENTE MESE | 894 | 51 | 134 | 208 | 285 | 215 | 75 | 111 | 130 | 116 | 102 | 145 | 88 | 128 |
| GENTE MONEY | 82 | 6 | 14 | 22 | 28 | 12 | 2 | 9 | 5 | 10 | 7 | 13 | 14 | 23 |
| GENTE MOTORI | 238 | 8 | 25 | 66 | 83 | 55 | 17 | 33 | 19 | 29 | 37 | 38 | 29 | 35 |
| GENTE VIAGGI | 362 | 12 | 74 | 106 | 127 | 43 | 14 | 23 | 45 | 39 | 40 | 61 | 54 | 86 |
| GLAMOUR | 362 | 6 | 61 | 79 | 150 | 66 | 14 | 29 | 31 | 56 | 48 | 66 | 44 | 74 |
| GULLIVER | 137 | 19 | 27 | 35 | 26 | 29 | 9 | 17 | 10 | 9 | 31 | 16 | 15 | 30 |
| IN CASA | 147 | 9 | 25 | 36 | 51 | 26 | 20 | 25 | 22 | 9 | 13 | 18 | 24 | 16 |
| INSIEME | 355 | 7 | 35 | 138 | 122 | 52 | 34 | 42 | 42 | 45 | 69 | 44 | 50 | 29 |
| IO E IL MIO BAMBINO | 771 | 4 | 77 | 312 | 244 | 133 | 95 | 124 | 92 | 127 | 115 | 58 | 85 | 74 |
| JESUS | 119 | 16 | 31 | 26 | 27 | 20 | 20 | 15 | 14 | 2 | 20 | 12 | 11 | 25 |
| MADRE | 159 | 15 | 36 | 28 | 36 | 44 | 20 | 32 | 10 | 6 | 14 | 18 | 21 | 39 |
| MARIE CLAIRE | 870 | 38 | 147 | 222 | 302 | 162 | 47 | 84 | 107 | 98 | 101 | 140 | 95 | 197 |
| MAX | 582 | 14 | 55 | 146 | 238 | 129 | 22 | 55 | 70 | 47 | 80 | 50 | 100 | 158 |
| MERIDIANI | 107 | 11 | 18 | 28 | 42 | 8 | 4 | 8 | 13 | 3 | 10 | 7 | 31 | 32 |
| MESSAGGERO DI S.ANTONIO | 1135 | 134 | 256 | 270 | 296 | 180 | 220 | 175 | 162 | 123 | 125 | 120 | 116 | 94 |
| LA MIA BOUTIQUE | 433 | 16 | 84 | 95 | 144 | 95 | 52 | 79 | 84 | 68 | 42 | 34 | 42 | 32 |
| LA MIA CASA | 269 | 15 | 44 | 59 | 105 | 46 | 24 | 48 | 40 | 16 | 33 | 37 | 37 | 35 |
| MILLIONAIRE INTRAPRENDERE | 219 | 5 | 19 | 75 | 92 | 29 | 12 | 41 | 27 | 38 | 21 | 29 | 19 | 32 |
| NAUTICA | 57 | 0 | 19 | 10 | 15 | 13 | 3 | 3 | 6 | 2 | 5 | 8 | 8 | 21 |
| PESCARE | 92 | 4 | 25 | 16 | 35 | 13 | 12 | 13 | 8 | 17 | 15 | 5 | 7 | 15 |
| PRATICA | 402 | 12 | 64 | 102 | 161 | 63 | 29 | 30 | 44 | 62 | 55 | 60 | 46 | 76 |
| QUATTRORUOTE | 1204 | 33 | 164 | 325 | 425 | 258 | 64 | 115 | 115 | 146 | 157 | 158 | 149 | 301 |
| QUATTRO ZAMPE | 243 | 18 | 41 | 72 | 92 | 19 | 19 | 22 | 27 | 24 | 37 | 43 | 31 | 42 |
| QUI TOURING | 437 | 28 | 95 | 119 | 144 | 52 | 15 | 13 | 34 | 43 | 40 | 68 | 86 | 139 |
| RAKAM | 575 | 40 | 108 | 152 | 191 | 83 | 57 | 68 | 68 | 74 | 74 | 52 | 65 | 116 |
| SALE & PEPE | 565 | 29 | 98 | 144 | 207 | 86 | 35 | 54 | 69 | 68 | 58 | 75 | 84 | 121 |
| SALVE | 309 | 23 | 55 | 81 | 101 | 49 | 19 | 19 | 42 | 66 | 51 | 41 | 31 | 40 |
| SCIENZA & VITA | 83 | 9 | 8 | 22 | 32 | 13 | 5 | 12 | 16 | 0 | 8 | 8 | 16 | 19 |
| LE SCIENZE | 172 | 6 | 18 | 72 | 54 | 22 | 8 | 16 | 28 | 23 | 20 | 23 | 15 | 39 |
| SELEZIONE READER'S DIGEST | 593 | 31 | 113 | 152 | 197 | 99 | 39 | 66 | 68 | 73 | 85 | 84 | 75 | 103 |
| SILHOUETTE DONNA | 1326 | 22 | 128 | 330 | 535 | 312 | 119 | 161 | 196 | 208 | 139 | 165 | 135 | 203 |
| SPEAK UP | 142 | 12 | 30 | 21 | 53 | 26 | 11 | 15 | 5 | 13 | 19 | 18 | 27 | 36 |
| STARBENE | 1543 | 55 | 229 | 440 | 567 | 251 | 147 | 193 | 226 | 254 | 178 | 182 | 162 | 201 |
| STARTER | 14 | 0 | 2 | 2 | 5 | 5 | 0 | 0 | 2 | 6 | 2 | 3 | 2 | 0 |
| TUTTI FOTOGRAFI | 56 | 0 | 8 | 20 | 24 | 3 | 1 | 9 | 11 | 16 | 5 | 8 | 5 | 1 |
| TUTTO | 489 | 0 | 18 | 89 | 236 | 146 | 19 | 62 | 69 | 62 | 83 | 78 | 34 | 83 |
| TUTTOMOTO | 131 | 4 | 11 | 28 | 70 | 18 | 6 | 8 | 9 | 13 | 10 | 25 | 26 | 34 |
| TUTTOTURISMO | 136 | 5 | 22 | 32 | 50 | 27 | 9 | 9 | 13 | 8 | 19 | 12 | 24 | 42 |
| VERA | 1057 | 29 | 142 | 293 | 379 | 214 | 83 | 145 | 141 | 140 | 145 | 123 | 137 | 142 |
| VIAGGIARE | 140 | 9 | 21 | 33 | 50 | 26 | 18 | 6 | 17 | 10 | 24 | 28 | 22 | 15 |
| VITALITY | 220 | 10 | 42 | 46 | 95 | 27 | 18 | 23 | 31 | 8 | 26 | 28 | 46 | 41 |
| VOGUE ITALIA | 729 | 18 | 78 | 203 | 279 | 151 | 46 | 59 | 98 | 74 | 109 | 113 | 86 | 144 |
| WEEKEND VIAGGI | 140 | 7 | 15 | 49 | 41 | 29 | 0 | 10 | 33 | 16 | 12 | 22 | 17 | 30 |
| DIANA (QUATTORDICINALE) | 53 | 0 | 10 | 15 | 19 | 8 | 7 | 3 | 18 | 4 | 7 | 6 | 6 | 2 |

# Donne

Lettori numero medio

Analisi secondo: ● **numero componenti** ● **classe di reddito**

(percentuali di composizione)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **9.5** | **21.7** | **24.0** | **28.6** | **16.2** | **20.7** | **14.0** | **13.3** | **11.5** | **10.8** | **10.1** | **8.3** | **11.2** |
| AMICA | 100.0 | 5.4 | 20.4 | 23.4 | 32.7 | 18.1 | 9.7 | 10.0 | 14.3 | 13.5 | 12.1 | 12.0 | 9.3 | 19.2 |
| ANNA | 100.0 | 6.4 | 16.8 | 28.1 | 32.8 | 15.9 | 10.5 | 9.5 | 12.2 | 11.4 | 15.1 | 12.5 | 8.3 | 20.6 |
| AUTO OGGI | 100.0 | 0.0 | 14.3 | 19.5 | 36.1 | 30.1 | 9.2 | 17.7 | 1.8 | 9.3 | 12.7 | 9.4 | 20.7 | 19.2 |
| AUTOSPRINT | 100.0 | 0.0 | 12.1 | 32.7 | 37.8 | 17.4 | 12.1 | 6.9 | 10.9 | 2.2 | 18.7 | 9.1 | 10.9 | 29.2 |
| BELLA | 100.0 | 5.5 | 15.9 | 28.0 | 40.1 | 10.5 | 9.8 | 9.0 | 12.1 | 11.9 | 14.8 | 13.3 | 12.5 | 16.7 |
| CHI | 100.0 | 8.3 | 15.8 | 27.1 | 31.0 | 17.8 | 10.8 | 11.0 | 11.9 | 15.6 | 11.6 | 12.4 | 11.5 | 15.3 |
| CONFIDENZE | 100.0 | 8.0 | 20.5 | 24.7 | 30.7 | 16.1 | 16.3 | 12.4 | 16.7 | 13.6 | 12.4 | 8.3 | 12.0 | 8.3 |
| DOMENICA QUIZ | 100.0 | 7.2 | 24.7 | 15.3 | 40.6 | 12.3 | 12.6 | 12.0 | 12.1 | 12.3 | 13.4 | 9.6 | 6.7 | 21.3 |
| DONNA MODERNA | 100.0 | 3.8 | 15.6 | 28.8 | 34.1 | 17.8 | 7.0 | 10.3 | 12.9 | 13.3 | 13.8 | 13.6 | 11.5 | 17.5 |
| L'ESPRESSO | 100.0 | 7.0 | 17.8 | 25.0 | 36.3 | 13.9 | 6.7 | 8.1 | 12.1 | 11.6 | 13.6 | 11.5 | 14.8 | 21.5 |
| EVA EXPRESS TREMILA | 100.0 | 4.0 | 18.1 | 28.1 | 29.8 | 20.1 | 9.4 | 9.3 | 16.0 | 13.2 | 15.4 | 9.4 | 10.7 | 16.6 |
| FAMIGLIA CRISTIANA | 100.0 | 10.2 | 22.3 | 23.1 | 25.7 | 18.6 | 17.7 | 13.4 | 12.4 | 10.8 | 12.0 | 11.2 | 8.7 | 13.8 |
| FILM TV | 100.0 | 1.1 | 14.2 | 35.8 | 31.8 | 17.1 | 9.0 | 7.9 | 9.7 | 20.2 | 13.7 | 15.5 | 6.6 | 17.3 |
| GENTE | 100.0 | 9.7 | 19.3 | 24.2 | 31.0 | 15.8 | 14.9 | 12.6 | 13.0 | 11.5 | 13.0 | 10.1 | 9.5 | 15.3 |
| GIOIA | 100.0 | 4.2 | 16.8 | 24.3 | 33.5 | 21.2 | 10.2 | 12.8 | 13.0 | 10.0 | 11.8 | 11.4 | 11.6 | 19.3 |
| IL GIORNALINO | 100.0 | 0.0 | 11.4 | 13.1 | 39.4 | 36.0 | 3.8 | 13.4 | 14.2 | 12.3 | 17.0 | 12.0 | 9.7 | 17.6 |
| GRAND HOTEL | 100.0 | 7.7 | 18.8 | 23.4 | 33.9 | 16.2 | 17.4 | 14.3 | 13.6 | 11.9 | 14.2 | 10.3 | 7.6 | 10.7 |
| GRAZIA | 100.0 | 5.0 | 18.0 | 23.4 | 32.2 | 21.4 | 8.4 | 10.2 | 13.2 | 14.1 | 10.7 | 11.9 | 12.1 | 19.4 |
| GUERIN SPORTIVO | 100.0 | 5.2 | 11.8 | 26.8 | 31.7 | 24.5 | 0.0 | 11.7 | 33.5 | 6.3 | 8.4 | 7.5 | 14.8 | 17.8 |
| GUIDA TV | 100.0 | 5.2 | 18.9 | 27.1 | 34.2 | 14.6 | 13.3 | 13.2 | 15.5 | 15.3 | 12.9 | 10.3 | 7.1 | 12.3 |
| INTIMITA' | 100.0 | 7.5 | 22.3 | 24.2 | 30.6 | 15.4 | 14.9 | 13.8 | 15.7 | 13.8 | 14.0 | 9.7 | 7.6 | 10.5 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.7 | 4.1 | 21.2 | 42.0 | 32.0 | 9.2 | 13.3 | 12.0 | 8.2 | 15.5 | 12.7 | 12.2 | 16.9 |
| IL MONDO | 100.0 | 0.0 | 34.6 | 11.5 | 22.5 | 31.4 | 0.0 | 8.5 | 6.5 | 18.7 | 8.2 | 9.1 | 32.0 | 16.9 |
| MOTOSPRINT | 100.0 | 0.0 | 13.8 | 30.7 | 39.9 | 15.5 | 3.4 | 7.8 | 6.6 | 11.2 | 16.2 | 17.3 | 9.5 | 28.0 |
| NOVELLA 2000 | 100.0 | 3.7 | 18.8 | 28.9 | 31.7 | 16.9 | 12.9 | 11.6 | 12.2 | 12.0 | 15.2 | 11.3 | 8.0 | 16.9 |
| OGGI | 100.0 | 8.2 | 20.9 | 22.6 | 31.9 | 16.4 | 12.4 | 11.2 | 12.2 | 12.4 | 13.1 | 11.3 | 11.0 | 16.5 |
| PANORAMA | 100.0 | 5.2 | 17.4 | 25.6 | 35.7 | 16.2 | 7.6 | 7.8 | 9.7 | 10.8 | 12.2 | 13.6 | 14.6 | 23.7 |
| SORRISI E CANZONI TV | 100.0 | 3.8 | 13.4 | 26.4 | 35.1 | 21.3 | 11.3 | 13.3 | 13.9 | 13.0 | 13.5 | 12.2 | 9.6 | 13.2 |
| STOP | 100.0 | 10.5 | 24.5 | 27.1 | 27.3 | 10.7 | 15.7 | 8.7 | 17.2 | 11.5 | 12.1 | 11.9 | 9.2 | 13.7 |
| TELEPIU' | 100.0 | 4.3 | 14.5 | 22.4 | 36.2 | 22.6 | 14.8 | 15.2 | 15.4 | 11.9 | 10.6 | 11.9 | 8.1 | 12.1 |
| TELESETTE | 100.0 | 6.5 | 17.4 | 31.1 | 29.4 | 15.7 | 13.6 | 16.6 | 14.7 | 12.6 | 13.5 | 10.4 | 7.7 | 11.0 |
| TOPOLINO | 100.0 | 2.1 | 10.5 | 23.5 | 42.4 | 21.5 | 8.2 | 10.5 | 12.8 | 11.0 | 13.4 | 13.8 | 13.7 | 16.6 |
| VISTO | 100.0 | 8.4 | 16.0 | 29.2 | 33.3 | 13.2 | 17.4 | 12.4 | 15.0 | 11.4 | 15.8 | 10.0 | 7.5 | 10.4 |
| VIVERSANI & BELLI | 100.0 | 3.3 | 15.5 | 28.6 | 33.5 | 19.1 | 11.4 | 12.7 | 16.7 | 12.3 | 11.9 | 10.8 | 10.7 | 13.6 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 5.9 | 15.5 | 26.0 | 38.3 | 14.3 | 4.1 | 8.6 | 9.6 | 12.3 | 14.0 | 15.2 | 13.2 | 23.0 |
| DIARIO DELLA SETTIMANA | 100.0 | 6.3 | 27.6 | 26.0 | 33.4 | 6.7 | 2.1 | 8.0 | 6.6 | 15.0 | 11.3 | 25.3 | 13.3 | 18.5 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.6 | 15.0 | 26.5 | 34.1 | 19.8 | 8.5 | 13.3 | 19.2 | 9.9 | 10.0 | 7.2 | 12.1 | 19.9 |
| IO DONNA | 100.0 | 5.9 | 19.4 | 26.9 | 32.5 | 15.3 | 5.5 | 5.7 | 10.8 | 8.7 | 10.4 | 17.4 | 14.4 | 27.1 |
| SETTE | 100.0 | 6.2 | 20.2 | 27.1 | 32.3 | 14.0 | 4.9 | 7.9 | 10.1 | 9.5 | 13.1 | 16.1 | 12.4 | 26.0 |
| SPECCHIO DELLA STAMPA | 100.0 | 5.6 | 16.5 | 27.5 | 33.6 | 16.7 | 8.6 | 11.8 | 8.4 | 12.2 | 12.4 | 11.9 | 15.7 | 18.9 |
| TV SETTE | 100.0 | 5.2 | 20.0 | 26.7 | 34.1 | 14.0 | 7.1 | 9.1 | 11.0 | 9.8 | 12.1 | 15.9 | 12.1 | 23.0 |
| IL VENERDI' | 100.0 | 6.9 | 16.9 | 24.8 | 36.1 | 15.2 | 4.8 | 7.6 | 11.8 | 11.5 | 12.8 | 13.7 | 14.8 | 23.0 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito** (percentuali di composizione)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **9.5** | **21.7** | **24.0** | **28.6** | **16.2** | **20.7** | **14.0** | **13.3** | **11.5** | **10.8** | **10.1** | **8.3** | **11.2** |
| ABITARE | 100.0 | 9.1 | 16.8 | 26.9 | 34.6 | 12.6 | 6.4 | 7.0 | 6.6 | 6.2 | 14.3 | 10.7 | 15.8 | 32.9 |
| AD | 100.0 | 3.9 | 13.9 | 29.7 | 39.2 | 13.4 | 1.7 | 5.6 | 9.3 | 8.5 | 12.5 | 14.0 | 10.3 | 38.1 |
| AIRONE | 100.0 | 5.4 | 21.0 | 28.5 | 28.4 | 16.8 | 5.0 | 5.7 | 12.6 | 12.0 | 11.5 | 14.5 | 13.3 | 25.3 |
| AMADEUS | 100.0 | 10.9 | 7.6 | 37.5 | 22.8 | 21.2 | 0.0 | 6.0 | 9.9 | 6.9 | 7.8 | 29.7 | 12.3 | 27.4 |
| ARCHEO | 100.0 | 6.3 | 8.4 | 35.8 | 36.4 | 13.2 | 2.4 | 5.2 | 12.5 | 10.6 | 17.2 | 7.1 | 14.6 | 30.4 |
| ASTRA | 100.0 | 4.9 | 12.1 | 25.2 | 35.8 | 22.1 | 10.4 | 9.9 | 15.0 | 10.4 | 16.9 | 13.8 | 8.7 | 14.8 |
| A TAVOLA | 100.0 | 8.3 | 14.6 | 27.2 | 25.2 | 24.7 | 10.1 | 9.0 | 7.2 | 16.8 | 13.4 | 11.6 | 10.9 | 21.1 |
| AUTO | 100.0 | 3.0 | 18.6 | 21.8 | 33.3 | 23.3 | 9.2 | 8.7 | 6.5 | 9.8 | 14.6 | 22.6 | 12.4 | 16.2 |
| L'AUTOMOBILE | 100.0 | 2.6 | 15.8 | 31.3 | 34.1 | 16.3 | 3.2 | 11.6 | 7.2 | 13.8 | 10.1 | 17.4 | 17.5 | 19.2 |
| BELL'EUROPA | 100.0 | 4.8 | 16.1 | 39.6 | 29.3 | 10.3 | 5.5 | 3.1 | 11.0 | 13.8 | 14.3 | 11.1 | 17.7 | 23.4 |
| BELL'ITALIA | 100.0 | 5.9 | 16.3 | 35.4 | 31.6 | 10.8 | 2.7 | 2.8 | 12.1 | 13.1 | 12.3 | 15.6 | 14.1 | 27.4 |
| BENISSIMO | 100.0 | 4.7 | 17.2 | 27.6 | 33.4 | 17.1 | 8.6 | 9.3 | 9.5 | 15.1 | 13.2 | 15.8 | 11.5 | 17.1 |
| BIMBI SANI E BELLI | 100.0 | 2.3 | 13.6 | 32.0 | 30.6 | 21.4 | 10.9 | 19.3 | 14.7 | 14.9 | 11.6 | 11.0 | 7.2 | 10.4 |
| BRAVA CASA | 100.0 | 3.6 | 14.5 | 32.6 | 33.5 | 15.9 | 4.0 | 10.5 | 10.6 | 13.9 | 12.7 | 13.4 | 12.9 | 22.0 |
| BUONA CUCINA | 100.0 | 7.5 | 22.3 | 21.6 | 29.1 | 19.6 | 13.8 | 15.0 | 11.7 | 12.4 | 11.9 | 10.4 | 9.6 | 15.2 |
| BURDA | 100.0 | 3.4 | 12.0 | 24.7 | 38.4 | 21.4 | 13.6 | 17.2 | 12.6 | 16.7 | 11.7 | 8.7 | 10.3 | 9.2 |
| CAPITAL | 100.0 | 5.6 | 25.8 | 17.8 | 32.3 | 18.6 | 6.5 | 3.8 | 11.0 | 6.6 | 9.2 | 21.5 | 13.3 | 28.2 |
| CARNET | 100.0 | 9.0 | 19.0 | 27.8 | 28.3 | 16.0 | 5.3 | 3.0 | 15.9 | 6.4 | 14.5 | 13.6 | 11.2 | 30.1 |
| CASAVIVA | 100.0 | 3.5 | 16.4 | 26.7 | 38.0 | 15.4 | 5.1 | 12.8 | 10.0 | 12.0 | 14.4 | 13.5 | 11.3 | 20.9 |
| CENTO COSE ENERGY | 100.0 | 1.7 | 5.7 | 24.7 | 42.0 | 25.9 | 4.2 | 12.1 | 8.6 | 14.8 | 13.5 | 13.5 | 8.7 | 24.7 |
| CIAK | 100.0 | 3.5 | 10.5 | 20.4 | 42.3 | 23.3 | 4.0 | 12.2 | 18.1 | 10.4 | 18.2 | 12.2 | 5.6 | 19.3 |
| CIPRIA | 100.0 | 4.3 | 12.8 | 23.2 | 41.5 | 18.2 | 4.1 | 7.5 | 10.3 | 14.6 | 12.2 | 13.7 | 11.8 | 25.8 |
| CLASS | 100.0 | 9.3 | 9.0 | 31.4 | 45.8 | 4.5 | 0.0 | 8.9 | 4.2 | 15.4 | 9.8 | 11.9 | 27.7 | 22.2 |
| CLUB 3 | 100.0 | 14.0 | 41.9 | 26.5 | 13.0 | 4.6 | 11.8 | 18.9 | 11.4 | 10.7 | 16.6 | 1.9 | 15.1 | 13.5 |
| COME STAI | 100.0 | 4.1 | 7.5 | 27.4 | 40.9 | 20.1 | 8.2 | 13.7 | 10.9 | 18.7 | 12.5 | 10.4 | 12.1 | 13.6 |
| CONSIGLI PRATICI | 100.0 | 3.4 | 19.8 | 29.2 | 33.2 | 14.4 | 12.4 | 7.4 | 11.7 | 18.9 | 12.3 | 15.1 | 10.0 | 12.2 |
| COSE DI CASA | 100.0 | 3.0 | 16.4 | 26.7 | 36.6 | 17.3 | 5.8 | 14.0 | 14.3 | 14.1 | 13.6 | 13.8 | 8.4 | 16.0 |
| LA CUCINA ITALIANA | 100.0 | 6.8 | 18.5 | 28.1 | 32.3 | 14.3 | 9.0 | 13.9 | 12.2 | 9.0 | 9.8 | 13.3 | 10.8 | 22.1 |
| CUCINA MODERNA | 100.0 | 2.5 | 19.0 | 24.2 | 33.9 | 20.4 | 8.2 | 11.9 | 11.8 | 10.8 | 16.1 | 10.9 | 14.2 | 16.0 |
| DONNA | 100.0 | 5.3 | 16.0 | 22.6 | 33.6 | 22.5 | 11.8 | 15.0 | 13.9 | 12.0 | 12.1 | 12.3 | 9.0 | 13.8 |
| DONNA E MAMMA | 100.0 | 1.2 | 13.5 | 39.1 | 30.9 | 15.4 | 12.2 | 20.3 | 14.9 | 14.4 | 10.2 | 8.3 | 11.5 | 8.2 |
| DOVE | 100.0 | 5.6 | 14.2 | 35.1 | 31.1 | 14.1 | 1.0 | 9.2 | 5.0 | 8.6 | 9.5 | 18.1 | 13.3 | 35.2 |
| ELLE | 100.0 | 6.0 | 13.5 | 26.5 | 35.9 | 18.1 | 4.8 | 6.2 | 9.9 | 9.0 | 13.1 | 19.7 | 10.2 | 27.0 |
| ELLE DECOR | 100.0 | 7.2 | 11.2 | 36.6 | 32.1 | 12.9 | 2.7 | 8.3 | 8.9 | 12.2 | 8.6 | 13.3 | 14.2 | 31.8 |
| FOCUS | 100.0 | 2.2 | 9.9 | 28.3 | 41.3 | 18.3 | 4.5 | 8.3 | 13.1 | 11.9 | 14.9 | 13.7 | 12.0 | 21.5 |
| GARDENIA | 100.0 | 7.3 | 26.6 | 33.1 | 21.4 | 11.7 | 8.4 | 11.4 | 9.9 | 5.5 | 9.5 | 12.6 | 15.4 | 27.3 |
| GENTE MESE | 100.0 | 5.7 | 15.0 | 23.3 | 31.9 | 24.0 | 8.3 | 12.4 | 14.5 | 12.9 | 11.4 | 16.3 | 9.8 | 14.3 |
| GENTE MONEY | 100.0 | 7.8 | 16.9 | 26.9 | 34.2 | 14.2 | 2.2 | 10.9 | 6.3 | 12.1 | 7.9 | 15.7 | 17.1 | 27.7 |
| GENTE MOTORI | 100.0 | 3.5 | 10.6 | 27.7 | 35.0 | 23.2 | 7.1 | 14.0 | 7.9 | 12.2 | 15.7 | 16.1 | 12.3 | 14.7 |
| GENTE VIAGGI | 100.0 | 3.3 | 20.4 | 29.4 | 35.1 | 11.8 | 4.0 | 6.2 | 12.3 | 10.8 | 10.9 | 16.9 | 15.0 | 23.8 |
| GLAMOUR | 100.0 | 1.8 | 16.8 | 21.9 | 41.4 | 18.2 | 4.0 | 8.0 | 8.5 | 15.4 | 13.2 | 18.4 | 12.1 | 20.5 |
| GULLIVER | 100.0 | 14.2 | 19.6 | 25.5 | 19.2 | 21.5 | 6.6 | 12.5 | 7.1 | 6.7 | 22.6 | 12.0 | 11.0 | 21.7 |
| IN CASA | 100.0 | 5.9 | 16.9 | 24.5 | 34.7 | 17.9 | 13.5 | 17.2 | 15.0 | 5.8 | 8.9 | 12.0 | 16.7 | 10.9 |
| INSIEME | 100.0 | 1.9 | 9.8 | 38.9 | 34.5 | 14.8 | 9.6 | 11.9 | 11.7 | 12.6 | 19.5 | 12.3 | 14.1 | 8.3 |
| IO E IL MIO BAMBINO | 100.0 | 0.6 | 9.9 | 40.5 | 31.7 | 17.3 | 12.3 | 16.1 | 12.0 | 16.5 | 14.9 | 7.6 | 11.0 | 9.6 |
| JESUS | 100.0 | 13.4 | 25.9 | 21.6 | 22.5 | 16.6 | 17.2 | 12.6 | 11.7 | 1.6 | 16.5 | 9.9 | 9.6 | 20.8 |
| MADRE | 100.0 | 9.3 | 22.7 | 17.7 | 22.8 | 27.5 | 12.5 | 20.2 | 6.1 | 3.9 | 8.8 | 11.0 | 13.2 | 24.3 |
| MARIE CLAIRE | 100.0 | 4.3 | 16.9 | 25.5 | 34.7 | 18.6 | 5.4 | 9.7 | 12.3 | 11.3 | 11.6 | 16.1 | 11.0 | 22.7 |
| MAX | 100.0 | 2.4 | 9.4 | 25.2 | 40.9 | 22.2 | 3.8 | 9.5 | 12.0 | 8.1 | 13.8 | 8.5 | 17.2 | 27.2 |
| MERIDIANI | 100.0 | 9.9 | 17.1 | 26.4 | 39.3 | 7.3 | 3.7 | 7.3 | 11.6 | 3.2 | 9.0 | 6.9 | 28.9 | 29.4 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 11.8 | 22.5 | 23.8 | 26.1 | 15.8 | 19.4 | 15.4 | 14.3 | 10.8 | 11.0 | 10.5 | 10.2 | 8.3 |
| LA MIA BOUTIQUE | 100.0 | 3.6 | 19.3 | 22.0 | 33.2 | 21.8 | 12.0 | 18.2 | 19.4 | 15.7 | 9.6 | 7.9 | 9.6 | 7.5 |
| LA MIA CASA | 100.0 | 5.6 | 16.4 | 22.1 | 38.8 | 17.1 | 8.8 | 17.9 | 14.8 | 5.8 | 12.4 | 13.6 | 13.7 | 13.1 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 2.2 | 8.5 | 34.3 | 41.9 | 13.1 | 5.4 | 18.7 | 12.3 | 17.6 | 9.4 | 13.0 | 8.8 | 14.7 |
| NAUTICA | 100.0 | 0.0 | 32.7 | 18.0 | 26.0 | 23.3 | 4.5 | 6.1 | 10.3 | 3.3 | 9.2 | 14.6 | 14.2 | 37.7 |
| PESCARE | 100.0 | 3.9 | 27.2 | 16.9 | 38.3 | 13.7 | 13.4 | 14.3 | 8.8 | 18.1 | 16.1 | 5.2 | 8.0 | 16.2 |
| PRATICA | 100.0 | 2.9 | 15.8 | 25.5 | 40.1 | 15.7 | 7.3 | 7.3 | 10.9 | 15.5 | 13.7 | 14.8 | 11.5 | 19.0 |
| QUATTRORUOTE | 100.0 | 2.7 | 13.6 | 27.0 | 35.3 | 21.4 | 5.3 | 9.5 | 9.6 | 12.1 | 13.0 | 13.1 | 12.3 | 25.0 |
| QUATTRO ZAMPE | 100.0 | 7.4 | 17.0 | 29.9 | 37.8 | 7.9 | 7.8 | 9.1 | 11.0 | 9.7 | 15.1 | 17.5 | 12.6 | 17.2 |
| QUI TOURING | 100.0 | 6.3 | 21.6 | 27.2 | 32.9 | 12.0 | 3.5 | 3.0 | 7.7 | 9.8 | 9.1 | 15.6 | 19.6 | 31.8 |
| RAKAM | 100.0 | 7.0 | 18.8 | 26.4 | 33.3 | 14.5 | 9.9 | 11.9 | 11.9 | 13.0 | 12.9 | 9.0 | 11.3 | 20.2 |
| SALE & PEPE | 100.0 | 5.2 | 17.4 | 25.5 | 36.7 | 15.2 | 6.3 | 9.6 | 12.2 | 12.1 | 10.3 | 13.3 | 14.9 | 21.4 |
| SALVE | 100.0 | 7.5 | 17.7 | 26.3 | 32.5 | 16.0 | 6.1 | 6.1 | 13.7 | 21.3 | 16.4 | 13.2 | 10.2 | 12.9 |
| SCIENZA & VITA | 100.0 | 10.5 | 9.1 | 26.6 | 38.7 | 15.1 | 5.5 | 14.3 | 18.8 | 0.0 | 9.6 | 9.9 | 19.4 | 22.4 |
| LE SCIENZE | 100.0 | 3.5 | 10.5 | 41.8 | 31.6 | 12.6 | 4.9 | 9.3 | 16.1 | 13.7 | 11.5 | 13.2 | 8.8 | 22.5 |
| SELEZIONE READER'S DIGEST | 100.0 | 5.3 | 19.0 | 25.7 | 33.3 | 16.8 | 6.5 | 11.1 | 11.5 | 12.3 | 14.3 | 14.2 | 12.7 | 17.3 |
| SILHOUETTE DONNA | 100.0 | 1.7 | 9.6 | 24.9 | 40.3 | 23.5 | 9.0 | 12.2 | 14.8 | 15.7 | 10.5 | 12.4 | 10.2 | 15.3 |
| SPEAK UP | 100.0 | 8.2 | 21.3 | 14.6 | 37.4 | 18.5 | 7.5 | 10.4 | 3.3 | 9.1 | 13.5 | 12.3 | 18.8 | 25.0 |
| STARBENE | 100.0 | 3.6 | 14.8 | 28.5 | 36.8 | 16.3 | 9.5 | 12.5 | 14.6 | 16.4 | 11.5 | 11.8 | 10.5 | 13.0 |
| STARTER | 100.0 | 0.0 | 13.8 | 14.3 | 34.7 | 37.3 | 0.0 | 0.0 | 12.7 | 41.5 | 14.3 | 17.8 | 13.8 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 14.9 | 36.0 | 43.5 | 5.7 | 2.1 | 15.5 | 20.3 | 28.6 | 8.1 | 14.4 | 9.6 | 1.5 |
| TUTTO | 100.0 | 0.0 | 3.7 | 18.1 | 48.3 | 29.9 | 4.0 | 12.6 | 14.0 | 12.6 | 16.9 | 15.9 | 7.0 | 17.0 |
| TUTTOMOTO | 100.0 | 3.3 | 8.1 | 21.3 | 53.4 | 13.9 | 4.5 | 5.9 | 7.1 | 9.9 | 7.7 | 18.8 | 20.1 | 25.9 |
| TUTTOTURISMO | 100.0 | 3.6 | 16.1 | 23.4 | 36.8 | 20.1 | 6.5 | 6.9 | 9.6 | 5.5 | 14.0 | 8.6 | 17.8 | 31.0 |
| VERA | 100.0 | 2.8 | 13.4 | 27.7 | 35.9 | 20.2 | 7.9 | 13.8 | 13.4 | 13.2 | 13.7 | 11.7 | 12.9 | 13.4 |
| VIAGGIARE | 100.0 | 6.8 | 14.8 | 23.7 | 35.8 | 18.9 | 12.6 | 4.6 | 12.3 | 7.2 | 17.3 | 20.0 | 15.5 | 10.7 |
| VITALITY | 100.0 | 4.4 | 19.2 | 20.8 | 43.1 | 12.5 | 8.3 | 10.4 | 13.9 | 3.6 | 11.7 | 12.6 | 20.8 | 18.7 |
| VOGUE ITALIA | 100.0 | 2.5 | 10.7 | 27.9 | 38.2 | 20.7 | 6.3 | 8.1 | 13.5 | 10.1 | 14.9 | 15.5 | 11.8 | 19.8 |
| WEEKEND VIAGGI | 100.0 | 4.7 | 10.5 | 34.6 | 29.2 | 21.0 | 0.0 | 7.1 | 23.5 | 11.5 | 8.6 | 15.7 | 12.2 | 21.4 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 19.3 | 28.8 | 35.9 | 16.0 | 13.2 | 4.9 | 33.5 | 6.9 | 13.5 | 12.0 | 11.4 | 4.6 |

# Donne

Lettori numero medio

Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| POPOLAZIONE | 25670 | 409 | 2365 | 828 | 264 | 192 | 898 | 2313 | 399 | 1157 | 1250 | 2542 | 3056 | 2718 | 5540 | 1739 |
| AMICA | 1044 | 31 | 176 | 89 | 13 | 2 | 40 | 89 | 31 | 32 | 62 | 54 | 73 | 156 | 98 | 98 |
| ANNA | 1178 | 46 | 152 | 67 | 26 | 5 | 66 | 131 | 28 | 47 | 60 | 64 | 115 | 167 | 102 | 103 |
| AUTO OGGI | 140 | 2 | 25 | 8 | 2 | 0 | 3 | 5 | 4 | 0 | 13 | 8 | 4 | 39 | 8 | 17 |
| AUTOSPRINT | 119 | 2 | 16 | 15 | 2 | 0 | 4 | 8 | 3 | 1 | 4 | 7 | 0 | 31 | 9 | 15 |
| BELLA | 635 | 12 | 65 | 29 | 11 | 2 | 21 | 97 | 18 | 35 | 40 | 50 | 47 | 66 | 74 | 67 |
| CHI | 1209 | 27 | 144 | 79 | 20 | 10 | 40 | 131 | 16 | 51 | 52 | 89 | 80 | 187 | 183 | 100 |
| CONFIDENZE | 872 | 3 | 81 | 32 | 12 | 7 | 15 | 107 | 8 | 36 | 63 | 97 | 111 | 79 | 145 | 77 |
| DOMENICA QUIZ | 189 | 2 | 15 | 13 | 1 | 0 | 10 | 14 | 9 | 14 | 9 | 7 | 23 | 20 | 41 | 12 |
| DONNA MODERNA | 3220 | 81 | 504 | 163 | 39 | 12 | 138 | 350 | 64 | 121 | 144 | 217 | 194 | 555 | 298 | 341 |
| L'ESPRESSO | 771 | 43 | 140 | 30 | 10 | 0 | 88 | 47 | 26 | 36 | 18 | 24 | 38 | 135 | 93 | 44 |
| EVA EXPRESS TREMILA | 419 | 1 | 41 | 26 | 4 | 0 | 16 | 73 | 13 | 19 | 26 | 43 | 24 | 46 | 46 | 43 |
| FAMIGLIA CRISTIANA | 3054 | 43 | 297 | 80 | 28 | 32 | 150 | 207 | 61 | 147 | 143 | 228 | 372 | 315 | 821 | 130 |
| FILM TV | 140 | 7 | 28 | 6 | 2 | 0 | 6 | 10 | 2 | 7 | 7 | 13 | 9 | 21 | 11 | 10 |
| GENTE | 2747 | 61 | 311 | 107 | 31 | 16 | 128 | 235 | 55 | 125 | 144 | 187 | 254 | 333 | 544 | 216 |
| GIOIA | 1223 | 31 | 168 | 90 | 11 | 7 | 25 | 120 | 34 | 47 | 57 | 68 | 108 | 203 | 127 | 127 |
| IL GIORNALINO | 211 | 0 | 23 | 3 | 5 | 0 | 17 | 22 | 9 | 10 | 4 | 18 | 10 | 63 | 19 | 9 |
| GRAND HOTEL | 835 | 4 | 99 | 21 | 17 | 1 | 8 | 100 | 9 | 43 | 41 | 141 | 76 | 49 | 144 | 81 |
| GRAZIA | 1510 | 39 | 195 | 105 | 33 | 2 | 71 | 145 | 40 | 49 | 56 | 90 | 88 | 304 | 170 | 122 |
| GUERIN SPORTIVO | 41 | 0 | 4 | 3 | 0 | 0 | 1 | 2 | 3 | 2 | 0 | 10 | 2 | 12 | 1 | 0 |
| GUIDA TV | 870 | 12 | 101 | 31 | 8 | 6 | 30 | 70 | 12 | 40 | 73 | 102 | 70 | 98 | 147 | 70 |
| INTIMITA' | 1001 | 12 | 73 | 37 | 15 | 10 | 16 | 135 | 13 | 46 | 58 | 115 | 107 | 79 | 219 | 65 |
| MAGAZINE BEAUTIFUL | 288 | 0 | 10 | 10 | 5 | 0 | 0 | 9 | 3 | 6 | 12 | 20 | 2 | 184 | 0 | 28 |
| IL MONDO | 35 | 0 | 7 | 0 | 0 | 0 | 9 | 0 | 0 | 2 | 0 | 0 | 3 | 2 | 9 | 2 |
| MOTOSPRINT | 91 | 4 | 5 | 9 | 3 | 2 | 4 | 14 | 0 | 0 | 4 | 3 | 2 | 29 | 3 | 9 |
| NOVELLA 2000 | 865 | 9 | 101 | 39 | 15 | 10 | 12 | 139 | 17 | 31 | 31 | 96 | 72 | 106 | 84 | 103 |
| OGGI | 2717 | 59 | 316 | 118 | 28 | 16 | 126 | 238 | 59 | 119 | 126 | 193 | 276 | 321 | 549 | 174 |
| PANORAMA | 1381 | 77 | 212 | 71 | 15 | 9 | 79 | 108 | 55 | 59 | 64 | 37 | 66 | 288 | 152 | 91 |
| SORRISI E CANZONI TV | 4639 | 56 | 487 | 145 | 68 | 25 | 123 | 574 | 56 | 187 | 263 | 533 | 352 | 855 | 499 | 415 |
| STOP | 545 | 15 | 45 | 13 | 9 | 7 | 7 | 70 | 7 | 18 | 37 | 45 | 61 | 42 | 133 | 36 |
| TELEPIU' | 1136 | 30 | 141 | 25 | 15 | 5 | 38 | 112 | 17 | 45 | 61 | 142 | 116 | 196 | 90 | 104 |
| TELESETTE | 1193 | 15 | 104 | 27 | 20 | 1 | 54 | 115 | 15 | 71 | 55 | 146 | 145 | 159 | 160 | 106 |
| TOPOLINO | 1312 | 39 | 197 | 49 | 24 | 8 | 94 | 107 | 25 | 50 | 68 | 110 | 45 | 315 | 54 | 124 |
| VISTO | 468 | 0 | 30 | 23 | 10 | 3 | 16 | 77 | 1 | 11 | 27 | 60 | 61 | 43 | 73 | 33 |
| VIVERSANI & BELLI | 1406 | 35 | 173 | 72 | 28 | 5 | 50 | 177 | 17 | 55 | 82 | 132 | 100 | 229 | 108 | 144 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 53 | 216 | 36 | 13 | 0 | 114 | 61 | 20 | 41 | 16 | 22 | 30 | 239 | 96 | 53 |
| DIARIO DELLA SETTIMANA | 68 | 2 | 22 | 4 | 2 | 0 | 6 | 6 | 0 | 6 | 0 | 2 | 0 | 12 | 6 | 1 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 9 | 43 | 15 | 6 | 3 | 9 | 65 | 9 | 19 | 9 | 32 | 27 | 127 | 27 | 54 |
| IO DONNA | 1368 | 75 | 256 | 32 | 21 | 10 | 109 | 60 | 60 | 77 | 44 | 21 | 88 | 251 | 163 | 102 |
| SETTE | 1181 | 39 | 200 | 37 | 10 | 5 | 104 | 52 | 57 | 76 | 31 | 27 | 90 | 208 | 171 | 74 |
| SPECCHIO DELLA STAMPA | 650 | 31 | 103 | 14 | 7 | 0 | 56 | 23 | 12 | 31 | 28 | 43 | 20 | 149 | 71 | 61 |
| TV SETTE | 1364 | 43 | 194 | 39 | 15 | 7 | 99 | 67 | 54 | 91 | 48 | 49 | 115 | 271 | 180 | 91 |
| IL VENERDI' | 1763 | 106 | 339 | 60 | 22 | 7 | 209 | 88 | 51 | 93 | 42 | 52 | 89 | 324 | 170 | 111 |

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| POPOLAZIONE | 25670 | 409 | 2365 | 828 | 264 | 192 | 898 | 2313 | 399 | 1157 | 1250 | 2542 | 3056 | 2718 | 5540 | 1739 |
| ABITARE | 189 | 28 | 53 | 10 | 0 | 2 | 14 | 8 | 4 | 6 | 9 | 3 | 17 | 24 | 9 | 2 |
| AD | 376 | 43 | 74 | 18 | 4 | 0 | 35 | 8 | 39 | 11 | 16 | 7 | 12 | 64 | 23 | 21 |
| AIRONE | 451 | 18 | 103 | 17 | 0 | 0 | 66 | 25 | 7 | 14 | 15 | 10 | 23 | 95 | 41 | 17 |
| AMADEUS | 72 | 13 | 7 | 1 | 2 | 0 | 12 | 2 | 6 | 0 | 2 | 4 | 3 | 13 | 3 | 4 |
| ARCHEO | 140 | 18 | 16 | 9 | 0 | 0 | 15 | 2 | 4 | 5 | 0 | 2 | 1 | 47 | 18 | 2 |
| ASTRA | 418 | 8 | 63 | 13 | 12 | 0 | 14 | 65 | 3 | 10 | 11 | 39 | 12 | 92 | 22 | 56 |
| A TAVOLA | 156 | 8 | 10 | 18 | 2 | 0 | 9 | 16 | 13 | 3 | 10 | 8 | 11 | 18 | 15 | 17 |
| AUTO | 155 | 4 | 17 | 6 | 3 | 2 | 0 | 12 | 2 | 0 | 8 | 13 | 8 | 43 | 13 | 23 |
| L'AUTOMOBILE | 373 | 12 | 61 | 13 | 4 | 4 | 28 | 32 | 2 | 7 | 13 | 26 | 22 | 69 | 46 | 34 |
| BELL'EUROPA | 209 | 21 | 37 | 7 | 1 | 0 | 35 | 7 | 0 | 1 | 12 | 10 | 4 | 47 | 19 | 10 |
| BELL'ITALIA | 326 | 32 | 67 | 17 | 8 | 3 | 52 | 15 | 7 | 8 | 7 | 5 | 12 | 42 | 34 | 16 |
| BENISSIMO | 407 | 5 | 83 | 21 | 7 | 2 | 24 | 49 | 10 | 19 | 26 | 31 | 30 | 33 | 38 | 29 |
| BIMBI SANI E BELLI | 925 | 9 | 129 | 36 | 21 | 7 | 43 | 77 | 19 | 46 | 71 | 150 | 74 | 108 | 56 | 80 |
| BRAVA CASA | 803 | 37 | 159 | 49 | 15 | 1 | 81 | 72 | 21 | 37 | 45 | 38 | 44 | 89 | 53 | 63 |
| BUONA CUCINA | 488 | 12 | 46 | 31 | 5 | 2 | 22 | 65 | 2 | 21 | 30 | 58 | 59 | 44 | 55 | 37 |
| BURDA | 1176 | 11 | 148 | 40 | 23 | 6 | 63 | 123 | 15 | 67 | 84 | 149 | 96 | 170 | 77 | 103 |
| CAPITAL | 145 | 16 | 32 | 2 | 2 | 0 | 8 | 6 | 6 | 7 | 7 | 3 | 6 | 23 | 25 | 4 |
| CARNET | 123 | 11 | 32 | 6 | 0 | 0 | 14 | 5 | 2 | 1 | 0 | 3 | 9 | 23 | 11 | 5 |
| CASAVIVA | 1236 | 56 | 256 | 88 | 23 | 4 | 78 | 86 | 29 | 58 | 72 | 87 | 70 | 143 | 98 | 84 |
| CENTO COSE ENERGY | 610 | 10 | 95 | 26 | 4 | 0 | 21 | 75 | 4 | 22 | 17 | 24 | 14 | 212 | 11 | 74 |
| CIAK | 393 | 10 | 41 | 12 | 4 | 0 | 21 | 40 | 0 | 5 | 6 | 17 | 6 | 179 | 6 | 46 |
| CIPRIA | 369 | 25 | 45 | 21 | 7 | 0 | 32 | 32 | 10 | 21 | 10 | 16 | 10 | 101 | 12 | 28 |
| CLASS | 89 | 3 | 32 | 7 | 2 | 0 | 3 | 1 | 4 | 2 | 0 | 1 | 0 | 23 | 1 | 9 |
| CLUB 3 | 139 | 0 | 12 | 3 | 0 | 2 | 1 | 3 | 0 | 8 | 6 | 5 | 25 | 7 | 64 | 4 |
| COME STAI | 267 | 4 | 33 | 20 | 0 | 0 | 15 | 29 | 1 | 6 | 6 | 23 | 11 | 63 | 19 | 37 |
| CONSIGLI PRATICI | 257 | 4 | 33 | 12 | 1 | 6 | 10 | 32 | 3 | 8 | 7 | 28 | 26 | 21 | 27 | 39 |
| COSE DI CASA | 1372 | 51 | 236 | 53 | 21 | 3 | 84 | 145 | 38 | 79 | 79 | 112 | 67 | 175 | 88 | 139 |
| LA CUCINA ITALIANA | 698 | 33 | 92 | 33 | 6 | 8 | 31 | 59 | 16 | 33 | 35 | 72 | 57 | 67 | 99 | 58 |
| CUCINA MODERNA | 805 | 17 | 104 | 41 | 6 | 2 | 33 | 134 | 24 | 44 | 30 | 64 | 56 | 99 | 83 | 71 |
| DONNA | 820 | 15 | 77 | 33 | 20 | 6 | 37 | 76 | 11 | 25 | 38 | 83 | 68 | 169 | 78 | 82 |
| DONNA E MAMMA | 383 | 1 | 59 | 21 | 3 | 5 | 38 | 39 | 4 | 23 | 36 | 68 | 32 | 13 | 12 | 29 |
| DOVE | 248 | 20 | 53 | 6 | 4 | 0 | 18 | 9 | 12 | 8 | 14 | 10 | 7 | 67 | 15 | 6 |
| ELLE | 529 | 43 | 87 | 29 | 9 | 1 | 30 | 50 | 12 | 16 | 14 | 16 | 10 | 130 | 29 | 52 |
| ELLE DECOR | 166 | 14 | 32 | 15 | 6 | 0 | 13 | 10 | 14 | 4 | 1 | 10 | 10 | 20 | 1 | 13 |
| FOCUS | 1351 | 31 | 190 | 44 | 14 | 17 | 81 | 125 | 26 | 55 | 44 | 73 | 45 | 453 | 65 | 88 |
| GARDENIA | 199 | 15 | 34 | 4 | 0 | 1 | 12 | 21 | 15 | 4 | 7 | 6 | 21 | 26 | 24 | 9 |
| GENTE MESE | 894 | 14 | 107 | 26 | 23 | 4 | 79 | 110 | 4 | 43 | 41 | 76 | 51 | 171 | 78 | 66 |
| GENTE MONEY | 82 | 8 | 32 | 5 | 0 | 0 | 0 | 0 | 0 | 3 | 2 | 4 | 2 | 19 | 3 | 5 |
| GENTE MOTORI | 238 | 2 | 32 | 2 | 6 | 0 | 10 | 23 | 8 | 14 | 6 | 19 | 19 | 63 | 8 | 25 |
| GENTE VIAGGI | 362 | 26 | 70 | 30 | 0 | 3 | 30 | 33 | 17 | 12 | 2 | 9 | 22 | 65 | 24 | 19 |
| GLAMOUR | 362 | 9 | 33 | 19 | 6 | 0 | 22 | 52 | 0 | 5 | 12 | 17 | 11 | 123 | 9 | 44 |
| GULLIVER | 137 | 8 | 24 | 5 | 0 | 0 | 13 | 14 | 2 | 6 | 0 | 0 | 6 | 40 | 13 | 6 |
| IN CASA | 147 | 0 | 38 | 4 | 2 | 0 | 11 | 20 | 4 | 3 | 4 | 11 | 16 | 17 | 9 | 7 |
| INSIEME | 355 | 9 | 67 | 23 | 1 | 5 | 29 | 39 | 15 | 17 | 30 | 48 | 31 | 12 | 13 | 17 |
| IO E IL MIO BAMBINO | 771 | 10 | 142 | 45 | 10 | 7 | 58 | 89 | 15 | 9 | 78 | 159 | 51 | 42 | 20 | 37 |
| JESUS | 119 | 2 | 16 | 0 | 2 | 1 | 9 | 5 | 4 | 5 | 7 | 3 | 5 | 18 | 41 | 2 |
| MADRE | 159 | 3 | 12 | 7 | 0 | 2 | 10 | 11 | 7 | 2 | 5 | 12 | 28 | 8 | 54 | 0 |
| MARIE CLAIRE | 870 | 23 | 163 | 52 | 16 | 2 | 60 | 94 | 23 | 14 | 18 | 45 | 46 | 200 | 38 | 74 |
| MAX | 582 | 13 | 88 | 22 | 14 | 3 | 26 | 73 | 5 | 8 | 31 | 13 | 10 | 205 | 9 | 62 |
| MERIDIANI | 107 | 10 | 42 | 2 | 0 | 0 | 8 | 0 | 6 | 0 | 0 | 1 | 0 | 26 | 8 | 5 |
| MESSAGGERO DI S.ANTONIO | 1135 | 5 | 112 | 21 | 12 | 7 | 55 | 91 | 7 | 68 | 35 | 78 | 131 | 88 | 350 | 73 |
| LA MIA BOUTIQUE | 433 | 2 | 48 | 22 | 12 | 0 | 26 | 42 | 5 | 39 | 14 | 53 | 48 | 50 | 26 | 44 |
| LA MIA CASA | 269 | 8 | 41 | 11 | 4 | 0 | 5 | 35 | 0 | 10 | 17 | 24 | 30 | 47 | 15 | 23 |
| MILLIONAIRE INTRAPRENDERE | 219 | 9 | 30 | 15 | 15 | 0 | 10 | 21 | 5 | 6 | 10 | 16 | 7 | 53 | 4 | 18 |
| NAUTICA | 57 | 3 | 13 | 1 | 2 | 2 | 2 | 3 | 7 | 3 | 4 | 0 | 1 | 13 | 3 | 1 |
| PESCARE | 92 | 1 | 18 | 7 | 1 | 0 | 3 | 10 | 1 | 4 | 3 | 15 | 6 | 12 | 8 | 3 |
| PRATICA | 402 | 5 | 69 | 20 | 6 | 0 | 18 | 43 | 5 | 15 | 24 | 33 | 19 | 46 | 51 | 49 |
| QUATTRORUOTE | 1204 | 41 | 196 | 47 | 23 | 7 | 53 | 128 | 32 | 40 | 59 | 90 | 48 | 282 | 71 | 88 |
| QUATTRO ZAMPE | 243 | 6 | 37 | 12 | 5 | 3 | 12 | 24 | 6 | 3 | 11 | 19 | 15 | 48 | 14 | 28 |
| QUI TOURING | 437 | 21 | 115 | 11 | 4 | 0 | 48 | 8 | 21 | 20 | 9 | 0 | 28 | 62 | 71 | 20 |
| RAKAM | 575 | 17 | 61 | 28 | 9 | 2 | 50 | 42 | 25 | 29 | 43 | 40 | 54 | 59 | 80 | 38 |
| SALE & PEPE | 565 | 24 | 82 | 44 | 5 | 4 | 53 | 54 | 8 | 27 | 15 | 31 | 36 | 74 | 60 | 49 |
| SALVE | 309 | 14 | 54 | 21 | 5 | 0 | 29 | 34 | 6 | 6 | 8 | 11 | 27 | 31 | 42 | 21 |
| SCIENZA & VITA | 83 | 2 | 5 | 2 | 0 | 0 | 15 | 3 | 4 | 2 | 3 | 5 | 6 | 16 | 10 | 10 |
| LE SCIENZE | 172 | 14 | 26 | 4 | 1 | 0 | 22 | 2 | 7 | 12 | 2 | 4 | 1 | 64 | 9 | 5 |
| SELEZIONE READER'S DIGEST | 593 | 23 | 85 | 21 | 4 | 7 | 30 | 37 | 15 | 38 | 31 | 31 | 59 | 81 | 90 | 41 |
| SILHOUETTE DONNA | 1326 | 13 | 167 | 57 | 22 | 0 | 43 | 185 | 15 | 44 | 47 | 67 | 49 | 405 | 26 | 185 |
| SPEAK UP | 142 | 10 | 30 | 3 | 0 | 3 | 17 | 8 | 7 | 2 | 0 | 2 | 2 | 48 | 1 | 8 |
| STARBENE | 1543 | 28 | 209 | 90 | 24 | 9 | 92 | 202 | 19 | 44 | 50 | 122 | 105 | 288 | 126 | 134 |
| STARTER | 14 | 2 | 0 | 0 | 0 | 0 | 3 | 2 | 0 | 3 | 0 | 2 | 0 | 2 | 0 | 0 |
| TUTTI FOTOGRAFI | 56 | 0 | 11 | 4 | 0 | 0 | 9 | 5 | 0 | 7 | 7 | 3 | 0 | 4 | 6 | 0 |
| TUTTO | 489 | 1 | 25 | 7 | 2 | 2 | 5 | 27 | 2 | 4 | 4 | 11 | 10 | 350 | 0 | 38 |
| TUTTOMOTO | 131 | 7 | 17 | 14 | 3 | 0 | 5 | 14 | 1 | 4 | 0 | 1 | 4 | 40 | 2 | 19 |
| TUTTOTURISMO | 136 | 20 | 34 | 1 | 0 | 0 | 9 | 8 | 3 | 6 | 6 | 5 | 5 | 25 | 5 | 8 |
| VERA | 1057 | 16 | 171 | 51 | 12 | 5 | 39 | 164 | 18 | 58 | 53 | 74 | 68 | 152 | 62 | 115 |
| VIAGGIARE | 140 | 2 | 36 | 5 | 0 | 2 | 4 | 16 | 2 | 5 | 2 | 3 | 5 | 39 | 12 | 7 |
| VITALITY | 220 | 3 | 36 | 8 | 2 | 0 | 8 | 38 | 0 | 6 | 4 | 3 | 10 | 64 | 13 | 26 |
| VOGUE ITALIA | 729 | 20 | 110 | 53 | 16 | 2 | 32 | 77 | 11 | 28 | 23 | 39 | 26 | 181 | 42 | 70 |
| WEEKEND VIAGGI | 140 | 7 | 37 | 0 | 5 | 0 | 8 | 9 | 5 | 2 | 3 | 15 | 2 | 20 | 11 | 18 |
| DIANA (QUATTORDICINALE) | 53 | 2 | 8 | 0 | 0 | 0 | 1 | 17 | 0 | 0 | 0 | 7 | 4 | 6 | 0 | 7 |

# Donne

Lettori numero medio

Analisi secondo: ● **condizione professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **100.0** | **1.6** | **9.2** | **3.2** | **1.0** | **0.7** | **3.5** | **9.0** | **1.6** | **4.5** | **4.9** | **9.9** | **11.9** | **10.6** | **21.6** | **6.8** |
| AMICA | 100.0 | 3.0 | 16.8 | 8.6 | 1.2 | 0.2 | 3.9 | 8.6 | 2.9 | 3.0 | 5.9 | 5.2 | 7.0 | 14.9 | 9.4 | 9.3 |
| ANNA | 100.0 | 3.9 | 12.9 | 5.6 | 2.2 | 0.4 | 5.6 | 11.1 | 2.4 | 4.0 | 5.1 | 5.4 | 9.8 | 14.1 | 8.6 | 8.8 |
| AUTO OGGI | 100.0 | 1.6 | 18.2 | 6.0 | 1.5 | 0.0 | 2.5 | 3.3 | 3.0 | 0.0 | 9.6 | 5.5 | 3.0 | 27.9 | 5.7 | 12.2 |
| AUTOSPRINT | 100.0 | 1.7 | 13.4 | 13.0 | 1.8 | 0.0 | 3.6 | 6.5 | 2.5 | 0.8 | 3.7 | 6.1 | 0.0 | 26.5 | 7.3 | 13.1 |
| BELLA | 100.0 | 1.9 | 10.2 | 4.5 | 1.8 | 0.3 | 3.3 | 15.3 | 2.8 | 5.6 | 6.4 | 7.9 | 7.4 | 10.5 | 11.6 | 10.5 |
| CHI | 100.0 | 2.2 | 11.9 | 6.5 | 1.6 | 0.8 | 3.3 | 10.8 | 1.3 | 4.2 | 4.3 | 7.4 | 6.6 | 15.4 | 15.1 | 8.3 |
| CONFIDENZE | 100.0 | 0.4 | 9.3 | 3.7 | 1.4 | 0.7 | 1.7 | 12.3 | 0.9 | 4.1 | 7.2 | 11.1 | 12.7 | 9.0 | 16.6 | 8.8 |
| DOMENICA QUIZ | 100.0 | 1.2 | 8.0 | 6.6 | 0.7 | 0.0 | 5.3 | 7.4 | 4.6 | 7.2 | 4.8 | 3.6 | 12.0 | 10.5 | 21.9 | 6.1 |
| DONNA MODERNA | 100.0 | 2.5 | 15.6 | 5.0 | 1.2 | 0.4 | 4.3 | 10.9 | 2.0 | 3.8 | 4.5 | 6.7 | 6.0 | 17.2 | 9.2 | 10.6 |
| L'ESPRESSO | 100.0 | 5.6 | 18.1 | 3.9 | 1.3 | 0.0 | 11.4 | 6.0 | 3.4 | 4.6 | 2.4 | 3.1 | 4.9 | 17.5 | 12.1 | 5.7 |
| EVA EXPRESS TREMILA | 100.0 | 0.3 | 9.8 | 6.1 | 0.9 | 0.0 | 3.7 | 17.5 | 3.0 | 4.4 | 6.2 | 10.3 | 5.7 | 11.0 | 11.0 | 10.2 |
| FAMIGLIA CRISTIANA | 100.0 | 1.4 | 9.7 | 2.6 | 0.9 | 1.0 | 4.9 | 6.8 | 2.0 | 4.8 | 4.7 | 7.5 | 12.2 | 10.3 | 26.9 | 4.3 |
| FILM TV | 100.0 | 5.2 | 19.9 | 4.4 | 1.7 | 0.0 | 4.1 | 7.4 | 1.7 | 5.0 | 5.3 | 9.5 | 6.3 | 14.7 | 8.0 | 6.8 |
| GENTE | 100.0 | 2.2 | 11.3 | 3.9 | 1.1 | 0.6 | 4.7 | 8.6 | 2.0 | 4.6 | 5.2 | 6.8 | 9.3 | 12.1 | 19.8 | 7.9 |
| GIOIA | 100.0 | 2.5 | 13.7 | 7.4 | 0.9 | 0.6 | 2.1 | 9.8 | 2.8 | 3.9 | 4.6 | 5.5 | 8.8 | 16.6 | 10.4 | 10.4 |
| IL GIORNALINO | 100.0 | 0.0 | 10.9 | 1.3 | 2.2 | 0.0 | 8.1 | 10.2 | 4.2 | 4.9 | 2.1 | 8.4 | 4.9 | 29.7 | 8.9 | 4.3 |
| GRAND HOTEL | 100.0 | 0.5 | 11.9 | 2.5 | 2.1 | 0.2 | 1.0 | 12.0 | 1.0 | 5.1 | 4.9 | 16.9 | 9.1 | 5.8 | 17.3 | 9.7 |
| GRAZIA | 100.0 | 2.6 | 12.9 | 7.0 | 2.2 | 0.1 | 4.7 | 9.6 | 2.7 | 3.3 | 3.7 | 6.0 | 5.9 | 20.1 | 11.2 | 8.1 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 9.6 | 7.8 | 0.0 | 0.0 | 2.3 | 5.5 | 7.2 | 5.5 | 0.0 | 24.4 | 5.2 | 30.0 | 2.7 | 0.0 |
| GUIDA TV | 100.0 | 1.4 | 11.6 | 3.5 | 0.9 | 0.7 | 3.4 | 8.1 | 1.4 | 4.6 | 8.4 | 11.8 | 8.0 | 11.3 | 16.9 | 8.1 |
| INTIMITA' | 100.0 | 1.2 | 7.3 | 3.7 | 1.5 | 1.0 | 1.6 | 13.4 | 1.3 | 4.6 | 5.8 | 11.5 | 10.7 | 7.9 | 21.8 | 6.5 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 3.4 | 3.5 | 1.6 | 0.0 | 0.0 | 3.0 | 0.9 | 2.1 | 4.3 | 7.0 | 0.6 | 64.0 | 0.0 | 9.7 |
| IL MONDO | 100.0 | 0.0 | 20.4 | 0.0 | 0.0 | 0.0 | 25.5 | 0.0 | 0.0 | 6.5 | 0.0 | 0.0 | 8.5 | 5.6 | 26.6 | 6.9 |
| MOTOSPRINT | 100.0 | 4.9 | 5.2 | 9.5 | 3.5 | 2.7 | 4.4 | 15.6 | 0.0 | 0.0 | 4.5 | 3.6 | 2.3 | 31.6 | 2.8 | 9.4 |
| NOVELLA 2000 | 100.0 | 1.0 | 11.7 | 4.6 | 1.7 | 1.2 | 1.3 | 16.1 | 1.9 | 3.5 | 3.6 | 11.2 | 8.3 | 12.2 | 9.7 | 11.9 |
| OGGI | 100.0 | 2.2 | 11.6 | 4.3 | 1.0 | 0.6 | 4.6 | 8.8 | 2.2 | 4.4 | 4.6 | 7.1 | 10.1 | 11.8 | 20.2 | 6.4 |
| PANORAMA | 100.0 | 5.6 | 15.4 | 5.1 | 1.1 | 0.6 | 5.7 | 7.8 | 4.0 | 4.3 | 4.6 | 2.7 | 4.8 | 20.9 | 11.0 | 6.6 |
| SORRISI E CANZONI TV | 100.0 | 1.2 | 10.5 | 3.1 | 1.5 | 0.5 | 2.7 | 12.4 | 1.2 | 4.0 | 5.7 | 11.5 | 7.6 | 18.4 | 10.8 | 9.0 |
| STOP | 100.0 | 2.7 | 8.3 | 2.4 | 1.7 | 1.3 | 1.3 | 12.9 | 1.2 | 3.3 | 6.9 | 8.3 | 11.1 | 7.8 | 24.3 | 6.6 |
| TELEPIU' | 100.0 | 2.6 | 12.4 | 2.2 | 1.3 | 0.4 | 3.3 | 9.8 | 1.5 | 4.0 | 5.3 | 12.5 | 10.2 | 17.3 | 7.9 | 9.2 |
| TELESETTE | 100.0 | 1.3 | 8.7 | 2.2 | 1.6 | 0.1 | 4.5 | 9.7 | 1.3 | 6.0 | 4.6 | 12.2 | 12.1 | 13.3 | 13.4 | 8.9 |
| TOPOLINO | 100.0 | 3.0 | 15.0 | 3.8 | 1.8 | 0.6 | 7.2 | 8.2 | 1.9 | 3.8 | 5.2 | 8.4 | 3.5 | 24.0 | 4.1 | 9.5 |
| VISTO | 100.0 | 0.0 | 6.3 | 4.8 | 2.1 | 0.7 | 3.3 | 16.6 | 0.2 | 2.4 | 5.8 | 12.9 | 13.0 | 9.2 | 15.6 | 7.1 |
| VIVERSANI & BELLI | 100.0 | 2.5 | 12.3 | 5.1 | 2.0 | 0.3 | 3.5 | 12.6 | 1.2 | 3.9 | 5.8 | 9.4 | 7.1 | 16.3 | 7.7 | 10.3 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 5.2 | 21.4 | 3.6 | 1.2 | 0.0 | 11.3 | 6.1 | 2.0 | 4.0 | 1.5 | 2.2 | 2.9 | 23.7 | 9.5 | 5.2 |
| DIARIO DELLA SETTIMANA | 100.0 | 3.1 | 32.7 | 5.1 | 3.2 | 0.0 | 9.1 | 9.4 | 0.0 | 8.3 | 0.0 | 2.8 | 0.0 | 16.9 | 8.2 | 1.2 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 1.9 | 9.4 | 3.4 | 1.3 | 0.6 | 2.1 | 14.4 | 2.0 | 4.3 | 2.0 | 7.1 | 6.0 | 27.9 | 5.9 | 11.8 |
| IO DONNA | 100.0 | 5.4 | 18.7 | 2.3 | 1.6 | 0.8 | 7.9 | 4.4 | 4.4 | 5.6 | 3.2 | 1.5 | 6.4 | 18.4 | 11.9 | 7.4 |
| SETTE | 100.0 | 3.3 | 16.9 | 3.1 | 0.9 | 0.4 | 8.8 | 4.4 | 4.8 | 6.5 | 2.6 | 2.3 | 7.6 | 17.6 | 14.5 | 6.2 |
| SPECCHIO DELLA STAMPA | 100.0 | 4.7 | 15.9 | 2.1 | 1.1 | 0.0 | 8.6 | 3.5 | 1.9 | 4.8 | 4.3 | 6.7 | 3.1 | 23.0 | 11.0 | 9.4 |
| TV SETTE | 100.0 | 3.2 | 14.2 | 2.9 | 1.1 | 0.5 | 7.3 | 4.9 | 3.9 | 6.6 | 3.5 | 3.6 | 8.4 | 19.9 | 13.2 | 6.7 |
| IL VENERDI' | 100.0 | 6.0 | 19.3 | 3.4 | 1.2 | 0.4 | 11.9 | 5.0 | 2.9 | 5.2 | 2.4 | 2.9 | 5.1 | 18.4 | 9.6 | 6.3 |

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(percentuali di composizione)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **100.0** | **1.6** | **9.2** | **3.2** | **1.0** | **0.7** | **3.5** | **9.0** | **1.6** | **4.5** | **4.9** | **9.9** | **11.9** | **10.6** | **21.6** | **6.8** |
| ABITARE | 100.0 | 14.8 | 28.2 | 5.5 | 0.0 | 1.1 | 7.4 | 4.5 | 1.9 | 3.2 | 4.7 | 1.6 | 9.1 | 12.6 | 4.7 | 0.9 |
| AD | 100.0 | 11.3 | 19.8 | 4.7 | 1.2 | 0.0 | 9.4 | 2.2 | 10.5 | 2.9 | 4.3 | 1.9 | 3.1 | 17.1 | 6.1 | 5.5 |
| AIRONE | 100.0 | 3.9 | 22.9 | 3.8 | 0.0 | 0.0 | 14.5 | 5.7 | 1.5 | 3.2 | 3.3 | 2.1 | 5.1 | 21.2 | 9.2 | 3.8 |
| AMADEUS | 100.0 | 17.4 | 10.4 | 1.3 | 3.3 | 0.0 | 17.2 | 3.4 | 8.9 | 0.0 | 2.1 | 5.1 | 4.9 | 17.4 | 3.5 | 5.2 |
| ARCHEO | 100.0 | 12.9 | 11.6 | 6.3 | 0.0 | 0.0 | 10.8 | 1.7 | 2.9 | 3.9 | 0.0 | 1.7 | 0.4 | 33.7 | 12.9 | 1.3 |
| ASTRA | 100.0 | 1.9 | 15.0 | 3.0 | 2.9 | 0.0 | 3.3 | 15.5 | 0.8 | 2.3 | 2.5 | 9.3 | 2.9 | 22.0 | 5.3 | 13.3 |
| A TAVOLA | 100.0 | 5.1 | 6.1 | 11.3 | 1.3 | 0.0 | 5.6 | 10.3 | 8.5 | 1.8 | 6.6 | 5.0 | 6.7 | 11.4 | 9.6 | 10.8 |
| AUTO | 100.0 | 2.5 | 11.1 | 3.6 | 1.7 | 1.6 | 0.0 | 7.8 | 1.1 | 0.0 | 5.3 | 8.6 | 5.4 | 27.7 | 8.5 | 15.0 |
| L'AUTOMOBILE | 100.0 | 3.3 | 16.5 | 3.5 | 1.2 | 1.0 | 7.5 | 8.5 | 0.4 | 2.0 | 3.5 | 7.0 | 5.8 | 18.6 | 12.2 | 9.0 |
| BELL'EUROPA | 100.0 | 9.9 | 17.8 | 3.4 | 0.5 | 0.0 | 16.7 | 3.2 | 0.0 | 0.7 | 5.5 | 4.6 | 1.8 | 22.3 | 9.1 | 4.6 |
| BELL'ITALIA | 100.0 | 9.8 | 20.6 | 5.1 | 2.5 | 1.0 | 16.0 | 4.7 | 2.3 | 2.6 | 2.3 | 1.5 | 3.6 | 12.8 | 10.4 | 4.9 |
| BENISSIMO | 100.0 | 1.2 | 20.4 | 5.1 | 1.8 | 0.6 | 6.0 | 12.0 | 2.5 | 4.6 | 6.3 | 7.5 | 7.3 | 8.1 | 9.4 | 7.1 |
| BIMBI SANI E BELLI | 100.0 | 1.0 | 13.9 | 3.8 | 2.3 | 0.7 | 4.6 | 8.4 | 2.0 | 4.9 | 7.7 | 16.2 | 8.0 | 11.7 | 6.1 | 8.7 |
| BRAVA CASA | 100.0 | 4.6 | 19.7 | 6.1 | 1.9 | 0.1 | 10.1 | 9.0 | 2.6 | 4.6 | 5.5 | 4.8 | 5.4 | 11.1 | 6.6 | 7.8 |
| BUONA CUCINA | 100.0 | 2.4 | 9.4 | 6.3 | 1.0 | 0.4 | 4.4 | 13.3 | 0.4 | 4.3 | 6.0 | 11.8 | 12.0 | 9.1 | 11.3 | 7.7 |
| BURDA | 100.0 | 0.9 | 12.6 | 3.4 | 2.0 | 0.5 | 5.3 | 10.4 | 1.3 | 5.7 | 7.2 | 12.7 | 8.2 | 14.4 | 6.6 | 8.8 |
| CAPITAL | 100.0 | 10.9 | 21.9 | 1.1 | 1.2 | 0.0 | 5.6 | 4.2 | 3.9 | 4.6 | 4.9 | 1.8 | 4.5 | 15.8 | 17.1 | 2.5 |
| CARNET | 100.0 | 9.1 | 26.1 | 4.8 | 0.0 | 0.0 | 11.3 | 4.1 | 1.9 | 0.8 | 0.0 | 2.1 | 7.6 | 18.9 | 9.0 | 4.4 |
| CASAVIVA | 100.0 | 4.5 | 20.9 | 7.2 | 1.9 | 0.4 | 6.3 | 7.0 | 2.4 | 4.7 | 5.8 | 7.1 | 5.7 | 11.5 | 7.9 | 6.8 |
| CENTO COSE ENERGY | 100.0 | 1.6 | 15.6 | 4.3 | 0.7 | 0.0 | 3.5 | 12.4 | 0.7 | 3.6 | 2.7 | 4.0 | 2.3 | 34.7 | 1.7 | 12.2 |
| CIAK | 100.0 | 2.6 | 10.5 | 3.0 | 1.1 | 0.0 | 5.3 | 10.1 | 0.0 | 1.2 | 1.5 | 4.4 | 1.6 | 45.6 | 1.5 | 11.6 |
| CIPRIA | 100.0 | 6.7 | 12.2 | 5.8 | 1.8 | 0.0 | 8.6 | 8.6 | 2.7 | 5.7 | 2.6 | 4.3 | 2.8 | 27.4 | 3.2 | 7.6 |
| CLASS | 100.0 | 3.9 | 36.3 | 8.2 | 2.2 | 0.0 | 3.5 | 0.8 | 4.0 | 2.2 | 0.0 | 1.5 | 0.0 | 26.0 | 1.6 | 9.8 |
| CLUB 3 | 100.0 | 0.0 | 8.3 | 2.4 | 0.0 | 1.5 | 0.5 | 1.8 | 0.0 | 5.9 | 4.3 | 3.6 | 18.0 | 4.9 | 46.0 | 2.9 |
| COME STAI | 100.0 | 1.4 | 12.3 | 7.5 | 0.0 | 0.0 | 5.5 | 10.7 | 0.5 | 2.3 | 2.2 | 8.8 | 4.2 | 23.5 | 7.2 | 13.8 |
| CONSIGLI PRATICI | 100.0 | 1.7 | 12.7 | 4.6 | 0.4 | 2.5 | 3.7 | 12.3 | 1.3 | 3.0 | 2.7 | 10.8 | 10.0 | 8.2 | 10.6 | 15.4 |
| COSE DI CASA | 100.0 | 3.7 | 17.2 | 3.9 | 1.6 | 0.2 | 6.1 | 10.6 | 2.8 | 5.8 | 5.7 | 8.2 | 4.9 | 12.8 | 6.4 | 10.2 |
| LA CUCINA ITALIANA | 100.0 | 4.7 | 13.2 | 4.8 | 0.8 | 1.1 | 4.5 | 8.5 | 2.3 | 4.7 | 5.0 | 10.3 | 8.2 | 9.6 | 14.1 | 8.2 |
| CUCINA MODERNA | 100.0 | 2.1 | 12.9 | 5.1 | 0.8 | 0.3 | 4.1 | 16.6 | 2.9 | 5.4 | 3.7 | 7.9 | 6.9 | 12.3 | 10.3 | 8.8 |
| DONNA | 100.0 | 1.8 | 9.4 | 4.0 | 2.5 | 0.8 | 4.5 | 9.2 | 1.3 | 3.1 | 4.6 | 10.1 | 8.3 | 20.6 | 9.6 | 10.0 |
| DONNA E MAMMA | 100.0 | 0.3 | 15.4 | 5.4 | 0.9 | 1.3 | 9.9 | 10.2 | 1.0 | 5.9 | 9.3 | 17.7 | 8.4 | 3.3 | 3.2 | 7.6 |
| DOVE | 100.0 | 7.9 | 21.3 | 2.5 | 1.7 | 0.0 | 7.2 | 3.6 | 4.9 | 3.3 | 5.5 | 3.8 | 2.8 | 27.2 | 5.9 | 2.5 |
| ELLE | 100.0 | 8.2 | 16.4 | 5.4 | 1.8 | 0.2 | 5.7 | 9.4 | 2.3 | 3.0 | 2.7 | 3.0 | 1.9 | 24.6 | 5.5 | 9.8 |
| ELLE DECOR | 100.0 | 8.5 | 19.2 | 9.1 | 3.7 | 0.0 | 8.1 | 6.2 | 8.5 | 2.6 | 0.8 | 6.1 | 6.0 | 12.3 | 0.9 | 7.9 |
| FOCUS | 100.0 | 2.3 | 14.1 | 3.3 | 1.0 | 1.3 | 6.0 | 9.2 | 1.9 | 4.0 | 3.3 | 5.4 | 3.3 | 33.5 | 4.8 | 6.5 |
| GARDENIA | 100.0 | 7.6 | 17.2 | 1.9 | 0.0 | 0.7 | 5.9 | 10.7 | 7.8 | 2.2 | 3.5 | 3.0 | 10.6 | 12.9 | 11.8 | 4.3 |
| GENTE MESE | 100.0 | 1.6 | 11.9 | 2.9 | 2.6 | 0.5 | 8.8 | 12.3 | 0.5 | 4.8 | 4.6 | 8.5 | 5.8 | 19.1 | 8.7 | 7.4 |
| GENTE MONEY | 100.0 | 10.1 | 38.4 | 6.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 | 2.9 | 4.5 | 1.9 | 22.9 | 4.2 | 5.5 |
| GENTE MOTORI | 100.0 | 0.9 | 13.5 | 0.9 | 2.5 | 0.0 | 4.3 | 9.8 | 3.5 | 6.0 | 2.4 | 7.9 | 8.0 | 26.7 | 3.5 | 10.3 |
| GENTE VIAGGI | 100.0 | 7.2 | 19.4 | 8.2 | 0.0 | 0.7 | 8.3 | 9.0 | 4.8 | 3.3 | 0.6 | 2.4 | 6.1 | 18.1 | 6.6 | 5.3 |
| GLAMOUR | 100.0 | 2.6 | 9.2 | 5.3 | 1.6 | 0.0 | 6.1 | 14.3 | 0.0 | 1.5 | 3.2 | 4.6 | 3.2 | 33.8 | 2.5 | 12.1 |
| GULLIVER | 100.0 | 5.8 | 17.7 | 3.9 | 0.0 | 0.0 | 9.4 | 10.1 | 1.4 | 4.2 | 0.0 | 0.0 | 4.3 | 29.1 | 9.5 | 4.7 |
| IN CASA | 100.0 | 0.0 | 26.1 | 2.6 | 1.3 | 0.0 | 7.7 | 13.3 | 2.8 | 2.4 | 2.8 | 7.3 | 10.9 | 11.7 | 6.4 | 4.7 |
| INSIEME | 100.0 | 2.6 | 18.9 | 6.4 | 0.4 | 1.3 | 8.1 | 10.9 | 4.3 | 4.8 | 8.5 | 13.5 | 8.7 | 3.4 | 3.5 | 4.7 |
| IO E IL MIO BAMBINO | 100.0 | 1.3 | 18.4 | 5.9 | 1.3 | 0.9 | 7.5 | 11.5 | 1.9 | 1.2 | 10.1 | 20.6 | 6.7 | 5.5 | 2.6 | 4.8 |
| JESUS | 100.0 | 2.0 | 13.3 | 0.0 | 1.5 | 0.9 | 7.9 | 4.2 | 3.0 | 3.8 | 5.5 | 2.3 | 4.1 | 15.4 | 34.4 | 1.6 |
| MADRE | 100.0 | 1.6 | 7.5 | 4.2 | 0.0 | 1.3 | 6.0 | 6.9 | 4.3 | 1.1 | 3.5 | 7.6 | 17.3 | 4.9 | 33.9 | 0.0 |
| MARIE CLAIRE | 100.0 | 2.7 | 18.8 | 6.0 | 1.8 | 0.2 | 6.9 | 10.8 | 2.7 | 1.6 | 2.1 | 5.2 | 5.3 | 23.0 | 4.4 | 8.5 |
| MAX | 100.0 | 2.3 | 15.1 | 3.7 | 2.4 | 0.4 | 4.4 | 12.5 | 0.9 | 1.4 | 5.3 | 2.3 | 1.7 | 35.3 | 1.6 | 10.7 |
| MERIDIANI | 100.0 | 8.9 | 39.2 | 1.4 | 0.0 | 0.0 | 7.6 | 0.0 | 5.2 | 0.0 | 0.0 | 1.1 | 0.0 | 24.4 | 7.3 | 4.9 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 0.4 | 9.9 | 1.9 | 1.1 | 0.6 | 4.8 | 8.0 | 0.7 | 6.0 | 3.1 | 6.9 | 11.5 | 7.8 | 30.9 | 6.5 |
| LA MIA BOUTIQUE | 100.0 | 0.4 | 11.2 | 5.0 | 2.8 | 0.0 | 6.0 | 9.6 | 1.3 | 9.0 | 3.2 | 12.3 | 11.2 | 11.6 | 6.1 | 10.3 |
| LA MIA CASA | 100.0 | 2.8 | 15.3 | 4.2 | 1.5 | 0.0 | 1.8 | 13.0 | 0.0 | 3.6 | 6.4 | 9.0 | 11.3 | 17.4 | 5.4 | 8.4 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 4.1 | 13.9 | 6.8 | 6.8 | 0.0 | 4.4 | 9.8 | 2.2 | 2.9 | 4.5 | 7.3 | 3.2 | 24.2 | 1.7 | 8.3 |
| NAUTICA | 100.0 | 4.6 | 22.0 | 1.7 | 3.3 | 3.6 | 3.5 | 4.5 | 11.7 | 5.8 | 6.9 | 0.0 | 2.5 | 22.4 | 5.5 | 2.2 |
| PESCARE | 100.0 | 1.5 | 19.1 | 7.2 | 1.2 | 0.0 | 3.7 | 11.0 | 1.0 | 4.9 | 3.7 | 16.2 | 6.7 | 12.6 | 8.3 | 2.9 |
| PRATICA | 100.0 | 1.3 | 17.3 | 4.9 | 1.6 | 0.0 | 4.6 | 10.6 | 1.2 | 3.8 | 6.0 | 8.1 | 4.6 | 11.3 | 12.6 | 12.2 |
| QUATTRORUOTE | 100.0 | 3.4 | 16.3 | 3.9 | 1.9 | 0.6 | 4.4 | 10.6 | 2.7 | 3.3 | 4.9 | 7.5 | 4.0 | 23.4 | 5.9 | 7.3 |
| QUATTRO ZAMPE | 100.0 | 2.7 | 15.2 | 4.8 | 2.1 | 1.1 | 5.0 | 10.0 | 2.4 | 1.1 | 4.7 | 7.8 | 6.0 | 19.7 | 5.8 | 11.5 |
| QUI TOURING | 100.0 | 4.8 | 26.2 | 2.6 | 0.9 | 0.0 | 10.9 | 1.8 | 4.7 | 4.7 | 2.1 | 0.0 | 6.4 | 14.2 | 16.2 | 4.5 |
| RAKAM | 100.0 | 2.9 | 10.5 | 4.8 | 1.6 | 0.3 | 8.6 | 7.4 | 4.4 | 5.0 | 7.4 | 7.0 | 9.4 | 10.2 | 13.9 | 6.6 |
| SALE & PEPE | 100.0 | 4.2 | 14.6 | 7.7 | 0.8 | 0.7 | 9.4 | 9.5 | 1.4 | 4.7 | 2.7 | 5.5 | 6.4 | 13.0 | 10.6 | 8.7 |
| SALVE | 100.0 | 4.5 | 17.6 | 6.9 | 1.5 | 0.0 | 9.4 | 11.1 | 1.8 | 1.9 | 2.5 | 3.7 | 8.6 | 10.2 | 13.5 | 6.8 |
| SCIENZA & VITA | 100.0 | 2.9 | 6.6 | 1.9 | 0.0 | 0.0 | 18.3 | 3.7 | 4.5 | 2.5 | 3.4 | 5.9 | 7.0 | 19.0 | 12.3 | 12.1 |
| LE SCIENZE | 100.0 | 7.9 | 15.0 | 2.2 | 0.6 | 0.0 | 12.7 | 1.3 | 3.9 | 6.8 | 1.2 | 2.1 | 0.8 | 37.3 | 5.3 | 2.9 |
| SELEZIONE READER'S DIGEST | 100.0 | 3.9 | 14.4 | 3.5 | 0.6 | 1.1 | 5.1 | 6.3 | 2.5 | 6.4 | 5.2 | 5.2 | 10.0 | 13.7 | 15.1 | 6.9 |
| SILHOUETTE DONNA | 100.0 | 1.0 | 12.6 | 4.3 | 1.7 | 0.0 | 3.3 | 14.0 | 1.1 | 3.3 | 3.6 | 5.1 | 3.7 | 30.5 | 1.9 | 14.0 |
| SPEAK UP | 100.0 | 7.1 | 21.3 | 2.1 | 0.0 | 1.8 | 12.2 | 5.7 | 5.0 | 1.1 | 0.0 | 1.7 | 1.5 | 33.9 | 1.0 | 5.4 |
| STARBENE | 100.0 | 1.8 | 13.5 | 5.8 | 1.6 | 0.6 | 6.0 | 13.1 | 1.3 | 2.8 | 3.2 | 7.9 | 6.8 | 18.7 | 8.2 | 8.7 |
| STARTER | 100.0 | 13.8 | 0.0 | 0.0 | 0.0 | 0.0 | 24.6 | 12.7 | 0.0 | 17.8 | 0.0 | 14.3 | 0.0 | 16.9 | 0.0 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 19.5 | 6.7 | 0.0 | 0.0 | 16.0 | 9.2 | 0.0 | 12.3 | 13.2 | 5.4 | 0.0 | 6.8 | 10.9 | 0.0 |
| TUTTO | 100.0 | 0.2 | 5.2 | 1.5 | 0.4 | 0.4 | 1.1 | 5.5 | 0.5 | 0.7 | 0.8 | 2.2 | 2.1 | 71.6 | 0.0 | 7.7 |
| TUTTOMOTO | 100.0 | 5.6 | 12.8 | 10.4 | 2.6 | 0.0 | 3.9 | 10.9 | 0.6 | 3.0 | 0.0 | 0.9 | 3.0 | 30.6 | 1.6 | 14.2 |
| TUTTOTURISMO | 100.0 | 14.5 | 24.9 | 1.0 | 0.0 | 0.0 | 7.0 | 5.7 | 2.1 | 4.1 | 4.7 | 3.7 | 3.7 | 18.7 | 4.0 | 6.1 |
| VERA | 100.0 | 1.5 | 16.1 | 4.9 | 1.1 | 0.5 | 3.7 | 15.5 | 1.7 | 5.5 | 5.0 | 7.0 | 6.4 | 14.4 | 5.8 | 10.9 |
| VIAGGIARE | 100.0 | 1.1 | 25.8 | 3.4 | 0.0 | 1.6 | 2.9 | 11.6 | 1.5 | 3.5 | 1.2 | 1.9 | 3.3 | 28.2 | 8.9 | 5.1 |
| VITALITY | 100.0 | 1.3 | 16.2 | 3.5 | 0.8 | 0.0 | 3.5 | 17.2 | 0.0 | 2.6 | 1.8 | 1.4 | 4.7 | 29.3 | 6.0 | 11.8 |
| VOGUE ITALIA | 100.0 | 2.7 | 15.0 | 7.3 | 2.1 | 0.3 | 4.4 | 10.5 | 1.5 | 3.8 | 3.2 | 5.4 | 3.5 | 24.8 | 5.8 | 9.6 |
| WEEKEND VIAGGI | 100.0 | 4.9 | 26.2 | 0.0 | 3.3 | 0.0 | 5.8 | 6.1 | 3.3 | 1.7 | 2.1 | 10.4 | 1.1 | 14.1 | 8.1 | 12.9 |
| DIANA (QUATTORDICINALE) | 100.0 | 4.6 | 14.8 | 0.0 | 0.0 | 0.0 | 2.1 | 32.4 | 0.0 | 0.0 | 0.0 | 13.4 | 7.8 | 12.1 | 0.0 | 12.7 |

# Donne

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverly Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | **25670** | **338** | **635** | **198** | **910** | **2081** | **1570** | **3945** | **3652** | **6977** | **16144** | **533** | **988** | **2312** | **3612** | **7445** |
| AMICA | 1044 | 8 | 2 | 3 | 32 | 44 | 17 | 150 | 113 | 287 | 567 | 31 | 61 | 128 | 211 | 432 |
| ANNA | 1178 | 4 | 5 | 4 | 31 | 46 | 45 | 130 | 169 | 296 | 640 | 26 | 63 | 158 | 246 | 492 |
| AUTO OGGI | 140 | 0 | 0 | 0 | 3 | 3 | 0 | 8 | 16 | 49 | 72 | 0 | 12 | 11 | 41 | 64 |
| AUTOSPRINT | 119 | 0 | 0 | 0 | 5 | 5 | 0 | 11 | 15 | 30 | 55 | 0 | 3 | 24 | 31 | 59 |
| BELLA | 635 | 5 | 1 | 0 | 12 | 18 | 13 | 72 | 90 | 170 | 344 | 17 | 29 | 88 | 139 | 273 |
| CHI | 1209 | 6 | 5 | 7 | 17 | 35 | 46 | 143 | 161 | 345 | 695 | 49 | 43 | 159 | 228 | 479 |
| CONFIDENZE | 872 | 5 | 5 | 3 | 19 | 33 | 35 | 152 | 138 | 260 | 586 | 29 | 21 | 74 | 128 | 253 |
| DOMENICA QUIZ | 189 | 0 | 1 | 2 | 6 | 9 | 8 | 28 | 12 | 57 | 105 | 5 | 18 | 15 | 36 | 75 |
| DONNA MODERNA | 3220 | 3 | 15 | 13 | 58 | 88 | 60 | 334 | 490 | 899 | 1784 | 60 | 152 | 424 | 713 | 1348 |
| L'ESPRESSO | 771 | 2 | 0 | 0 | 15 | 17 | 26 | 72 | 88 | 204 | 390 | 26 | 65 | 104 | 168 | 363 |
| EVA EXPRESS TREMILA | 419 | 4 | 2 | 3 | 7 | 15 | 8 | 61 | 75 | 119 | 263 | 5 | 13 | 40 | 83 | 141 |
| FAMIGLIA CRISTIANA | 3054 | 34 | 41 | 7 | 64 | 146 | 208 | 525 | 404 | 752 | 1889 | 71 | 115 | 295 | 539 | 1020 |
| FILM TV | 140 | 0 | 1 | 0 | 2 | 3 | 0 | 2 | 20 | 56 | 78 | 1 | 17 | 30 | 11 | 59 |
| GENTE | 2747 | 21 | 20 | 23 | 59 | 122 | 159 | 395 | 364 | 762 | 1680 | 87 | 114 | 278 | 465 | 945 |
| GIOIA | 1223 | 4 | 11 | 5 | 29 | 49 | 32 | 141 | 167 | 358 | 699 | 14 | 53 | 126 | 282 | 475 |
| IL GIORNALINO | 211 | 0 | 0 | 0 | 3 | 3 | 0 | 19 | 23 | 89 | 131 | 0 | 5 | 5 | 66 | 77 |
| GRAND HOTEL | 835 | 5 | 9 | 8 | 14 | 36 | 43 | 136 | 120 | 281 | 580 | 16 | 12 | 67 | 123 | 218 |
| GRAZIA | 1510 | 4 | 2 | 7 | 27 | 40 | 38 | 190 | 176 | 448 | 852 | 34 | 79 | 170 | 334 | 618 |
| GUERIN SPORTIVO | 41 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 6 | 15 | 25 | 2 | 0 | 5 | 8 | 15 |
| GUIDA TV | 870 | 0 | 12 | 0 | 19 | 31 | 35 | 125 | 156 | 260 | 577 | 10 | 27 | 80 | 145 | 262 |
| INTIMITA' | 1001 | 1 | 10 | 8 | 25 | 44 | 53 | 179 | 148 | 285 | 664 | 22 | 35 | 86 | 150 | 293 |
| MAGAZINE BEAUTIFUL | 288 | 0 | 0 | 5 | 12 | 17 | 0 | 8 | 37 | 127 | 172 | 2 | 4 | 19 | 74 | 99 |
| IL MONDO | 35 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 13 | 16 | 0 | 9 | 4 | 6 | 19 |
| MOTOSPRINT | 91 | 0 | 0 | 0 | 2 | 2 | 0 | 11 | 10 | 26 | 46 | 0 | 2 | 18 | 23 | 43 |
| NOVELLA 2000 | 865 | 3 | 11 | 6 | 35 | 54 | 24 | 102 | 134 | 227 | 486 | 5 | 50 | 110 | 158 | 324 |
| OGGI | 2717 | 12 | 23 | 13 | 44 | 92 | 125 | 387 | 350 | 732 | 1594 | 86 | 158 | 251 | 535 | 1031 |
| PANORAMA | 1381 | 0 | 3 | 9 | 17 | 29 | 27 | 119 | 143 | 354 | 643 | 44 | 117 | 201 | 346 | 709 |
| SORRISI E CANZONI TV | 4639 | 7 | 37 | 31 | 146 | 221 | 125 | 441 | 718 | 1627 | 2912 | 46 | 143 | 474 | 843 | 1506 |
| STOP | 545 | 3 | 5 | 5 | 6 | 19 | 33 | 102 | 87 | 99 | 320 | 22 | 26 | 55 | 101 | 205 |
| TELEPIU' | 1136 | 9 | 11 | 9 | 48 | 76 | 30 | 121 | 149 | 449 | 749 | 10 | 32 | 97 | 171 | 310 |
| TELESETTE | 1193 | 5 | 15 | 2 | 33 | 56 | 55 | 152 | 220 | 356 | 783 | 17 | 41 | 149 | 149 | 355 |
| TOPOLINO | 1312 | 2 | 0 | 10 | 27 | 39 | 16 | 101 | 145 | 514 | 776 | 10 | 37 | 154 | 298 | 498 |
| VISTO | 468 | 2 | 4 | 2 | 9 | 18 | 21 | 58 | 86 | 123 | 288 | 16 | 14 | 47 | 84 | 161 |
| VIVERSANI & BELLI | 1406 | 5 | 8 | 9 | 27 | 48 | 26 | 166 | 257 | 467 | 916 | 15 | 44 | 137 | 246 | 442 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 0 | 3 | 11 | 7 | 21 | 11 | 86 | 107 | 281 | 485 | 49 | 67 | 144 | 241 | 502 |
| DIARIO DELLA SETTIMANA | 68 | 0 | 0 | 0 | 0 | 0 | 2 | 12 | 2 | 17 | 34 | 2 | 7 | 16 | 10 | 34 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 0 | 0 | 2 | 8 | 10 | 18 | 56 | 85 | 112 | 270 | 3 | 13 | 33 | 126 | 175 |
| IO DONNA | 1368 | 3 | 6 | 4 | 8 | 20 | 30 | 153 | 151 | 274 | 607 | 47 | 108 | 214 | 372 | 741 |
| SETTE | 1181 | 3 | 2 | 1 | 9 | 15 | 32 | 150 | 139 | 244 | 565 | 39 | 87 | 180 | 295 | 601 |
| SPECCHIO DELLA STAMPA | 650 | 0 | 0 | 0 | 14 | 14 | 22 | 72 | 83 | 184 | 361 | 15 | 35 | 96 | 129 | 274 |
| TV SETTE | 1364 | 3 | 5 | 1 | 14 | 23 | 35 | 177 | 171 | 320 | 703 | 33 | 91 | 192 | 322 | 638 |
| IL VENERDI' | 1763 | 4 | 7 | 5 | 20 | 36 | 40 | 165 | 209 | 448 | 862 | 79 | 126 | 223 | 438 | 866 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| MENSILI | | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA MEDIA | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA ALTA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| COMPONENTI FAMIGLIA | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 25670 | 338 | 635 | 198 | 910 | 2081 | 1570 | 3945 | 3652 | 6977 | 16144 | 533 | 988 | 2312 | 3612 | 7445 |
| ABITARE | 189 | 0 | 0 | 0 | 0 | 0 | 9 | 13 | 23 | 25 | 71 | 8 | 18 | 28 | 65 | 119 |
| AD | 376 | 0 | 0 | 0 | 4 | 4 | 2 | 18 | 47 | 79 | 146 | 13 | 34 | 64 | 114 | 226 |
| AIRONE | 451 | 0 | 0 | 0 | 2 | 2 | 11 | 63 | 54 | 90 | 218 | 14 | 32 | 74 | 111 | 230 |
| AMADEUS | 72 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 3 | 14 | 21 | 8 | 2 | 24 | 17 | 51 |
| ARCHEO | 140 | 0 | 0 | 0 | 1 | 1 | 0 | 3 | 25 | 33 | 61 | 9 | 8 | 25 | 35 | 78 |
| ASTRA | 418 | 0 | 3 | 5 | 4 | 12 | 13 | 40 | 46 | 174 | 272 | 8 | 8 | 54 | 64 | 134 |
| A TAVOLA | 156 | 4 | 0 | 1 | 2 | 7 | 6 | 12 | 21 | 40 | 80 | 3 | 10 | 20 | 36 | 70 |
| AUTO | 155 | 0 | 4 | 0 | 6 | 10 | 5 | 12 | 18 | 48 | 83 | 0 | 14 | 16 | 34 | 63 |
| L'AUTOMOBILE | 373 | 0 | 4 | 0 | 0 | 4 | 9 | 35 | 45 | 104 | 193 | 1 | 20 | 72 | 83 | 176 |
| BELL'EUROPA | 209 | 0 | 0 | 1 | 0 | 1 | 0 | 19 | 26 | 35 | 80 | 10 | 15 | 55 | 48 | 128 |
| BELL'ITALIA | 326 | 0 | 0 | 0 | 0 | 0 | 3 | 29 | 43 | 57 | 131 | 17 | 24 | 72 | 81 | 194 |
| BENISSIMO | 407 | 0 | 7 | 2 | 8 | 17 | 9 | 39 | 56 | 109 | 213 | 10 | 25 | 54 | 89 | 177 |
| BIMBI SANI E BELLI | 925 | 1 | 5 | 7 | 46 | 59 | 11 | 89 | 193 | 320 | 612 | 9 | 32 | 96 | 116 | 253 |
| BRAVA CASA | 803 | 0 | 0 | 0 | 12 | 12 | 15 | 67 | 131 | 209 | 422 | 14 | 49 | 131 | 176 | 370 |
| BUONA CUCINA | 488 | 3 | 0 | 7 | 24 | 34 | 31 | 65 | 51 | 131 | 278 | 3 | 44 | 47 | 82 | 176 |
| BURDA | 1176 | 9 | 10 | 6 | 59 | 84 | 17 | 107 | 192 | 461 | 777 | 14 | 24 | 92 | 184 | 314 |
| CAPITAL | 145 | 0 | 0 | 0 | 0 | 0 | 3 | 16 | 5 | 41 | 65 | 5 | 22 | 21 | 33 | 81 |
| CARNET | 123 | 0 | 0 | 0 | 0 | 0 | 2 | 12 | 16 | 18 | 47 | 9 | 12 | 19 | 36 | 76 |
| CASAVIVA | 1236 | 0 | 3 | 7 | 16 | 27 | 20 | 134 | 158 | 382 | 694 | 23 | 66 | 165 | 281 | 515 |
| CENTO COSE ENERGY | 610 | 0 | 2 | 1 | 12 | 16 | 5 | 23 | 87 | 212 | 327 | 5 | 10 | 62 | 190 | 267 |
| CIAK | 393 | 0 | 0 | 0 | 4 | 4 | 9 | 33 | 51 | 160 | 254 | 4 | 8 | 29 | 94 | 135 |
| CIPRIA | 369 | 0 | 0 | 0 | 2 | 2 | 10 | 24 | 51 | 128 | 212 | 6 | 23 | 35 | 90 | 155 |
| CLASS | 89 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 13 | 15 | 31 | 5 | 8 | 15 | 29 | 57 |
| CLUB 3 | 139 | 0 | 0 | 0 | 0 | 0 | 15 | 45 | 14 | 12 | 86 | 4 | 13 | 23 | 13 | 53 |
| COME STAI | 267 | 0 | 0 | 0 | 9 | 9 | 9 | 14 | 37 | 102 | 162 | 2 | 7 | 36 | 51 | 96 |
| CONSIGLI PRATICI | 257 | 0 | 9 | 0 | 7 | 16 | 5 | 33 | 39 | 74 | 151 | 4 | 8 | 36 | 41 | 90 |
| COSE DI CASA | 1372 | 2 | 9 | 4 | 20 | 35 | 22 | 135 | 215 | 459 | 831 | 17 | 80 | 147 | 260 | 505 |
| LA CUCINA ITALIANA | 698 | 1 | 5 | 1 | 21 | 28 | 23 | 69 | 98 | 161 | 351 | 23 | 55 | 97 | 143 | 319 |
| CUCINA MODERNA | 805 | 2 | 8 | 1 | 15 | 26 | 12 | 101 | 107 | 240 | 460 | 7 | 44 | 86 | 182 | 319 |
| DONNA | 820 | 0 | 8 | 2 | 27 | 36 | 28 | 92 | 115 | 300 | 534 | 15 | 32 | 68 | 134 | 249 |
| DONNA E MAMMA | 383 | 0 | 0 | 3 | 18 | 21 | 5 | 31 | 98 | 116 | 250 | 0 | 21 | 49 | 43 | 113 |
| DOVE | 248 | 0 | 0 | 0 | 0 | 0 | 4 | 7 | 28 | 42 | 81 | 9 | 29 | 59 | 70 | 167 |
| ELLE | 529 | 0 | 2 | 0 | 5 | 7 | 10 | 30 | 67 | 124 | 232 | 21 | 39 | 73 | 157 | 290 |
| ELLE DECOR | 166 | 0 | 0 | 0 | 0 | 0 | 2 | 6 | 18 | 34 | 59 | 10 | 12 | 43 | 41 | 107 |
| FOCUS | 1351 | 0 | 4 | 2 | 14 | 19 | 21 | 89 | 173 | 436 | 720 | 8 | 40 | 209 | 355 | 612 |
| GARDENIA | 199 | 0 | 0 | 0 | 4 | 4 | 2 | 33 | 20 | 24 | 79 | 13 | 20 | 45 | 38 | 116 |
| GENTE MESE | 894 | 0 | 5 | 5 | 17 | 27 | 32 | 82 | 128 | 326 | 567 | 19 | 48 | 75 | 158 | 300 |
| GENTE MONEY | 82 | 0 | 0 | 0 | 2 | 2 | 5 | 7 | 6 | 20 | 38 | 2 | 6 | 16 | 18 | 43 |
| GENTE MOTORI | 238 | 0 | 0 | 4 | 3 | 7 | 7 | 16 | 42 | 88 | 153 | 2 | 9 | 20 | 47 | 78 |
| GENTE VIAGGI | 362 | 0 | 2 | 0 | 0 | 2 | 2 | 34 | 44 | 78 | 159 | 10 | 38 | 63 | 91 | 201 |
| GLAMOUR | 362 | 0 | 2 | 0 | 4 | 6 | 2 | 29 | 40 | 99 | 170 | 4 | 30 | 39 | 113 | 186 |
| GULLIVER | 137 | 0 | 0 | 0 | 0 | 0 | 7 | 15 | 15 | 32 | 70 | 13 | 12 | 19 | 23 | 67 |
| IN CASA | 147 | 0 | 3 | 0 | 2 | 4 | 4 | 14 | 23 | 42 | 83 | 4 | 8 | 13 | 34 | 60 |
| INSIEME | 355 | 0 | 2 | 4 | 13 | 19 | 5 | 24 | 71 | 106 | 206 | 2 | 9 | 63 | 55 | 129 |
| IO E IL MIO BAMBINO | 771 | 0 | 1 | 7 | 41 | 50 | 0 | 54 | 199 | 241 | 494 | 4 | 21 | 106 | 95 | 227 |
| JESUS | 119 | 0 | 4 | 0 | 0 | 4 | 14 | 15 | 13 | 36 | 78 | 2 | 12 | 13 | 10 | 37 |
| MADRE | 159 | 0 | 0 | 0 | 0 | 0 | 14 | 27 | 14 | 40 | 95 | 1 | 9 | 14 | 40 | 65 |
| MARIE CLAIRE | 870 | 0 | 4 | 5 | 7 | 15 | 13 | 74 | 101 | 223 | 411 | 24 | 69 | 116 | 234 | 444 |
| MAX | 582 | 0 | 2 | 4 | 9 | 14 | 4 | 29 | 67 | 172 | 272 | 9 | 24 | 76 | 186 | 295 |
| MERIDIANI | 107 | 0 | 0 | 0 | 3 | 3 | 0 | 8 | 10 | 7 | 26 | 11 | 10 | 18 | 40 | 79 |
| MESSAGGERO DI S.ANTONIO | 1135 | 16 | 15 | 9 | 33 | 72 | 92 | 193 | 161 | 301 | 747 | 26 | 48 | 99 | 142 | 316 |
| LA MIA BOUTIQUE | 433 | 0 | 2 | 2 | 20 | 23 | 8 | 69 | 55 | 154 | 287 | 7 | 13 | 39 | 64 | 123 |
| LA MIA CASA | 269 | 0 | 4 | 1 | 5 | 10 | 4 | 26 | 36 | 99 | 165 | 11 | 14 | 23 | 47 | 95 |
| MILLIONAIRE INTRAPRENDERE | 219 | 0 | 0 | 2 | 3 | 5 | 3 | 16 | 53 | 79 | 151 | 2 | 2 | 20 | 39 | 63 |
| NAUTICA | 57 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 3 | 12 | 19 | 0 | 15 | 7 | 16 | 38 |
| PESCARE | 92 | 0 | 2 | 0 | 5 | 6 | 3 | 20 | 8 | 29 | 59 | 1 | 3 | 8 | 15 | 26 |
| PRATICA | 402 | 0 | 0 | 0 | 14 | 14 | 9 | 37 | 50 | 114 | 210 | 2 | 27 | 53 | 96 | 178 |
| QUATTRORUOTE | 1204 | 0 | 7 | 5 | 8 | 20 | 29 | 92 | 155 | 345 | 620 | 4 | 65 | 165 | 329 | 564 |
| QUATTRO ZAMPE | 243 | 0 | 6 | 0 | 0 | 6 | 13 | 22 | 36 | 51 | 122 | 5 | 13 | 37 | 60 | 114 |
| QUI TOURING | 437 | 0 | 0 | 0 | 3 | 3 | 15 | 48 | 22 | 64 | 149 | 12 | 46 | 97 | 129 | 285 |
| RAKAM | 575 | 5 | 4 | 0 | 10 | 19 | 15 | 78 | 96 | 129 | 318 | 20 | 27 | 56 | 136 | 238 |
| SALE & PEPE | 565 | 4 | 1 | 0 | 9 | 14 | 20 | 59 | 58 | 149 | 286 | 5 | 38 | 87 | 135 | 265 |
| SALVE | 309 | 0 | 0 | 0 | 2 | 2 | 10 | 31 | 54 | 91 | 186 | 13 | 24 | 27 | 57 | 121 |
| SCIENZA & VITA | 83 | 0 | 0 | 0 | 0 | 0 | 6 | 6 | 9 | 17 | 38 | 3 | 2 | 13 | 28 | 46 |
| LE SCIENZE | 172 | 0 | 0 | 0 | 6 | 6 | 2 | 2 | 42 | 51 | 97 | 4 | 16 | 30 | 19 | 69 |
| SELEZIONE READER'S DIGEST | 593 | 1 | 1 | 2 | 4 | 8 | 17 | 71 | 77 | 185 | 350 | 13 | 40 | 74 | 107 | 234 |
| SILHOUETTE DONNA | 1326 | 0 | 15 | 9 | 49 | 73 | 11 | 82 | 187 | 502 | 782 | 11 | 31 | 134 | 296 | 472 |
| SPEAK UP | 142 | 0 | 2 | 0 | 2 | 4 | 10 | 10 | 16 | 36 | 72 | 2 | 18 | 5 | 42 | 66 |
| STARBENE | 1543 | 3 | 15 | 10 | 45 | 73 | 32 | 169 | 252 | 487 | 940 | 20 | 45 | 179 | 287 | 530 |
| STARTER | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 8 | 0 | 2 | 2 | 2 | 6 |
| TUTTI FOTOGRAFI | 56 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 10 | 22 | 40 | 0 | 0 | 10 | 5 | 16 |
| TUTTO | 489 | 0 | 0 | 3 | 10 | 12 | 0 | 13 | 56 | 250 | 319 | 0 | 5 | 30 | 123 | 158 |
| TUTTOMOTO | 131 | 0 | 0 | 2 | 2 | 4 | 0 | 8 | 6 | 34 | 48 | 4 | 3 | 19 | 53 | 79 |
| TUTTOTURISMO | 136 | 0 | 3 | 0 | 0 | 3 | 3 | 12 | 6 | 36 | 57 | 2 | 7 | 26 | 41 | 76 |
| VERA | 1057 | 0 | 10 | 3 | 20 | 34 | 20 | 81 | 166 | 348 | 616 | 9 | 50 | 123 | 224 | 407 |
| VIAGGIARE | 140 | 0 | 0 | 0 | 3 | 3 | 6 | 10 | 11 | 48 | 75 | 4 | 11 | 22 | 26 | 62 |
| VITALITY | 220 | 4 | 0 | 0 | 2 | 6 | 3 | 31 | 22 | 54 | 111 | 3 | 11 | 23 | 66 | 103 |
| VOGUE ITALIA | 729 | 1 | 0 | 4 | 13 | 18 | 8 | 50 | 114 | 227 | 398 | 9 | 28 | 86 | 190 | 313 |
| WEEKEND VIAGGI | 140 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 28 | 38 | 75 | 7 | 6 | 20 | 33 | 66 |
| DIANA (QUATTORDICINALE) | 53 | 0 | 4 | 0 | 1 | 5 | 0 | 6 | 10 | 18 | 34 | 0 | 0 | 5 | 8 | 14 |

# Donne

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | **100.0** | **1.3** | **2.5** | **0.8** | **3.5** | **8.1** | **6.1** | **15.4** | **14.2** | **27.2** | **62.9** | **2.1** | **3.8** | **9.0** | **14.1** | **29.0** |
| AMICA | 100.0 | 0.7 | 0.2 | 0.3 | 3.0 | 4.3 | 1.7 | 14.3 | 10.8 | 27.5 | 54.3 | 3.0 | 5.9 | 12.3 | 20.2 | 41.4 |
| ANNA | 100.0 | 0.4 | 0.5 | 0.4 | 2.7 | 3.9 | 3.8 | 11.0 | 14.3 | 25.2 | 54.3 | 2.2 | 5.3 | 13.4 | 20.9 | 41.8 |
| AUTO OGGI | 100.0 | 0.0 | 0.0 | 0.0 | 2.4 | 2.4 | 0.0 | 5.6 | 11.3 | 34.9 | 51.7 | 0.0 | 8.6 | 8.2 | 29.0 | 45.9 |
| AUTOSPRINT | 100.0 | 0.0 | 0.0 | 0.0 | 3.8 | 3.8 | 0.0 | 9.5 | 12.2 | 24.9 | 46.6 | 0.0 | 2.7 | 20.5 | 26.4 | 49.6 |
| BELLA | 100.0 | 0.8 | 0.1 | 0.0 | 2.0 | 2.9 | 2.0 | 11.3 | 14.1 | 26.7 | 54.1 | 2.6 | 4.5 | 13.9 | 21.9 | 43.0 |
| CHI | 100.0 | 0.5 | 0.5 | 0.6 | 1.4 | 2.9 | 3.8 | 11.8 | 13.3 | 28.6 | 57.5 | 4.0 | 3.5 | 13.1 | 18.9 | 39.6 |
| CONFIDENZE | 100.0 | 0.6 | 0.6 | 0.3 | 2.2 | 3.8 | 4.0 | 17.5 | 15.9 | 29.9 | 67.2 | 3.3 | 2.4 | 8.5 | 14.7 | 29.0 |
| DOMENICA QUIZ | 100.0 | 0.0 | 0.5 | 0.9 | 3.4 | 4.8 | 4.3 | 14.6 | 6.3 | 30.2 | 55.4 | 2.8 | 9.6 | 8.2 | 19.1 | 39.8 |
| DONNA MODERNA | 100.0 | 0.1 | 0.5 | 0.4 | 1.8 | 2.7 | 1.9 | 10.4 | 15.2 | 27.9 | 55.4 | 1.9 | 4.7 | 13.2 | 22.1 | 41.9 |
| L'ESPRESSO | 100.0 | 0.3 | 0.0 | 0.0 | 2.0 | 2.3 | 3.4 | 9.4 | 11.5 | 26.4 | 50.6 | 3.3 | 8.4 | 13.5 | 21.9 | 47.1 |
| EVA EXPRESS TREMILA | 100.0 | 0.9 | 0.4 | 0.7 | 1.6 | 3.7 | 1.9 | 14.6 | 17.8 | 28.5 | 62.8 | 1.1 | 3.1 | 9.5 | 19.7 | 33.5 |
| FAMIGLIA CRISTIANA | 100.0 | 1.1 | 1.3 | 0.2 | 2.1 | 4.8 | 6.8 | 17.2 | 13.2 | 24.6 | 61.8 | 2.3 | 3.8 | 9.6 | 17.6 | 33.4 |
| FILM TV | 100.0 | 0.0 | 0.5 | 0.0 | 1.7 | 2.3 | 0.0 | 1.2 | 14.4 | 39.7 | 55.4 | 1.1 | 12.5 | 21.4 | 7.5 | 42.4 |
| GENTE | 100.0 | 0.8 | 0.7 | 0.8 | 2.1 | 4.5 | 5.8 | 14.4 | 13.3 | 27.7 | 61.2 | 3.2 | 4.2 | 10.1 | 16.9 | 34.4 |
| GIOIA | 100.0 | 0.4 | 0.9 | 0.4 | 2.4 | 4.0 | 2.7 | 11.6 | 13.6 | 29.3 | 57.2 | 1.1 | 4.3 | 10.3 | 23.1 | 38.8 |
| IL GIORNALINO | 100.0 | 0.0 | 0.0 | 0.0 | 1.7 | 1.7 | 0.0 | 8.9 | 10.8 | 42.4 | 62.0 | 0.0 | 2.6 | 2.4 | 31.4 | 36.3 |
| GRAND HOTEL | 100.0 | 0.6 | 1.1 | 1.0 | 1.7 | 4.4 | 5.2 | 16.3 | 14.4 | 33.7 | 69.5 | 1.9 | 1.4 | 8.1 | 14.7 | 26.1 |
| GRAZIA | 100.0 | 0.3 | 0.1 | 0.5 | 1.8 | 2.7 | 2.5 | 12.6 | 11.7 | 29.7 | 56.4 | 2.2 | 5.3 | 11.3 | 22.1 | 40.9 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.8 | 13.8 | 36.7 | 62.3 | 5.2 | 0.0 | 13.0 | 19.5 | 37.7 |
| GUIDA TV | 100.0 | 0.0 | 1.4 | 0.0 | 2.1 | 3.5 | 4.0 | 14.4 | 18.0 | 29.9 | 66.3 | 1.2 | 3.1 | 9.2 | 16.7 | 30.2 |
| INTIMITA' | 100.0 | 0.1 | 1.0 | 0.8 | 2.5 | 4.4 | 5.3 | 17.8 | 14.8 | 28.5 | 66.4 | 2.1 | 3.5 | 8.6 | 15.0 | 29.3 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 0.0 | 1.6 | 4.3 | 5.9 | 0.0 | 2.9 | 12.9 | 44.0 | 59.8 | 0.7 | 1.3 | 6.7 | 25.7 | 34.4 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.5 | 0.0 | 37.5 | 46.0 | 0.0 | 26.1 | 11.5 | 16.4 | 54.0 |
| MOTOSPRINT | 100.0 | 0.0 | 0.0 | 0.0 | 2.2 | 2.2 | 0.0 | 11.5 | 10.6 | 28.3 | 50.4 | 0.0 | 2.3 | 20.1 | 25.0 | 47.4 |
| NOVELLA 2000 | 100.0 | 0.3 | 1.2 | 0.7 | 4.0 | 6.3 | 2.8 | 11.8 | 15.5 | 26.2 | 56.3 | 0.6 | 5.8 | 12.7 | 18.3 | 37.5 |
| OGGI | 100.0 | 0.4 | 0.9 | 0.5 | 1.6 | 3.4 | 4.6 | 14.2 | 12.9 | 27.0 | 58.7 | 3.2 | 5.8 | 9.2 | 19.7 | 37.9 |
| PANORAMA | 100.0 | 0.0 | 0.2 | 0.6 | 1.2 | 2.1 | 2.0 | 8.6 | 10.4 | 25.6 | 46.6 | 3.2 | 8.5 | 14.6 | 25.0 | 51.3 |
| SORRISI E CANZONI TV | 100.0 | 0.1 | 0.8 | 0.7 | 3.1 | 4.8 | 2.7 | 9.5 | 15.5 | 35.1 | 62.8 | 1.0 | 3.1 | 10.2 | 18.2 | 32.5 |
| STOP | 100.0 | 0.5 | 0.9 | 1.0 | 1.2 | 3.5 | 6.0 | 18.8 | 15.9 | 18.1 | 58.8 | 4.0 | 4.8 | 10.2 | 18.6 | 37.6 |
| TELEPIU' | 100.0 | 0.8 | 1.0 | 0.8 | 4.2 | 6.7 | 2.7 | 10.7 | 13.1 | 39.5 | 66.0 | 0.9 | 2.8 | 8.5 | 15.1 | 27.3 |
| TELESETTE | 100.0 | 0.5 | 1.2 | 0.2 | 2.8 | 4.7 | 4.6 | 12.8 | 18.4 | 29.8 | 65.6 | 1.4 | 3.4 | 12.5 | 12.5 | 29.7 |
| TOPOLINO | 100.0 | 0.1 | 0.0 | 0.8 | 2.1 | 2.9 | 1.2 | 7.7 | 11.0 | 39.2 | 59.1 | 0.7 | 2.8 | 11.7 | 22.7 | 38.0 |
| VISTO | 100.0 | 0.5 | 0.8 | 0.5 | 2.0 | 3.8 | 4.5 | 12.3 | 18.5 | 26.4 | 61.7 | 3.4 | 2.9 | 10.2 | 18.0 | 34.5 |
| VIVERSANI & BELLI | 100.0 | 0.4 | 0.6 | 0.6 | 1.9 | 3.4 | 1.9 | 11.8 | 18.3 | 33.2 | 65.1 | 1.0 | 3.2 | 9.7 | 17.5 | 31.4 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.0 | 0.3 | 1.1 | 0.7 | 2.0 | 1.1 | 8.6 | 10.6 | 27.9 | 48.1 | 4.9 | 6.7 | 14.3 | 24.0 | 49.9 |
| DIARIO DELLA SETTIMANA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | 18.0 | 3.2 | 25.4 | 49.8 | 3.1 | 9.6 | 22.8 | 14.7 | 50.2 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 0.0 | 0.0 | 0.5 | 1.7 | 2.2 | 3.9 | 12.2 | 18.7 | 24.6 | 59.4 | 0.6 | 2.8 | 7.3 | 27.6 | 38.4 |
| IO DONNA | 100.0 | 0.2 | 0.4 | 0.3 | 0.6 | 1.4 | 2.2 | 11.2 | 11.0 | 20.0 | 44.4 | 3.5 | 7.9 | 15.6 | 27.2 | 54.2 |
| SETTE | 100.0 | 0.2 | 0.2 | 0.1 | 0.8 | 1.3 | 2.7 | 12.7 | 11.7 | 20.6 | 47.8 | 3.3 | 7.3 | 15.3 | 25.0 | 50.9 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.0 | 0.0 | 0.0 | 2.2 | 2.2 | 3.3 | 11.1 | 12.7 | 28.3 | 55.5 | 2.3 | 5.4 | 14.8 | 19.8 | 42.2 |
| TV SETTE | 100.0 | 0.2 | 0.4 | 0.1 | 1.1 | 1.7 | 2.6 | 12.9 | 12.5 | 23.5 | 51.6 | 2.4 | 6.7 | 14.0 | 23.6 | 46.7 |
| IL VENERDI' | 100.0 | 0.2 | 0.4 | 0.3 | 1.1 | 2.0 | 2.3 | 9.4 | 11.9 | 25.4 | 48.9 | 4.5 | 7.1 | 12.7 | 24.8 | 49.1 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| MENSILI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA MEDIA | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA ALTA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | **100.0** | **1.3** | **2.5** | **0.8** | **3.5** | **8.1** | **6.1** | **15.4** | **14.2** | **27.2** | **62.9** | **2.1** | **3.8** | **9.0** | **14.1** | **29.0** |
| ABITARE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.8 | 7.1 | 12.2 | 13.1 | 37.2 | 4.3 | 9.7 | 14.7 | 34.1 | 62.8 |
| AD | 100.0 | 0.0 | 0.0 | 0.0 | 1.1 | 1.1 | 0.5 | 4.7 | 12.6 | 21.1 | 38.9 | 3.4 | 9.2 | 17.1 | 30.3 | 60.0 |
| AIRONE | 100.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.5 | 2.4 | 13.9 | 12.0 | 20.0 | 48.4 | 3.0 | 7.1 | 16.5 | 24.6 | 51.1 |
| AMADEUS | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.9 | 4.5 | 19.8 | 29.1 | 10.9 | 2.7 | 33.0 | 24.2 | 70.9 |
| ARCHEO | 100.0 | 0.0 | 0.0 | 0.0 | 1.1 | 1.1 | 0.0 | 2.4 | 17.5 | 23.5 | 43.4 | 6.3 | 6.0 | 18.2 | 25.0 | 55.6 |
| ASTRA | 100.0 | 0.0 | 0.7 | 1.2 | 1.1 | 3.0 | 3.0 | 9.5 | 10.9 | 41.5 | 65.0 | 1.8 | 1.9 | 13.0 | 15.3 | 32.1 |
| A TAVOLA | 100.0 | 2.3 | 0.0 | 0.6 | 1.5 | 4.4 | 4.0 | 7.9 | 13.5 | 25.6 | 51.0 | 2.0 | 6.7 | 13.1 | 22.8 | 44.6 |
| AUTO | 100.0 | 0.0 | 2.4 | 0.0 | 3.8 | 6.2 | 3.0 | 7.5 | 11.7 | 31.2 | 53.4 | 0.0 | 8.7 | 10.1 | 21.6 | 40.4 |
| L'AUTOMOBILE | 100.0 | 0.0 | 1.0 | 0.0 | 0.0 | 1.0 | 2.3 | 9.5 | 12.1 | 28.0 | 51.8 | 0.3 | 5.2 | 19.2 | 22.4 | 47.2 |
| BELL'EUROPA | 100.0 | 0.0 | 0.0 | 0.4 | 0.0 | 0.4 | 0.0 | 8.9 | 12.6 | 16.6 | 38.1 | 4.8 | 7.1 | 26.6 | 23.0 | 61.5 |
| BELL'ITALIA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.8 | 8.8 | 13.2 | 17.5 | 40.4 | 5.1 | 7.4 | 22.2 | 24.9 | 59.6 |
| BENISSIMO | 100.0 | 0.0 | 1.7 | 0.5 | 1.9 | 4.1 | 2.2 | 9.5 | 13.9 | 26.7 | 52.3 | 2.5 | 6.1 | 13.2 | 21.9 | 43.6 |
| BIMBI SANI E BELLI | 100.0 | 0.1 | 0.6 | 0.7 | 5.0 | 6.4 | 1.2 | 9.6 | 20.9 | 34.6 | 66.2 | 1.0 | 3.5 | 10.4 | 12.5 | 27.4 |
| BRAVA CASA | 100.0 | 0.0 | 0.0 | 0.0 | 1.5 | 1.5 | 1.9 | 8.4 | 16.3 | 26.0 | 52.5 | 1.7 | 6.1 | 16.4 | 21.9 | 46.0 |
| BUONA CUCINA | 100.0 | 0.7 | 0.0 | 1.5 | 4.9 | 7.1 | 6.3 | 13.3 | 10.4 | 26.9 | 56.9 | 0.5 | 9.0 | 9.7 | 16.8 | 36.0 |
| BURDA | 100.0 | 0.8 | 0.8 | 0.5 | 5.1 | 7.1 | 1.5 | 9.1 | 16.3 | 39.2 | 66.1 | 1.2 | 2.1 | 7.9 | 15.6 | 26.7 |
| CAPITAL | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 10.7 | 3.4 | 28.5 | 44.4 | 3.7 | 15.1 | 14.4 | 22.4 | 55.6 |
| CARNET | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.3 | 9.6 | 12.7 | 14.9 | 38.5 | 7.6 | 9.3 | 15.1 | 29.4 | 61.5 |
| CASAVIVA | 100.0 | 0.0 | 0.3 | 0.6 | 1.3 | 2.2 | 1.6 | 10.8 | 12.8 | 30.9 | 56.1 | 1.9 | 5.4 | 13.3 | 21.1 | 41.7 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 0.3 | 0.2 | 2.0 | 2.6 | 0.8 | 3.8 | 14.2 | 34.7 | 53.6 | 0.8 | 1.6 | 10.2 | 31.1 | 43.8 |
| CIAK | 100.0 | 0.0 | 0.0 | 0.0 | 1.1 | 1.1 | 2.4 | 8.5 | 13.0 | 40.6 | 64.5 | 1.1 | 2.0 | 7.4 | 23.8 | 34.4 |
| CIPRIA | 100.0 | 0.0 | 0.0 | 0.0 | 0.5 | 0.5 | 2.6 | 6.5 | 13.7 | 34.7 | 57.5 | 1.7 | 6.3 | 9.6 | 24.5 | 42.0 |
| CLASS | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.5 | 0.0 | 14.5 | 17.3 | 35.2 | 5.9 | 9.0 | 16.9 | 32.9 | 64.8 |
| CLUB 3 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.0 | 32.6 | 10.2 | 8.3 | 62.0 | 3.0 | 9.2 | 16.3 | 9.4 | 38.0 |
| COME STAI | 100.0 | 0.0 | 0.0 | 0.0 | 3.4 | 3.4 | 3.3 | 5.1 | 13.7 | 38.3 | 60.5 | 0.8 | 2.5 | 13.6 | 19.2 | 36.1 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 3.6 | 0.0 | 2.8 | 6.4 | 1.9 | 13.0 | 15.1 | 28.7 | 58.7 | 1.5 | 3.2 | 14.1 | 16.1 | 35.0 |
| COSE DI CASA | 100.0 | 0.1 | 0.7 | 0.3 | 1.5 | 2.6 | 1.6 | 9.9 | 15.7 | 33.5 | 60.6 | 1.3 | 5.8 | 10.7 | 19.0 | 36.8 |
| LA CUCINA ITALIANA | 100.0 | 0.2 | 0.7 | 0.1 | 3.0 | 4.0 | 3.3 | 9.9 | 14.0 | 23.0 | 50.3 | 3.3 | 7.9 | 13.9 | 20.6 | 45.7 |
| CUCINA MODERNA | 100.0 | 0.2 | 1.0 | 0.2 | 1.9 | 3.3 | 1.4 | 12.6 | 13.3 | 29.8 | 57.1 | 0.8 | 5.5 | 10.7 | 22.6 | 39.6 |
| DONNA | 100.0 | 0.0 | 1.0 | 0.2 | 3.3 | 4.4 | 3.5 | 11.2 | 14.0 | 36.5 | 65.2 | 1.9 | 3.9 | 8.3 | 16.3 | 30.4 |
| DONNA E MAMMA | 100.0 | 0.0 | 0.0 | 0.7 | 4.7 | 5.4 | 1.2 | 8.1 | 25.6 | 30.3 | 65.2 | 0.0 | 5.4 | 12.8 | 11.3 | 29.4 |
| DOVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.8 | 2.6 | 11.3 | 17.0 | 32.6 | 3.8 | 11.6 | 23.8 | 28.2 | 67.4 |
| ELLE | 100.0 | 0.0 | 0.4 | 0.0 | 1.0 | 1.4 | 2.0 | 5.7 | 12.7 | 23.4 | 43.8 | 4.0 | 7.5 | 13.8 | 29.6 | 54.9 |
| ELLE DECOR | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.9 | 3.7 | 10.6 | 20.4 | 35.7 | 6.3 | 7.5 | 26.0 | 24.5 | 64.3 |
| FOCUS | 100.0 | 0.0 | 0.3 | 0.1 | 1.0 | 1.4 | 1.6 | 6.6 | 12.8 | 32.3 | 53.3 | 0.6 | 3.0 | 15.4 | 26.3 | 45.3 |
| GARDENIA | 100.0 | 0.0 | 0.0 | 0.0 | 1.9 | 1.9 | 0.9 | 16.7 | 10.2 | 12.1 | 39.9 | 6.4 | 9.9 | 22.8 | 19.1 | 58.2 |
| GENTE MESE | 100.0 | 0.0 | 0.5 | 0.6 | 1.8 | 3.0 | 3.6 | 9.1 | 14.3 | 36.4 | 63.4 | 2.2 | 5.4 | 8.4 | 17.7 | 33.6 |
| GENTE MONEY | 100.0 | 0.0 | 0.0 | 0.0 | 2.2 | 2.2 | 5.6 | 9.0 | 7.6 | 23.9 | 46.1 | 2.2 | 7.8 | 19.3 | 22.3 | 51.7 |
| GENTE MOTORI | 100.0 | 0.0 | 0.0 | 1.6 | 1.4 | 3.0 | 2.9 | 6.8 | 17.5 | 37.1 | 64.2 | 0.7 | 3.8 | 8.5 | 19.8 | 32.8 |
| GENTE VIAGGI | 100.0 | 0.0 | 0.6 | 0.0 | 0.0 | 0.6 | 0.7 | 9.4 | 12.1 | 21.6 | 43.9 | 2.7 | 10.4 | 17.3 | 25.2 | 55.5 |
| GLAMOUR | 100.0 | 0.0 | 0.6 | 0.0 | 1.0 | 1.6 | 0.6 | 8.0 | 11.2 | 27.3 | 47.0 | 1.2 | 8.2 | 10.7 | 31.3 | 51.4 |
| GULLIVER | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.9 | 11.0 | 11.2 | 23.7 | 50.9 | 9.3 | 8.6 | 14.2 | 17.0 | 49.1 |
| IN CASA | 100.0 | 0.0 | 2.0 | 0.0 | 1.1 | 3.0 | 2.9 | 9.4 | 15.9 | 28.2 | 56.5 | 3.0 | 5.5 | 8.6 | 23.4 | 40.5 |
| INSIEME | 100.0 | 0.0 | 0.6 | 1.1 | 3.8 | 5.4 | 1.3 | 6.8 | 20.1 | 29.9 | 58.2 | 0.6 | 2.5 | 17.7 | 15.6 | 36.4 |
| IO E IL MIO BAMBINO | 100.0 | 0.0 | 0.2 | 1.0 | 5.4 | 6.5 | 0.0 | 7.0 | 25.8 | 31.3 | 64.1 | 0.6 | 2.8 | 13.7 | 12.3 | 29.4 |
| JESUS | 100.0 | 0.0 | 3.2 | 0.0 | 0.0 | 3.2 | 12.0 | 12.5 | 10.6 | 30.6 | 65.8 | 1.4 | 10.1 | 11.0 | 8.5 | 31.0 |
| MADRE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.6 | 17.1 | 8.8 | 25.1 | 59.5 | 0.8 | 5.7 | 8.9 | 25.2 | 40.5 |
| MARIE CLAIRE | 100.0 | 0.0 | 0.4 | 0.6 | 0.8 | 1.7 | 1.5 | 8.5 | 11.6 | 25.6 | 47.2 | 2.8 | 8.0 | 13.3 | 26.9 | 51.0 |
| MAX | 100.0 | 0.0 | 0.4 | 0.6 | 1.5 | 2.5 | 0.8 | 5.0 | 11.5 | 29.5 | 46.8 | 1.6 | 4.1 | 13.0 | 32.0 | 50.8 |
| MERIDIANI | 100.0 | 0.0 | 0.0 | 0.0 | 2.6 | 2.6 | 0.0 | 7.9 | 9.7 | 6.7 | 24.3 | 9.9 | 9.2 | 16.7 | 37.4 | 73.1 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 1.4 | 1.3 | 0.8 | 2.9 | 6.4 | 8.1 | 17.0 | 14.2 | 26.5 | 65.8 | 2.3 | 4.2 | 8.8 | 12.5 | 27.8 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 0.5 | 0.4 | 4.5 | 5.4 | 1.9 | 15.9 | 12.7 | 35.7 | 66.1 | 1.7 | 3.0 | 9.0 | 14.8 | 28.5 |
| LA MIA CASA | 100.0 | 0.0 | 1.3 | 0.4 | 1.9 | 3.6 | 1.4 | 9.8 | 13.3 | 36.6 | 61.1 | 4.3 | 5.2 | 8.4 | 17.4 | 35.3 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.0 | 0.0 | 0.8 | 1.3 | 2.1 | 1.4 | 7.5 | 24.2 | 36.1 | 69.2 | 0.8 | 1.0 | 9.2 | 17.6 | 28.7 |
| NAUTICA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.9 | 5.0 | 21.8 | 33.6 | 0.0 | 25.8 | 13.0 | 27.5 | 66.4 |
| PESCARE | 100.0 | 0.0 | 1.9 | 0.0 | 5.1 | 7.0 | 2.9 | 22.1 | 8.3 | 31.1 | 64.5 | 0.9 | 3.2 | 8.7 | 15.8 | 28.6 |
| PRATICA | 100.0 | 0.0 | 0.0 | 0.0 | 3.6 | 3.6 | 2.3 | 9.2 | 12.3 | 28.4 | 52.3 | 0.6 | 6.6 | 13.1 | 23.8 | 44.2 |
| QUATTRORUOTE | 100.0 | 0.0 | 0.6 | 0.4 | 0.7 | 1.7 | 2.4 | 7.6 | 12.8 | 28.7 | 51.5 | 0.3 | 5.4 | 13.7 | 27.4 | 46.9 |
| QUATTRO ZAMPE | 100.0 | 0.0 | 2.6 | 0.0 | 0.0 | 2.6 | 5.2 | 9.2 | 14.8 | 21.1 | 50.3 | 2.2 | 5.2 | 15.1 | 24.6 | 47.0 |
| QUI TOURING | 100.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.8 | 3.5 | 11.0 | 4.9 | 14.6 | 34.0 | 2.8 | 10.6 | 22.2 | 29.5 | 65.2 |
| RAKAM | 100.0 | 0.9 | 0.6 | 0.0 | 1.7 | 3.2 | 2.7 | 13.5 | 16.7 | 22.4 | 55.4 | 3.4 | 4.6 | 9.7 | 23.7 | 41.4 |
| SALE & PEPE | 100.0 | 0.7 | 0.2 | 0.0 | 1.6 | 2.6 | 3.5 | 10.5 | 10.2 | 26.4 | 50.6 | 1.0 | 6.7 | 15.3 | 23.9 | 46.8 |
| SALVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.8 | 3.4 | 9.9 | 17.4 | 29.4 | 60.0 | 4.1 | 7.9 | 8.9 | 18.3 | 39.2 |
| SCIENZA & VITA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.5 | 6.8 | 10.9 | 20.2 | 45.3 | 3.0 | 2.3 | 15.7 | 33.5 | 54.7 |
| LE SCIENZE | 100.0 | 0.0 | 0.0 | 0.0 | 3.2 | 3.2 | 0.9 | 1.3 | 24.4 | 29.7 | 56.4 | 2.6 | 9.2 | 17.4 | 11.3 | 40.4 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.2 | 0.2 | 0.3 | 0.7 | 1.4 | 2.8 | 12.0 | 13.0 | 31.2 | 59.0 | 2.2 | 6.8 | 12.4 | 18.1 | 39.5 |
| SILHOUETTE DONNA | 100.0 | 0.0 | 1.1 | 0.7 | 3.7 | 5.5 | 0.8 | 6.2 | 14.1 | 37.8 | 59.0 | 0.8 | 2.3 | 10.1 | 22.3 | 35.6 |
| SPEAK UP | 100.0 | 0.0 | 1.3 | 0.0 | 1.5 | 2.9 | 6.8 | 7.3 | 11.3 | 25.1 | 50.5 | 1.5 | 12.6 | 3.3 | 29.2 | 46.6 |
| STARBENE | 100.0 | 0.2 | 1.0 | 0.6 | 2.9 | 4.7 | 2.1 | 10.9 | 16.3 | 31.6 | 60.9 | 1.3 | 2.9 | 11.6 | 18.6 | 34.4 |
| STARTER | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 55.0 | 55.0 | 0.0 | 13.8 | 14.3 | 16.9 | 45.0 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 14.9 | 17.4 | 39.6 | 71.9 | 0.0 | 0.0 | 18.5 | 9.6 | 28.1 |
| TUTTO | 100.0 | 0.0 | 0.0 | 0.6 | 1.9 | 2.5 | 0.0 | 2.7 | 11.4 | 51.1 | 65.2 | 0.0 | 1.0 | 6.1 | 25.1 | 32.2 |
| TUTTOMOTO | 100.0 | 0.0 | 0.0 | 1.7 | 1.3 | 3.0 | 0.0 | 5.8 | 4.8 | 25.9 | 36.5 | 3.3 | 2.3 | 14.8 | 40.1 | 60.6 |
| TUTTOTURISMO | 100.0 | 0.0 | 2.5 | 0.0 | 0.0 | 2.5 | 1.9 | 8.4 | 4.4 | 26.7 | 41.5 | 1.6 | 5.2 | 18.9 | 30.3 | 56.0 |
| VERA | 100.0 | 0.0 | 1.0 | 0.3 | 1.9 | 3.2 | 1.9 | 7.7 | 15.7 | 32.9 | 58.3 | 0.9 | 4.7 | 11.7 | 21.2 | 38.5 |
| VIAGGIARE | 100.0 | 0.0 | 0.0 | 0.0 | 1.9 | 1.9 | 4.2 | 7.0 | 8.2 | 34.5 | 53.9 | 2.5 | 7.8 | 15.5 | 18.3 | 44.2 |
| VITALITY | 100.0 | 1.8 | 0.0 | 0.0 | 0.9 | 2.6 | 1.4 | 14.2 | 10.2 | 24.8 | 50.5 | 1.3 | 5.0 | 10.6 | 29.9 | 46.8 |
| VOGUE ITALIA | 100.0 | 0.2 | 0.0 | 0.5 | 1.8 | 2.4 | 1.1 | 6.8 | 15.6 | 31.1 | 54.6 | 1.3 | 3.9 | 11.8 | 26.1 | 43.0 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.2 | 20.2 | 26.9 | 53.2 | 4.7 | 4.3 | 14.4 | 23.3 | 46.8 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 7.3 | 0.0 | 2.4 | 9.7 | 0.0 | 12.0 | 18.9 | 33.4 | 64.4 | 0.0 | 0.0 | 9.9 | 16.1 | 25.9 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **classe di età** ● **classe socio-economica** ● **titolo di studio** (valori assoluti x 1.000)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **20056** | **3** | **383** | **3087** | **3949** | **3829** | **3573** | **5233** | **2187** | **6059** | **4477** | **7333** | **1042** | **4544** | **5441** | **6659** | **2369** |
| AMICA | 655 | 0 | 22 | 132 | 208 | 123 | 98 | 71 | 135 | 246 | 148 | 127 | 53 | 233 | 239 | 117 | 13 |
| ANNA | 743 | 0 | 22 | 146 | 208 | 170 | 112 | 84 | 149 | 297 | 165 | 131 | 54 | 293 | 246 | 138 | 11 |
| AUTO OGGI | 105 | 0 | 3 | 35 | 37 | 16 | 11 | 4 | 20 | 40 | 21 | 24 | 4 | 36 | 53 | 8 | 4 |
| AUTOSPRINT | 102 | 0 | 12 | 21 | 36 | 20 | 4 | 10 | 19 | 40 | 16 | 27 | 9 | 45 | 31 | 14 | 4 |
| BELLA | 470 | 0 | 8 | 66 | 159 | 90 | 87 | 59 | 93 | 194 | 87 | 95 | 16 | 141 | 194 | 113 | 6 |
| CHI | 788 | 0 | 20 | 139 | 166 | 169 | 139 | 155 | 104 | 344 | 159 | 181 | 27 | 224 | 310 | 204 | 23 |
| CONFIDENZE | 636 | 0 | 7 | 102 | 145 | 128 | 133 | 120 | 51 | 242 | 151 | 191 | 8 | 155 | 207 | 243 | 22 |
| DOMENICA QUIZ | 159 | 0 | 4 | 8 | 38 | 41 | 24 | 44 | 30 | 55 | 43 | 32 | 11 | 68 | 33 | 47 | 0 |
| DONNA MODERNA | 2059 | 0 | 53 | 429 | 652 | 441 | 339 | 144 | 328 | 930 | 413 | 387 | 141 | 705 | 801 | 390 | 21 |
| L'ESPRESSO | 656 | 0 | 15 | 125 | 191 | 164 | 79 | 82 | 199 | 225 | 150 | 83 | 128 | 332 | 127 | 60 | 9 |
| EVA EXPRESS TREMILA | 293 | 0 | 5 | 62 | 88 | 52 | 63 | 24 | 38 | 121 | 66 | 67 | 15 | 62 | 117 | 95 | 4 |
| FAMIGLIA CRISTIANA | 2347 | 0 | 24 | 304 | 424 | 441 | 480 | 674 | 297 | 836 | 534 | 680 | 136 | 645 | 598 | 817 | 151 |
| FILM TV | 107 | 0 | 3 | 24 | 33 | 18 | 19 | 10 | 17 | 43 | 26 | 22 | 10 | 40 | 37 | 20 | 1 |
| GENTE | 2009 | 0 | 46 | 276 | 426 | 429 | 383 | 450 | 336 | 691 | 511 | 470 | 131 | 589 | 625 | 587 | 77 |
| GIOIA | 763 | 0 | 28 | 160 | 175 | 171 | 147 | 81 | 135 | 292 | 157 | 179 | 47 | 270 | 235 | 189 | 22 |
| IL GIORNALINO | 125 | 0 | 1 | 31 | 46 | 26 | 11 | 10 | 24 | 65 | 24 | 12 | 10 | 57 | 33 | 24 | 0 |
| GRAND HOTEL | 625 | 0 | 15 | 91 | 160 | 153 | 94 | 112 | 38 | 217 | 164 | 206 | 2 | 110 | 205 | 263 | 46 |
| GRAZIA | 883 | 0 | 24 | 171 | 210 | 193 | 180 | 105 | 173 | 356 | 166 | 187 | 74 | 316 | 274 | 197 | 22 |
| GUERIN SPORTIVO | 45 | 0 | 0 | 12 | 16 | 9 | 3 | 5 | 8 | 7 | 21 | 9 | 1 | 21 | 14 | 8 | 0 |
| GUIDA TV | 696 | 0 | 24 | 157 | 141 | 132 | 123 | 119 | 91 | 226 | 174 | 205 | 26 | 197 | 251 | 193 | 30 |
| INTIMITA' | 770 | 0 | 9 | 112 | 172 | 169 | 150 | 158 | 62 | 261 | 184 | 243 | 13 | 133 | 297 | 299 | 28 |
| MAGAZINE BEAUTIFUL | 61 | 0 | 2 | 10 | 24 | 17 | 6 | 1 | 5 | 30 | 12 | 14 | 0 | 10 | 31 | 20 | 0 |
| IL MONDO | 31 | 0 | 0 | 4 | 8 | 6 | 1 | 12 | 7 | 12 | 4 | 8 | 10 | 11 | 4 | 5 | 0 |
| MOTOSPRINT | 79 | 0 | 9 | 31 | 19 | 15 | 1 | 4 | 4 | 44 | 17 | 14 | 3 | 28 | 34 | 13 | 0 |
| NOVELLA 2000 | 572 | 0 | 15 | 121 | 134 | 128 | 102 | 73 | 58 | 251 | 113 | 150 | 8 | 128 | 236 | 191 | 9 |
| OGGI | 1988 | 0 | 48 | 242 | 441 | 413 | 359 | 486 | 330 | 762 | 468 | 428 | 132 | 594 | 653 | 558 | 52 |
| PANORAMA | 1035 | 0 | 26 | 234 | 268 | 232 | 158 | 115 | 281 | 445 | 173 | 136 | 135 | 462 | 294 | 134 | 10 |
| SORRISI E CANZONI TV | 3022 | 0 | 86 | 659 | 780 | 672 | 431 | 395 | 301 | 1165 | 651 | 904 | 97 | 796 | 1082 | 926 | 121 |
| STOP | 431 | 0 | 4 | 51 | 81 | 73 | 95 | 127 | 44 | 161 | 120 | 106 | 14 | 52 | 129 | 215 | 20 |
| TELEPIU' | 738 | 0 | 26 | 178 | 183 | 164 | 71 | 116 | 92 | 239 | 175 | 233 | 27 | 201 | 271 | 209 | 29 |
| TELESETTE | 870 | 0 | 14 | 186 | 212 | 156 | 115 | 186 | 101 | 306 | 190 | 273 | 41 | 246 | 307 | 234 | 41 |
| TOPOLINO | 819 | 0 | 35 | 236 | 293 | 159 | 62 | 36 | 147 | 337 | 192 | 144 | 75 | 356 | 276 | 102 | 9 |
| VISTO | 351 | 0 | 9 | 59 | 96 | 57 | 61 | 69 | 26 | 107 | 72 | 146 | 8 | 45 | 153 | 126 | 19 |
| VIVERSANI & BELLI | 924 | 0 | 35 | 232 | 272 | 212 | 128 | 45 | 119 | 355 | 228 | 222 | 34 | 277 | 388 | 207 | 17 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 0 | 11 | 92 | 243 | 153 | 58 | 75 | 207 | 256 | 108 | 62 | 162 | 306 | 124 | 40 | 0 |
| DIARIO DELLA SETTIMANA | 65 | 0 | 0 | 3 | 24 | 18 | 10 | 10 | 20 | 26 | 15 | 4 | 23 | 19 | 11 | 12 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 0 | 32 | 92 | 76 | 89 | 35 | 38 | 51 | 127 | 88 | 97 | 21 | 141 | 114 | 74 | 12 |
| IO DONNA | 882 | 0 | 9 | 138 | 216 | 234 | 148 | 137 | 257 | 378 | 170 | 77 | 147 | 384 | 232 | 114 | 5 |
| SETTE | 875 | 0 | 11 | 119 | 207 | 236 | 144 | 158 | 219 | 388 | 178 | 91 | 154 | 361 | 238 | 113 | 9 |
| SPECCHIO DELLA STAMPA | 428 | 0 | 9 | 105 | 104 | 105 | 64 | 41 | 115 | 156 | 99 | 57 | 76 | 186 | 130 | 33 | 4 |
| TV SETTE | 968 | 0 | 22 | 147 | 214 | 255 | 158 | 171 | 213 | 394 | 224 | 136 | 131 | 369 | 296 | 160 | 13 |
| IL VENERDI' | 1311 | 0 | 19 | 219 | 410 | 320 | 159 | 184 | 408 | 521 | 258 | 125 | 311 | 589 | 253 | 153 | 6 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (valori assoluti x 1.000)

| MENSILI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| POPOLAZIONE | 20056 | 3 | 383 | 3087 | 3949 | 3829 | 3573 | 5233 | 2187 | 6059 | 4477 | 7333 | 1042 | 4544 | 5441 | 6659 | 2369 |
| ABITARE | 148 | 0 | 1 | 40 | 42 | 22 | 30 | 13 | 59 | 48 | 21 | 21 | 28 | 79 | 22 | 19 | 0 |
| AD | 257 | 0 | 3 | 51 | 82 | 64 | 40 | 17 | 128 | 76 | 37 | 16 | 73 | 136 | 40 | 8 | 0 |
| AIRONE | 331 | 0 | 12 | 47 | 108 | 81 | 45 | 39 | 80 | 140 | 74 | 38 | 50 | 177 | 68 | 36 | 0 |
| AMADEUS | 60 | 0 | 0 | 17 | 11 | 6 | 18 | 7 | 24 | 24 | 6 | 6 | 23 | 27 | 4 | 5 | 0 |
| ARCHEO | 105 | 0 | 4 | 20 | 28 | 28 | 14 | 12 | 41 | 47 | 12 | 6 | 37 | 53 | 11 | 4 | 0 |
| ASTRA | 210 | 0 | 3 | 43 | 74 | 59 | 19 | 12 | 27 | 79 | 53 | 51 | 7 | 64 | 104 | 33 | 3 |
| A TAVOLA | 137 | 0 | 2 | 27 | 42 | 39 | 14 | 13 | 43 | 49 | 17 | 28 | 8 | 58 | 32 | 28 | 10 |
| AUTO | 134 | 0 | 15 | 39 | 25 | 26 | 21 | 8 | 12 | 65 | 18 | 39 | 3 | 58 | 41 | 27 | 5 |
| L'AUTOMOBILE | 285 | 0 | 2 | 61 | 67 | 71 | 53 | 30 | 47 | 139 | 60 | 39 | 43 | 93 | 91 | 58 | 0 |
| BELL'EUROPA | 132 | 0 | 1 | 28 | 39 | 34 | 15 | 14 | 53 | 48 | 17 | 14 | 38 | 65 | 20 | 9 | 1 |
| BELL'ITALIA | 261 | 0 | 0 | 42 | 82 | 84 | 35 | 19 | 86 | 120 | 26 | 29 | 66 | 126 | 47 | 22 | 0 |
| BENISSIMO | 316 | 0 | 6 | 83 | 91 | 61 | 47 | 28 | 37 | 171 | 43 | 65 | 21 | 130 | 92 | 59 | 14 |
| BIMBI SANI E BELLI | 678 | 0 | 41 | 316 | 166 | 57 | 53 | 45 | 78 | 245 | 162 | 191 | 31 | 221 | 302 | 97 | 27 |
| BRAVA CASA | 557 | 0 | 10 | 159 | 172 | 123 | 64 | 30 | 147 | 229 | 109 | 72 | 86 | 245 | 143 | 66 | 16 |
| BUONA CUCINA | 398 | 0 | 3 | 82 | 88 | 92 | 73 | 60 | 50 | 157 | 73 | 118 | 19 | 99 | 136 | 124 | 20 |
| BURDA | 794 | 0 | 25 | 224 | 183 | 208 | 93 | 60 | 77 | 276 | 187 | 254 | 41 | 211 | 297 | 226 | 18 |
| CAPITAL | 118 | 0 | 0 | 19 | 40 | 27 | 24 | 9 | 38 | 51 | 23 | 6 | 23 | 54 | 23 | 19 | 0 |
| CARNET | 85 | 0 | 3 | 7 | 31 | 25 | 13 | 5 | 29 | 31 | 21 | 4 | 23 | 52 | 10 | 0 | 0 |
| CASAVIVA | 868 | 0 | 19 | 230 | 291 | 167 | 105 | 55 | 215 | 330 | 170 | 152 | 86 | 398 | 246 | 126 | 10 |
| CENTO COSE ENERGY | 205 | 0 | 18 | 56 | 62 | 40 | 19 | 9 | 36 | 105 | 33 | 30 | 10 | 93 | 72 | 30 | 0 |
| CIAK | 127 | 0 | 5 | 48 | 45 | 23 | 4 | 2 | 10 | 47 | 44 | 25 | 14 | 50 | 58 | 4 | 0 |
| CIPRIA | 180 | 0 | 7 | 51 | 50 | 48 | 12 | 13 | 56 | 81 | 24 | 19 | 32 | 83 | 42 | 22 | 0 |
| CLASS | 77 | 0 | 5 | 21 | 26 | 16 | 8 | 1 | 23 | 36 | 16 | 3 | 13 | 52 | 11 | 1 | 0 |
| CLUB 3 | 131 | 0 | 3 | 4 | 13 | 14 | 44 | 54 | 19 | 42 | 46 | 23 | 7 | 52 | 33 | 35 | 4 |
| COME STAI | 168 | 0 | 8 | 39 | 52 | 26 | 28 | 15 | 26 | 70 | 41 | 31 | 19 | 60 | 60 | 24 | 5 |
| CONSIGLI PRATICI | 171 | 0 | 1 | 49 | 32 | 41 | 29 | 19 | 29 | 71 | 24 | 47 | 6 | 52 | 70 | 41 | 3 |
| COSE DI CASA | 944 | 0 | 29 | 292 | 320 | 167 | 88 | 47 | 180 | 385 | 214 | 165 | 80 | 424 | 320 | 102 | 18 |
| LA CUCINA ITALIANA | 535 | 0 | 9 | 101 | 147 | 129 | 103 | 45 | 129 | 176 | 108 | 122 | 52 | 210 | 117 | 139 | 17 |
| CUCINA MODERNA | 562 | 0 | 13 | 146 | 150 | 129 | 64 | 60 | 87 | 244 | 80 | 150 | 33 | 184 | 209 | 119 | 18 |
| DONNA | 469 | 0 | 23 | 79 | 126 | 85 | 82 | 74 | 76 | 166 | 92 | 136 | 33 | 124 | 166 | 137 | 9 |
| DONNA E MAMMA | 325 | 0 | 14 | 185 | 72 | 19 | 22 | 13 | 31 | 124 | 58 | 112 | 20 | 122 | 137 | 42 | 5 |
| DOVE | 171 | 0 | 1 | 38 | 55 | 36 | 23 | 17 | 69 | 64 | 22 | 16 | 34 | 87 | 31 | 19 | 0 |
| ELLE | 271 | 0 | 9 | 67 | 79 | 60 | 39 | 17 | 72 | 132 | 41 | 27 | 44 | 140 | 56 | 30 | 1 |
| ELLE DECOR | 102 | 0 | 2 | 41 | 24 | 22 | 10 | 2 | 33 | 42 | 12 | 15 | 21 | 51 | 21 | 8 | 1 |
| FOCUS | 706 | 0 | 32 | 186 | 205 | 182 | 63 | 39 | 134 | 344 | 153 | 76 | 61 | 349 | 202 | 85 | 8 |
| GARDENIA | 154 | 0 | 6 | 17 | 63 | 24 | 16 | 28 | 48 | 63 | 35 | 9 | 24 | 74 | 36 | 20 | 0 |
| GENTE MESE | 585 | 0 | 17 | 135 | 170 | 88 | 100 | 74 | 97 | 229 | 126 | 133 | 52 | 200 | 214 | 109 | 11 |
| GENTE MONEY | 76 | 0 | 1 | 23 | 23 | 20 | 8 | 1 | 17 | 38 | 15 | 5 | 5 | 53 | 14 | 3 | 0 |
| GENTE MOTORI | 232 | 0 | 21 | 52 | 67 | 51 | 29 | 13 | 24 | 111 | 47 | 50 | 12 | 87 | 89 | 41 | 2 |
| GENTE VIAGGI | 236 | 0 | 13 | 48 | 73 | 51 | 42 | 10 | 68 | 92 | 45 | 30 | 34 | 120 | 53 | 26 | 4 |
| GLAMOUR | 122 | 0 | 18 | 39 | 20 | 32 | 6 | 7 | 12 | 64 | 21 | 24 | 9 | 52 | 40 | 21 | 0 |
| GULLIVER | 97 | 0 | 9 | 25 | 29 | 15 | 13 | 5 | 21 | 46 | 22 | 7 | 20 | 52 | 19 | 5 | 0 |
| IN CASA | 97 | 0 | 2 | 25 | 23 | 24 | 15 | 8 | 20 | 22 | 23 | 32 | 5 | 44 | 30 | 16 | 1 |
| INSIEME | 298 | 0 | 7 | 167 | 84 | 21 | 5 | 14 | 47 | 131 | 61 | 59 | 24 | 134 | 117 | 18 | 5 |
| IO E IL MIO BAMBINO | 673 | 0 | 41 | 399 | 155 | 37 | 25 | 16 | 99 | 263 | 135 | 177 | 48 | 262 | 302 | 52 | 8 |
| JESUS | 85 | 0 | 0 | 4 | 14 | 18 | 11 | 39 | 23 | 27 | 19 | 16 | 13 | 35 | 21 | 6 | 10 |
| MADRE | 135 | 0 | 0 | 14 | 31 | 20 | 30 | 40 | 27 | 46 | 26 | 36 | 16 | 18 | 61 | 25 | 15 |
| MARIE CLAIRE | 438 | 0 | 13 | 135 | 128 | 77 | 53 | 32 | 89 | 202 | 77 | 70 | 41 | 210 | 115 | 61 | 11 |
| MAX | 233 | 0 | 27 | 64 | 54 | 69 | 19 | 0 | 52 | 85 | 50 | 46 | 23 | 118 | 57 | 32 | 3 |
| MERIDIANI | 65 | 0 | 0 | 18 | 23 | 16 | 8 | 0 | 26 | 22 | 13 | 4 | 24 | 30 | 9 | 3 | 0 |
| MESSAGGERO DI S.ANTONIO | 875 | 0 | 8 | 100 | 160 | 160 | 185 | 262 | 86 | 298 | 254 | 237 | 56 | 221 | 211 | 313 | 74 |
| LA MIA BOUTIQUE | 294 | 0 | 2 | 77 | 58 | 94 | 49 | 13 | 35 | 86 | 110 | 63 | 16 | 91 | 94 | 91 | 1 |
| LA MIA CASA | 171 | 0 | 7 | 46 | 59 | 26 | 15 | 17 | 30 | 46 | 53 | 42 | 14 | 57 | 72 | 28 | 0 |
| MILLIONAIRE INTRAPRENDERE | 136 | 0 | 9 | 55 | 37 | 27 | 5 | 2 | 23 | 63 | 23 | 27 | 9 | 75 | 36 | 17 | 0 |
| NAUTICA | 60 | 0 | 2 | 21 | 9 | 19 | 4 | 4 | 25 | 13 | 15 | 7 | 9 | 32 | 17 | 3 | 0 |
| PESCARE | 96 | 0 | 4 | 20 | 32 | 23 | 8 | 9 | 9 | 37 | 22 | 28 | 4 | 25 | 49 | 17 | 1 |
| PRATICA | 254 | 0 | 4 | 86 | 71 | 43 | 32 | 19 | 42 | 127 | 51 | 34 | 7 | 119 | 94 | 32 | 3 |
| QUATTRORUOTE | 923 | 0 | 40 | 257 | 253 | 193 | 120 | 60 | 173 | 396 | 197 | 156 | 78 | 345 | 342 | 140 | 18 |
| QUATTRO ZAMPE | 150 | 0 | 8 | 30 | 46 | 30 | 22 | 13 | 35 | 55 | 29 | 31 | 9 | 79 | 36 | 26 | 0 |
| QUI TOURING | 344 | 0 | 4 | 55 | 78 | 82 | 65 | 61 | 150 | 127 | 49 | 17 | 81 | 181 | 66 | 14 | 2 |
| RAKAM | 440 | 0 | 1 | 84 | 90 | 125 | 78 | 61 | 74 | 188 | 87 | 90 | 45 | 172 | 111 | 97 | 14 |
| SALE & PEPE | 403 | 0 | 6 | 83 | 136 | 83 | 65 | 30 | 98 | 164 | 85 | 55 | 48 | 192 | 85 | 76 | 3 |
| SALVE | 252 | 0 | 5 | 42 | 95 | 55 | 36 | 20 | 46 | 116 | 63 | 27 | 30 | 102 | 88 | 28 | 3 |
| SCIENZA & VITA | 62 | 0 | 1 | 4 | 20 | 17 | 12 | 7 | 21 | 17 | 15 | 10 | 12 | 27 | 13 | 5 | 5 |
| LE SCIENZE | 128 | 0 | 2 | 18 | 56 | 33 | 9 | 9 | 52 | 43 | 29 | 4 | 52 | 54 | 13 | 9 | 0 |
| SELEZIONE READER'S DIGEST | 456 | 0 | 6 | 76 | 73 | 127 | 86 | 87 | 103 | 180 | 104 | 69 | 32 | 219 | 118 | 78 | 8 |
| SILHOUETTE DONNA | 538 | 0 | 18 | 166 | 204 | 91 | 46 | 12 | 73 | 234 | 125 | 107 | 19 | 216 | 207 | 90 | 6 |
| SPEAK UP | 73 | 0 | 2 | 31 | 18 | 20 | 1 | 1 | 31 | 22 | 9 | 12 | 23 | 39 | 9 | 2 | 0 |
| STARBENE | 946 | 0 | 19 | 193 | 294 | 220 | 121 | 99 | 139 | 373 | 214 | 220 | 63 | 319 | 367 | 188 | 10 |
| STARTER | 20 | 0 | 0 | 0 | 10 | 4 | 6 | 0 | 4 | 6 | 1 | 9 | 0 | 7 | 8 | 5 | 0 |
| TUTTI FOTOGRAFI | 61 | 0 | 0 | 16 | 20 | 11 | 12 | 2 | 9 | 26 | 15 | 10 | 12 | 14 | 21 | 14 | 0 |
| TUTTO | 58 | 0 | 5 | 16 | 23 | 13 | 1 | 0 | 4 | 30 | 14 | 11 | 3 | 19 | 28 | 8 | 0 |
| TUTTOMOTO | 93 | 0 | 8 | 29 | 31 | 12 | 9 | 4 | 22 | 38 | 13 | 19 | 7 | 45 | 28 | 12 | 0 |
| TUTTOTURISMO | 86 | 0 | 2 | 24 | 25 | 22 | 13 | 0 | 29 | 36 | 11 | 10 | 17 | 39 | 17 | 13 | 0 |
| VERA | 665 | 0 | 17 | 205 | 206 | 133 | 72 | 31 | 92 | 285 | 138 | 149 | 33 | 230 | 265 | 127 | 10 |
| VIAGGIARE | 86 | 0 | 0 | 23 | 36 | 17 | 10 | 1 | 19 | 44 | 15 | 9 | 8 | 39 | 31 | 9 | 0 |
| VITALITY | 88 | 0 | 2 | 35 | 25 | 11 | 9 | 6 | 17 | 30 | 26 | 15 | 9 | 35 | 33 | 11 | 0 |
| VOGUE ITALIA | 368 | 0 | 8 | 113 | 98 | 78 | 47 | 24 | 71 | 161 | 79 | 58 | 22 | 152 | 143 | 47 | 3 |
| WEEKEND VIAGGI | 90 | 0 | 0 | 27 | 35 | 20 | 8 | 0 | 30 | 31 | 23 | 6 | 10 | 50 | 26 | 4 | 0 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 8 | 13 | 7 | 14 | 4 | 0 | 4 | 19 | 12 | 10 | 3 | 13 | 18 | 12 | 0 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **classe di età** ● **classe socio-economica** ● **titolo di studio** (percentuali di composizione)

| SETTIMANALI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| **POPOLAZIONE** | **100.0** | **0.0** | **1.9** | **15.4** | **19.7** | **19.1** | **17.8** | **26.1** | **10.9** | **30.2** | **22.3** | **36.6** | **5.2** | **22.7** | **27.1** | **33.2** | **11.8** |
| AMICA | 100.0 | 0.0 | 3.4 | 20.2 | 31.8 | 18.8 | 15.0 | 10.8 | 20.6 | 37.5 | 22.5 | 19.4 | 8.1 | 35.6 | 36.5 | 17.9 | 1.9 |
| ANNA | 100.0 | 0.0 | 3.0 | 19.6 | 28.0 | 22.9 | 15.1 | 11.4 | 20.0 | 40.0 | 22.3 | 17.6 | 7.2 | 39.5 | 33.2 | 18.6 | 1.5 |
| AUTO OGGI | 100.0 | 0.0 | 2.5 | 32.9 | 35.1 | 14.9 | 10.6 | 4.0 | 18.8 | 38.2 | 20.0 | 23.0 | 4.1 | 34.0 | 50.4 | 7.9 | 3.6 |
| AUTOSPRINT | 100.0 | 0.0 | 11.3 | 20.4 | 35.1 | 19.3 | 4.1 | 9.7 | 18.5 | 39.2 | 16.1 | 26.2 | 8.6 | 43.7 | 30.7 | 13.3 | 3.7 |
| BELLA | 100.0 | 0.0 | 1.8 | 14.1 | 33.9 | 19.1 | 18.6 | 12.5 | 19.8 | 41.3 | 18.6 | 20.3 | 3.4 | 30.0 | 41.4 | 24.0 | 1.2 |
| CHI | 100.0 | 0.0 | 2.5 | 17.7 | 21.0 | 21.5 | 17.7 | 19.6 | 13.2 | 43.6 | 20.2 | 23.0 | 3.4 | 28.5 | 39.4 | 25.8 | 2.9 |
| CONFIDENZE | 100.0 | 0.0 | 1.1 | 16.1 | 22.8 | 20.2 | 20.9 | 18.9 | 8.1 | 38.1 | 23.8 | 30.1 | 1.3 | 24.3 | 32.6 | 38.3 | 3.5 |
| DOMENICA QUIZ | 100.0 | 0.0 | 2.5 | 5.1 | 23.9 | 25.7 | 14.9 | 27.9 | 18.7 | 34.5 | 26.7 | 20.2 | 7.1 | 42.5 | 20.7 | 29.7 | 0.0 |
| DONNA MODERNA | 100.0 | 0.0 | 2.6 | 20.8 | 31.7 | 21.4 | 16.4 | 7.0 | 16.0 | 45.2 | 20.0 | 18.8 | 6.9 | 34.2 | 38.9 | 19.0 | 1.0 |
| L'ESPRESSO | 100.0 | 0.0 | 2.3 | 19.1 | 29.1 | 25.0 | 12.1 | 12.4 | 30.3 | 34.3 | 22.8 | 12.6 | 19.5 | 50.5 | 19.4 | 9.2 | 1.4 |
| EVA EXPRESS TREMILA | 100.0 | 0.0 | 1.6 | 21.0 | 30.0 | 17.7 | 21.6 | 8.1 | 13.0 | 41.5 | 22.5 | 23.0 | 5.3 | 21.2 | 39.9 | 32.4 | 1.3 |
| FAMIGLIA CRISTIANA | 100.0 | 0.0 | 1.0 | 13.0 | 18.1 | 18.8 | 20.4 | 28.7 | 12.7 | 35.6 | 22.7 | 29.0 | 5.8 | 27.5 | 25.5 | 34.8 | 6.4 |
| FILM TV | 100.0 | 0.0 | 3.1 | 22.3 | 30.9 | 16.6 | 17.4 | 9.7 | 15.5 | 40.2 | 23.9 | 20.4 | 8.9 | 36.9 | 34.2 | 19.0 | 1.1 |
| GENTE | 100.0 | 0.0 | 2.3 | 13.7 | 21.2 | 21.4 | 19.0 | 22.4 | 16.7 | 34.4 | 25.5 | 23.4 | 6.5 | 29.3 | 31.1 | 29.2 | 3.9 |
| GIOIA | 100.0 | 0.0 | 3.7 | 21.0 | 22.9 | 22.4 | 19.3 | 10.7 | 17.7 | 38.3 | 20.5 | 23.5 | 6.2 | 35.4 | 30.8 | 24.7 | 2.9 |
| IL GIORNALINO | 100.0 | 0.0 | 1.0 | 24.5 | 36.5 | 20.7 | 9.1 | 8.2 | 18.9 | 52.0 | 19.3 | 9.9 | 8.4 | 45.7 | 26.8 | 19.2 | 0.0 |
| GRAND HOTEL | 100.0 | 0.0 | 2.4 | 14.6 | 25.7 | 24.5 | 15.0 | 17.9 | 6.0 | 34.7 | 26.3 | 33.0 | 0.3 | 17.6 | 32.8 | 42.0 | 7.3 |
| GRAZIA | 100.0 | 0.0 | 2.7 | 19.4 | 23.8 | 21.9 | 20.4 | 11.9 | 19.6 | 40.3 | 18.9 | 21.2 | 8.4 | 35.8 | 31.0 | 22.3 | 2.5 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 0.0 | 26.2 | 36.4 | 21.0 | 5.6 | 10.7 | 18.1 | 15.1 | 47.4 | 19.5 | 1.8 | 47.2 | 32.3 | 18.7 | 0.0 |
| GUIDA TV | 100.0 | 0.0 | 3.5 | 22.5 | 20.3 | 18.9 | 17.7 | 17.1 | 13.1 | 32.4 | 25.0 | 29.5 | 3.7 | 28.3 | 36.1 | 27.7 | 4.3 |
| INTIMITA' | 100.0 | 0.0 | 1.1 | 14.5 | 22.4 | 21.9 | 19.5 | 20.5 | 8.1 | 36.5 | 23.8 | 31.6 | 1.7 | 17.3 | 38.6 | 38.8 | 3.6 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 3.7 | 16.6 | 39.7 | 27.8 | 10.2 | 2.0 | 8.9 | 48.6 | 18.9 | 23.6 | 0.0 | 16.0 | 51.4 | 32.6 | 0.0 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 12.7 | 25.3 | 18.2 | 4.8 | 39.0 | 23.4 | 38.6 | 13.0 | 25.0 | 32.2 | 37.1 | 13.8 | 16.9 | 0.0 |
| MOTOSPRINT | 100.0 | 0.0 | 11.6 | 39.6 | 23.5 | 18.7 | 1.8 | 4.8 | 5.5 | 55.5 | 21.1 | 17.9 | 4.0 | 36.0 | 43.4 | 16.6 | 0.0 |
| NOVELLA 2000 | 100.0 | 0.0 | 2.6 | 21.1 | 23.4 | 22.4 | 17.8 | 12.7 | 10.2 | 43.9 | 19.7 | 26.1 | 1.4 | 22.4 | 41.2 | 33.4 | 1.6 |
| OGGI | 100.0 | 0.0 | 2.4 | 12.2 | 22.2 | 20.8 | 18.0 | 24.4 | 16.6 | 38.3 | 23.5 | 21.5 | 6.7 | 29.9 | 32.8 | 28.1 | 2.6 |
| PANORAMA | 100.0 | 0.0 | 2.6 | 22.7 | 26.0 | 22.4 | 15.2 | 11.2 | 27.1 | 43.0 | 16.7 | 13.2 | 13.1 | 44.7 | 28.4 | 12.9 | 0.9 |
| SORRISI E CANZONI TV | 100.0 | 0.0 | 2.9 | 21.8 | 25.8 | 22.2 | 14.3 | 13.1 | 10.0 | 38.6 | 21.6 | 29.9 | 3.2 | 26.3 | 35.8 | 30.7 | 4.0 |
| STOP | 100.0 | 0.0 | 0.8 | 11.8 | 18.8 | 16.9 | 22.1 | 29.6 | 10.2 | 37.4 | 27.9 | 24.5 | 3.3 | 12.0 | 29.9 | 50.1 | 4.8 |
| TELEPIU' | 100.0 | 0.0 | 3.5 | 24.2 | 24.8 | 22.2 | 9.7 | 15.7 | 12.4 | 32.4 | 23.7 | 31.5 | 3.7 | 27.3 | 36.7 | 28.4 | 4.0 |
| TELESETTE | 100.0 | 0.0 | 1.7 | 21.4 | 24.4 | 17.9 | 13.2 | 21.4 | 11.6 | 35.2 | 21.8 | 31.3 | 4.7 | 28.3 | 35.3 | 26.9 | 4.7 |
| TOPOLINO | 100.0 | 0.0 | 4.3 | 28.8 | 35.7 | 19.4 | 7.5 | 4.4 | 17.9 | 41.1 | 23.4 | 17.5 | 9.2 | 43.5 | 33.7 | 12.4 | 1.1 |
| VISTO | 100.0 | 0.0 | 2.7 | 16.9 | 27.3 | 16.3 | 17.2 | 19.6 | 7.5 | 30.5 | 20.6 | 41.4 | 2.4 | 12.7 | 43.5 | 35.9 | 5.5 |
| VIVERSANI & BELLI | 100.0 | 0.0 | 3.8 | 25.2 | 29.4 | 22.9 | 13.8 | 4.9 | 12.9 | 38.4 | 24.7 | 24.0 | 3.6 | 30.0 | 42.0 | 22.4 | 1.9 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.0 | 1.8 | 14.6 | 38.5 | 24.2 | 9.2 | 11.8 | 32.8 | 40.4 | 17.1 | 9.8 | 25.6 | 48.4 | 19.7 | 6.3 | 0.1 |
| DIARIO DELLA SETTIMANA | 100.0 | 0.0 | 0.0 | 4.9 | 37.2 | 27.3 | 15.2 | 15.5 | 31.1 | 39.3 | 23.6 | 6.0 | 35.8 | 29.5 | 16.8 | 17.9 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 0.0 | 8.9 | 25.4 | 20.9 | 24.6 | 9.7 | 10.5 | 14.0 | 35.0 | 24.2 | 26.7 | 5.9 | 39.0 | 31.4 | 20.5 | 3.2 |
| IO DONNA | 100.0 | 0.0 | 1.0 | 15.7 | 24.5 | 26.5 | 16.7 | 15.5 | 29.2 | 42.8 | 19.3 | 8.7 | 16.6 | 43.5 | 26.3 | 13.0 | 0.5 |
| SETTE | 100.0 | 0.0 | 1.3 | 13.6 | 23.7 | 26.9 | 16.4 | 18.1 | 25.0 | 44.3 | 20.3 | 10.4 | 17.6 | 41.3 | 27.2 | 12.9 | 1.0 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.0 | 2.2 | 24.5 | 24.4 | 24.5 | 14.8 | 9.6 | 27.0 | 36.5 | 23.1 | 13.4 | 17.7 | 43.5 | 30.3 | 7.6 | 0.9 |
| TV SETTE | 100.0 | 0.0 | 2.3 | 15.2 | 22.1 | 26.3 | 16.3 | 17.7 | 22.0 | 40.7 | 23.2 | 14.1 | 13.5 | 38.1 | 30.6 | 16.5 | 1.3 |
| IL VENERDI' | 100.0 | 0.0 | 1.4 | 16.7 | 31.3 | 24.4 | 12.2 | 14.0 | 31.1 | 39.7 | 19.7 | 9.5 | 23.7 | 44.9 | 19.3 | 11.6 | 0.5 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● classe di età ● classe socio-economica ● titolo di studio (percentuali di composizione)

| MENSILI | Totale | CLASSE DI ETÀ | | | | | | | CLASSE SOCIO-ECONOM. | | | | TITOLO DI STUDIO | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | da 14 a 17 anni | da 18 a 24 anni | da 25 a 34 anni | da 35 a 44 anni | da 45 a 54 anni | da 55 a 64 anni | oltre i 64 anni | Super. Medio-super. | Media oltre 2.750 | Media fino 2.750 | Medio-Infer. infer. | Laurea | Dipl. media super. | Lic. media infer. | Lic. elemen. | Nessun titolo |
| POPOLAZIONE | 100.0 | 0.0 | 1.9 | 15.4 | 19.7 | 19.1 | 17.8 | 26.1 | 10.9 | 30.2 | 22.3 | 36.6 | 5.2 | 22.7 | 27.1 | 33.2 | 11.8 |
| ABITARE | 100.0 | 0.0 | 0.8 | 27.1 | 28.3 | 14.9 | 20.1 | 8.7 | 39.6 | 32.2 | 14.2 | 14.0 | 18.9 | 53.5 | 15.1 | 12.5 | 0.0 |
| AD | 100.0 | 0.0 | 1.3 | 19.9 | 31.8 | 24.8 | 15.6 | 6.7 | 49.8 | 29.6 | 14.4 | 6.2 | 28.2 | 53.1 | 15.4 | 3.3 | 0.0 |
| AIRONE | 100.0 | 0.0 | 3.6 | 14.3 | 32.5 | 24.3 | 13.5 | 11.8 | 24.3 | 42.2 | 22.2 | 11.3 | 15.0 | 53.4 | 20.6 | 10.9 | 0.0 |
| AMADEUS | 100.0 | 0.0 | 0.0 | 28.3 | 18.6 | 10.9 | 30.2 | 12.1 | 40.4 | 39.7 | 10.3 | 9.5 | 39.1 | 45.4 | 7.0 | 8.6 | 0.0 |
| ARCHEO | 100.0 | 0.0 | 3.9 | 18.8 | 26.3 | 26.8 | 13.0 | 11.1 | 38.7 | 44.5 | 11.0 | 5.9 | 35.3 | 50.7 | 10.2 | 3.8 | 0.0 |
| ASTRA | 100.0 | 0.0 | 1.4 | 20.7 | 35.3 | 28.0 | 9.0 | 5.6 | 12.7 | 37.8 | 25.2 | 24.3 | 3.2 | 30.3 | 49.3 | 15.7 | 1.5 |
| A TAVOLA | 100.0 | 0.0 | 1.3 | 19.6 | 30.8 | 28.6 | 10.0 | 9.8 | 31.4 | 36.2 | 12.3 | 20.2 | 5.8 | 42.1 | 23.7 | 20.8 | 7.6 |
| AUTO | 100.0 | 0.0 | 11.4 | 29.3 | 18.5 | 19.2 | 15.4 | 6.2 | 8.6 | 48.7 | 13.7 | 29.1 | 2.3 | 43.2 | 30.7 | 20.4 | 3.4 |
| L'AUTOMOBILE | 100.0 | 0.0 | 0.8 | 21.4 | 23.6 | 25.0 | 18.7 | 10.5 | 16.3 | 48.9 | 21.1 | 13.7 | 15.0 | 32.8 | 32.1 | 20.2 | 0.0 |
| BELL'EUROPA | 100.0 | 0.0 | 0.9 | 21.5 | 29.7 | 25.9 | 11.5 | 10.5 | 40.1 | 36.4 | 12.9 | 10.5 | 28.5 | 49.1 | 14.9 | 6.7 | 0.7 |
| BELL'ITALIA | 100.0 | 0.0 | 0.0 | 16.2 | 31.3 | 32.1 | 13.2 | 7.1 | 32.8 | 46.1 | 9.9 | 11.2 | 25.3 | 48.1 | 18.1 | 8.5 | 0.0 |
| BENISSIMO | 100.0 | 0.0 | 1.9 | 26.1 | 28.8 | 19.2 | 15.0 | 9.0 | 11.7 | 54.2 | 13.7 | 20.4 | 6.7 | 41.1 | 29.1 | 18.6 | 4.5 |
| BIMBI SANI E BELLI | 100.0 | 0.0 | 6.0 | 46.7 | 24.5 | 8.4 | 7.8 | 6.7 | 11.6 | 36.2 | 23.9 | 28.3 | 4.5 | 32.6 | 44.6 | 14.3 | 4.0 |
| BRAVA CASA | 100.0 | 0.0 | 1.8 | 28.5 | 30.8 | 22.1 | 11.4 | 5.4 | 26.4 | 41.2 | 19.5 | 12.9 | 15.4 | 44.1 | 25.7 | 11.9 | 2.9 |
| BUONA CUCINA | 100.0 | 0.0 | 0.7 | 20.7 | 22.1 | 23.2 | 18.4 | 15.0 | 12.6 | 39.5 | 18.2 | 29.7 | 4.9 | 24.9 | 34.1 | 31.2 | 5.0 |
| BURDA | 100.0 | 0.0 | 3.1 | 28.2 | 23.1 | 26.3 | 11.7 | 7.6 | 9.7 | 34.8 | 23.5 | 32.0 | 5.1 | 26.6 | 37.5 | 28.5 | 2.3 |
| CAPITAL | 100.0 | 0.0 | 0.0 | 15.9 | 33.6 | 22.9 | 20.3 | 7.3 | 32.2 | 43.1 | 19.6 | 5.2 | 19.1 | 45.3 | 19.9 | 15.8 | 0.0 |
| CARNET | 100.0 | 0.0 | 4.0 | 8.5 | 36.6 | 29.6 | 15.4 | 5.8 | 33.7 | 36.3 | 24.8 | 5.1 | 26.7 | 61.2 | 12.1 | 0.0 | 0.0 |
| CASAVIVA | 100.0 | 0.0 | 2.1 | 26.5 | 33.6 | 19.3 | 12.1 | 6.3 | 24.8 | 38.1 | 19.6 | 17.5 | 9.9 | 45.9 | 28.4 | 14.6 | 1.2 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 8.7 | 27.5 | 30.5 | 19.6 | 9.4 | 4.3 | 17.7 | 51.3 | 16.2 | 14.8 | 4.7 | 45.5 | 35.4 | 14.5 | 0.0 |
| CIAK | 100.0 | 0.0 | 4.0 | 37.8 | 35.4 | 17.9 | 3.0 | 1.9 | 8.2 | 37.0 | 35.0 | 19.8 | 11.3 | 39.6 | 45.8 | 3.2 | 0.0 |
| CIPRIA | 100.0 | 0.0 | 3.8 | 28.0 | 28.0 | 26.6 | 6.6 | 7.1 | 31.3 | 44.8 | 13.2 | 10.6 | 18.0 | 46.2 | 23.5 | 12.3 | 0.0 |
| CLASS | 100.0 | 0.0 | 6.4 | 27.3 | 34.2 | 20.2 | 10.8 | 1.2 | 29.9 | 46.4 | 20.4 | 3.3 | 17.5 | 67.4 | 14.0 | 1.2 | 0.0 |
| CLUB 3 | 100.0 | 0.0 | 1.9 | 3.1 | 10.1 | 10.6 | 33.4 | 41.0 | 14.7 | 32.2 | 35.2 | 17.9 | 5.0 | 39.9 | 25.4 | 26.8 | 2.8 |
| COME STAI | 100.0 | 0.0 | 4.9 | 23.3 | 30.7 | 15.7 | 16.5 | 8.9 | 15.8 | 41.5 | 24.4 | 18.3 | 11.3 | 36.0 | 35.8 | 14.0 | 2.9 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 0.8 | 28.9 | 18.9 | 23.8 | 16.8 | 10.9 | 16.9 | 41.8 | 14.1 | 27.2 | 3.3 | 30.4 | 41.1 | 23.7 | 1.6 |
| COSE DI CASA | 100.0 | 0.0 | 3.0 | 30.9 | 34.0 | 17.7 | 9.4 | 5.0 | 19.1 | 40.7 | 22.7 | 17.4 | 8.5 | 44.9 | 33.9 | 10.8 | 1.9 |
| LA CUCINA ITALIANA | 100.0 | 0.0 | 1.7 | 18.9 | 27.5 | 24.1 | 19.3 | 8.5 | 24.1 | 33.0 | 20.2 | 22.8 | 9.7 | 39.2 | 21.8 | 26.0 | 3.2 |
| CUCINA MODERNA | 100.0 | 0.0 | 2.3 | 26.0 | 26.6 | 23.0 | 11.5 | 10.6 | 15.5 | 43.5 | 14.3 | 26.7 | 5.8 | 32.7 | 37.2 | 21.2 | 3.2 |
| DONNA | 100.0 | 0.0 | 5.0 | 16.8 | 26.9 | 18.1 | 17.4 | 15.8 | 16.2 | 35.3 | 19.6 | 28.9 | 6.9 | 26.5 | 35.5 | 29.2 | 2.0 |
| DONNA E MAMMA | 100.0 | 0.0 | 4.2 | 56.9 | 22.3 | 5.9 | 6.6 | 3.9 | 9.5 | 38.2 | 17.8 | 34.4 | 6.0 | 37.6 | 42.1 | 12.8 | 1.4 |
| DOVE | 100.0 | 0.0 | 0.7 | 22.0 | 32.1 | 21.3 | 13.7 | 10.2 | 40.4 | 37.6 | 12.7 | 9.3 | 20.0 | 50.7 | 18.0 | 11.2 | 0.0 |
| ELLE | 100.0 | 0.0 | 3.3 | 24.7 | 29.2 | 22.0 | 14.5 | 6.3 | 26.5 | 48.6 | 15.0 | 9.9 | 16.3 | 51.6 | 20.6 | 11.2 | 0.4 |
| ELLE DECOR | 100.0 | 0.0 | 2.4 | 40.0 | 23.5 | 22.0 | 9.7 | 2.4 | 32.5 | 40.9 | 12.0 | 14.6 | 20.6 | 49.7 | 21.0 | 7.9 | 0.7 |
| FOCUS | 100.0 | 0.0 | 4.5 | 26.3 | 29.0 | 25.7 | 8.9 | 5.6 | 18.9 | 48.7 | 21.6 | 10.8 | 8.6 | 49.5 | 28.7 | 12.0 | 1.2 |
| GARDENIA | 100.0 | 0.0 | 3.9 | 10.8 | 41.1 | 15.7 | 10.4 | 18.2 | 31.2 | 40.7 | 22.5 | 5.6 | 15.3 | 48.2 | 23.2 | 13.3 | 0.0 |
| GENTE MESE | 100.0 | 0.0 | 2.9 | 23.2 | 29.1 | 15.0 | 17.2 | 12.7 | 16.5 | 39.2 | 21.5 | 22.7 | 8.8 | 34.2 | 36.5 | 18.6 | 1.8 |
| GENTE MONEY | 100.0 | 0.0 | 1.4 | 30.0 | 29.9 | 26.2 | 10.9 | 1.6 | 22.2 | 50.8 | 20.0 | 7.1 | 7.2 | 70.2 | 18.2 | 4.5 | 0.0 |
| GENTE MOTORI | 100.0 | 0.0 | 8.9 | 22.2 | 28.7 | 21.8 | 12.6 | 5.8 | 10.2 | 48.0 | 20.3 | 21.5 | 5.4 | 37.4 | 38.5 | 17.7 | 1.0 |
| GENTE VIAGGI | 100.0 | 0.0 | 5.4 | 20.4 | 30.8 | 21.6 | 17.6 | 4.2 | 29.0 | 38.9 | 19.3 | 12.8 | 14.5 | 50.6 | 22.3 | 10.9 | 1.7 |
| GLAMOUR | 100.0 | 0.0 | 14.6 | 32.1 | 16.5 | 25.9 | 5.2 | 5.6 | 9.9 | 52.9 | 17.1 | 20.1 | 7.3 | 42.5 | 33.0 | 17.2 | 0.0 |
| GULLIVER | 100.0 | 0.0 | 9.2 | 26.2 | 30.0 | 16.0 | 13.3 | 5.3 | 21.5 | 48.0 | 23.2 | 7.4 | 20.9 | 53.9 | 19.7 | 5.5 | 0.0 |
| IN CASA | 100.0 | 0.0 | 1.6 | 25.8 | 24.0 | 25.2 | 15.3 | 8.1 | 21.0 | 22.2 | 23.8 | 32.9 | 5.3 | 45.6 | 31.2 | 16.7 | 1.2 |
| INSIEME | 100.0 | 0.0 | 2.5 | 55.8 | 28.0 | 7.1 | 1.8 | 4.7 | 15.8 | 43.9 | 20.5 | 19.8 | 8.0 | 45.0 | 39.2 | 6.2 | 1.5 |
| IO E IL MIO BAMBINO | 100.0 | 0.0 | 6.1 | 59.4 | 23.0 | 5.5 | 3.7 | 2.4 | 14.7 | 39.1 | 20.0 | 26.2 | 7.2 | 39.0 | 44.9 | 7.7 | 1.2 |
| JESUS | 100.0 | 0.0 | 0.0 | 4.7 | 16.2 | 20.7 | 12.5 | 46.0 | 27.6 | 31.5 | 22.4 | 18.5 | 15.9 | 41.1 | 24.3 | 6.8 | 11.9 |
| MADRE | 100.0 | 0.0 | 0.0 | 10.5 | 22.7 | 15.1 | 22.0 | 29.7 | 19.9 | 33.8 | 19.5 | 26.9 | 11.6 | 13.3 | 45.0 | 18.7 | 11.4 |
| MARIE CLAIRE | 100.0 | 0.0 | 2.9 | 30.8 | 29.2 | 17.7 | 12.1 | 7.4 | 20.2 | 46.1 | 17.6 | 16.0 | 9.4 | 48.0 | 26.2 | 13.9 | 2.5 |
| MAX | 100.0 | 0.0 | 11.7 | 27.6 | 23.1 | 29.6 | 8.0 | 0.0 | 22.4 | 36.5 | 21.3 | 19.8 | 9.7 | 50.7 | 24.5 | 13.8 | 1.4 |
| MERIDIANI | 100.0 | 0.0 | 0.0 | 27.7 | 35.7 | 24.7 | 11.9 | 0.0 | 39.0 | 34.0 | 20.2 | 6.7 | 36.5 | 45.9 | 13.4 | 4.2 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 0.0 | 0.9 | 11.4 | 18.3 | 18.3 | 21.2 | 29.9 | 9.8 | 34.1 | 29.0 | 27.1 | 6.4 | 25.3 | 24.1 | 35.8 | 8.4 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 0.7 | 26.1 | 19.9 | 32.1 | 16.8 | 4.3 | 12.0 | 29.2 | 37.5 | 21.3 | 5.5 | 31.0 | 31.9 | 31.1 | 0.4 |
| LA MIA CASA | 100.0 | 0.0 | 4.1 | 27.0 | 34.5 | 15.5 | 9.0 | 9.9 | 17.8 | 26.9 | 30.9 | 24.4 | 8.4 | 33.4 | 42.0 | 16.2 | 0.0 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.0 | 6.8 | 40.4 | 27.3 | 19.9 | 3.8 | 1.8 | 17.0 | 45.9 | 17.1 | 20.0 | 6.2 | 55.2 | 26.5 | 12.1 | 0.0 |
| NAUTICA | 100.0 | 0.0 | 4.0 | 34.4 | 15.1 | 31.9 | 7.0 | 7.5 | 41.9 | 21.2 | 25.1 | 11.8 | 14.5 | 53.5 | 27.5 | 4.5 | 0.0 |
| PESCARE | 100.0 | 0.0 | 4.3 | 20.5 | 33.0 | 24.1 | 8.6 | 9.5 | 9.9 | 38.0 | 23.4 | 28.7 | 4.3 | 25.7 | 50.9 | 17.7 | 1.3 |
| PRATICA | 100.0 | 0.0 | 1.5 | 33.7 | 28.0 | 16.7 | 12.6 | 7.5 | 16.4 | 50.1 | 20.2 | 13.4 | 2.7 | 46.6 | 37.0 | 12.6 | 1.1 |
| QUATTRORUOTE | 100.0 | 0.0 | 4.3 | 27.8 | 27.4 | 20.9 | 13.0 | 6.5 | 18.8 | 42.9 | 21.4 | 16.9 | 8.5 | 37.3 | 37.0 | 15.2 | 1.9 |
| QUATTRO ZAMPE | 100.0 | 0.0 | 5.3 | 20.3 | 30.4 | 20.3 | 14.7 | 9.0 | 23.5 | 36.4 | 19.3 | 20.8 | 6.0 | 52.8 | 23.8 | 17.4 | 0.0 |
| QUI TOURING | 100.0 | 0.0 | 1.2 | 16.0 | 22.6 | 23.7 | 18.8 | 17.7 | 43.7 | 37.0 | 14.4 | 5.0 | 23.6 | 52.7 | 19.0 | 4.1 | 0.6 |
| RAKAM | 100.0 | 0.0 | 0.3 | 19.1 | 20.5 | 28.4 | 17.8 | 13.9 | 16.8 | 42.8 | 19.8 | 20.5 | 10.2 | 39.2 | 25.3 | 22.1 | 3.2 |
| SALE & PEPE | 100.0 | 0.0 | 1.4 | 20.7 | 33.6 | 20.6 | 16.2 | 7.6 | 24.4 | 40.8 | 21.1 | 13.7 | 11.9 | 47.6 | 21.0 | 18.8 | 0.7 |
| SALVE | 100.0 | 0.0 | 1.8 | 16.6 | 37.8 | 21.7 | 14.4 | 7.8 | 18.1 | 46.1 | 25.1 | 10.7 | 12.0 | 40.4 | 35.1 | 11.3 | 1.2 |
| SCIENZA & VITA | 100.0 | 0.0 | 2.0 | 6.5 | 33.1 | 27.8 | 19.1 | 11.5 | 33.4 | 26.9 | 24.1 | 15.6 | 19.2 | 43.5 | 21.6 | 8.2 | 7.4 |
| LE SCIENZE | 100.0 | 0.0 | 1.5 | 14.3 | 44.2 | 25.6 | 7.3 | 7.1 | 40.5 | 33.6 | 22.8 | 3.1 | 40.5 | 42.2 | 10.4 | 6.9 | 0.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.0 | 1.3 | 16.7 | 16.1 | 27.9 | 19.0 | 19.0 | 22.5 | 39.5 | 22.8 | 15.2 | 7.1 | 48.2 | 25.8 | 17.2 | 1.7 |
| SILHOUETTE DONNA | 100.0 | 0.0 | 3.3 | 30.9 | 38.0 | 17.0 | 8.6 | 2.2 | 13.5 | 43.5 | 23.2 | 19.8 | 3.5 | 40.2 | 38.5 | 16.8 | 1.0 |
| SPEAK UP | 100.0 | 0.0 | 2.5 | 42.3 | 25.3 | 26.9 | 1.9 | 1.2 | 42.1 | 29.5 | 12.7 | 15.8 | 30.8 | 53.2 | 12.7 | 3.3 | 0.0 |
| STARBENE | 100.0 | 0.0 | 2.1 | 20.4 | 31.0 | 23.3 | 12.8 | 10.4 | 14.7 | 39.4 | 22.6 | 23.3 | 6.6 | 33.7 | 38.8 | 19.8 | 1.1 |
| STARTER | 100.0 | 0.0 | 0.0 | 0.0 | 49.7 | 20.7 | 29.6 | 0.0 | 18.0 | 32.0 | 5.1 | 44.9 | 0.0 | 33.1 | 41.6 | 25.4 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 0.0 | 27.0 | 32.8 | 18.6 | 19.1 | 2.5 | 14.9 | 43.4 | 25.5 | 16.2 | 19.0 | 23.9 | 34.3 | 22.8 | 0.0 |
| TUTTO | 100.0 | 0.0 | 8.0 | 28.0 | 40.3 | 21.8 | 1.9 | 0.0 | 6.5 | 50.9 | 23.5 | 19.1 | 4.5 | 32.7 | 46.5 | 14.4 | 0.0 |
| TUTTOMOTO | 100.0 | 0.0 | 8.6 | 31.7 | 33.2 | 12.9 | 9.3 | 4.4 | 24.1 | 41.2 | 14.2 | 20.6 | 8.0 | 48.4 | 30.0 | 13.1 | 0.5 |
| TUTTOTURISMO | 100.0 | 0.0 | 1.8 | 28.3 | 28.9 | 25.7 | 15.2 | 0.0 | 33.8 | 41.5 | 13.0 | 11.7 | 19.9 | 45.4 | 19.8 | 14.8 | 0.0 |
| VERA | 100.0 | 0.0 | 2.5 | 30.9 | 31.1 | 20.1 | 10.8 | 4.6 | 13.8 | 42.9 | 20.8 | 22.4 | 5.0 | 34.6 | 39.9 | 19.0 | 1.4 |
| VIAGGIARE | 100.0 | 0.0 | 0.0 | 26.4 | 41.7 | 19.6 | 11.6 | 0.6 | 21.9 | 51.0 | 16.9 | 10.3 | 8.8 | 45.8 | 35.5 | 9.9 | 0.0 |
| VITALITY | 100.0 | 0.0 | 2.6 | 39.9 | 28.5 | 12.6 | 9.9 | 6.6 | 19.3 | 33.6 | 29.7 | 17.4 | 9.8 | 40.1 | 37.1 | 13.0 | 0.0 |
| VOGUE ITALIA | 100.0 | 0.0 | 2.1 | 30.8 | 26.6 | 21.3 | 12.7 | 6.5 | 19.2 | 43.7 | 21.4 | 15.7 | 5.9 | 41.5 | 38.9 | 12.8 | 0.9 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 0.0 | 29.8 | 39.2 | 22.5 | 8.5 | 0.0 | 33.6 | 34.4 | 25.0 | 7.1 | 11.4 | 55.5 | 28.9 | 4.2 | 0.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 17.1 | 28.3 | 15.4 | 30.8 | 8.4 | 0.0 | 9.0 | 42.5 | 27.1 | 21.4 | 6.2 | 28.8 | 39.7 | 25.3 | 0.0 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | non operaie Fascia alta E1 | non operaie Fascia bassa E2 | operaie Fascia alta E3 | operaie Fascia bassa E4 |
| **POPOLAZIONE** | **20056** | **425** | **2384** | **689** | **203** | **754** | **106** | **1024** | **619** | **174** | **1783** | **4262** | **2105** | **3238** | **654** | **1634** |
| AMICA | **655** | 22 | 151 | 26 | 2 | 39 | 3 | 39 | 15 | 3 | 46 | 72 | 88 | 96 | 24 | 29 |
| ANNA | **743** | 25 | 141 | 37 | 5 | 55 | 0 | 54 | 21 | 1 | 51 | 67 | 124 | 103 | 21 | 38 |
| AUTO OGGI | **105** | 6 | 28 | 11 | 0 | 0 | 2 | 6 | 15 | 0 | 5 | 6 | 15 | 7 | 0 | 5 |
| AUTOSPRINT | **102** | 9 | 27 | 5 | 0 | 4 | 0 | 10 | 8 | 0 | 7 | 16 | 6 | 2 | 2 | 5 |
| BELLA | **470** | 7 | 90 | 7 | 2 | 18 | 3 | 58 | 6 | 0 | 39 | 54 | 80 | 56 | 11 | 39 |
| CHI | **788** | 21 | 144 | 31 | 10 | 33 | 7 | 49 | 21 | 0 | 88 | 102 | 109 | 85 | 38 | 50 |
| CONFIDENZE | **636** | 2 | 65 | 30 | 7 | 12 | 5 | 49 | 24 | 2 | 48 | 107 | 97 | 105 | 35 | 49 |
| DOMENICA QUIZ | **159** | 4 | 21 | 9 | 0 | 11 | 0 | 6 | 4 | 0 | 23 | 20 | 28 | 26 | 5 | 1 |
| DONNA MODERNA | **2059** | 55 | 463 | 118 | 9 | 117 | 15 | 178 | 42 | 7 | 191 | 155 | 294 | 209 | 67 | 137 |
| L'ESPRESSO | **656** | 52 | 154 | 50 | 3 | 83 | 10 | 7 | 29 | 2 | 62 | 68 | 71 | 42 | 4 | 20 |
| EVA EXPRESS TREMILA | **293** | 1 | 43 | 14 | 0 | 15 | 0 | 35 | 7 | 1 | 26 | 34 | 42 | 35 | 13 | 27 |
| FAMIGLIA CRISTIANA | **2347** | 43 | 283 | 81 | 31 | 127 | 9 | 105 | 54 | 8 | 269 | 495 | 298 | 340 | 80 | 125 |
| FILM TV | **107** | 5 | 26 | 7 | 0 | 3 | 0 | 2 | 6 | 0 | 7 | 14 | 17 | 7 | 0 | 13 |
| GENTE | **2009** | 61 | 301 | 67 | 19 | 96 | 15 | 88 | 69 | 8 | 196 | 379 | 257 | 280 | 50 | 125 |
| GIOIA | **763** | 23 | 159 | 46 | 5 | 21 | 7 | 48 | 24 | 1 | 76 | 80 | 107 | 106 | 18 | 42 |
| IL GIORNALINO | **125** | 0 | 25 | 4 | 0 | 17 | 0 | 9 | 6 | 0 | 16 | 5 | 19 | 8 | 2 | 14 |
| GRAND HOTEL | **625** | 2 | 90 | 15 | 1 | 5 | 0 | 55 | 10 | 2 | 48 | 97 | 62 | 100 | 24 | 113 |
| GRAZIA | **883** | 29 | 201 | 32 | 2 | 54 | 8 | 50 | 27 | 3 | 93 | 89 | 130 | 87 | 20 | 57 |
| GUERIN SPORTIVO | **45** | 0 | 7 | 3 | 0 | 1 | 0 | 2 | 7 | 0 | 3 | 5 | 4 | 3 | 1 | 9 |
| GUIDA TV | **696** | 9 | 102 | 19 | 6 | 24 | 11 | 40 | 30 | 0 | 73 | 109 | 81 | 101 | 21 | 71 |
| INTIMITA' | **770** | 12 | 75 | 25 | 8 | 7 | 0 | 64 | 24 | 5 | 84 | 148 | 98 | 106 | 41 | 74 |
| MAGAZINE BEAUTIFUL | **61** | 0 | 18 | 4 | 0 | 0 | 2 | 3 | 1 | 2 | 0 | 1 | 9 | 8 | 8 | 4 |
| IL MONDO | **31** | 1 | 6 | 1 | 0 | 6 | 0 | 0 | 0 | 0 | 9 | 1 | 0 | 5 | 0 | 0 |
| MOTOSPRINT | **79** | 3 | 18 | 9 | 2 | 4 | 0 | 16 | 8 | 0 | 9 | 1 | 4 | 2 | 2 | 1 |
| NOVELLA 2000 | **572** | 11 | 104 | 14 | 10 | 12 | 1 | 55 | 25 | 5 | 38 | 65 | 78 | 63 | 28 | 63 |
| OGGI | **1988** | 52 | 306 | 71 | 18 | 108 | 13 | 104 | 51 | 5 | 229 | 333 | 287 | 248 | 63 | 99 |
| PANORAMA | **1035** | 71 | 230 | 58 | 12 | 76 | 23 | 60 | 35 | 3 | 121 | 86 | 151 | 77 | 8 | 25 |
| SORRISI E CANZONI TV | **3022** | 50 | 449 | 91 | 31 | 81 | 23 | 253 | 114 | 29 | 239 | 359 | 382 | 415 | 177 | 328 |
| STOP | **431** | 9 | 48 | 11 | 3 | 7 | 0 | 39 | 22 | 5 | 49 | 83 | 64 | 55 | 7 | 28 |
| TELEPIU' | **738** | 26 | 100 | 29 | 5 | 28 | 5 | 31 | 28 | 10 | 53 | 63 | 84 | 137 | 44 | 93 |
| TELESETTE | **870** | 21 | 93 | 23 | 1 | 49 | 9 | 54 | 27 | 3 | 86 | 102 | 107 | 164 | 45 | 86 |
| TOPOLINO | **819** | 38 | 169 | 40 | 6 | 84 | 15 | 53 | 34 | 0 | 39 | 47 | 78 | 93 | 32 | 72 |
| VISTO | **351** | 2 | 38 | 21 | 3 | 3 | 1 | 31 | 16 | 9 | 32 | 45 | 33 | 57 | 23 | 36 |
| VIVERSANI & BELLI | **924** | 25 | 160 | 38 | 5 | 49 | 13 | 84 | 44 | 6 | 51 | 88 | 108 | 130 | 44 | 79 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 50 | 175 | 34 | 0 | 100 | 16 | 19 | 11 | 0 | 67 | 41 | 65 | 32 | 6 | 16 |
| DIARIO DELLA SETTIMANA | **65** | 2 | 20 | 5 | 0 | 7 | 2 | 5 | 2 | 0 | 7 | 6 | 4 | 2 | 2 | 0 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 21 | 63 | 34 | 1 | 12 | 7 | 31 | 28 | 0 | 37 | 40 | 27 | 30 | 9 | 22 |
| IO DONNA | **882** | 61 | 175 | 31 | 6 | 96 | 5 | 25 | 19 | 6 | 112 | 81 | 170 | 76 | 7 | 14 |
| SETTE | **875** | 40 | 171 | 51 | 5 | 94 | 11 | 25 | 19 | 0 | 135 | 71 | 144 | 82 | 12 | 14 |
| SPECCHIO DELLA STAMPA | **428** | 27 | 88 | 17 | 0 | 53 | 6 | 10 | 8 | 0 | 61 | 34 | 45 | 41 | 12 | 25 |
| TV SETTE | **968** | 44 | 160 | 49 | 5 | 90 | 19 | 32 | 28 | 0 | 138 | 81 | 167 | 109 | 12 | 36 |
| IL VENERDI' | **1311** | 98 | 304 | 88 | 4 | 193 | 20 | 50 | 13 | 0 | 149 | 85 | 162 | 100 | 14 | 30 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operaie | | CASALINGHE DI FAMIGLIE operaie | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| POPOLAZIONE | 20056 | 425 | 2384 | 689 | 203 | 754 | 106 | 1024 | 619 | 174 | 1783 | 4262 | 2105 | 3238 | 654 | 1634 |
| ABITARE | 148 | 24 | 37 | 10 | 2 | 16 | 2 | 2 | 8 | 0 | 9 | 2 | 15 | 18 | 0 | 3 |
| AD | 257 | 34 | 52 | 15 | 0 | 34 | 2 | 3 | 2 | 0 | 26 | 15 | 58 | 13 | 3 | 2 |
| AIRONE | 331 | 22 | 72 | 25 | 0 | 59 | 3 | 16 | 8 | 0 | 47 | 17 | 33 | 20 | 1 | 7 |
| AMADEUS | 60 | 5 | 12 | 4 | 0 | 12 | 1 | 0 | 0 | 0 | 6 | 4 | 11 | 0 | 0 | 4 |
| ARCHEO | 105 | 17 | 22 | 5 | 0 | 20 | 7 | 0 | 0 | 0 | 17 | 7 | 4 | 3 | 0 | 2 |
| ASTRA | 210 | 6 | 39 | 10 | 0 | 13 | 0 | 23 | 9 | 0 | 15 | 24 | 14 | 21 | 12 | 25 |
| A TAVOLA | 137 | 11 | 26 | 6 | 0 | 9 | 3 | 13 | 0 | 3 | 17 | 4 | 20 | 17 | 2 | 5 |
| AUTO | 134 | 2 | 36 | 6 | 2 | 3 | 2 | 11 | 10 | 0 | 19 | 11 | 7 | 11 | 3 | 10 |
| L'AUTOMOBILE | 285 | 15 | 60 | 16 | 6 | 20 | 0 | 22 | 12 | 0 | 41 | 33 | 27 | 10 | 10 | 14 |
| BELL'EUROPA | 132 | 23 | 26 | 3 | 0 | 27 | 1 | 7 | 1 | 0 | 12 | 6 | 11 | 5 | 0 | 10 |
| BELL'ITALIA | 261 | 27 | 74 | 8 | 3 | 46 | 3 | 10 | 7 | 0 | 33 | 12 | 23 | 12 | 0 | 5 |
| BENISSIMO | 316 | 2 | 87 | 16 | 0 | 19 | 4 | 15 | 10 | 3 | 30 | 20 | 50 | 30 | 12 | 19 |
| BIMBI SANI E BELLI | 678 | 5 | 140 | 23 | 7 | 37 | 1 | 41 | 22 | 3 | 32 | 39 | 70 | 122 | 31 | 105 |
| BRAVA CASA | 557 | 32 | 141 | 25 | 1 | 68 | 6 | 37 | 7 | 3 | 44 | 22 | 68 | 66 | 10 | 28 |
| BUONA CUCINA | 398 | 8 | 75 | 5 | 2 | 19 | 6 | 35 | 13 | 5 | 32 | 35 | 48 | 60 | 7 | 48 |
| BURDA | 794 | 7 | 110 | 28 | 6 | 51 | 5 | 66 | 13 | 6 | 35 | 78 | 119 | 128 | 27 | 116 |
| CAPITAL | 118 | 21 | 30 | 5 | 0 | 6 | 3 | 1 | 3 | 0 | 15 | 13 | 16 | 5 | 0 | 0 |
| CARNET | 85 | 10 | 22 | 11 | 0 | 13 | 2 | 0 | 5 | 0 | 9 | 2 | 8 | 5 | 0 | 0 |
| CASAVIVA | 868 | 43 | 214 | 53 | 2 | 67 | 3 | 45 | 23 | 3 | 74 | 50 | 112 | 95 | 32 | 53 |
| CENTO COSE ENERGY | 205 | 4 | 52 | 9 | 0 | 11 | 8 | 24 | 7 | 0 | 13 | 8 | 36 | 10 | 4 | 20 |
| CIAK | 127 | 6 | 14 | 24 | 0 | 11 | 2 | 11 | 12 | 0 | 10 | 5 | 3 | 11 | 5 | 13 |
| CIPRIA | 180 | 16 | 44 | 10 | 0 | 19 | 3 | 7 | 4 | 0 | 14 | 4 | 36 | 6 | 3 | 12 |
| CLASS | 77 | 12 | 32 | 10 | 0 | 1 | 6 | 0 | 0 | 0 | 5 | 4 | 5 | 0 | 0 | 1 |
| CLUB 3 | 131 | 0 | 7 | 4 | 2 | 0 | 0 | 3 | 0 | 0 | 36 | 37 | 15 | 22 | 5 | 0 |
| COME STAI | 168 | 8 | 40 | 3 | 0 | 16 | 1 | 18 | 1 | 2 | 9 | 24 | 11 | 12 | 7 | 16 |
| CONSIGLI PRATICI | 171 | 0 | 35 | 5 | 4 | 6 | 3 | 19 | 1 | 0 | 19 | 13 | 14 | 23 | 12 | 16 |
| COSE DI CASA | 944 | 38 | 217 | 46 | 2 | 69 | 6 | 67 | 29 | 3 | 64 | 45 | 135 | 116 | 27 | 81 |
| LA CUCINA ITALIANA | 535 | 27 | 105 | 21 | 6 | 29 | 0 | 21 | 13 | 1 | 60 | 59 | 65 | 63 | 16 | 50 |
| CUCINA MODERNA | 562 | 15 | 106 | 15 | 2 | 25 | 4 | 66 | 23 | 7 | 54 | 42 | 74 | 69 | 14 | 46 |
| DONNA | 469 | 13 | 79 | 6 | 6 | 33 | 3 | 33 | 14 | 0 | 44 | 46 | 51 | 67 | 16 | 58 |
| DONNA E MAMMA | 325 | 1 | 51 | 13 | 3 | 36 | 1 | 29 | 14 | 0 | 8 | 17 | 42 | 44 | 5 | 61 |
| DOVE | 171 | 23 | 42 | 11 | 0 | 10 | 3 | 7 | 3 | 0 | 17 | 6 | 38 | 3 | 2 | 8 |
| ELLE | 271 | 31 | 56 | 18 | 1 | 26 | 8 | 19 | 4 | 1 | 23 | 14 | 42 | 10 | 7 | 9 |
| ELLE DECOR | 102 | 11 | 20 | 5 | 0 | 13 | 1 | 10 | 0 | 0 | 6 | 1 | 15 | 9 | 6 | 4 |
| FOCUS | 706 | 23 | 170 | 40 | 12 | 60 | 15 | 48 | 16 | 2 | 68 | 24 | 101 | 60 | 35 | 31 |
| GARDENIA | 154 | 16 | 23 | 6 | 1 | 12 | 0 | 15 | 2 | 0 | 23 | 11 | 21 | 18 | 4 | 2 |
| GENTE MESE | 585 | 19 | 82 | 22 | 4 | 69 | 6 | 54 | 29 | 3 | 57 | 41 | 47 | 79 | 26 | 48 |
| GENTE MONEY | 76 | 10 | 29 | 10 | 0 | 3 | 1 | 3 | 0 | 0 | 5 | 5 | 6 | 1 | 0 | 4 |
| GENTE MOTORI | 232 | 19 | 46 | 11 | 0 | 9 | 0 | 20 | 19 | 3 | 21 | 23 | 27 | 17 | 7 | 12 |
| GENTE VIAGGI | 236 | 24 | 48 | 17 | 3 | 15 | 5 | 21 | 11 | 0 | 28 | 11 | 26 | 17 | 0 | 9 |
| GLAMOUR | 122 | 7 | 19 | 3 | 0 | 14 | 0 | 21 | 2 | 0 | 9 | 5 | 14 | 12 | 4 | 12 |
| GULLIVER | 97 | 5 | 19 | 6 | 0 | 11 | 11 | 11 | 3 | 0 | 12 | 6 | 4 | 10 | 0 | 0 |
| IN CASA | 97 | 0 | 25 | 3 | 0 | 9 | 0 | 6 | 8 | 0 | 6 | 4 | 5 | 20 | 5 | 6 |
| INSIEME | 298 | 7 | 77 | 13 | 5 | 27 | 0 | 17 | 8 | 0 | 6 | 5 | 47 | 40 | 10 | 37 |
| IO E IL MIO BAMBINO | 673 | 17 | 155 | 30 | 7 | 52 | 4 | 56 | 20 | 3 | 18 | 19 | 68 | 75 | 26 | 123 |
| JESUS | 85 | 3 | 8 | 7 | 1 | 4 | 1 | 4 | 0 | 0 | 14 | 21 | 13 | 7 | 0 | 3 |
| MADRE | 135 | 0 | 15 | 4 | 2 | 8 | 0 | 8 | 1 | 0 | 31 | 19 | 15 | 21 | 2 | 10 |
| MARIE CLAIRE | 438 | 21 | 105 | 36 | 2 | 41 | 12 | 36 | 14 | 1 | 25 | 20 | 63 | 16 | 11 | 34 |
| MAX | 233 | 18 | 54 | 20 | 3 | 12 | 7 | 20 | 13 | 0 | 2 | 21 | 33 | 17 | 5 | 9 |
| MERIDIANI | 65 | 7 | 25 | 8 | 0 | 8 | 1 | 1 | 0 | 0 | 3 | 5 | 6 | 0 | 0 | 1 |
| MESSAGGERO DI S.ANTONIO | 875 | 4 | 102 | 28 | 7 | 52 | 2 | 37 | 19 | 8 | 97 | 226 | 80 | 138 | 29 | 47 |
| LA MIA BOUTIQUE | 294 | 0 | 40 | 27 | 0 | 18 | 0 | 13 | 5 | 0 | 13 | 25 | 44 | 61 | 7 | 42 |
| LA MIA CASA | 171 | 10 | 35 | 3 | 0 | 3 | 0 | 16 | 14 | 1 | 8 | 8 | 14 | 38 | 3 | 19 |
| MILLIONAIRE INTRAPRENDERE | 136 | 14 | 42 | 4 | 0 | 12 | 1 | 4 | 9 | 0 | 1 | 8 | 17 | 9 | 2 | 14 |
| NAUTICA | 60 | 5 | 16 | 8 | 2 | 2 | 2 | 0 | 4 | 0 | 4 | 3 | 11 | 3 | 0 | 0 |
| PESCARE | 96 | 3 | 21 | 12 | 0 | 3 | 1 | 11 | 1 | 0 | 10 | 6 | 6 | 7 | 3 | 9 |
| PRATICA | 254 | 5 | 56 | 6 | 0 | 15 | 0 | 21 | 6 | 5 | 33 | 20 | 36 | 22 | 7 | 23 |
| QUATTRORUOTE | 923 | 52 | 193 | 58 | 10 | 53 | 18 | 78 | 56 | 7 | 84 | 72 | 110 | 57 | 31 | 44 |
| QUATTRO ZAMPE | 150 | 3 | 42 | 14 | 3 | 4 | 0 | 8 | 6 | 0 | 14 | 8 | 19 | 12 | 7 | 11 |
| QUI TOURING | 344 | 23 | 96 | 20 | 0 | 42 | 4 | 5 | 0 | 0 | 60 | 25 | 55 | 13 | 0 | 0 |
| RAKAM | 440 | 11 | 72 | 6 | 2 | 46 | 1 | 17 | 5 | 2 | 45 | 47 | 85 | 61 | 16 | 25 |
| SALE & PEPE | 403 | 24 | 98 | 20 | 3 | 41 | 1 | 28 | 12 | 3 | 30 | 42 | 49 | 25 | 7 | 21 |
| SALVE | 252 | 10 | 63 | 23 | 0 | 26 | 1 | 24 | 6 | 0 | 33 | 13 | 15 | 27 | 7 | 5 |
| SCIENZA & VITA | 62 | 1 | 4 | 4 | 0 | 18 | 1 | 1 | 1 | 0 | 6 | 9 | 7 | 7 | 0 | 2 |
| LE SCIENZE | 128 | 13 | 30 | 5 | 0 | 29 | 2 | 0 | 6 | 0 | 11 | 6 | 11 | 11 | 0 | 4 |
| SELEZIONE READER'S DIGEST | 456 | 17 | 72 | 26 | 9 | 28 | 1 | 18 | 7 | 0 | 58 | 52 | 77 | 59 | 20 | 10 |
| SILHOUETTE DONNA | 538 | 7 | 117 | 25 | 0 | 37 | 8 | 74 | 14 | 6 | 21 | 31 | 60 | 81 | 14 | 43 |
| SPEAK UP | 73 | 9 | 12 | 3 | 3 | 14 | 4 | 4 | 0 | 0 | 2 | 8 | 7 | 4 | 2 | 0 |
| STARBENE | 946 | 19 | 184 | 53 | 7 | 82 | 10 | 85 | 28 | 4 | 64 | 93 | 88 | 114 | 38 | 77 |
| STARTER | 20 | 2 | 4 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 4 | 3 | 0 | 2 | 0 |
| TUTTI FOTOGRAFI | 61 | 3 | 9 | 1 | 0 | 11 | 0 | 5 | 4 | 0 | 5 | 5 | 6 | 8 | 2 | 1 |
| TUTTO | 58 | 1 | 11 | 3 | 2 | 1 | 1 | 7 | 2 | 0 | 0 | 2 | 8 | 12 | 2 | 6 |
| TUTTOMOTO | 93 | 10 | 33 | 7 | 0 | 2 | 1 | 5 | 6 | 2 | 13 | 8 | 3 | 2 | 0 | 1 |
| TUTTOTURISMO | 86 | 14 | 25 | 0 | 0 | 8 | 1 | 4 | 0 | 0 | 4 | 5 | 9 | 11 | 0 | 5 |
| VERA | 665 | 11 | 147 | 41 | 5 | 38 | 0 | 79 | 18 | 7 | 27 | 52 | 88 | 87 | 25 | 42 |
| VIAGGIARE | 86 | 3 | 28 | 7 | 2 | 4 | 4 | 3 | 4 | 0 | 11 | 4 | 4 | 9 | 3 | 0 |
| VITALITY | 88 | 1 | 15 | 5 | 0 | 6 | 1 | 13 | 6 | 0 | 7 | 10 | 4 | 16 | 1 | 2 |
| VOGUE ITALIA | 368 | 13 | 97 | 25 | 0 | 21 | 1 | 28 | 14 | 2 | 22 | 32 | 45 | 33 | 10 | 24 |
| WEEKEND VIAGGI | 90 | 7 | 30 | 4 | 0 | 9 | 0 | 3 | 0 | 3 | 9 | 2 | 5 | 6 | 0 | 12 |
| DIANA (QUATTORDICINALE) | 46 | 3 | 1 | 1 | 4 | 1 | 1 | 4 | 6 | 0 | 6 | 8 | 1 | 3 | 6 | 1 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **categoria socio-professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operale | | CASALINGHE DI FAMIGLIE operale | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| **POPOLAZIONE** | **100.0** | **2.1** | **11.9** | **3.4** | **1.0** | **3.8** | **0.5** | **5.1** | **3.1** | **0.9** | **8.9** | **21.3** | **10.5** | **16.1** | **3.3** | **8.1** |
| AMICA | 100.0 | 3.4 | 23.0 | 4.0 | 0.3 | 5.9 | 0.4 | 6.0 | 2.3 | 0.4 | 7.1 | 11.0 | 13.5 | 14.7 | 3.7 | 4.4 |
| ANNA | 100.0 | 3.4 | 19.0 | 5.0 | 0.7 | 7.4 | 0.0 | 7.3 | 2.8 | 0.2 | 6.8 | 9.0 | 16.7 | 13.9 | 2.8 | 5.1 |
| AUTO OGGI | 100.0 | 5.7 | 26.5 | 10.0 | 0.0 | 0.0 | 2.0 | 5.9 | 13.8 | 0.0 | 4.3 | 6.0 | 13.8 | 6.9 | 0.0 | 5.0 |
| AUTOSPRINT | 100.0 | 8.7 | 25.9 | 4.7 | 0.0 | 4.2 | 0.0 | 10.0 | 8.1 | 0.0 | 7.0 | 16.1 | 6.1 | 2.1 | 2.1 | 4.9 |
| BELLA | 100.0 | 1.4 | 19.1 | 1.5 | 0.4 | 3.9 | 0.5 | 12.4 | 1.3 | 0.0 | 8.2 | 11.6 | 16.9 | 12.0 | 2.3 | 8.4 |
| CHI | 100.0 | 2.6 | 18.3 | 3.9 | 1.3 | 4.1 | 0.9 | 6.3 | 2.7 | 0.0 | 11.1 | 12.9 | 13.9 | 10.8 | 4.8 | 6.3 |
| CONFIDENZE | 100.0 | 0.3 | 10.2 | 4.8 | 1.0 | 1.9 | 0.7 | 7.7 | 3.8 | 0.3 | 7.5 | 16.8 | 15.2 | 16.5 | 5.5 | 7.7 |
| DOMENICA QUIZ | 100.0 | 2.3 | 13.2 | 5.6 | 0.0 | 7.1 | 0.0 | 3.5 | 2.7 | 0.0 | 14.7 | 12.7 | 17.9 | 16.0 | 3.3 | 0.9 |
| DONNA MODERNA | 100.0 | 2.7 | 22.5 | 5.7 | 0.5 | 5.7 | 0.7 | 8.6 | 2.1 | 0.4 | 9.3 | 7.6 | 14.3 | 10.1 | 3.3 | 6.7 |
| L'ESPRESSO | 100.0 | 7.9 | 23.5 | 7.6 | 0.4 | 12.7 | 1.5 | 1.1 | 4.4 | 0.3 | 9.5 | 10.4 | 10.7 | 6.4 | 0.6 | 3.1 |
| EVA EXPRESS TREMILA | 100.0 | 0.4 | 14.7 | 4.7 | 0.0 | 5.1 | 0.0 | 12.0 | 2.4 | 0.5 | 8.8 | 11.7 | 14.4 | 11.8 | 4.3 | 9.2 |
| FAMIGLIA CRISTIANA | 100.0 | 1.8 | 12.1 | 3.5 | 1.3 | 5.4 | 0.4 | 4.5 | 2.3 | 0.3 | 11.5 | 21.1 | 12.7 | 14.5 | 3.4 | 5.3 |
| FILM TV | 100.0 | 4.6 | 23.8 | 6.2 | 0.0 | 3.1 | 0.0 | 1.8 | 5.9 | 0.0 | 6.8 | 13.1 | 15.6 | 6.6 | 0.0 | 12.4 |
| GENTE | 100.0 | 3.0 | 15.0 | 3.3 | 0.9 | 4.8 | 0.7 | 4.4 | 3.4 | 0.4 | 9.7 | 18.9 | 12.8 | 13.9 | 2.5 | 6.2 |
| GIOIA | 100.0 | 3.0 | 20.8 | 6.0 | 0.7 | 2.7 | 0.9 | 6.3 | 3.1 | 0.1 | 10.0 | 10.5 | 14.0 | 13.9 | 2.4 | 5.6 |
| IL GIORNALINO | 100.0 | 0.0 | 19.7 | 3.3 | 0.0 | 13.6 | 0.0 | 7.6 | 4.6 | 0.0 | 12.6 | 3.8 | 15.2 | 6.3 | 2.0 | 11.4 |
| GRAND HOTEL | 100.0 | 0.3 | 14.4 | 2.4 | 0.2 | 0.8 | 0.0 | 8.8 | 1.6 | 0.4 | 7.8 | 15.6 | 9.9 | 16.0 | 3.8 | 18.1 |
| GRAZIA | 100.0 | 3.3 | 22.8 | 3.6 | 0.2 | 6.1 | 0.9 | 5.7 | 3.1 | 0.4 | 10.5 | 10.1 | 14.8 | 9.8 | 2.2 | 6.5 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 15.7 | 6.3 | 0.0 | 2.1 | 0.0 | 5.2 | 14.7 | 0.0 | 5.8 | 11.7 | 8.4 | 7.9 | 1.9 | 20.4 |
| GUIDA TV | 100.0 | 1.3 | 14.6 | 2.7 | 0.9 | 3.4 | 1.5 | 5.8 | 4.4 | 0.0 | 10.4 | 15.6 | 11.6 | 14.5 | 3.0 | 10.2 |
| INTIMITA' | 100.0 | 1.6 | 9.8 | 3.2 | 1.0 | 0.9 | 0.0 | 8.3 | 3.1 | 0.6 | 10.9 | 19.2 | 12.8 | 13.8 | 5.3 | 9.6 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 29.0 | 6.9 | 0.0 | 0.0 | 3.7 | 5.1 | 1.6 | 2.5 | 0.8 | 2.0 | 15.0 | 13.4 | 12.8 | 7.2 |
| IL MONDO | 100.0 | 4.5 | 20.3 | 3.4 | 0.0 | 20.6 | 0.0 | 0.0 | 0.0 | 0.0 | 30.4 | 3.8 | 0.0 | 16.9 | 0.0 | 0.0 |
| MOTOSPRINT | 100.0 | 3.3 | 22.2 | 10.9 | 3.1 | 5.0 | 0.0 | 20.4 | 10.5 | 0.0 | 10.8 | 1.6 | 5.2 | 2.7 | 2.8 | 1.5 |
| NOVELLA 2000 | 100.0 | 1.9 | 18.2 | 2.5 | 1.7 | 2.2 | 0.3 | 9.5 | 4.3 | 0.9 | 6.6 | 11.3 | 13.6 | 11.1 | 4.9 | 11.0 |
| OGGI | 100.0 | 2.6 | 15.4 | 3.6 | 0.9 | 5.4 | 0.7 | 5.2 | 2.5 | 0.2 | 11.5 | 16.7 | 14.5 | 12.5 | 3.2 | 5.0 |
| PANORAMA | 100.0 | 6.9 | 22.2 | 5.6 | 1.1 | 7.3 | 2.2 | 5.8 | 3.4 | 0.3 | 11.7 | 8.3 | 14.6 | 7.5 | 0.8 | 2.4 |
| SORRISI E CANZONI TV | 100.0 | 1.7 | 14.9 | 3.0 | 1.0 | 2.7 | 0.8 | 8.4 | 3.8 | 1.0 | 7.9 | 11.9 | 12.7 | 13.7 | 5.8 | 10.9 |
| STOP | 100.0 | 2.1 | 11.1 | 2.6 | 0.8 | 1.6 | 0.0 | 9.1 | 5.0 | 1.2 | 11.3 | 19.2 | 14.9 | 12.8 | 1.7 | 6.5 |
| TELEPIU' | 100.0 | 3.6 | 13.6 | 4.0 | 0.7 | 3.8 | 0.7 | 4.2 | 3.8 | 1.4 | 7.2 | 8.5 | 11.4 | 18.5 | 6.0 | 12.6 |
| TELESETTE | 100.0 | 2.4 | 10.7 | 2.6 | 0.1 | 5.7 | 1.0 | 6.2 | 3.1 | 0.3 | 9.9 | 11.7 | 12.3 | 18.8 | 5.2 | 9.9 |
| TOPOLINO | 100.0 | 4.6 | 23.0 | 4.8 | 0.7 | 10.2 | 1.8 | 6.5 | 4.2 | 0.0 | 4.8 | 5.8 | 9.5 | 11.3 | 3.9 | 8.7 |
| VISTO | 100.0 | 0.6 | 10.9 | 6.1 | 1.0 | 0.9 | 0.4 | 8.9 | 4.5 | 2.6 | 9.0 | 12.9 | 9.3 | 16.1 | 6.5 | 10.3 |
| VIVERSANI & BELLI | 100.0 | 2.7 | 17.3 | 4.1 | 0.5 | 5.3 | 1.4 | 9.0 | 4.8 | 0.7 | 5.6 | 9.5 | 11.7 | 14.1 | 4.8 | 8.6 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 7.9 | 27.7 | 5.4 | 0.0 | 15.9 | 2.6 | 3.0 | 1.7 | 0.0 | 10.5 | 6.6 | 10.3 | 5.0 | 1.0 | 2.5 |
| DIARIO DELLA SETTIMANA | 100.0 | 3.2 | 30.6 | 8.2 | 0.0 | 11.3 | 3.7 | 8.3 | 3.3 | 0.0 | 10.0 | 9.7 | 6.2 | 2.4 | 3.0 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 5.9 | 17.5 | 9.4 | 0.3 | 3.2 | 2.0 | 8.7 | 7.6 | 0.0 | 10.1 | 11.0 | 7.5 | 8.4 | 2.4 | 6.0 |
| IO DONNA | 100.0 | 6.9 | 19.9 | 3.5 | 0.6 | 10.9 | 0.6 | 2.8 | 2.1 | 0.7 | 12.6 | 9.1 | 19.3 | 8.6 | 0.8 | 1.5 |
| SETTE | 100.0 | 4.6 | 19.5 | 5.9 | 0.5 | 10.8 | 1.3 | 2.8 | 2.2 | 0.0 | 15.4 | 8.1 | 16.5 | 9.4 | 1.3 | 1.6 |
| SPECCHIO DELLA STAMPA | 100.0 | 6.4 | 20.5 | 4.1 | 0.0 | 12.3 | 1.4 | 2.4 | 1.8 | 0.0 | 14.4 | 7.9 | 10.6 | 9.7 | 2.8 | 5.9 |
| TV SETTE | 100.0 | 4.5 | 16.5 | 5.1 | 0.5 | 9.3 | 1.9 | 3.3 | 2.9 | 0.0 | 14.2 | 8.4 | 17.3 | 11.2 | 1.2 | 3.7 |
| IL VENERDI' | 100.0 | 7.5 | 23.2 | 6.7 | 0.3 | 14.8 | 1.5 | 3.8 | 1.0 | 0.0 | 11.4 | 6.5 | 12.3 | 7.6 | 1.1 | 2.3 |

Lettori numero medio
Analisi secondo: ● **categoria socio-professionale** (percentuali di composizione)

| MENSILI | Totale | Ceti super. A | Ceti medi | | | Intellettuali | | Operai | | | Pensionati e altri | | CASALINGHE DI FAMIGLIE non operale | | operale | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Fascia alta B1 | Fascia bassa B2 | Agricoltori B3 | Docenti C1 | Studenti C2 | Fascia alta D1 | Fascia bassa D2 | Braccianti D3 | Fascia alta F1 | Fascia bassa F2 | Fascia alta E1 | Fascia bassa E2 | Fascia alta E3 | Fascia bassa E4 |
| POPOLAZIONE | 100.0 | 2.1 | 11.9 | 3.4 | 1.0 | 3.8 | 0.5 | 5.1 | 3.1 | 0.9 | 8.9 | 21.3 | 10.5 | 16.1 | 3.3 | 8.1 |
| ABITARE | 100.0 | 16.1 | 24.8 | 6.7 | 1.4 | 11.0 | 1.5 | 1.1 | 5.4 | 0.0 | 5.8 | 1.5 | 10.4 | 12.3 | 0.0 | 2.0 |
| AD | 100.0 | 13.0 | 20.0 | 6.0 | 0.0 | 13.1 | 0.9 | 1.0 | 0.8 | 0.0 | 10.2 | 5.8 | 22.4 | 4.9 | 1.0 | 0.8 |
| AIRONE | 100.0 | 6.5 | 21.7 | 7.5 | 0.0 | 17.7 | 0.9 | 4.9 | 2.5 | 0.0 | 14.3 | 5.2 | 10.1 | 6.1 | 0.3 | 2.2 |
| AMADEUS | 100.0 | 8.4 | 20.0 | 6.3 | 0.0 | 20.8 | 2.4 | 0.0 | 0.0 | 0.0 | 9.5 | 7.3 | 19.2 | 0.0 | 0.0 | 6.2 |
| ARCHEO | 100.0 | 16.3 | 21.1 | 5.1 | 0.0 | 18.5 | 6.9 | 0.4 | 0.0 | 0.0 | 16.1 | 6.4 | 3.8 | 3.1 | 0.0 | 2.3 |
| ASTRA | 100.0 | 2.8 | 18.7 | 4.7 | 0.0 | 6.3 | 0.0 | 10.8 | 4.2 | 0.0 | 6.9 | 11.4 | 6.9 | 9.9 | 5.6 | 11.8 |
| A TAVOLA | 100.0 | 8.0 | 19.4 | 4.2 | 0.0 | 6.4 | 2.3 | 9.8 | 0.0 | 1.9 | 12.4 | 3.0 | 14.5 | 12.4 | 1.7 | 4.0 |
| AUTO | 100.0 | 1.2 | 27.1 | 4.7 | 1.8 | 2.1 | 1.6 | 8.3 | 7.6 | 0.0 | 14.0 | 7.9 | 5.4 | 8.2 | 2.5 | 7.5 |
| L'AUTOMOBILE | 100.0 | 5.4 | 21.0 | 5.7 | 1.9 | 7.1 | 0.0 | 7.8 | 4.1 | 0.0 | 14.2 | 11.6 | 9.4 | 3.5 | 3.5 | 4.9 |
| BELL'EUROPA | 100.0 | 17.5 | 19.5 | 2.5 | 0.0 | 20.0 | 0.9 | 5.1 | 1.1 | 0.0 | 9.3 | 4.3 | 8.6 | 4.0 | 0.0 | 7.2 |
| BELL'ITALIA | 100.0 | 10.2 | 28.2 | 3.1 | 1.2 | 17.6 | 1.1 | 3.7 | 2.8 | 0.0 | 12.4 | 4.4 | 8.7 | 4.7 | 0.0 | 1.8 |
| BENISSIMO | 100.0 | 0.8 | 27.6 | 5.0 | 0.0 | 6.0 | 1.4 | 4.6 | 3.1 | 0.9 | 9.3 | 6.3 | 15.8 | 9.4 | 3.7 | 6.0 |
| BIMBI SANI E BELLI | 100.0 | 0.8 | 20.7 | 3.5 | 1.0 | 5.4 | 0.1 | 6.1 | 3.2 | 0.4 | 4.7 | 5.8 | 10.3 | 18.1 | 4.5 | 15.5 |
| BRAVA CASA | 100.0 | 5.8 | 25.3 | 4.4 | 0.2 | 12.3 | 1.0 | 6.6 | 1.2 | 0.5 | 7.8 | 4.0 | 12.2 | 11.9 | 1.8 | 5.0 |
| BUONA CUCINA | 100.0 | 2.1 | 18.8 | 1.3 | 0.5 | 4.9 | 1.4 | 8.8 | 3.2 | 1.3 | 8.0 | 8.8 | 12.0 | 15.0 | 1.8 | 12.1 |
| BURDA | 100.0 | 0.9 | 13.9 | 3.5 | 0.7 | 6.4 | 0.6 | 8.3 | 1.7 | 0.7 | 4.3 | 9.8 | 15.0 | 16.2 | 3.4 | 14.7 |
| CAPITAL | 100.0 | 17.4 | 25.1 | 4.2 | 0.0 | 4.9 | 2.2 | 1.1 | 2.7 | 0.0 | 13.1 | 11.4 | 13.9 | 4.0 | 0.0 | 0.0 |
| CARNET | 100.0 | 11.3 | 26.0 | 12.3 | 0.0 | 15.1 | 2.3 | 0.0 | 5.3 | 0.0 | 10.1 | 2.8 | 9.5 | 5.3 | 0.0 | 0.0 |
| CASAVIVA | 100.0 | 5.0 | 24.6 | 6.1 | 0.2 | 7.7 | 0.3 | 5.2 | 2.6 | 0.3 | 8.5 | 5.7 | 12.9 | 10.9 | 3.7 | 6.1 |
| CENTO COSE ENERGY | 100.0 | 2.0 | 25.2 | 4.5 | 0.0 | 5.5 | 3.7 | 11.5 | 3.4 | 0.0 | 6.2 | 3.7 | 17.5 | 5.1 | 1.8 | 10.0 |
| CIAK | 100.0 | 5.0 | 11.2 | 19.0 | 0.0 | 8.8 | 1.3 | 8.9 | 9.7 | 0.0 | 7.5 | 3.6 | 2.3 | 9.0 | 3.8 | 9.9 |
| CIPRIA | 100.0 | 8.8 | 24.6 | 5.8 | 0.0 | 10.4 | 1.9 | 3.8 | 2.4 | 0.0 | 7.6 | 2.5 | 20.1 | 3.4 | 1.9 | 6.9 |
| CLASS | 100.0 | 15.3 | 42.0 | 12.4 | 0.0 | 1.0 | 8.2 | 0.0 | 0.0 | 0.0 | 7.0 | 5.2 | 7.1 | 0.0 | 0.0 | 1.7 |
| CLUB 3 | 100.0 | 0.0 | 5.6 | 3.3 | 1.6 | 0.0 | 0.0 | 1.9 | 0.0 | 0.0 | 27.2 | 28.2 | 11.5 | 17.0 | 3.8 | 0.0 |
| COME STAI | 100.0 | 4.7 | 23.6 | 1.7 | 0.0 | 9.4 | 0.9 | 10.5 | 0.6 | 1.3 | 5.1 | 14.4 | 6.5 | 7.2 | 4.3 | 9.7 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 20.4 | 3.0 | 2.5 | 3.3 | 1.8 | 11.3 | 0.9 | 0.0 | 11.1 | 7.6 | 8.1 | 13.7 | 7.2 | 9.1 |
| COSE DI CASA | 100.0 | 4.0 | 22.9 | 4.9 | 0.2 | 7.3 | 0.6 | 7.0 | 3.1 | 0.3 | 6.8 | 4.8 | 14.3 | 12.3 | 2.8 | 8.6 |
| LA CUCINA ITALIANA | 100.0 | 5.0 | 19.7 | 3.9 | 1.0 | 5.4 | 0.0 | 3.9 | 2.4 | 0.3 | 11.1 | 10.9 | 12.2 | 11.8 | 3.1 | 9.3 |
| CUCINA MODERNA | 100.0 | 2.7 | 18.9 | 2.6 | 0.4 | 4.4 | 0.7 | 11.7 | 4.0 | 1.2 | 9.6 | 7.4 | 13.2 | 12.3 | 2.6 | 8.2 |
| DONNA | 100.0 | 2.8 | 16.8 | 1.4 | 1.4 | 7.1 | 0.6 | 7.1 | 2.9 | 0.0 | 9.5 | 9.7 | 10.8 | 14.3 | 3.3 | 12.3 |
| DONNA E MAMMA | 100.0 | 0.4 | 15.7 | 4.0 | 0.9 | 11.0 | 0.4 | 9.0 | 4.2 | 0.0 | 2.4 | 5.2 | 13.1 | 13.5 | 1.4 | 18.7 |
| DOVE | 100.0 | 13.3 | 24.8 | 6.2 | 0.0 | 5.7 | 1.5 | 4.2 | 1.6 | 0.0 | 9.9 | 3.5 | 22.0 | 1.9 | 0.9 | 4.7 |
| ELLE | 100.0 | 11.5 | 20.8 | 6.7 | 0.4 | 9.5 | 2.8 | 7.0 | 1.5 | 0.6 | 8.6 | 5.3 | 15.6 | 3.7 | 2.7 | 3.2 |
| ELLE DECOR | 100.0 | 11.0 | 19.7 | 4.9 | 0.0 | 12.3 | 0.9 | 10.1 | 0.0 | 0.0 | 6.3 | 0.7 | 14.9 | 9.3 | 6.1 | 3.9 |
| FOCUS | 100.0 | 3.3 | 24.1 | 5.7 | 1.7 | 8.5 | 2.2 | 6.8 | 2.3 | 0.3 | 9.7 | 3.4 | 14.3 | 8.5 | 4.9 | 4.3 |
| GARDENIA | 100.0 | 10.5 | 15.2 | 3.8 | 0.9 | 7.6 | 0.0 | 9.7 | 1.5 | 0.0 | 15.0 | 7.0 | 13.4 | 11.4 | 2.3 | 1.6 |
| GENTE MESE | 100.0 | 3.2 | 14.0 | 3.8 | 0.8 | 11.8 | 1.0 | 9.3 | 4.9 | 0.5 | 9.7 | 7.1 | 8.0 | 13.5 | 4.4 | 8.1 |
| GENTE MONEY | 100.0 | 12.7 | 38.0 | 12.8 | 0.0 | 3.8 | 1.4 | 4.2 | 0.0 | 0.0 | 6.2 | 6.7 | 7.3 | 1.9 | 0.0 | 4.9 |
| GENTE MOTORI | 100.0 | 8.0 | 19.9 | 4.5 | 0.0 | 3.8 | 0.0 | 8.7 | 8.1 | 1.3 | 9.2 | 9.8 | 11.6 | 7.1 | 3.0 | 5.1 |
| GENTE VIAGGI | 100.0 | 10.3 | 20.4 | 7.3 | 1.1 | 6.5 | 2.0 | 9.1 | 4.6 | 0.0 | 12.0 | 4.7 | 11.2 | 7.2 | 0.0 | 3.7 |
| GLAMOUR | 100.0 | 5.7 | 15.8 | 2.2 | 0.0 | 11.5 | 0.0 | 16.9 | 1.4 | 0.0 | 7.6 | 3.7 | 11.3 | 10.2 | 3.5 | 10.1 |
| GULLIVER | 100.0 | 5.1 | 19.4 | 6.0 | 0.0 | 11.7 | 11.9 | 10.9 | 2.6 | 0.0 | 12.5 | 5.9 | 3.9 | 10.1 | 0.0 | 0.0 |
| IN CASA | 100.0 | 0.0 | 26.2 | 2.9 | 0.0 | 9.2 | 0.0 | 6.1 | 8.8 | 0.0 | 6.1 | 3.7 | 5.0 | 20.9 | 5.0 | 6.1 |
| INSIEME | 100.0 | 2.3 | 25.7 | 4.4 | 1.5 | 8.9 | 0.0 | 5.6 | 2.7 | 0.0 | 2.1 | 1.7 | 15.6 | 13.4 | 3.5 | 12.6 |
| IO E IL MIO BAMBINO | 100.0 | 2.5 | 23.0 | 4.4 | 1.0 | 7.7 | 0.6 | 8.4 | 3.0 | 0.4 | 2.7 | 2.8 | 10.1 | 11.1 | 3.9 | 18.3 |
| JESUS | 100.0 | 3.5 | 9.9 | 8.1 | 1.2 | 4.7 | 1.7 | 4.4 | 0.0 | 0.0 | 16.1 | 24.2 | 15.2 | 7.8 | 0.0 | 3.2 |
| MADRE | 100.0 | 0.0 | 11.0 | 2.7 | 1.5 | 6.0 | 0.0 | 6.2 | 0.5 | 0.0 | 22.6 | 14.2 | 10.9 | 15.6 | 1.7 | 7.2 |
| MARIE CLAIRE | 100.0 | 4.8 | 24.1 | 8.3 | 0.4 | 9.2 | 2.8 | 8.2 | 3.3 | 0.3 | 5.8 | 4.5 | 14.4 | 3.6 | 2.6 | 7.7 |
| MAX | 100.0 | 7.8 | 23.1 | 8.7 | 1.1 | 5.2 | 3.2 | 8.5 | 5.4 | 0.0 | 1.0 | 9.0 | 14.0 | 7.3 | 2.1 | 3.7 |
| MERIDIANI | 100.0 | 10.4 | 38.8 | 12.3 | 0.0 | 12.5 | 1.5 | 2.2 | 0.0 | 0.0 | 4.2 | 7.7 | 8.6 | 0.0 | 0.0 | 1.7 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 0.4 | 11.7 | 3.1 | 0.8 | 5.9 | 0.2 | 4.2 | 2.1 | 0.9 | 11.1 | 25.9 | 9.1 | 15.8 | 3.4 | 5.4 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 13.6 | 9.1 | 0.0 | 6.1 | 0.0 | 4.4 | 1.7 | 0.0 | 4.3 | 8.5 | 14.9 | 20.7 | 2.2 | 14.3 |
| LA MIA CASA | 100.0 | 5.7 | 20.4 | 1.9 | 0.0 | 1.5 | 0.0 | 9.4 | 8.5 | 0.9 | 4.4 | 4.5 | 8.1 | 22.2 | 1.7 | 10.9 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 10.0 | 30.5 | 3.2 | 0.0 | 8.7 | 0.9 | 2.6 | 6.6 | 0.0 | 1.0 | 6.0 | 12.2 | 6.6 | 1.4 | 10.3 |
| NAUTICA | 100.0 | 8.9 | 26.0 | 13.1 | 3.4 | 3.3 | 4.0 | 0.0 | 6.7 | 0.0 | 6.5 | 5.5 | 17.7 | 4.9 | 0.0 | 0.0 |
| PESCARE | 100.0 | 2.9 | 21.4 | 13.0 | 0.0 | 3.6 | 1.5 | 11.6 | 1.5 | 0.0 | 10.8 | 6.5 | 6.7 | 7.8 | 3.3 | 9.6 |
| PRATICA | 100.0 | 2.0 | 22.1 | 2.2 | 0.0 | 5.7 | 0.0 | 8.4 | 2.3 | 1.8 | 13.0 | 7.9 | 14.1 | 8.7 | 2.8 | 9.0 |
| QUATTRORUOTE | 100.0 | 5.6 | 20.9 | 6.3 | 1.1 | 5.7 | 1.9 | 8.4 | 6.1 | 0.8 | 9.1 | 7.8 | 11.9 | 6.2 | 3.4 | 4.8 |
| QUATTRO ZAMPE | 100.0 | 1.7 | 27.9 | 9.6 | 1.7 | 2.8 | 0.0 | 5.5 | 4.3 | 0.0 | 9.1 | 5.2 | 12.5 | 8.0 | 4.4 | 7.1 |
| QUI TOURING | 100.0 | 6.7 | 27.9 | 5.8 | 0.0 | 12.3 | 1.2 | 1.3 | 0.0 | 0.0 | 17.6 | 7.3 | 16.1 | 3.9 | 0.0 | 0.0 |
| RAKAM | 100.0 | 2.4 | 16.4 | 1.3 | 0.4 | 10.5 | 0.2 | 3.9 | 1.1 | 0.5 | 10.3 | 10.6 | 19.4 | 13.8 | 3.5 | 5.6 |
| SALE & PEPE | 100.0 | 5.9 | 24.3 | 4.9 | 0.6 | 10.1 | 0.3 | 6.8 | 2.9 | 0.7 | 7.5 | 10.5 | 12.3 | 6.2 | 1.7 | 5.3 |
| SALVE | 100.0 | 3.8 | 24.9 | 9.0 | 0.0 | 10.4 | 0.5 | 9.5 | 2.5 | 0.0 | 13.0 | 5.2 | 6.1 | 10.7 | 2.7 | 1.8 |
| SCIENZA & VITA | 100.0 | 2.1 | 6.2 | 6.0 | 0.0 | 29.6 | 2.0 | 2.3 | 2.0 | 0.0 | 9.7 | 15.0 | 10.6 | 10.9 | 0.0 | 3.7 |
| LE SCIENZE | 100.0 | 10.3 | 23.4 | 4.0 | 0.0 | 22.8 | 1.6 | 0.0 | 4.6 | 0.0 | 8.7 | 4.6 | 8.8 | 8.3 | 0.0 | 2.9 |
| SELEZIONE READER'S DIGEST | 100.0 | 3.8 | 15.9 | 5.8 | 1.9 | 6.0 | 0.3 | 4.0 | 1.6 | 0.0 | 12.7 | 11.5 | 16.8 | 13.0 | 4.5 | 2.3 |
| SILHOUETTE DONNA | 100.0 | 1.4 | 21.8 | 4.6 | 0.0 | 6.8 | 1.5 | 13.7 | 2.5 | 1.2 | 3.9 | 5.7 | 11.2 | 15.1 | 2.6 | 8.0 |
| SPEAK UP | 100.0 | 13.0 | 15.7 | 4.2 | 3.6 | 19.0 | 6.0 | 5.8 | 0.0 | 0.0 | 3.1 | 11.6 | 8.9 | 5.8 | 3.3 | 0.0 |
| STARBENE | 100.0 | 2.0 | 19.4 | 5.7 | 0.8 | 8.6 | 1.1 | 9.0 | 2.9 | 0.4 | 6.8 | 9.8 | 9.3 | 12.1 | 4.0 | 8.1 |
| STARTER | 100.0 | 9.7 | 17.9 | 15.1 | 0.0 | 0.0 | 0.0 | 0.0 | 15.4 | 0.0 | 0.0 | 19.6 | 12.4 | 0.0 | 10.0 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 4.7 | 15.3 | 1.2 | 0.0 | 18.3 | 0.0 | 8.5 | 7.3 | 0.0 | 7.5 | 8.8 | 10.7 | 12.7 | 3.1 | 1.9 |
| TUTTO | 100.0 | 1.9 | 18.1 | 4.4 | 3.6 | 1.5 | 2.2 | 12.9 | 3.3 | 0.0 | 0.0 | 4.0 | 14.5 | 19.9 | 3.2 | 10.5 |
| TUTTOMOTO | 100.0 | 11.0 | 35.3 | 7.7 | 0.0 | 1.8 | 1.6 | 5.5 | 6.8 | 1.9 | 13.5 | 8.3 | 3.7 | 1.8 | 0.0 | 1.2 |
| TUTTOTURISMO | 100.0 | 15.8 | 29.2 | 0.0 | 0.0 | 9.6 | 1.2 | 4.6 | 0.0 | 0.0 | 5.2 | 5.6 | 10.7 | 12.4 | 0.0 | 5.8 |
| VERA | 100.0 | 1.7 | 22.1 | 6.1 | 0.8 | 5.7 | 0.0 | 11.8 | 2.7 | 1.0 | 4.0 | 7.8 | 13.2 | 13.1 | 3.7 | 6.3 |
| VIAGGIARE | 100.0 | 3.5 | 32.8 | 7.7 | 2.6 | 4.7 | 4.1 | 3.9 | 5.0 | 0.0 | 12.2 | 4.9 | 5.2 | 10.3 | 3.1 | 0.0 |
| VITALITY | 100.0 | 1.5 | 16.8 | 6.1 | 0.0 | 7.0 | 1.7 | 14.8 | 6.9 | 0.0 | 8.4 | 10.8 | 4.4 | 18.1 | 1.1 | 2.2 |
| VOGUE ITALIA | 100.0 | 3.5 | 26.3 | 6.9 | 0.0 | 5.6 | 0.3 | 7.7 | 3.7 | 0.7 | 6.1 | 8.6 | 12.3 | 9.0 | 2.6 | 6.6 |
| WEEKEND VIAGGI | 100.0 | 7.6 | 32.8 | 3.9 | 0.0 | 10.5 | 0.0 | 2.9 | 0.0 | 3.4 | 10.1 | 2.5 | 6.0 | 6.8 | 0.0 | 13.3 |
| DIANA (QUATTORDICINALE) | 100.0 | 5.9 | 2.8 | 1.9 | 9.6 | 2.4 | 1.9 | 7.9 | 13.7 | 0.0 | 13.0 | 16.4 | 2.8 | 6.2 | 12.3 | 3.2 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **20056** | **6579** | **4369** | **4185** | **1486** | **3436** | **6282** | **13774** | **5365** | **1448** | **1105** | **1671** | **3422** | **2924** | **14691** |
| AMICA | **655** | 161 | 138 | 154 | 73 | 130 | 256 | 399 | 254 | 58 | 44 | 89 | 152 | 147 | 401 |
| ANNA | **743** | 199 | 155 | 162 | 70 | 156 | 286 | 457 | 249 | 66 | 54 | 80 | 160 | 137 | 493 |
| AUTO OGGI | **105** | 32 | 23 | 30 | 5 | 15 | 30 | 76 | 36 | 11 | 7 | 11 | 25 | 21 | 70 |
| AUTOSPRINT | **102** | 49 | 22 | 13 | 11 | 7 | 23 | 79 | 36 | 10 | 13 | 7 | 25 | 16 | 66 |
| BELLA | **470** | 167 | 103 | 86 | 45 | 68 | 155 | 315 | 163 | 41 | 36 | 49 | 111 | 86 | 307 |
| CHI | **788** | 229 | 143 | 185 | 79 | 153 | 307 | 481 | 210 | 46 | 32 | 49 | 111 | 135 | 578 |
| CONFIDENZE | **636** | 203 | 145 | 126 | 60 | 102 | 206 | 430 | 182 | 50 | 37 | 54 | 114 | 101 | 454 |
| DOMENICA QUIZ | **159** | 35 | 22 | 30 | 18 | 54 | 85 | 74 | 27 | 2 | 10 | 7 | 17 | 23 | 132 |
| DONNA MODERNA | **2059** | 675 | 443 | 408 | 157 | 375 | 701 | 1358 | 762 | 181 | 178 | 218 | 483 | 431 | 1297 |
| L'ESPRESSO | **656** | 148 | 104 | 147 | 76 | 182 | 323 | 333 | 198 | 54 | 25 | 89 | 133 | 105 | 458 |
| EVA EXPRESS TREMILA | **293** | 105 | 52 | 55 | 14 | 68 | 97 | 196 | 95 | 32 | 22 | 21 | 67 | 57 | 198 |
| FAMIGLIA CRISTIANA | **2347** | 958 | 542 | 392 | 182 | 273 | 581 | 1766 | 582 | 129 | 113 | 185 | 353 | 349 | 1765 |
| FILM TV | **107** | 22 | 20 | 20 | 22 | 24 | 54 | 53 | 40 | 8 | 2 | 13 | 19 | 27 | 68 |
| GENTE | **2009** | 594 | 399 | 435 | 185 | 396 | 761 | 1249 | 584 | 148 | 102 | 180 | 354 | 311 | 1426 |
| GIOIA | **763** | 220 | 141 | 181 | 78 | 142 | 277 | 486 | 272 | 89 | 43 | 88 | 178 | 135 | 491 |
| IL GIORNALINO | **125** | 44 | 39 | 22 | 10 | 11 | 31 | 94 | 80 | 6 | 2 | 31 | 38 | 61 | 46 |
| GRAND HOTEL | **625** | 244 | 110 | 141 | 44 | 86 | 162 | 463 | 205 | 53 | 34 | 76 | 132 | 116 | 420 |
| GRAZIA | **883** | 212 | 204 | 175 | 99 | 193 | 371 | 512 | 285 | 78 | 61 | 110 | 200 | 162 | 597 |
| GUERIN SPORTIVO | **45** | 10 | 12 | 8 | 6 | 9 | 20 | 24 | 14 | 5 | 6 | 3 | 8 | 9 | 30 |
| GUIDA TV | **696** | 184 | 145 | 150 | 79 | 138 | 254 | 443 | 240 | 83 | 50 | 96 | 183 | 103 | 456 |
| INTIMITA' | **770** | 286 | 150 | 184 | 47 | 103 | 225 | 546 | 237 | 41 | 35 | 67 | 116 | 160 | 533 |
| MAGAZINE BEAUTIFUL | **61** | 19 | 19 | 8 | 7 | 8 | 17 | 44 | 24 | 8 | 3 | 5 | 10 | 18 | 38 |
| IL MONDO | **31** | 4 | 8 | 7 | 3 | 9 | 14 | 17 | 9 | 1 | 0 | 3 | 3 | 6 | 22 |
| MOTOSPRINT | **79** | 31 | 25 | 8 | 6 | 9 | 17 | 62 | 16 | 10 | 6 | 5 | 14 | 6 | 63 |
| NOVELLA 2000 | **572** | 181 | 120 | 118 | 63 | 91 | 183 | 389 | 182 | 50 | 48 | 47 | 119 | 95 | 391 |
| OGGI | **1988** | 620 | 388 | 405 | 184 | 391 | 745 | 1243 | 575 | 128 | 93 | 152 | 314 | 350 | 1413 |
| PANORAMA | **1035** | 265 | 213 | 214 | 98 | 244 | 427 | 608 | 312 | 91 | 44 | 119 | 202 | 161 | 722 |
| SORRISI E CANZONI TV | **3022** | 1010 | 619 | 682 | 231 | 480 | 913 | 2109 | 1077 | 284 | 227 | 257 | 646 | 605 | 1945 |
| STOP | **431** | 167 | 86 | 73 | 39 | 65 | 128 | 303 | 78 | 19 | 20 | 36 | 57 | 32 | 353 |
| TELEPIU' | **738** | 251 | 147 | 145 | 54 | 141 | 254 | 484 | 311 | 76 | 60 | 95 | 187 | 185 | 427 |
| TELESETTE | **870** | 213 | 202 | 187 | 80 | 188 | 329 | 541 | 327 | 81 | 55 | 107 | 211 | 162 | 543 |
| TOPOLINO | **819** | 220 | 164 | 163 | 80 | 192 | 334 | 485 | 482 | 106 | 104 | 167 | 310 | 272 | 337 |
| VISTO | **351** | 151 | 67 | 39 | 48 | 47 | 108 | 244 | 120 | 40 | 22 | 41 | 81 | 61 | 231 |
| VIVERSANI & BELLI | **924** | 331 | 205 | 156 | 81 | 151 | 286 | 637 | 388 | 118 | 81 | 94 | 238 | 197 | 535 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 100 | 115 | 112 | 73 | 232 | 353 | 279 | 212 | 45 | 53 | 65 | 127 | 120 | 420 |
| DIARIO DELLA SETTIMANA | **65** | 10 | 7 | 14 | 2 | 32 | 45 | 20 | 16 | 0 | 3 | 2 | 5 | 13 | 49 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 134 | 78 | 74 | 27 | 49 | 104 | 258 | 87 | 29 | 20 | 14 | 58 | 45 | 275 |
| IO DONNA | **882** | 171 | 167 | 185 | 57 | 302 | 411 | 471 | 247 | 56 | 51 | 83 | 158 | 132 | 635 |
| SETTE | **875** | 167 | 154 | 176 | 69 | 309 | 445 | 430 | 218 | 42 | 46 | 59 | 122 | 130 | 657 |
| SPECCHIO DELLA STAMPA | **428** | 101 | 85 | 84 | 34 | 125 | 199 | 229 | 149 | 45 | 26 | 48 | 97 | 76 | 279 |
| TV SETTE | **968** | 206 | 166 | 177 | 67 | 352 | 489 | 479 | 251 | 58 | 62 | 72 | 157 | 146 | 717 |
| IL VENERDI' | **1311** | 234 | 256 | 243 | 126 | 452 | 682 | 629 | 407 | 115 | 97 | 116 | 263 | 227 | 904 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (valori assoluti x 1.000)

| MENSILI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "si" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| POPOLAZIONE | 20056 | 6579 | 4369 | 4185 | 1486 | 3436 | 6282 | 13774 | 5365 | 1448 | 1105 | 1671 | 3422 | 2924 | 14691 |
| ABITARE | 148 | 33 | 19 | 38 | 12 | 46 | 76 | 73 | 50 | 20 | 15 | 20 | 38 | 22 | 99 |
| AD | 257 | 56 | 46 | 63 | 26 | 66 | 115 | 142 | 87 | 21 | 21 | 25 | 52 | 49 | 170 |
| AIRONE | 331 | 98 | 67 | 61 | 34 | 71 | 140 | 191 | 105 | 26 | 8 | 27 | 50 | 69 | 227 |
| AMADEUS | 60 | 10 | 8 | 12 | 6 | 24 | 34 | 26 | 15 | 8 | 2 | 6 | 13 | 7 | 45 |
| ARCHEO | 105 | 19 | 17 | 21 | 13 | 35 | 56 | 49 | 38 | 17 | 8 | 9 | 28 | 16 | 68 |
| ASTRA | 210 | 69 | 32 | 31 | 15 | 64 | 88 | 123 | 83 | 21 | 11 | 22 | 42 | 54 | 127 |
| A TAVOLA | 137 | 37 | 34 | 35 | 16 | 15 | 50 | 87 | 45 | 7 | 11 | 21 | 38 | 20 | 92 |
| AUTO | 134 | 41 | 35 | 32 | 9 | 17 | 35 | 99 | 46 | 15 | 12 | 14 | 34 | 17 | 88 |
| L'AUTOMOBILE | 285 | 66 | 68 | 57 | 34 | 60 | 122 | 163 | 90 | 26 | 17 | 28 | 57 | 48 | 195 |
| BELL'EUROPA | 132 | 38 | 23 | 19 | 14 | 39 | 59 | 73 | 49 | 10 | 15 | 18 | 41 | 26 | 84 |
| BELL'ITALIA | 261 | 49 | 65 | 39 | 33 | 76 | 129 | 133 | 87 | 25 | 17 | 25 | 58 | 53 | 175 |
| BENISSIMO | 316 | 92 | 76 | 59 | 16 | 73 | 114 | 203 | 121 | 49 | 29 | 26 | 83 | 60 | 195 |
| BIMBI SANI E BELLI | 678 | 229 | 113 | 150 | 60 | 125 | 243 | 434 | 464 | 280 | 120 | 83 | 396 | 128 | 214 |
| BRAVA CASA | 557 | 167 | 127 | 115 | 55 | 93 | 191 | 366 | 242 | 82 | 48 | 79 | 159 | 101 | 315 |
| BUONA CUCINA | 398 | 132 | 59 | 90 | 36 | 82 | 151 | 247 | 101 | 20 | 14 | 33 | 56 | 67 | 297 |
| BURDA | 794 | 228 | 199 | 165 | 69 | 133 | 227 | 566 | 351 | 86 | 83 | 122 | 224 | 185 | 443 |
| CAPITAL | 118 | 28 | 11 | 28 | 10 | 40 | 57 | 61 | 32 | 12 | 3 | 8 | 21 | 13 | 86 |
| CARNET | 85 | 6 | 9 | 31 | 8 | 31 | 60 | 25 | 24 | 1 | 9 | 8 | 14 | 15 | 61 |
| CASAVIVA | 868 | 247 | 190 | 191 | 75 | 165 | 300 | 567 | 399 | 96 | 87 | 115 | 243 | 219 | 468 |
| CENTO COSE ENERGY | 205 | 72 | 35 | 36 | 22 | 39 | 71 | 134 | 71 | 26 | 9 | 18 | 48 | 29 | 134 |
| CIAK | 127 | 46 | 24 | 14 | 13 | 29 | 47 | 80 | 31 | 7 | 5 | 6 | 12 | 21 | 95 |
| CIPRIA | 180 | 41 | 29 | 31 | 19 | 60 | 97 | 83 | 59 | 16 | 13 | 16 | 39 | 34 | 122 |
| CLASS | 77 | 20 | 16 | 22 | 7 | 13 | 30 | 47 | 25 | 11 | 3 | 4 | 14 | 12 | 52 |
| CLUB 3 | 131 | 43 | 26 | 30 | 6 | 26 | 45 | 86 | 18 | 3 | 0 | 7 | 7 | 13 | 113 |
| COME STAI | 168 | 54 | 27 | 34 | 19 | 34 | 64 | 103 | 70 | 21 | 16 | 18 | 47 | 39 | 98 |
| CONSIGLI PRATICI | 171 | 86 | 28 | 28 | 11 | 18 | 47 | 124 | 59 | 29 | 22 | 21 | 49 | 15 | 112 |
| COSE DI CASA | 944 | 293 | 189 | 170 | 88 | 204 | 359 | 585 | 426 | 130 | 88 | 121 | 278 | 219 | 518 |
| LA CUCINA ITALIANA | 535 | 167 | 103 | 128 | 41 | 97 | 180 | 355 | 167 | 38 | 34 | 53 | 104 | 93 | 368 |
| CUCINA MODERNA | 562 | 184 | 117 | 101 | 54 | 105 | 194 | 368 | 201 | 56 | 46 | 65 | 137 | 106 | 361 |
| DONNA | 469 | 121 | 116 | 71 | 59 | 103 | 181 | 289 | 156 | 24 | 26 | 42 | 72 | 104 | 313 |
| DONNA E MAMMA | 325 | 111 | 67 | 77 | 18 | 52 | 97 | 228 | 237 | 177 | 54 | 49 | 226 | 40 | 88 |
| DOVE | 171 | 44 | 27 | 34 | 19 | 46 | 88 | 83 | 58 | 11 | 10 | 15 | 34 | 37 | 114 |
| ELLE | 271 | 74 | 49 | 53 | 34 | 60 | 122 | 149 | 88 | 25 | 7 | 21 | 44 | 53 | 183 |
| ELLE DECOR | 102 | 28 | 17 | 22 | 6 | 28 | 44 | 58 | 42 | 21 | 3 | 8 | 30 | 22 | 60 |
| FOCUS | 706 | 241 | 148 | 147 | 76 | 94 | 233 | 473 | 227 | 53 | 31 | 67 | 124 | 123 | 479 |
| GARDENIA | 154 | 35 | 43 | 13 | 16 | 47 | 71 | 83 | 44 | 15 | 8 | 9 | 26 | 26 | 110 |
| GENTE MESE | 585 | 177 | 113 | 137 | 57 | 101 | 213 | 371 | 222 | 48 | 50 | 80 | 139 | 116 | 363 |
| GENTE MONEY | 76 | 12 | 20 | 15 | 10 | 20 | 30 | 45 | 24 | 8 | 7 | 5 | 17 | 11 | 52 |
| GENTE MOTORI | 232 | 72 | 47 | 57 | 21 | 35 | 76 | 156 | 68 | 22 | 25 | 19 | 52 | 26 | 164 |
| GENTE VIAGGI | 236 | 63 | 38 | 58 | 25 | 51 | 107 | 129 | 66 | 17 | 10 | 13 | 35 | 44 | 170 |
| GLAMOUR | 122 | 40 | 23 | 34 | 10 | 14 | 37 | 85 | 30 | 9 | 12 | 7 | 23 | 14 | 92 |
| GULLIVER | 97 | 28 | 6 | 21 | 20 | 21 | 54 | 43 | 26 | 10 | 1 | 8 | 16 | 13 | 71 |
| IN CASA | 97 | 18 | 16 | 28 | 15 | 20 | 43 | 53 | 33 | 6 | 3 | 4 | 11 | 24 | 64 |
| INSIEME | 298 | 116 | 60 | 51 | 20 | 53 | 100 | 199 | 226 | 131 | 67 | 44 | 194 | 69 | 72 |
| IO E IL MIO BAMBINO | 673 | 248 | 145 | 142 | 36 | 102 | 181 | 492 | 543 | 402 | 106 | 114 | 488 | 112 | 130 |
| JESUS | 85 | 21 | 27 | 13 | 7 | 16 | 28 | 57 | 16 | 2 | 1 | 3 | 6 | 11 | 69 |
| MADRE | 135 | 69 | 34 | 16 | 5 | 11 | 26 | 109 | 46 | 9 | 8 | 14 | 26 | 34 | 89 |
| MARIE CLAIRE | 438 | 119 | 95 | 89 | 43 | 93 | 176 | 262 | 149 | 45 | 19 | 23 | 77 | 83 | 289 |
| MAX | 233 | 57 | 42 | 68 | 24 | 42 | 96 | 137 | 65 | 29 | 14 | 16 | 49 | 21 | 169 |
| MERIDIANI | 65 | 8 | 6 | 22 | 12 | 18 | 39 | 26 | 21 | 9 | 7 | 3 | 12 | 9 | 44 |
| MESSAGGERO DI S.ANTONIO | 875 | 336 | 207 | 159 | 66 | 108 | 239 | 635 | 208 | 38 | 33 | 70 | 122 | 121 | 667 |
| LA MIA BOUTIQUE | 294 | 84 | 61 | 69 | 19 | 60 | 95 | 198 | 102 | 21 | 23 | 18 | 50 | 64 | 192 |
| LA MIA CASA | 171 | 54 | 26 | 35 | 18 | 38 | 63 | 108 | 67 | 17 | 11 | 18 | 39 | 47 | 104 |
| MILLIONAIRE INTRAPRENDERE | 136 | 50 | 34 | 25 | 9 | 19 | 34 | 102 | 69 | 28 | 16 | 22 | 52 | 27 | 67 |
| NAUTICA | 60 | 13 | 14 | 10 | 15 | 8 | 29 | 31 | 17 | 6 | 0 | 8 | 11 | 7 | 43 |
| PESCARE | 96 | 37 | 14 | 29 | 6 | 10 | 22 | 74 | 27 | 2 | 7 | 9 | 15 | 17 | 69 |
| PRATICA | 254 | 86 | 45 | 51 | 20 | 52 | 89 | 166 | 116 | 29 | 39 | 27 | 77 | 73 | 139 |
| QUATTRORUOTE | 923 | 312 | 166 | 203 | 91 | 150 | 324 | 599 | 308 | 82 | 56 | 94 | 198 | 147 | 614 |
| QUATTRO ZAMPE | 150 | 48 | 19 | 25 | 19 | 39 | 65 | 85 | 38 | 13 | 5 | 11 | 24 | 17 | 112 |
| QUI TOURING | 344 | 41 | 97 | 72 | 30 | 104 | 161 | 184 | 89 | 14 | 25 | 18 | 46 | 54 | 256 |
| RAKAM | 440 | 142 | 89 | 88 | 32 | 89 | 148 | 292 | 144 | 49 | 27 | 37 | 87 | 70 | 296 |
| SALE & PEPE | 403 | 106 | 90 | 92 | 37 | 78 | 163 | 240 | 148 | 30 | 39 | 41 | 89 | 86 | 255 |
| SALVE | 252 | 80 | 31 | 67 | 26 | 48 | 105 | 147 | 99 | 18 | 26 | 20 | 48 | 62 | 153 |
| SCIENZA & VITA | 62 | 12 | 12 | 17 | 8 | 14 | 30 | 32 | 23 | 1 | 0 | 8 | 8 | 17 | 39 |
| LE SCIENZE | 128 | 21 | 20 | 32 | 16 | 39 | 65 | 62 | 59 | 12 | 13 | 24 | 41 | 26 | 69 |
| SELEZIONE READER'S DIGEST | 456 | 132 | 86 | 101 | 52 | 85 | 190 | 266 | 112 | 31 | 33 | 34 | 72 | 61 | 344 |
| SILHOUETTE DONNA | 538 | 151 | 129 | 107 | 42 | 110 | 195 | 343 | 255 | 53 | 48 | 65 | 143 | 149 | 283 |
| SPEAK UP | 73 | 16 | 20 | 19 | 2 | 15 | 21 | 52 | 15 | 8 | 1 | 3 | 12 | 8 | 58 |
| STARBENE | 946 | 285 | 183 | 213 | 94 | 172 | 349 | 597 | 337 | 54 | 57 | 134 | 215 | 186 | 610 |
| STARTER | 20 | 8 | 8 | 0 | 0 | 4 | 4 | 16 | 0 | 0 | 0 | 0 | 0 | 0 | 20 |
| TUTTI FOTOGRAFI | 61 | 24 | 14 | 10 | 4 | 9 | 17 | 43 | 23 | 5 | 6 | 6 | 17 | 7 | 38 |
| TUTTO | 58 | 21 | 9 | 20 | 1 | 7 | 19 | 39 | 22 | 4 | 2 | 7 | 11 | 11 | 37 |
| TUTTOMOTO | 93 | 32 | 23 | 17 | 8 | 13 | 26 | 67 | 26 | 5 | 2 | 8 | 13 | 18 | 67 |
| TUTTOTURISMO | 86 | 32 | 11 | 14 | 8 | 21 | 37 | 49 | 39 | 12 | 8 | 13 | 22 | 19 | 48 |
| VERA | 665 | 223 | 164 | 125 | 50 | 103 | 192 | 473 | 299 | 66 | 61 | 100 | 203 | 169 | 365 |
| VIAGGIARE | 86 | 29 | 11 | 21 | 10 | 16 | 42 | 44 | 29 | 11 | 1 | 7 | 16 | 17 | 57 |
| VITALITY | 88 | 29 | 10 | 21 | 9 | 19 | 37 | 51 | 27 | 14 | 3 | 8 | 23 | 10 | 62 |
| VOGUE ITALIA | 368 | 105 | 84 | 81 | 27 | 70 | 122 | 246 | 147 | 58 | 30 | 30 | 93 | 74 | 221 |
| WEEKEND VIAGGI | 90 | 18 | 19 | 21 | 10 | 22 | 34 | 57 | 46 | 15 | 8 | 11 | 29 | 24 | 45 |
| DIANA (QUATTORDICINALE) | 46 | 10 | 27 | 4 | 2 | 3 | 6 | 39 | 17 | 6 | 0 | 6 | 8 | 9 | 29 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (percentuali di composizione)

| SETTIMANALI | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **32.8** | **21.8** | **20.9** | **7.4** | **17.1** | **31.3** | **68.7** | **26.8** | **7.2** | **5.5** | **8.3** | **17.1** | **14.6** | **73.2** |
| AMICA | 100.0 | 24.6 | 21.1 | 23.5 | 11.1 | 19.8 | 39.0 | 61.0 | 38.8 | 8.8 | 6.7 | 13.6 | 23.2 | 22.4 | 61.2 |
| ANNA | 100.0 | 26.8 | 20.8 | 21.9 | 9.4 | 21.0 | 38.4 | 61.6 | 33.6 | 8.9 | 7.3 | 10.8 | 21.6 | 18.4 | 66.4 |
| AUTO OGGI | 100.0 | 30.4 | 22.0 | 28.3 | 5.1 | 14.1 | 28.0 | 72.0 | 33.8 | 10.4 | 6.9 | 10.5 | 23.3 | 20.1 | 66.2 |
| AUTOSPRINT | 100.0 | 48.3 | 21.6 | 12.5 | 10.4 | 7.1 | 22.5 | 77.5 | 35.2 | 9.8 | 12.6 | 7.1 | 24.5 | 15.9 | 64.8 |
| BELLA | 100.0 | 35.6 | 21.9 | 18.3 | 9.7 | 14.5 | 32.9 | 67.1 | 34.7 | 8.8 | 7.6 | 10.4 | 23.6 | 18.3 | 65.3 |
| CHI | 100.0 | 29.0 | 18.1 | 23.5 | 10.0 | 19.4 | 39.0 | 61.0 | 26.7 | 5.8 | 4.0 | 6.2 | 14.1 | 17.1 | 73.3 |
| CONFIDENZE | 100.0 | 31.9 | 22.8 | 19.7 | 9.5 | 16.0 | 32.4 | 67.6 | 28.6 | 7.9 | 5.8 | 8.6 | 17.9 | 16.0 | 71.4 |
| DOMENICA QUIZ | 100.0 | 21.9 | 13.7 | 19.0 | 11.3 | 34.0 | 53.5 | 46.5 | 17.2 | 1.1 | 6.0 | 4.4 | 10.4 | 14.2 | 82.8 |
| DONNA MODERNA | 100.0 | 32.8 | 21.5 | 19.8 | 7.6 | 18.2 | 34.0 | 66.0 | 37.0 | 8.8 | 8.6 | 10.6 | 23.5 | 20.9 | 63.0 |
| L'ESPRESSO | 100.0 | 22.5 | 15.8 | 22.4 | 11.6 | 27.7 | 49.2 | 50.8 | 30.2 | 8.2 | 3.8 | 13.6 | 20.2 | 16.0 | 69.8 |
| EVA EXPRESS TREMILA | 100.0 | 35.7 | 17.8 | 18.7 | 4.7 | 23.1 | 33.0 | 67.0 | 32.3 | 11.0 | 7.7 | 7.2 | 23.0 | 19.4 | 67.7 |
| FAMIGLIA CRISTIANA | 100.0 | 40.8 | 23.1 | 16.7 | 7.7 | 11.6 | 24.8 | 75.2 | 24.8 | 5.5 | 4.8 | 7.9 | 15.0 | 14.9 | 75.2 |
| FILM TV | 100.0 | 20.3 | 19.0 | 18.7 | 20.1 | 22.0 | 50.2 | 49.8 | 36.9 | 7.4 | 2.2 | 11.9 | 17.5 | 25.3 | 63.1 |
| GENTE | 100.0 | 29.6 | 19.8 | 21.6 | 9.2 | 19.7 | 37.9 | 62.1 | 29.0 | 7.4 | 5.1 | 9.0 | 17.6 | 15.5 | 71.0 |
| GIOIA | 100.0 | 28.8 | 18.5 | 23.7 | 10.3 | 18.7 | 36.3 | 63.7 | 35.7 | 11.7 | 5.6 | 11.5 | 23.4 | 17.7 | 64.3 |
| IL GIORNALINO | 100.0 | 35.2 | 30.8 | 17.5 | 7.7 | 8.8 | 25.0 | 75.0 | 63.6 | 5.0 | 1.8 | 25.1 | 30.6 | 49.1 | 36.4 |
| GRAND HOTEL | 100.0 | 39.0 | 17.6 | 22.5 | 7.1 | 13.8 | 26.0 | 74.0 | 32.8 | 8.5 | 5.4 | 12.2 | 21.1 | 18.6 | 67.2 |
| GRAZIA | 100.0 | 24.0 | 23.1 | 19.8 | 11.2 | 21.9 | 42.0 | 58.0 | 32.3 | 8.9 | 6.9 | 12.5 | 22.6 | 18.4 | 67.7 |
| GUERIN SPORTIVO | 100.0 | 23.5 | 26.7 | 17.7 | 12.9 | 19.2 | 45.5 | 54.5 | 31.8 | 11.9 | 12.9 | 6.7 | 17.2 | 19.9 | 68.2 |
| GUIDA TV | 100.0 | 26.4 | 20.9 | 21.5 | 11.4 | 19.8 | 36.4 | 63.6 | 34.5 | 12.0 | 7.2 | 13.8 | 26.3 | 14.8 | 65.5 |
| INTIMITA' | 100.0 | 37.1 | 19.5 | 23.9 | 6.1 | 13.3 | 29.2 | 70.8 | 30.7 | 5.3 | 4.5 | 8.7 | 15.1 | 20.8 | 69.3 |
| MAGAZINE BEAUTIFUL | 100.0 | 30.5 | 31.3 | 13.0 | 12.0 | 13.2 | 28.0 | 72.0 | 38.6 | 12.9 | 4.1 | 8.4 | 16.3 | 29.3 | 61.4 |
| IL MONDO | 100.0 | 14.4 | 24.8 | 23.6 | 8.4 | 28.9 | 45.5 | 54.5 | 27.5 | 1.8 | 0.0 | 8.8 | 8.8 | 18.8 | 72.5 |
| MOTOSPRINT | 100.0 | 39.2 | 31.4 | 10.3 | 8.2 | 10.9 | 21.1 | 78.9 | 20.4 | 12.6 | 7.4 | 6.5 | 17.3 | 7.8 | 79.6 |
| NOVELLA 2000 | 100.0 | 31.7 | 20.9 | 20.6 | 10.9 | 15.9 | 32.0 | 68.0 | 31.7 | 8.7 | 8.4 | 8.3 | 20.8 | 16.6 | 68.3 |
| OGGI | 100.0 | 31.2 | 19.5 | 20.4 | 9.3 | 19.7 | 37.5 | 62.5 | 28.9 | 6.4 | 4.7 | 7.7 | 15.8 | 17.6 | 71.1 |
| PANORAMA | 100.0 | 25.6 | 20.6 | 20.7 | 9.5 | 23.6 | 41.2 | 58.8 | 30.2 | 8.8 | 4.3 | 11.5 | 19.5 | 15.5 | 69.8 |
| SORRISI E CANZONI TV | 100.0 | 33.4 | 20.5 | 22.6 | 7.6 | 15.9 | 30.2 | 69.8 | 35.7 | 9.4 | 7.5 | 8.5 | 21.4 | 20.0 | 64.3 |
| STOP | 100.0 | 38.9 | 19.9 | 17.0 | 9.0 | 15.2 | 29.7 | 70.3 | 18.1 | 4.5 | 4.6 | 8.3 | 13.3 | 7.5 | 81.9 |
| TELEPIU' | 100.0 | 34.1 | 19.9 | 19.6 | 7.3 | 19.1 | 34.4 | 65.6 | 42.2 | 10.4 | 8.1 | 12.8 | 25.3 | 25.1 | 57.8 |
| TELESETTE | 100.0 | 24.5 | 23.2 | 21.5 | 9.2 | 21.6 | 37.8 | 62.2 | 37.5 | 9.4 | 6.3 | 12.3 | 24.2 | 18.6 | 62.5 |
| TOPOLINO | 100.0 | 26.9 | 20.1 | 19.8 | 9.8 | 23.4 | 40.8 | 59.2 | 58.8 | 12.9 | 12.7 | 20.3 | 37.8 | 33.1 | 41.2 |
| VISTO | 100.0 | 42.9 | 19.2 | 11.0 | 13.6 | 13.3 | 30.6 | 69.4 | 34.2 | 11.4 | 6.3 | 11.8 | 23.0 | 17.3 | 65.8 |
| VIVERSANI & BELLI | 100.0 | 35.8 | 22.2 | 16.8 | 8.8 | 16.3 | 31.0 | 69.0 | 42.1 | 12.8 | 8.8 | 10.2 | 25.8 | 21.4 | 57.9 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 15.8 | 18.2 | 17.7 | 11.6 | 36.6 | 55.9 | 44.1 | 33.6 | 7.1 | 8.4 | 10.3 | 20.1 | 19.0 | 66.4 |
| DIARIO DELLA SETTIMANA | 100.0 | 14.8 | 10.6 | 22.1 | 3.6 | 48.9 | 69.3 | 30.7 | 24.6 | 0.0 | 4.4 | 3.2 | 7.6 | 20.1 | 75.4 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 37.0 | 21.6 | 20.4 | 7.5 | 13.6 | 28.7 | 71.3 | 24.1 | 8.0 | 5.5 | 4.0 | 16.0 | 12.3 | 75.9 |
| IO DONNA | 100.0 | 19.4 | 18.9 | 21.0 | 6.5 | 34.2 | 46.6 | 53.4 | 28.0 | 6.4 | 5.8 | 9.4 | 17.9 | 15.0 | 72.0 |
| SETTE | 100.0 | 19.1 | 17.6 | 20.2 | 7.9 | 35.3 | 50.9 | 49.1 | 24.9 | 4.8 | 5.3 | 6.8 | 14.0 | 14.8 | 75.1 |
| SPECCHIO DELLA STAMPA | 100.0 | 23.5 | 19.9 | 19.5 | 7.9 | 29.1 | 46.4 | 53.6 | 34.9 | 10.6 | 6.1 | 11.1 | 22.5 | 17.6 | 65.1 |
| TV SETTE | 100.0 | 21.3 | 17.1 | 18.3 | 6.9 | 36.4 | 50.5 | 49.5 | 25.9 | 6.0 | 6.5 | 7.4 | 16.3 | 15.1 | 74.1 |
| IL VENERDI' | 100.0 | 17.9 | 19.5 | 18.5 | 9.6 | 34.5 | 52.0 | 48.0 | 31.0 | 8.7 | 7.4 | 8.9 | 20.1 | 17.3 | 69.0 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **ampiezza dei centri** ● **comuni** ● **presenza bambini e/o ragazzi** (percentuali di composizione)

## MENSILI

| | Totale | AMPIEZZA DEI CENTRI | | | | | COMUNI | | PRESENZA BAMBINI E/O RAGAZZI | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | fino a 10000 abit. | da 10000 a 30000 abit. | da 30000 a 100000 abit. | da 100000 a 250000 abit. | oltre 250000 abit. | capo-luoghi | non capo-luoghi | Totale "sì" | da 0 a 2 anni | da 3 a 4 anni | da 5 a 7 anni | Totale fino 7 anni | da 8 a 13 anni | Totale "no" |
| **POPOLAZIONE** | **100.0** | **32.8** | **21.8** | **20.9** | **7.4** | **17.1** | **31.3** | **68.7** | **26.8** | **7.2** | **5.5** | **8.3** | **17.1** | **14.6** | **73.2** |
| ABITARE | 100.0 | 22.3 | 13.1 | 25.8 | 7.9 | 30.9 | 51.0 | 49.0 | 33.6 | 13.4 | 10.0 | 13.7 | 25.9 | 14.5 | 66.4 |
| AD | 100.0 | 21.8 | 17.7 | 24.6 | 10.2 | 25.7 | 44.8 | 55.2 | 33.9 | 8.3 | 8.2 | 9.6 | 20.1 | 19.2 | 66.1 |
| AIRONE | 100.0 | 29.6 | 20.2 | 18.5 | 10.2 | 21.5 | 42.3 | 57.7 | 31.6 | 7.8 | 2.4 | 8.0 | 15.2 | 20.7 | 68.4 |
| AMADEUS | 100.0 | 16.8 | 13.0 | 20.9 | 9.4 | 39.9 | 56.6 | 43.4 | 24.7 | 12.9 | 3.1 | 9.9 | 22.0 | 11.8 | 75.3 |
| ARCHEO | 100.0 | 18.5 | 15.8 | 20.3 | 12.0 | 33.4 | 53.1 | 46.9 | 35.7 | 16.5 | 8.1 | 9.0 | 26.3 | 14.9 | 64.3 |
| ASTRA | 100.0 | 32.9 | 15.0 | 14.7 | 7.0 | 30.4 | 41.7 | 58.3 | 39.6 | 9.9 | 5.4 | 10.3 | 20.1 | 25.7 | 60.4 |
| A TAVOLA | 100.0 | 27.1 | 24.7 | 25.7 | 11.4 | 11.0 | 36.7 | 63.3 | 32.8 | 5.4 | 7.9 | 15.4 | 27.7 | 14.7 | 67.2 |
| AUTO | 100.0 | 30.7 | 26.2 | 23.5 | 6.8 | 12.7 | 26.4 | 73.6 | 34.3 | 10.8 | 9.1 | 10.5 | 25.1 | 12.8 | 65.7 |
| L'AUTOMOBILE | 100.0 | 23.2 | 24.0 | 20.1 | 11.8 | 21.0 | 42.9 | 57.1 | 31.6 | 9.0 | 5.9 | 9.9 | 20.0 | 16.9 | 68.4 |
| BELL'EUROPA | 100.0 | 28.4 | 17.4 | 14.7 | 10.3 | 29.1 | 44.7 | 55.3 | 36.8 | 7.3 | 11.0 | 13.8 | 30.7 | 19.4 | 63.2 |
| BELL'ITALIA | 100.0 | 18.6 | 24.9 | 14.8 | 12.7 | 29.0 | 49.2 | 50.8 | 33.2 | 9.6 | 6.5 | 9.5 | 22.0 | 20.1 | 66.8 |
| BENISSIMO | 100.0 | 29.0 | 24.1 | 18.6 | 5.1 | 23.2 | 36.0 | 64.0 | 38.4 | 15.4 | 9.2 | 8.2 | 26.1 | 19.0 | 61.6 |
| BIMBI SANI E BELLI | 100.0 | 33.8 | 16.7 | 22.2 | 8.8 | 18.5 | 35.9 | 64.1 | 68.5 | 41.4 | 17.7 | 12.2 | 58.4 | 18.9 | 31.5 |
| BRAVA CASA | 100.0 | 30.0 | 22.8 | 20.7 | 9.8 | 16.7 | 34.3 | 65.7 | 43.4 | 14.7 | 8.6 | 14.2 | 28.5 | 18.2 | 56.6 |
| BUONA CUCINA | 100.0 | 33.1 | 14.8 | 22.7 | 9.0 | 20.5 | 38.0 | 62.0 | 25.3 | 4.9 | 3.6 | 8.3 | 13.9 | 16.8 | 74.7 |
| BURDA | 100.0 | 28.7 | 25.0 | 20.8 | 8.7 | 16.8 | 28.7 | 71.3 | 44.2 | 10.8 | 10.4 | 15.4 | 28.3 | 23.3 | 55.8 |
| CAPITAL | 100.0 | 24.1 | 9.5 | 23.6 | 8.9 | 34.0 | 48.1 | 51.9 | 27.0 | 9.9 | 2.9 | 7.0 | 17.8 | 11.3 | 73.0 |
| CARNET | 100.0 | 6.7 | 10.9 | 36.3 | 9.9 | 36.1 | 70.3 | 29.7 | 28.5 | 1.1 | 10.5 | 9.9 | 16.6 | 18.0 | 71.5 |
| CASAVIVA | 100.0 | 28.5 | 21.9 | 22.0 | 8.6 | 19.0 | 34.6 | 65.4 | 46.0 | 11.0 | 10.0 | 13.2 | 28.1 | 25.2 | 54.0 |
| CENTO COSE ENERGY | 100.0 | 35.3 | 17.2 | 17.5 | 10.9 | 19.1 | 34.6 | 65.4 | 34.6 | 12.6 | 4.2 | 8.8 | 23.6 | 14.0 | 65.4 |
| CIAK | 100.0 | 36.7 | 19.0 | 10.9 | 10.2 | 23.3 | 37.0 | 63.0 | 24.8 | 5.8 | 3.6 | 4.4 | 9.2 | 16.9 | 75.2 |
| CIPRIA | 100.0 | 23.0 | 16.1 | 17.2 | 10.7 | 33.1 | 53.8 | 46.2 | 32.6 | 8.8 | 7.0 | 9.0 | 21.8 | 18.8 | 67.4 |
| CLASS | 100.0 | 25.4 | 20.5 | 28.3 | 9.2 | 16.6 | 38.9 | 61.1 | 33.0 | 14.5 | 4.4 | 5.2 | 17.8 | 15.2 | 67.0 |
| CLUB 3 | 100.0 | 32.8 | 20.2 | 22.6 | 4.8 | 19.6 | 34.5 | 65.5 | 13.6 | 2.3 | 0.0 | 5.0 | 5.0 | 9.8 | 86.4 |
| COME STAI | 100.0 | 32.1 | 16.2 | 20.0 | 11.4 | 20.3 | 38.4 | 61.6 | 41.7 | 12.3 | 9.5 | 10.8 | 27.9 | 23.1 | 58.3 |
| CONSIGLI PRATICI | 100.0 | 50.0 | 16.4 | 16.5 | 6.3 | 10.8 | 27.3 | 72.7 | 34.5 | 16.7 | 13.1 | 12.1 | 28.7 | 8.8 | 65.5 |
| COSE DI CASA | 100.0 | 31.0 | 20.0 | 18.0 | 9.3 | 21.6 | 38.0 | 62.0 | 45.1 | 13.8 | 9.3 | 12.8 | 29.5 | 23.2 | 54.9 |
| LA CUCINA ITALIANA | 100.0 | 31.2 | 19.2 | 23.9 | 7.6 | 18.0 | 33.7 | 66.3 | 31.1 | 7.2 | 6.3 | 9.9 | 19.4 | 17.4 | 68.9 |
| CUCINA MODERNA | 100.0 | 32.8 | 20.9 | 18.0 | 9.7 | 18.7 | 34.6 | 65.4 | 35.8 | 9.9 | 8.1 | 11.6 | 24.3 | 18.9 | 64.2 |
| DONNA | 100.0 | 25.8 | 24.7 | 15.0 | 12.5 | 22.0 | 38.5 | 61.5 | 33.3 | 5.2 | 5.4 | 9.0 | 15.4 | 22.1 | 66.7 |
| DONNA E MAMMA | 100.0 | 34.1 | 20.6 | 23.6 | 5.6 | 16.1 | 29.9 | 70.1 | 73.0 | 54.4 | 16.7 | 15.2 | 69.7 | 12.2 | 27.0 |
| DOVE | 100.0 | 25.9 | 16.1 | 20.0 | 11.2 | 26.8 | 51.3 | 48.7 | 33.7 | 6.7 | 5.7 | 9.0 | 19.7 | 21.7 | 66.3 |
| ELLE | 100.0 | 27.5 | 18.1 | 19.7 | 12.6 | 22.2 | 45.1 | 54.9 | 32.3 | 9.1 | 2.5 | 7.8 | 16.2 | 19.7 | 67.7 |
| ELLE DECOR | 100.0 | 27.6 | 17.0 | 21.7 | 6.3 | 27.4 | 43.1 | 56.9 | 41.1 | 20.9 | 2.7 | 8.0 | 28.9 | 21.9 | 58.9 |
| FOCUS | 100.0 | 34.2 | 20.9 | 20.8 | 10.8 | 13.3 | 33.0 | 67.0 | 32.1 | 7.5 | 4.4 | 9.5 | 17.6 | 17.4 | 67.9 |
| GARDENIA | 100.0 | 22.5 | 28.0 | 8.7 | 10.2 | 30.6 | 45.9 | 54.1 | 28.6 | 9.7 | 5.3 | 5.9 | 16.7 | 17.0 | 71.4 |
| GENTE MESE | 100.0 | 30.3 | 19.3 | 23.4 | 9.8 | 17.2 | 36.5 | 63.5 | 38.0 | 8.2 | 8.6 | 13.7 | 23.7 | 19.9 | 62.0 |
| GENTE MONEY | 100.0 | 15.4 | 26.4 | 19.3 | 12.7 | 26.2 | 40.0 | 60.0 | 31.1 | 10.1 | 9.0 | 6.4 | 22.7 | 13.9 | 68.9 |
| GENTE MOTORI | 100.0 | 31.1 | 20.1 | 24.6 | 9.1 | 15.0 | 32.8 | 67.2 | 29.4 | 9.6 | 10.7 | 8.4 | 22.4 | 11.3 | 70.6 |
| GENTE VIAGGI | 100.0 | 26.8 | 16.1 | 24.8 | 10.7 | 21.7 | 45.2 | 54.8 | 28.0 | 7.3 | 4.1 | 5.4 | 14.7 | 18.5 | 72.0 |
| GLAMOUR | 100.0 | 33.1 | 19.0 | 28.3 | 8.1 | 11.5 | 30.2 | 69.8 | 24.8 | 7.0 | 10.2 | 6.0 | 19.0 | 11.8 | 75.2 |
| GULLIVER | 100.0 | 28.8 | 6.4 | 22.0 | 21.1 | 21.7 | 55.9 | 44.1 | 27.0 | 10.3 | 1.0 | 8.5 | 16.4 | 13.1 | 73.0 |
| IN CASA | 100.0 | 18.8 | 16.6 | 28.6 | 15.8 | 20.2 | 44.8 | 55.2 | 33.6 | 5.8 | 3.3 | 4.1 | 11.6 | 24.5 | 66.4 |
| INSIEME | 100.0 | 38.7 | 20.0 | 16.9 | 6.7 | 17.7 | 33.5 | 66.5 | 75.9 | 43.8 | 22.5 | 14.8 | 65.0 | 23.2 | 24.1 |
| IO E IL MIO BAMBINO | 100.0 | 36.9 | 21.5 | 21.1 | 5.4 | 15.1 | 26.9 | 73.1 | 80.7 | 59.7 | 15.8 | 17.0 | 72.5 | 16.7 | 19.3 |
| JESUS | 100.0 | 24.9 | 32.2 | 15.5 | 8.5 | 18.9 | 32.8 | 67.2 | 19.0 | 2.6 | 0.9 | 4.1 | 6.7 | 13.2 | 81.0 |
| MADRE | 100.0 | 50.9 | 25.2 | 12.1 | 3.9 | 8.0 | 19.1 | 80.9 | 33.9 | 6.7 | 6.1 | 10.3 | 19.1 | 25.2 | 66.1 |
| MARIE CLAIRE | 100.0 | 27.1 | 21.6 | 20.3 | 9.7 | 21.3 | 40.1 | 59.9 | 33.9 | 10.3 | 4.4 | 5.2 | 17.7 | 19.0 | 66.1 |
| MAX | 100.0 | 24.5 | 17.9 | 29.0 | 10.4 | 18.1 | 41.1 | 58.9 | 27.7 | 12.4 | 6.2 | 7.0 | 21.0 | 8.9 | 72.3 |
| MERIDIANI | 100.0 | 11.8 | 8.7 | 34.0 | 17.7 | 27.8 | 59.5 | 40.5 | 32.3 | 14.2 | 10.3 | 4.6 | 18.8 | 13.5 | 67.7 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 38.4 | 23.7 | 18.1 | 7.5 | 12.3 | 27.3 | 72.7 | 23.8 | 4.3 | 3.8 | 8.0 | 13.9 | 13.9 | 76.2 |
| LA MIA BOUTIQUE | 100.0 | 28.7 | 20.8 | 23.4 | 6.6 | 20.5 | 32.5 | 67.5 | 34.7 | 7.0 | 7.9 | 6.3 | 17.0 | 21.9 | 65.3 |
| LA MIA CASA | 100.0 | 31.6 | 15.4 | 20.5 | 10.3 | 22.3 | 36.9 | 63.1 | 39.3 | 9.8 | 6.3 | 10.7 | 22.5 | 27.5 | 60.7 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 36.6 | 24.6 | 18.2 | 6.4 | 14.2 | 24.9 | 75.1 | 50.9 | 20.7 | 11.7 | 15.9 | 37.9 | 19.5 | 49.1 |
| NAUTICA | 100.0 | 22.1 | 22.6 | 16.8 | 24.6 | 13.9 | 48.0 | 52.0 | 28.1 | 10.4 | 0.0 | 12.7 | 18.7 | 11.4 | 71.9 |
| PESCARE | 100.0 | 38.8 | 14.3 | 30.3 | 5.8 | 10.9 | 22.9 | 77.1 | 27.7 | 2.4 | 7.8 | 9.9 | 15.8 | 17.4 | 72.3 |
| PRATICA | 100.0 | 33.9 | 17.7 | 20.0 | 8.0 | 20.4 | 34.8 | 65.2 | 45.4 | 11.5 | 15.4 | 10.6 | 30.3 | 28.7 | 54.6 |
| QUATTRORUOTE | 100.0 | 33.9 | 18.0 | 22.0 | 9.9 | 16.2 | 35.1 | 64.9 | 33.4 | 8.9 | 6.1 | 10.2 | 21.4 | 16.0 | 66.6 |
| QUATTRO ZAMPE | 100.0 | 31.9 | 13.0 | 16.7 | 12.7 | 25.7 | 43.3 | 56.7 | 25.4 | 8.9 | 3.2 | 7.3 | 15.8 | 11.5 | 74.6 |
| QUI TOURING | 100.0 | 12.0 | 28.2 | 20.9 | 8.7 | 30.1 | 46.6 | 53.4 | 25.8 | 4.2 | 7.3 | 5.1 | 13.4 | 15.6 | 74.2 |
| RAKAM | 100.0 | 32.3 | 20.1 | 20.1 | 7.3 | 20.2 | 33.6 | 66.4 | 32.7 | 11.2 | 6.2 | 8.3 | 19.8 | 15.9 | 67.3 |
| SALE & PEPE | 100.0 | 26.3 | 22.2 | 22.9 | 9.2 | 19.3 | 40.5 | 59.5 | 36.6 | 7.5 | 9.8 | 10.1 | 22.0 | 21.3 | 63.4 |
| SALVE | 100.0 | 31.8 | 12.1 | 26.6 | 10.4 | 19.1 | 41.6 | 58.4 | 39.4 | 7.1 | 10.2 | 7.9 | 19.0 | 24.4 | 60.6 |
| SCIENZA & VITA | 100.0 | 18.6 | 18.8 | 27.4 | 12.4 | 22.8 | 48.4 | 51.6 | 37.1 | 1.4 | 0.0 | 13.1 | 13.1 | 27.7 | 62.9 |
| LE SCIENZE | 100.0 | 16.6 | 15.3 | 25.1 | 12.6 | 30.3 | 51.1 | 48.9 | 46.3 | 9.5 | 10.4 | 19.0 | 32.1 | 20.2 | 53.7 |
| SELEZIONE READER'S DIGEST | 100.0 | 28.9 | 18.9 | 22.1 | 11.4 | 18.7 | 41.7 | 58.3 | 24.5 | 6.7 | 7.2 | 7.6 | 15.8 | 13.5 | 75.5 |
| SILHOUETTE DONNA | 100.0 | 28.1 | 23.9 | 19.9 | 7.7 | 20.4 | 36.3 | 63.7 | 47.4 | 9.9 | 9.0 | 12.1 | 26.6 | 27.7 | 52.6 |
| SPEAK UP | 100.0 | 21.8 | 27.6 | 26.2 | 3.3 | 21.1 | 29.2 | 70.8 | 20.3 | 11.5 | 1.2 | 4.5 | 15.9 | 10.9 | 79.7 |
| STARBENE | 100.0 | 30.1 | 19.3 | 22.5 | 9.9 | 18.2 | 36.9 | 63.1 | 35.6 | 5.8 | 6.0 | 14.2 | 22.7 | 19.7 | 64.4 |
| STARTER | 100.0 | 40.0 | 40.3 | 0.0 | 0.0 | 19.6 | 19.6 | 80.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 100.0 |
| TUTTI FOTOGRAFI | 100.0 | 39.4 | 23.2 | 15.8 | 7.2 | 14.3 | 28.3 | 71.7 | 37.5 | 8.5 | 10.1 | 9.2 | 27.8 | 12.3 | 62.5 |
| TUTTO | 100.0 | 35.3 | 16.1 | 34.6 | 1.9 | 12.1 | 32.8 | 67.2 | 37.0 | 7.0 | 3.6 | 12.7 | 18.1 | 18.9 | 63.0 |
| TUTTOMOTO | 100.0 | 34.7 | 24.9 | 18.0 | 8.6 | 13.8 | 27.8 | 72.2 | 27.9 | 5.5 | 2.4 | 8.6 | 14.4 | 19.5 | 72.1 |
| TUTTOTURISMO | 100.0 | 36.8 | 13.0 | 16.0 | 9.4 | 24.9 | 43.0 | 57.0 | 44.7 | 14.0 | 9.3 | 14.6 | 25.8 | 22.5 | 55.3 |
| VERA | 100.0 | 33.6 | 24.6 | 18.8 | 7.5 | 15.5 | 28.9 | 71.1 | 45.0 | 10.0 | 9.2 | 15.1 | 30.5 | 25.4 | 55.0 |
| VIAGGIARE | 100.0 | 33.1 | 12.6 | 24.1 | 11.5 | 18.6 | 48.6 | 51.4 | 33.4 | 13.3 | 1.1 | 8.2 | 18.5 | 20.1 | 66.6 |
| VITALITY | 100.0 | 33.2 | 11.1 | 24.1 | 10.6 | 21.0 | 41.9 | 58.1 | 30.2 | 15.9 | 3.8 | 8.9 | 26.4 | 11.1 | 69.8 |
| VOGUE ITALIA | 100.0 | 28.7 | 22.9 | 22.1 | 7.3 | 19.2 | 33.1 | 66.9 | 39.9 | 15.8 | 8.1 | 8.1 | 25.3 | 20.2 | 60.1 |
| WEEKEND VIAGGI | 100.0 | 19.8 | 21.5 | 23.3 | 11.2 | 24.2 | 37.2 | 62.8 | 50.5 | 16.8 | 8.9 | 11.9 | 32.2 | 26.5 | 49.5 |
| DIANA (QUATTORDICINALE) | 100.0 | 22.1 | 58.7 | 9.7 | 3.5 | 5.9 | 14.0 | 86.0 | 36.3 | 13.9 | 0.0 | 13.6 | 17.7 | 18.6 | 63.7 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● regioni

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| POPOLAZIONE | 20056 | 1758 | 690 | 3305 | 322 | 1514 | 465 | 1486 | 1263 | 491 | 283 | 1846 | 546 | 1711 | 1283 |
| AMICA | 655 | 54 | 23 | 134 | 10 | 52 | 13 | 79 | 45 | 28 | 11 | 71 | 9 | 40 | 16 |
| ANNA | 743 | 59 | 26 | 154 | 9 | 85 | 17 | 59 | 55 | 18 | 10 | 66 | 21 | 54 | 22 |
| AUTO OGGI | 105 | 11 | 0 | 30 | 2 | 21 | 5 | 11 | 3 | 4 | 0 | 2 | 0 | 6 | 2 |
| AUTOSPRINT | 102 | 11 | 9 | 14 | 4 | 12 | 4 | 19 | 6 | 4 | 1 | 0 | 0 | 4 | 0 |
| BELLA | 470 | 46 | 14 | 108 | 9 | 68 | 16 | 43 | 33 | 5 | 6 | 47 | 10 | 25 | 8 |
| CHI | 788 | 106 | 30 | 142 | 13 | 80 | 23 | 106 | 66 | 29 | 7 | 67 | 8 | 39 | 21 |
| CONFIDENZE | 636 | 66 | 21 | 119 | 15 | 71 | 5 | 53 | 57 | 10 | 7 | 56 | 11 | 45 | 13 |
| DOMENICA QUIZ | 159 | 13 | 25 | 34 | 5 | 7 | 5 | 12 | 5 | 6 | 3 | 13 | 2 | 7 | 10 |
| DONNA MODERNA | 2059 | 205 | 122 | 417 | 24 | 184 | 51 | 203 | 130 | 60 | 30 | 199 | 55 | 138 | 68 |
| L'ESPRESSO | 656 | 34 | 16 | 89 | 8 | 54 | 21 | 52 | 50 | 22 | 8 | 94 | 29 | 59 | 32 |
| EVA EXPRESS TREMILA | 293 | 29 | 7 | 65 | 5 | 19 | 7 | 29 | 35 | 14 | 4 | 32 | 2 | 14 | 10 |
| FAMIGLIA CRISTIANA | 2347 | 211 | 78 | 550 | 35 | 315 | 65 | 154 | 130 | 67 | 24 | 131 | 59 | 117 | 96 |
| FILM TV | 107 | 13 | 0 | 17 | 1 | 6 | 7 | 16 | 13 | 4 | 2 | 10 | 1 | 5 | 3 |
| GENTE | 2009 | 167 | 150 | 343 | 35 | 186 | 71 | 150 | 118 | 66 | 29 | 190 | 42 | 135 | 73 |
| GIOIA | 763 | 77 | 55 | 163 | 8 | 73 | 11 | 68 | 56 | 18 | 12 | 66 | 12 | 40 | 27 |
| IL GIORNALINO | 125 | 9 | 1 | 26 | 2 | 24 | 0 | 10 | 11 | 0 | 2 | 4 | 2 | 5 | 11 |
| GRAND HOTEL | 625 | 87 | 20 | 104 | 8 | 39 | 16 | 55 | 56 | 7 | 7 | 72 | 14 | 44 | 24 |
| GRAZIA | 883 | 69 | 41 | 156 | 11 | 99 | 20 | 87 | 71 | 40 | 16 | 67 | 18 | 60 | 34 |
| GUERIN SPORTIVO | 45 | 5 | 4 | 4 | 0 | 5 | 2 | 4 | 5 | 2 | 2 | 2 | 0 | 2 | 2 |
| GUIDA TV | 696 | 80 | 13 | 134 | 3 | 64 | 17 | 65 | 57 | 10 | 7 | 70 | 27 | 41 | 35 |
| INTIMITA' | 770 | 82 | 23 | 149 | 18 | 93 | 23 | 85 | 49 | 20 | 10 | 77 | 25 | 29 | 18 |
| MAGAZINE BEAUTIFUL | 61 | 7 | 2 | 7 | 2 | 6 | 0 | 5 | 12 | 0 | 0 | 10 | 1 | 0 | 6 |
| IL MONDO | 31 | 0 | 0 | 7 | 1 | 0 | 5 | 7 | 0 | 2 | 1 | 5 | 1 | 0 | 2 |
| MOTOSPRINT | 79 | 4 | 12 | 24 | 0 | 6 | 0 | 16 | 5 | 2 | 0 | 2 | 0 | 2 | 0 |
| NOVELLA 2000 | 572 | 43 | 15 | 105 | 10 | 65 | 13 | 84 | 47 | 21 | 14 | 38 | 9 | 25 | 15 |
| OGGI | 1988 | 177 | 113 | 370 | 30 | 232 | 48 | 180 | 120 | 38 | 38 | 213 | 50 | 84 | 56 |
| PANORAMA | 1035 | 72 | 41 | 175 | 18 | 121 | 25 | 103 | 57 | 39 | 14 | 117 | 21 | 74 | 39 |
| SORRISI E CANZONI TV | 3022 | 280 | 82 | 611 | 29 | 261 | 76 | 284 | 204 | 59 | 49 | 259 | 64 | 284 | 124 |
| STOP | 431 | 74 | 16 | 103 | 6 | 54 | 24 | 45 | 40 | 7 | 5 | 36 | 1 | 7 | 3 |
| TELEPIU' | 738 | 63 | 27 | 120 | 3 | 62 | 18 | 62 | 53 | 19 | 10 | 87 | 18 | 33 | 32 |
| TELESETTE | 870 | 113 | 13 | 121 | 10 | 71 | 33 | 57 | 53 | 21 | 7 | 115 | 29 | 56 | 56 |
| TOPOLINO | 819 | 111 | 32 | 142 | 13 | 52 | 28 | 65 | 56 | 17 | 15 | 103 | 6 | 51 | 17 |
| VISTO | 351 | 43 | 14 | 75 | 6 | 53 | 11 | 28 | 29 | 10 | 7 | 22 | 6 | 5 | 19 |
| VIVERSANI & BELLI | 924 | 107 | 24 | 167 | 14 | 77 | 28 | 63 | 45 | 17 | 14 | 111 | 27 | 99 | 23 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 25 | 31 | 104 | 3 | 44 | 19 | 67 | 52 | 12 | 6 | 120 | 6 | 63 | 27 |
| DIARIO DELLA SETTIMANA | 65 | 2 | 8 | 3 | 0 | 2 | 2 | 8 | 5 | 0 | 1 | 20 | 0 | 2 | 2 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 17 | 15 | 113 | 11 | 15 | 22 | 38 | 41 | 12 | 2 | 23 | 3 | 8 | 14 |
| IO DONNA | 882 | 40 | 24 | 440 | 8 | 63 | 18 | 37 | 29 | 18 | 11 | 75 | 5 | 30 | 26 |
| SETTE | 875 | 30 | 23 | 504 | 7 | 42 | 26 | 46 | 24 | 8 | 7 | 59 | 4 | 23 | 25 |
| SPECCHIO DELLA STAMPA | 428 | 157 | 28 | 32 | 9 | 13 | 3 | 27 | 11 | 7 | 4 | 36 | 7 | 19 | 26 |
| TV SETTE | 968 | 34 | 17 | 499 | 7 | 47 | 27 | 50 | 31 | 21 | 11 | 79 | 8 | 44 | 27 |
| IL VENERDI' | 1311 | 64 | 64 | 173 | 12 | 81 | 35 | 144 | 142 | 23 | 17 | 240 | 29 | 128 | 40 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **regioni**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| POPOLAZIONE | 20056 | 1758 | 690 | 3305 | 322 | 1514 | 465 | 1486 | 1263 | 491 | 283 | 1846 | 546 | 1711 | 1283 |
| ABITARE | 148 | 17 | 5 | 44 | 1 | 1 | 14 | 14 | 9 | 8 | 3 | 21 | 4 | 0 | 0 |
| AD | 257 | 19 | 11 | 47 | 1 | 34 | 5 | 23 | 19 | 8 | 5 | 34 | 4 | 5 | 10 |
| AIRONE | 331 | 38 | 35 | 97 | 7 | 27 | 6 | 36 | 20 | 8 | 0 | 33 | 7 | 7 | 2 |
| AMADEUS | 60 | 5 | 1 | 12 | 1 | 3 | 3 | 12 | 2 | 3 | 0 | 8 | 0 | 2 | 3 |
| ARCHEO | 105 | 10 | 4 | 15 | 1 | 4 | 2 | 11 | 11 | 6 | 1 | 23 | 4 | 2 | 2 |
| ASTRA | 210 | 27 | 5 | 44 | 5 | 3 | 2 | 29 | 22 | 3 | 1 | 31 | 4 | 7 | 2 |
| A TAVOLA | 137 | 12 | 8 | 33 | 4 | 9 | 2 | 9 | 11 | 7 | 1 | 13 | 2 | 10 | 5 |
| AUTO | 134 | 13 | 8 | 26 | 1 | 12 | 5 | 21 | 16 | 9 | 1 | 4 | 1 | 0 | 5 |
| L'AUTOMOBILE | 285 | 40 | 7 | 76 | 1 | 21 | 5 | 37 | 43 | 6 | 5 | 20 | 3 | 5 | 2 |
| BELL'EUROPA | 132 | 6 | 4 | 35 | 1 | 20 | 3 | 12 | 10 | 3 | 2 | 21 | 3 | 5 | 0 |
| BELL'ITALIA | 261 | 34 | 16 | 65 | 2 | 24 | 3 | 28 | 16 | 7 | 7 | 30 | 7 | 5 | 7 |
| BENISSIMO | 316 | 31 | 11 | 54 | 8 | 45 | 7 | 23 | 23 | 8 | 4 | 31 | 13 | 19 | 4 |
| BIMBI SANI E BELLI | 678 | 46 | 26 | 118 | 10 | 65 | 17 | 59 | 25 | 9 | 15 | 77 | 25 | 63 | 29 |
| BRAVA CASA | 557 | 57 | 10 | 84 | 9 | 39 | 20 | 49 | 50 | 20 | 16 | 56 | 12 | 42 | 24 |
| BUONA CUCINA | 398 | 37 | 27 | 52 | 7 | 41 | 3 | 37 | 22 | 9 | 5 | 37 | 2 | 37 | 23 |
| BURDA | 794 | 60 | 12 | 73 | 13 | 67 | 13 | 33 | 44 | 16 | 17 | 84 | 21 | 70 | 75 |
| CAPITAL | 118 | 20 | 6 | 28 | 0 | 12 | 1 | 6 | 8 | 2 | 1 | 9 | 5 | 2 | 1 |
| CARNET | 85 | 13 | 6 | 20 | 0 | 8 | 1 | 19 | 4 | 1 | 0 | 8 | 1 | 0 | 0 |
| CASAVIVA | 868 | 73 | 41 | 144 | 22 | 86 | 12 | 65 | 33 | 27 | 13 | 96 | 18 | 72 | 43 |
| CENTO COSE ENERGY | 205 | 32 | 6 | 51 | 1 | 11 | 2 | 29 | 10 | 8 | 4 | 17 | 9 | 7 | 5 |
| CIAK | 127 | 4 | 10 | 19 | 2 | 8 | 7 | 21 | 11 | 5 | 0 | 16 | 2 | 7 | 4 |
| CIPRIA | 180 | 4 | 19 | 22 | 1 | 13 | 11 | 15 | 13 | 9 | 4 | 16 | 6 | 19 | 9 |
| CLASS | 77 | 4 | 4 | 16 | 1 | 2 | 3 | 15 | 3 | 1 | 0 | 6 | 6 | 5 | 3 |
| CLUB 3 | 131 | 19 | 13 | 24 | 4 | 6 | 7 | 16 | 10 | 3 | 1 | 10 | 8 | 0 | 6 |
| COME STAI | 168 | 24 | 8 | 17 | 4 | 16 | 11 | 13 | 8 | 4 | 2 | 23 | 7 | 13 | 7 |
| CONSIGLI PRATICI | 171 | 22 | 3 | 22 | 8 | 19 | 15 | 12 | 9 | 6 | 5 | 19 | 8 | 10 | 0 |
| COSE DI CASA | 944 | 106 | 17 | 173 | 17 | 71 | 18 | 85 | 47 | 31 | 15 | 106 | 27 | 72 | 47 |
| LA CUCINA ITALIANA | 535 | 46 | 15 | 102 | 7 | 41 | 19 | 62 | 21 | 5 | 12 | 55 | 11 | 44 | 20 |
| CUCINA MODERNA | 562 | 60 | 19 | 84 | 7 | 51 | 10 | 74 | 42 | 8 | 10 | 63 | 5 | 46 | 17 |
| DONNA | 469 | 30 | 16 | 80 | 5 | 38 | 9 | 53 | 26 | 13 | 12 | 39 | 14 | 49 | 21 |
| DONNA E MAMMA | 325 | 31 | 9 | 56 | 10 | 36 | 11 | 18 | 18 | 6 | 6 | 35 | 10 | 23 | 14 |
| DOVE | 171 | 17 | 13 | 54 | 0 | 11 | 4 | 22 | 9 | 1 | 2 | 16 | 3 | 10 | 0 |
| ELLE | 271 | 15 | 16 | 48 | 13 | 29 | 8 | 37 | 14 | 14 | 9 | 22 | 2 | 15 | 8 |
| ELLE DECOR | 102 | 9 | 5 | 33 | 1 | 7 | 1 | 10 | 12 | 3 | 2 | 7 | 0 | 0 | 1 |
| FOCUS | 706 | 72 | 28 | 108 | 14 | 99 | 33 | 63 | 48 | 18 | 12 | 59 | 14 | 41 | 18 |
| GARDENIA | 154 | 8 | 12 | 39 | 2 | 12 | 8 | 13 | 17 | 3 | 2 | 26 | 1 | 0 | 2 |
| GENTE MESE | 585 | 42 | 18 | 82 | 10 | 50 | 18 | 53 | 37 | 16 | 9 | 55 | 17 | 60 | 19 |
| GENTE MONEY | 76 | 4 | 0 | 11 | 1 | 2 | 2 | 9 | 7 | 3 | 2 | 6 | 3 | 8 | 6 |
| GENTE MOTORI | 232 | 13 | 14 | 54 | 2 | 17 | 10 | 20 | 10 | 6 | 5 | 19 | 0 | 14 | 8 |
| GENTE VIAGGI | 236 | 25 | 23 | 62 | 2 | 9 | 14 | 24 | 13 | 4 | 2 | 29 | 2 | 7 | 6 |
| GLAMOUR | 122 | 11 | 0 | 33 | 0 | 7 | 11 | 11 | 3 | 8 | 0 | 17 | 1 | 0 | 7 |
| GULLIVER | 97 | 18 | 4 | 13 | 1 | 8 | 7 | 16 | 5 | 7 | 3 | 12 | 3 | 0 | 0 |
| IN CASA | 97 | 3 | 0 | 13 | 3 | 17 | 0 | 16 | 7 | 3 | 1 | 14 | 1 | 4 | 5 |
| INSIEME | 298 | 23 | 10 | 41 | 4 | 46 | 11 | 37 | 15 | 5 | 4 | 19 | 17 | 22 | 11 |
| IO E IL MIO BAMBINO | 673 | 64 | 16 | 102 | 11 | 76 | 8 | 39 | 34 | 11 | 13 | 60 | 39 | 66 | 23 |
| JESUS | 85 | 8 | 13 | 29 | 0 | 10 | 0 | 4 | 2 | 0 | 1 | 2 | 4 | 2 | 0 |
| MADRE | 135 | 16 | 6 | 71 | 4 | 17 | 2 | 7 | 9 | 0 | 0 | 0 | 0 | 0 | 0 |
| MARIE CLAIRE | 438 | 20 | 45 | 88 | 10 | 31 | 24 | 82 | 22 | 14 | 11 | 32 | 8 | 26 | 6 |
| MAX | 233 | 23 | 14 | 52 | 3 | 17 | 15 | 25 | 15 | 10 | 2 | 19 | 6 | 3 | 8 |
| MERIDIANI | 65 | 1 | 2 | 19 | 0 | 5 | 0 | 14 | 4 | 2 | 0 | 11 | 0 | 0 | 0 |
| MESSAGGERO DI S.ANTONIO | 875 | 72 | 19 | 146 | 13 | 88 | 13 | 44 | 53 | 22 | 10 | 58 | 37 | 55 | 84 |
| LA MIA BOUTIQUE | 294 | 18 | 11 | 43 | 2 | 27 | 3 | 22 | 9 | 2 | 3 | 33 | 5 | 13 | 35 |
| LA MIA CASA | 171 | 6 | 8 | 43 | 0 | 19 | 5 | 10 | 6 | 4 | 2 | 18 | 4 | 11 | 5 |
| MILLIONAIRE INTRAPRENDERE | 136 | 1 | 3 | 11 | 0 | 5 | 2 | 10 | 11 | 5 | 0 | 18 | 10 | 23 | 9 |
| NAUTICA | 60 | 3 | 3 | 12 | 0 | 6 | 4 | 4 | 7 | 3 | 0 | 3 | 0 | 2 | 5 |
| PESCARE | 96 | 12 | 4 | 17 | 2 | 0 | 2 | 10 | 5 | 5 | 2 | 5 | 2 | 14 | 0 |
| PRATICA | 254 | 31 | 13 | 50 | 3 | 20 | 19 | 21 | 12 | 1 | 8 | 26 | 4 | 19 | 6 |
| QUATTRORUOTE | 923 | 88 | 23 | 195 | 17 | 88 | 28 | 89 | 66 | 18 | 20 | 85 | 20 | 31 | 37 |
| QUATTRO ZAMPE | 150 | 10 | 10 | 28 | 0 | 11 | 4 | 21 | 14 | 3 | 2 | 18 | 6 | 5 | 4 |
| QUI TOURING | 344 | 49 | 22 | 103 | 4 | 52 | 12 | 23 | 27 | 4 | 1 | 27 | 2 | 2 | 7 |
| RAKAM | 440 | 32 | 15 | 73 | 5 | 35 | 14 | 28 | 42 | 17 | 8 | 41 | 9 | 39 | 11 |
| SALE & PEPE | 403 | 34 | 26 | 77 | 5 | 40 | 7 | 48 | 30 | 8 | 4 | 36 | 8 | 23 | 13 |
| SALVE | 252 | 23 | 18 | 46 | 3 | 22 | 1 | 36 | 9 | 9 | 1 | 25 | 14 | 8 | 9 |
| SCIENZA & VITA | 62 | 7 | 0 | 20 | 3 | 10 | 0 | 1 | 5 | 1 | 1 | 4 | 0 | 2 | 0 |
| LE SCIENZE | 128 | 12 | 4 | 22 | 3 | 7 | 5 | 14 | 13 | 0 | 6 | 18 | 0 | 8 | 5 |
| SELEZIONE READER'S DIGEST | 456 | 31 | 21 | 72 | 11 | 44 | 20 | 33 | 23 | 13 | 6 | 47 | 23 | 37 | 14 |
| SILHOUETTE DONNA | 538 | 53 | 26 | 64 | 7 | 25 | 17 | 58 | 34 | 23 | 6 | 71 | 11 | 49 | 31 |
| SPEAK UP | 73 | 8 | 10 | 14 | 0 | 5 | 0 | 2 | 4 | 3 | 4 | 5 | 0 | 5 | 5 |
| STARBENE | 946 | 96 | 43 | 148 | 15 | 78 | 26 | 101 | 34 | 29 | 11 | 97 | 25 | 83 | 41 |
| STARTER | 20 | 5 | 0 | 7 | 0 | 0 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 0 |
| TUTTI FOTOGRAFI | 61 | 5 | 0 | 8 | 2 | 9 | 7 | 6 | 4 | 3 | 2 | 2 | 0 | 8 | 2 |
| TUTTO | 58 | 7 | 0 | 11 | 0 | 12 | 0 | 5 | 3 | 7 | 1 | 0 | 1 | 4 | 1 |
| TUTTOMOTO | 93 | 5 | 7 | 24 | 1 | 7 | 4 | 12 | 2 | 5 | 1 | 5 | 3 | 2 | 0 |
| TUTTOTURISMO | 86 | 9 | 13 | 19 | 1 | 2 | 5 | 9 | 1 | 1 | 3 | 12 | 0 | 2 | 2 |
| VERA | 665 | 75 | 29 | 119 | 8 | 82 | 29 | 63 | 30 | 20 | 13 | 60 | 10 | 34 | 25 |
| VIAGGIARE | 86 | 10 | 7 | 19 | 4 | 7 | 0 | 10 | 2 | 5 | 1 | 11 | 2 | 0 | 2 |
| VITALITY | 88 | 8 | 7 | 17 | 3 | 16 | 6 | 14 | 5 | 4 | 1 | 3 | 0 | 2 | 1 |
| VOGUE ITALIA | 368 | 29 | 10 | 66 | 4 | 21 | 12 | 38 | 24 | 20 | 4 | 45 | 7 | 47 | 6 |
| WEEKEND VIAGGI | 90 | 6 | 5 | 27 | 0 | 3 | 6 | 15 | 6 | 1 | 0 | 14 | 1 | 5 | 0 |
| DIANA (QUATTORDICINALE) | 46 | 1 | 8 | 5 | 0 | 0 | 0 | 4 | 6 | 1 | 4 | 6 | 0 | 6 | 0 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **regioni**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **8.8** | **3.4** | **16.5** | **1.6** | **7.5** | **2.3** | **7.4** | **6.3** | **2.4** | **1.4** | **9.2** | **2.7** | **8.5** | **6.4** |
| AMICA | 100.0 | 8.2 | 3.5 | 20.4 | 1.6 | 7.9 | 2.0 | 12.0 | 6.9 | 4.3 | 1.7 | 10.9 | 1.4 | 6.1 | 2.4 |
| ANNA | 100.0 | 7.9 | 3.5 | 20.7 | 1.2 | 11.4 | 2.3 | 8.0 | 7.4 | 2.5 | 1.4 | 8.9 | 2.9 | 7.2 | 3.0 |
| AUTO OGGI | 100.0 | 10.4 | 0.0 | 28.2 | 2.1 | 19.9 | 4.3 | 10.3 | 3.3 | 4.2 | 0.0 | 2.1 | 0.4 | 6.1 | 1.8 |
| AUTOSPRINT | 100.0 | 10.9 | 8.9 | 13.9 | 4.3 | 11.9 | 4.0 | 18.1 | 5.9 | 3.7 | 0.9 | 0.0 | 0.5 | 3.8 | 0.0 |
| BELLA | 100.0 | 9.9 | 2.9 | 23.0 | 2.0 | 14.4 | 3.4 | 9.2 | 6.9 | 1.1 | 1.4 | 10.0 | 2.1 | 5.3 | 1.7 |
| CHI | 100.0 | 13.4 | 3.8 | 18.0 | 1.6 | 10.2 | 3.0 | 13.4 | 8.4 | 3.7 | 0.9 | 8.5 | 1.0 | 5.0 | 2.7 |
| CONFIDENZE | 100.0 | 10.4 | 3.2 | 18.7 | 2.3 | 11.2 | 0.8 | 8.4 | 9.0 | 1.6 | 1.1 | 8.8 | 1.7 | 7.1 | 2.1 |
| DOMENICA QUIZ | 100.0 | 8.1 | 15.7 | 21.6 | 3.0 | 4.2 | 3.2 | 7.6 | 3.2 | 3.9 | 1.6 | 8.3 | 1.1 | 4.4 | 6.3 |
| DONNA MODERNA | 100.0 | 10.0 | 5.9 | 20.2 | 1.1 | 9.0 | 2.5 | 9.9 | 6.3 | 2.9 | 1.5 | 9.7 | 2.7 | 6.7 | 3.3 |
| L'ESPRESSO | 100.0 | 5.1 | 2.4 | 13.5 | 1.3 | 8.2 | 3.1 | 7.9 | 7.7 | 3.4 | 1.2 | 14.3 | 4.4 | 9.0 | 4.9 |
| EVA EXPRESS TREMILA | 100.0 | 9.8 | 2.4 | 22.2 | 1.6 | 6.5 | 2.3 | 9.8 | 11.8 | 4.8 | 1.4 | 10.9 | 0.8 | 4.7 | 3.3 |
| FAMIGLIA CRISTIANA | 100.0 | 9.0 | 3.3 | 23.4 | 1.5 | 13.4 | 2.7 | 6.6 | 5.5 | 2.8 | 1.0 | 5.6 | 2.5 | 5.0 | 4.1 |
| FILM TV | 100.0 | 11.8 | 0.0 | 16.2 | 1.4 | 5.5 | 6.7 | 15.0 | 11.8 | 3.4 | 2.0 | 9.2 | 0.7 | 4.6 | 2.9 |
| GENTE | 100.0 | 8.3 | 7.5 | 17.1 | 1.7 | 9.3 | 3.5 | 7.4 | 5.9 | 3.3 | 1.5 | 9.5 | 2.1 | 6.7 | 3.6 |
| GIOIA | 100.0 | 10.1 | 7.2 | 21.3 | 1.1 | 9.6 | 1.4 | 9.0 | 7.3 | 2.3 | 1.5 | 8.6 | 1.6 | 5.2 | 3.5 |
| IL GIORNALINO | 100.0 | 7.3 | 0.9 | 20.4 | 1.4 | 19.1 | 0.0 | 7.6 | 9.0 | 0.0 | 1.9 | 3.1 | 1.4 | 4.1 | 8.6 |
| GRAND HOTEL | 100.0 | 13.9 | 3.2 | 16.6 | 1.4 | 6.2 | 2.5 | 8.8 | 8.9 | 1.1 | 1.1 | 11.5 | 2.3 | 7.0 | 3.9 |
| GRAZIA | 100.0 | 7.9 | 4.6 | 17.7 | 1.3 | 11.2 | 2.3 | 9.9 | 8.0 | 4.5 | 1.8 | 7.5 | 2.0 | 6.7 | 3.9 |
| GUERIN SPORTIVO | 100.0 | 10.9 | 9.0 | 10.0 | 0.0 | 11.4 | 4.3 | 8.1 | 11.0 | 4.5 | 4.5 | 4.7 | 0.0 | 5.4 | 5.2 |
| GUIDA TV | 100.0 | 11.5 | 1.9 | 19.2 | 0.4 | 9.2 | 2.4 | 9.3 | 8.1 | 1.4 | 0.9 | 10.0 | 3.8 | 5.9 | 5.0 |
| INTIMITA' | 100.0 | 10.7 | 3.0 | 19.3 | 2.3 | 12.1 | 3.0 | 11.0 | 6.3 | 2.5 | 1.3 | 10.0 | 3.3 | 3.8 | 2.3 |
| MAGAZINE BEAUTIFUL | 100.0 | 10.7 | 3.7 | 11.7 | 2.9 | 9.6 | 0.0 | 7.4 | 19.1 | 0.0 | 0.0 | 16.4 | 2.0 | 0.0 | 9.8 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 22.3 | 1.8 | 0.0 | 15.3 | 21.0 | 0.0 | 5.3 | 3.0 | 15.6 | 2.9 | 0.0 | 5.4 |
| MOTOSPRINT | 100.0 | 4.8 | 14.7 | 30.7 | 0.0 | 8.2 | 0.0 | 19.7 | 6.3 | 2.9 | 0.0 | 2.7 | 0.0 | 2.2 | 0.0 |
| NOVELLA 2000 | 100.0 | 7.5 | 2.6 | 18.4 | 1.8 | 11.3 | 2.2 | 14.7 | 8.1 | 3.7 | 2.5 | 6.7 | 1.5 | 4.4 | 2.6 |
| OGGI | 100.0 | 8.9 | 5.7 | 18.6 | 1.5 | 11.6 | 2.4 | 9.1 | 6.0 | 1.9 | 1.9 | 10.7 | 2.5 | 4.2 | 2.8 |
| PANORAMA | 100.0 | 6.9 | 3.9 | 16.9 | 1.8 | 11.7 | 2.4 | 9.9 | 5.5 | 3.8 | 1.3 | 11.3 | 2.1 | 7.1 | 3.7 |
| SORRISI E CANZONI TV | 100.0 | 9.3 | 2.7 | 20.2 | 1.0 | 8.6 | 2.5 | 9.4 | 6.7 | 1.9 | 1.6 | 8.6 | 2.1 | 9.4 | 4.1 |
| STOP | 100.0 | 17.1 | 3.6 | 24.0 | 1.5 | 12.5 | 5.5 | 10.5 | 9.3 | 1.7 | 1.1 | 8.4 | 0.2 | 1.7 | 0.6 |
| TELEPIU' | 100.0 | 8.5 | 3.6 | 16.2 | 0.4 | 8.3 | 2.4 | 8.4 | 7.2 | 2.6 | 1.4 | 11.9 | 2.5 | 4.5 | 4.4 |
| TELESETTE | 100.0 | 13.0 | 1.5 | 13.9 | 1.1 | 8.2 | 3.8 | 6.5 | 6.1 | 2.4 | 0.8 | 13.2 | 3.3 | 6.4 | 6.4 |
| TOPOLINO | 100.0 | 13.6 | 4.0 | 17.4 | 1.5 | 6.4 | 3.4 | 7.9 | 6.8 | 2.1 | 1.8 | 12.6 | 0.8 | 6.3 | 2.1 |
| VISTO | 100.0 | 12.1 | 3.9 | 21.4 | 1.7 | 15.0 | 3.0 | 8.0 | 8.2 | 2.8 | 1.9 | 6.2 | 1.8 | 1.5 | 5.4 |
| VIVERSANI & BELLI | 100.0 | 11.6 | 2.6 | 18.1 | 1.5 | 8.3 | 3.0 | 6.8 | 4.8 | 1.9 | 1.5 | 12.0 | 2.9 | 10.7 | 2.5 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 4.0 | 4.9 | 16.5 | 0.4 | 7.0 | 2.9 | 10.5 | 8.3 | 1.9 | 0.9 | 19.0 | 0.9 | 10.0 | 4.2 |
| DIARIO DELLA SETTIMANA | 100.0 | 3.5 | 12.0 | 5.2 | 0.0 | 3.3 | 3.7 | 12.8 | 8.3 | 0.0 | 2.2 | 31.2 | 0.0 | 3.2 | 2.9 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 4.7 | 4.1 | 31.3 | 3.1 | 4.2 | 6.0 | 10.5 | 11.4 | 3.4 | 0.5 | 6.4 | 0.9 | 2.1 | 3.7 |
| IO DONNA | 100.0 | 4.5 | 2.7 | 49.9 | 0.9 | 7.1 | 2.1 | 4.2 | 3.3 | 2.0 | 1.2 | 8.5 | 0.5 | 3.4 | 2.9 |
| SETTE | 100.0 | 3.5 | 2.6 | 57.6 | 0.8 | 4.8 | 3.0 | 5.3 | 2.7 | 0.9 | 0.8 | 6.8 | 0.4 | 2.6 | 2.9 |
| SPECCHIO DELLA STAMPA | 100.0 | 36.7 | 6.4 | 7.4 | 2.1 | 3.1 | 0.7 | 6.3 | 2.5 | 1.6 | 0.9 | 8.5 | 1.6 | 4.4 | 6.1 |
| TV SETTE | 100.0 | 3.5 | 1.7 | 51.5 | 0.8 | 4.9 | 2.8 | 5.1 | 3.2 | 2.2 | 1.1 | 8.2 | 0.8 | 4.5 | 2.8 |
| IL VENERDI' | 100.0 | 4.8 | 4.9 | 13.2 | 0.9 | 6.2 | 2.7 | 10.9 | 10.8 | 1.8 | 1.3 | 18.3 | 2.2 | 9.8 | 3.1 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **regioni**

(percentuali di composizione)

| MENSILI | Totale | REGIONI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Piemonte V.Aosta | Liguria | Lombardia | Trentino Alto Adige | Veneto | Friuli Venezia Giulia | Emilia Romagna | Toscana | Marche | Umbria | Lazio | Abruzzi Molise | Campania | Puglia |
| **POPOLAZIONE** | **100.0** | **8.8** | **3.4** | **16.5** | **1.6** | **7.5** | **2.3** | **7.4** | **6.3** | **2.4** | **1.4** | **9.2** | **2.7** | **8.5** | **6.4** |
| ABITARE | 100.0 | 11.7 | 3.0 | 29.5 | 0.7 | 0.8 | 9.2 | 9.3 | 6.3 | 5.3 | 2.1 | 14.2 | 2.7 | 0.0 | 0.0 |
| AD | 100.0 | 7.4 | 4.4 | 18.4 | 0.3 | 13.3 | 1.8 | 9.0 | 7.5 | 2.9 | 1.9 | 13.0 | 1.4 | 2.1 | 4.0 |
| AIRONE | 100.0 | 11.3 | 10.6 | 29.2 | 2.2 | 8.3 | 1.9 | 11.0 | 6.0 | 2.6 | 0.0 | 9.8 | 2.1 | 2.0 | 0.5 |
| AMADEUS | 100.0 | 8.7 | 2.3 | 19.5 | 1.6 | 5.8 | 4.9 | 20.5 | 3.6 | 4.6 | 0.0 | 13.7 | 0.8 | 3.9 | 4.3 |
| ARCHEO | 100.0 | 9.1 | 3.5 | 14.7 | 1.2 | 3.7 | 2.0 | 10.8 | 10.6 | 5.9 | 0.7 | 22.0 | 3.7 | 2.3 | 1.5 |
| ASTRA | 100.0 | 12.8 | 2.3 | 20.7 | 2.2 | 1.5 | 1.1 | 13.9 | 10.6 | 1.4 | 0.5 | 14.6 | 2.0 | 3.2 | 1.0 |
| A TAVOLA | 100.0 | 8.6 | 5.9 | 23.8 | 2.6 | 6.7 | 1.2 | 6.7 | 8.1 | 5.4 | 0.6 | 9.4 | 1.5 | 7.6 | 3.8 |
| AUTO | 100.0 | 9.4 | 5.8 | 19.2 | 1.1 | 9.2 | 3.8 | 15.9 | 11.9 | 6.6 | 1.1 | 3.3 | 0.7 | 0.0 | 3.5 |
| L'AUTOMOBILE | 100.0 | 14.1 | 2.5 | 26.6 | 0.3 | 7.2 | 1.8 | 13.1 | 15.2 | 2.1 | 1.9 | 7.2 | 1.1 | 1.7 | 0.7 |
| BELL'EUROPA | 100.0 | 4.8 | 3.1 | 26.3 | 0.7 | 15.4 | 2.6 | 9.2 | 7.6 | 2.5 | 1.5 | 16.0 | 2.3 | 3.7 | 0.0 |
| BELL'ITALIA | 100.0 | 13.2 | 6.0 | 24.7 | 0.8 | 9.3 | 1.2 | 10.7 | 6.0 | 2.5 | 2.6 | 11.6 | 2.6 | 1.9 | 2.6 |
| BENISSIMO | 100.0 | 9.8 | 3.4 | 17.2 | 2.6 | 14.1 | 2.1 | 7.2 | 7.4 | 2.6 | 1.4 | 10.0 | 4.1 | 5.9 | 1.4 |
| BIMBI SANI E BELLI | 100.0 | 6.8 | 3.8 | 17.4 | 1.5 | 9.7 | 2.5 | 8.7 | 3.7 | 1.3 | 2.2 | 11.3 | 3.7 | 9.3 | 4.3 |
| BRAVA CASA | 100.0 | 10.2 | 1.7 | 15.0 | 1.6 | 7.0 | 3.6 | 8.9 | 9.1 | 3.6 | 3.0 | 10.1 | 2.2 | 7.5 | 4.3 |
| BUONA CUCINA | 100.0 | 9.2 | 6.9 | 13.0 | 1.8 | 10.3 | 0.9 | 9.3 | 5.6 | 2.2 | 1.1 | 9.3 | 0.5 | 9.2 | 5.7 |
| BURDA | 100.0 | 7.6 | 1.5 | 9.2 | 1.6 | 8.5 | 1.7 | 4.2 | 5.5 | 2.0 | 2.1 | 10.6 | 2.6 | 8.8 | 9.4 |
| CAPITAL | 100.0 | 17.1 | 5.5 | 23.8 | 0.0 | 9.9 | 1.1 | 5.1 | 7.2 | 1.6 | 1.2 | 7.6 | 4.3 | 1.9 | 0.7 |
| CARNET | 100.0 | 15.1 | 7.1 | 23.8 | 0.0 | 8.8 | 1.1 | 21.7 | 4.8 | 1.2 | 0.0 | 9.3 | 1.1 | 0.0 | 0.0 |
| CASAVIVA | 100.0 | 8.4 | 4.7 | 16.6 | 2.5 | 9.9 | 1.4 | 7.4 | 3.8 | 3.1 | 1.5 | 11.1 | 2.0 | 8.3 | 4.9 |
| CENTO COSE ENERGY | 100.0 | 15.6 | 2.8 | 24.7 | 0.5 | 5.3 | 1.2 | 14.4 | 5.0 | 4.1 | 1.8 | 8.2 | 4.5 | 3.7 | 2.2 |
| CIAK | 100.0 | 3.5 | 8.2 | 15.3 | 1.7 | 6.5 | 5.4 | 16.7 | 8.8 | 3.9 | 0.0 | 12.5 | 1.6 | 5.5 | 3.3 |
| CIPRIA | 100.0 | 2.0 | 10.4 | 12.3 | 0.4 | 7.3 | 6.0 | 8.3 | 7.4 | 4.8 | 2.4 | 8.6 | 3.2 | 10.3 | 4.8 |
| CLASS | 100.0 | 5.5 | 5.1 | 20.2 | 1.3 | 2.2 | 3.8 | 19.3 | 3.3 | 1.6 | 0.0 | 8.0 | 7.9 | 6.6 | 4.0 |
| CLUB 3 | 100.0 | 14.4 | 10.2 | 18.6 | 3.1 | 4.8 | 5.1 | 12.5 | 7.6 | 2.0 | 1.0 | 7.4 | 6.1 | 0.0 | 4.6 |
| COME STAI | 100.0 | 14.3 | 4.7 | 10.2 | 2.2 | 9.8 | 6.6 | 7.8 | 5.0 | 2.4 | 1.2 | 13.7 | 3.9 | 7.9 | 4.2 |
| CONSIGLI PRATICI | 100.0 | 12.9 | 1.8 | 12.9 | 4.9 | 11.2 | 8.5 | 7.0 | 5.5 | 3.2 | 2.9 | 10.9 | 4.5 | 5.7 | 0.0 |
| COSE DI CASA | 100.0 | 11.2 | 1.8 | 18.4 | 1.8 | 7.5 | 2.0 | 9.1 | 4.9 | 3.3 | 1.5 | 11.2 | 2.9 | 7.7 | 5.0 |
| LA CUCINA ITALIANA | 100.0 | 8.5 | 2.8 | 19.0 | 1.2 | 7.6 | 3.6 | 11.6 | 3.9 | 1.0 | 2.2 | 10.3 | 2.1 | 8.2 | 3.8 |
| CUCINA MODERNA | 100.0 | 10.7 | 3.3 | 14.9 | 1.3 | 9.1 | 1.8 | 13.2 | 7.6 | 1.5 | 1.9 | 11.3 | 0.8 | 8.1 | 3.0 |
| DONNA | 100.0 | 6.5 | 3.4 | 17.1 | 1.0 | 8.1 | 1.9 | 11.4 | 5.5 | 2.8 | 2.6 | 8.3 | 2.9 | 10.4 | 4.5 |
| DONNA E MAMMA | 100.0 | 9.4 | 2.6 | 17.4 | 3.0 | 11.1 | 3.4 | 5.7 | 5.5 | 1.9 | 1.9 | 10.9 | 3.1 | 7.0 | 4.3 |
| DOVE | 100.0 | 10.2 | 7.5 | 31.4 | 0.0 | 6.3 | 2.3 | 12.8 | 5.2 | 0.7 | 1.4 | 9.3 | 1.8 | 5.6 | 0.0 |
| ELLE | 100.0 | 5.4 | 6.0 | 17.8 | 4.7 | 10.6 | 3.1 | 13.8 | 5.0 | 5.0 | 3.3 | 8.0 | 0.8 | 5.6 | 2.9 |
| ELLE DECOR | 100.0 | 9.0 | 4.5 | 32.8 | 1.0 | 6.7 | 1.0 | 9.9 | 12.1 | 2.6 | 2.2 | 7.1 | 0.5 | 0.0 | 1.4 |
| FOCUS | 100.0 | 10.2 | 4.0 | 15.3 | 2.0 | 14.0 | 4.7 | 8.9 | 6.7 | 2.6 | 1.7 | 8.4 | 2.0 | 5.8 | 2.5 |
| GARDENIA | 100.0 | 5.1 | 7.7 | 25.1 | 1.0 | 8.1 | 5.5 | 8.1 | 11.1 | 2.1 | 1.2 | 16.8 | 0.5 | 0.0 | 1.2 |
| GENTE MESE | 100.0 | 7.1 | 3.1 | 14.1 | 1.7 | 8.6 | 3.0 | 9.0 | 6.3 | 2.7 | 1.5 | 9.5 | 2.9 | 10.2 | 3.3 |
| GENTE MONEY | 100.0 | 5.3 | 0.0 | 14.6 | 1.2 | 2.4 | 2.3 | 12.3 | 9.3 | 4.1 | 3.1 | 8.2 | 4.3 | 10.4 | 7.5 |
| GENTE MOTORI | 100.0 | 5.6 | 5.9 | 23.5 | 1.0 | 7.2 | 4.2 | 8.7 | 4.4 | 2.6 | 2.3 | 8.3 | 0.2 | 5.9 | 3.5 |
| GENTE VIAGGI | 100.0 | 10.8 | 9.8 | 26.3 | 1.0 | 3.7 | 5.9 | 10.2 | 5.4 | 1.7 | 0.7 | 12.4 | 0.8 | 3.0 | 2.5 |
| GLAMOUR | 100.0 | 8.9 | 0.0 | 27.3 | 0.0 | 5.7 | 9.0 | 9.1 | 2.2 | 6.5 | 0.0 | 13.9 | 1.2 | 0.0 | 5.6 |
| GULLIVER | 100.0 | 18.8 | 4.2 | 13.6 | 1.0 | 8.5 | 7.0 | 16.6 | 4.7 | 7.0 | 3.1 | 12.3 | 3.2 | 0.0 | 0.0 |
| IN CASA | 100.0 | 3.6 | 0.0 | 13.8 | 2.7 | 17.5 | 0.0 | 16.3 | 7.1 | 3.1 | 1.5 | 14.9 | 1.2 | 3.8 | 5.1 |
| INSIEME | 100.0 | 7.8 | 3.5 | 13.7 | 1.3 | 15.3 | 3.7 | 12.3 | 4.9 | 1.6 | 1.2 | 6.2 | 5.8 | 7.4 | 3.6 |
| IO E IL MIO BAMBINO | 100.0 | 9.5 | 2.4 | 15.1 | 1.6 | 11.3 | 1.2 | 5.8 | 5.1 | 1.7 | 1.9 | 8.9 | 5.9 | 9.8 | 3.4 |
| JESUS | 100.0 | 9.3 | 15.7 | 33.7 | 0.0 | 11.5 | 0.0 | 4.6 | 2.8 | 0.0 | 1.3 | 2.6 | 4.9 | 2.1 | 0.0 |
| MADRE | 100.0 | 12.1 | 4.4 | 52.2 | 2.7 | 12.3 | 1.8 | 5.1 | 6.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| MARIE CLAIRE | 100.0 | 4.6 | 10.2 | 20.0 | 2.4 | 7.0 | 5.5 | 18.7 | 5.0 | 3.2 | 2.6 | 7.3 | 1.8 | 5.9 | 1.4 |
| MAX | 100.0 | 9.7 | 6.0 | 22.4 | 1.4 | 7.2 | 6.3 | 10.8 | 6.4 | 4.5 | 0.9 | 8.2 | 2.6 | 1.4 | 3.3 |
| MERIDIANI | 100.0 | 1.5 | 3.1 | 29.6 | 0.0 | 7.0 | 0.0 | 22.1 | 5.7 | 3.7 | 0.0 | 16.5 | 0.0 | 0.0 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 8.2 | 2.1 | 16.7 | 1.5 | 10.0 | 1.5 | 5.1 | 6.1 | 2.5 | 1.1 | 6.6 | 4.3 | 6.3 | 9.6 |
| LA MIA BOUTIQUE | 100.0 | 6.0 | 3.8 | 14.6 | 0.8 | 9.3 | 1.0 | 7.5 | 3.0 | 0.7 | 1.1 | 11.3 | 1.8 | 4.5 | 12.0 |
| LA MIA CASA | 100.0 | 3.7 | 4.9 | 25.3 | 0.0 | 11.3 | 3.0 | 5.9 | 3.5 | 2.4 | 1.2 | 10.7 | 2.2 | 6.6 | 2.9 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 0.6 | 2.3 | 8.2 | 0.0 | 3.6 | 1.8 | 7.4 | 8.1 | 3.5 | 0.0 | 13.0 | 7.5 | 17.1 | 6.4 |
| NAUTICA | 100.0 | 4.3 | 4.9 | 19.9 | 0.0 | 10.0 | 6.1 | 6.7 | 11.6 | 5.4 | 0.0 | 4.5 | 0.0 | 2.9 | 8.5 |
| PESCARE | 100.0 | 12.4 | 3.8 | 17.5 | 2.2 | 0.0 | 2.5 | 10.7 | 4.9 | 4.7 | 1.9 | 5.4 | 2.5 | 14.4 | 0.0 |
| PRATICA | 100.0 | 12.1 | 5.3 | 19.7 | 1.1 | 7.9 | 7.4 | 8.4 | 4.5 | 0.3 | 3.2 | 10.4 | 1.7 | 7.5 | 2.4 |
| QUATTRORUOTE | 100.0 | 9.6 | 2.5 | 21.1 | 1.9 | 9.5 | 3.1 | 9.6 | 7.2 | 2.0 | 2.1 | 9.2 | 2.2 | 3.4 | 4.0 |
| QUATTRO ZAMPE | 100.0 | 6.8 | 6.6 | 18.9 | 0.0 | 7.0 | 2.5 | 14.0 | 9.4 | 2.2 | 1.4 | 11.8 | 4.2 | 3.6 | 3.0 |
| QUI TOURING | 100.0 | 14.3 | 6.3 | 29.9 | 1.1 | 15.1 | 3.4 | 6.6 | 7.9 | 1.1 | 0.2 | 7.8 | 0.7 | 0.7 | 1.9 |
| RAKAM | 100.0 | 7.4 | 3.4 | 16.6 | 1.2 | 8.0 | 3.2 | 6.3 | 9.5 | 3.9 | 1.9 | 9.2 | 2.1 | 8.9 | 2.4 |
| SALE & PEPE | 100.0 | 8.4 | 6.4 | 19.1 | 1.3 | 9.8 | 1.6 | 12.0 | 7.4 | 2.0 | 1.1 | 9.0 | 2.1 | 5.6 | 3.3 |
| SALVE | 100.0 | 9.1 | 7.2 | 18.2 | 1.0 | 8.9 | 0.4 | 14.3 | 3.5 | 3.7 | 0.3 | 10.0 | 5.6 | 3.0 | 3.5 |
| SCIENZA & VITA | 100.0 | 10.8 | 0.0 | 32.3 | 5.4 | 15.5 | 0.0 | 2.3 | 7.4 | 2.2 | 1.4 | 6.5 | 0.0 | 3.4 | 0.0 |
| LE SCIENZE | 100.0 | 9.7 | 2.8 | 17.6 | 2.0 | 5.3 | 4.2 | 11.2 | 10.3 | 0.0 | 4.4 | 13.9 | 0.0 | 6.5 | 4.2 |
| SELEZIONE READER'S DIGEST | 100.0 | 6.7 | 4.7 | 15.8 | 2.4 | 9.6 | 4.3 | 7.2 | 5.1 | 3.0 | 1.3 | 10.3 | 5.0 | 8.0 | 3.2 |
| SILHOUETTE DONNA | 100.0 | 9.8 | 4.8 | 11.8 | 1.3 | 4.6 | 3.1 | 10.9 | 6.3 | 4.2 | 1.2 | 13.2 | 2.1 | 9.1 | 5.8 |
| SPEAK UP | 100.0 | 11.3 | 13.7 | 18.7 | 0.0 | 6.9 | 0.0 | 2.1 | 5.3 | 4.2 | 5.4 | 6.6 | 0.0 | 7.1 | 6.6 |
| STARBENE | 100.0 | 10.1 | 4.5 | 15.6 | 1.6 | 8.2 | 2.7 | 10.7 | 3.6 | 3.1 | 1.2 | 10.2 | 2.6 | 8.8 | 4.3 |
| STARTER | 100.0 | 25.4 | 0.0 | 32.6 | 0.0 | 0.0 | 0.0 | 10.0 | 12.4 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 8.4 | 0.0 | 12.8 | 3.5 | 15.0 | 11.4 | 9.2 | 6.3 | 5.0 | 3.9 | 3.5 | 0.0 | 12.5 | 2.5 |
| TUTTO | 100.0 | 12.8 | 0.0 | 18.2 | 0.0 | 20.4 | 0.0 | 9.0 | 4.3 | 12.7 | 1.5 | 0.0 | 1.9 | 7.7 | 1.5 |
| TUTTOMOTO | 100.0 | 5.8 | 7.9 | 25.6 | 0.6 | 7.4 | 4.4 | 12.6 | 1.9 | 5.0 | 1.0 | 5.2 | 3.5 | 1.9 | 0.0 |
| TUTTOTURISMO | 100.0 | 10.6 | 15.5 | 22.3 | 1.5 | 2.7 | 5.7 | 10.5 | 1.0 | 1.5 | 3.1 | 13.4 | 0.0 | 2.5 | 2.8 |
| VERA | 100.0 | 11.2 | 4.4 | 17.8 | 1.3 | 12.3 | 4.3 | 9.5 | 4.5 | 3.0 | 1.9 | 9.0 | 1.5 | 5.1 | 3.7 |
| VIAGGIARE | 100.0 | 11.9 | 8.2 | 21.9 | 4.3 | 7.8 | 0.0 | 11.8 | 2.6 | 5.4 | 0.9 | 12.7 | 2.2 | 0.0 | 2.7 |
| VITALITY | 100.0 | 8.8 | 7.4 | 19.0 | 3.2 | 18.1 | 6.2 | 15.6 | 5.5 | 4.1 | 1.3 | 3.6 | 0.0 | 2.2 | 1.5 |
| VOGUE ITALIA | 100.0 | 7.8 | 2.8 | 18.0 | 1.1 | 5.6 | 3.3 | 10.2 | 6.4 | 5.3 | 1.2 | 12.1 | 2.0 | 12.8 | 1.8 |
| WEEKEND VIAGGI | 100.0 | 6.6 | 6.1 | 30.3 | 0.0 | 3.5 | 7.2 | 16.6 | 6.6 | 1.4 | 0.0 | 16.0 | 0.6 | 5.0 | 0.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 1.9 | 17.0 | 11.6 | 0.0 | 0.0 | 0.0 | 7.9 | 12.1 | 2.8 | 9.4 | 12.5 | 0.0 | 12.8 | 0.0 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **20056** | **203** | **673** | **1691** | **524** | **5753** | **3787** | **3884** | **4417** | **2215** |
| AMICA | 655 | 4 | 15 | 39 | 12 | 210 | 154 | 155 | 85 | 51 |
| ANNA | 743 | 11 | 9 | 54 | 15 | 238 | 170 | 149 | 117 | 69 |
| AUTO OGGI | 105 | 1 | 0 | 5 | 1 | 41 | 39 | 10 | 10 | 6 |
| AUTOSPRINT | 102 | 0 | 1 | 9 | 3 | 34 | 39 | 11 | 6 | 12 |
| BELLA | 470 | 1 | 5 | 15 | 9 | 168 | 136 | 91 | 49 | 25 |
| CHI | 788 | 1 | 12 | 27 | 11 | 277 | 222 | 169 | 82 | 38 |
| CONFIDENZE | 636 | 12 | 17 | 36 | 22 | 205 | 144 | 131 | 98 | 58 |
| DOMENICA QUIZ | 159 | 2 | 0 | 4 | 6 | 73 | 29 | 27 | 21 | 10 |
| DONNA MODERNA | 2059 | 13 | 46 | 69 | 42 | 744 | 462 | 420 | 321 | 111 |
| L'ESPRESSO | 656 | 9 | 17 | 43 | 19 | 138 | 135 | 174 | 147 | 63 |
| EVA EXPRESS TREMILA | 293 | 1 | 2 | 8 | 11 | 101 | 59 | 85 | 29 | 19 |
| FAMIGLIA CRISTIANA | 2347 | 26 | 80 | 132 | 76 | 840 | 569 | 351 | 378 | 209 |
| FILM TV | 107 | 0 | 0 | 7 | 2 | 30 | 31 | 28 | 9 | 10 |
| GENTE | 2009 | 15 | 56 | 98 | 83 | 660 | 442 | 404 | 321 | 182 |
| GIOIA | 763 | 12 | 10 | 44 | 11 | 295 | 161 | 151 | 101 | 56 |
| IL GIORNALINO | 125 | 0 | 5 | 12 | 2 | 36 | 35 | 17 | 22 | 15 |
| GRAND HOTEL | 625 | 4 | 3 | 50 | 17 | 210 | 118 | 142 | 89 | 67 |
| GRAZIA | 883 | 5 | 13 | 56 | 20 | 266 | 218 | 193 | 129 | 76 |
| GUERIN SPORTIVO | 45 | 0 | 0 | 4 | 1 | 13 | 11 | 11 | 5 | 5 |
| GUIDA TV | 696 | 4 | 9 | 46 | 16 | 228 | 148 | 143 | 116 | 62 |
| INTIMITA' | 770 | 11 | 15 | 31 | 12 | 254 | 219 | 156 | 98 | 43 |
| MAGAZINE BEAUTIFUL | 61 | 0 | 2 | 2 | 0 | 16 | 12 | 22 | 9 | 2 |
| IL MONDO | 31 | 0 | 0 | 2 | 0 | 7 | 12 | 7 | 3 | 2 |
| MOTOSPRINT | 79 | 0 | 1 | 2 | 3 | 39 | 22 | 9 | 3 | 5 |
| NOVELLA 2000 | 572 | 1 | 6 | 43 | 19 | 163 | 172 | 120 | 55 | 62 |
| OGGI | 1988 | 24 | 42 | 100 | 72 | 660 | 490 | 409 | 257 | 172 |
| PANORAMA | 1035 | 9 | 22 | 49 | 40 | 288 | 267 | 227 | 164 | 89 |
| SORRISI E CANZONI TV | 3022 | 23 | 67 | 166 | 101 | 973 | 650 | 570 | 562 | 267 |
| STOP | 431 | 0 | 2 | 2 | 6 | 193 | 129 | 88 | 12 | 8 |
| TELEPIU' | 738 | 12 | 35 | 67 | 17 | 209 | 144 | 170 | 130 | 84 |
| TELESETTE | 870 | 4 | 15 | 77 | 21 | 247 | 171 | 196 | 158 | 97 |
| TOPOLINO | 819 | 6 | 20 | 53 | 32 | 286 | 157 | 191 | 100 | 85 |
| VISTO | 351 | 2 | 6 | 6 | 10 | 132 | 98 | 67 | 38 | 17 |
| VIVERSANI & BELLI | 924 | 4 | 36 | 45 | 23 | 299 | 181 | 187 | 188 | 68 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 3 | 11 | 24 | 17 | 161 | 132 | 189 | 109 | 41 |
| DIARIO DELLA SETTIMANA | 65 | 1 | 2 | 3 | 2 | 13 | 13 | 27 | 7 | 4 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 1 | 0 | 18 | 9 | 145 | 86 | 78 | 25 | 27 |
| IO DONNA | 882 | 3 | 9 | 34 | 13 | 504 | 127 | 132 | 72 | 47 |
| SETTE | 875 | 3 | 8 | 20 | 16 | 557 | 120 | 97 | 63 | 37 |
| SPECCHIO DELLA STAMPA | 428 | 2 | 21 | 24 | 4 | 216 | 52 | 58 | 75 | 27 |
| TV SETTE | 968 | 3 | 15 | 35 | 13 | 549 | 131 | 143 | 97 | 48 |
| IL VENERDI' | 1311 | 5 | 34 | 40 | 40 | 300 | 272 | 422 | 237 | 80 |

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(valori assoluti x 1.000)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **20056** | **203** | **673** | **1691** | **524** | **5753** | **3787** | **3884** | **4417** | **2215** |
| ABITARE | 148 | 0 | 0 | 4 | 3 | 66 | 30 | 41 | 4 | 7 |
| AD | 257 | 0 | 2 | 30 | 1 | 78 | 63 | 65 | 21 | 30 |
| AIRONE | 331 | 0 | 3 | 2 | 3 | 169 | 77 | 61 | 19 | 5 |
| AMADEUS | 60 | 0 | 0 | 2 | 1 | 18 | 20 | 13 | 5 | 3 |
| ARCHEO | 105 | 1 | 0 | 5 | 3 | 29 | 19 | 41 | 9 | 7 |
| ASTRA | 210 | 1 | 5 | 16 | 3 | 75 | 39 | 57 | 19 | 19 |
| A TAVOLA | 137 | 2 | 4 | 5 | 0 | 52 | 24 | 32 | 24 | 5 |
| AUTO | 134 | 0 | 2 | 8 | 1 | 46 | 40 | 31 | 7 | 10 |
| L'AUTOMOBILE | 285 | 2 | 2 | 9 | 1 | 123 | 64 | 75 | 14 | 9 |
| BELL'EUROPA | 132 | 0 | 2 | 3 | 1 | 45 | 37 | 37 | 10 | 4 |
| BELL'ITALIA | 261 | 1 | 2 | 4 | 5 | 115 | 58 | 59 | 21 | 9 |
| BENISSIMO | 316 | 0 | 2 | 21 | 11 | 96 | 83 | 67 | 38 | 32 |
| BIMBI SANI E BELLI | 678 | 9 | 16 | 51 | 19 | 190 | 151 | 125 | 142 | 69 |
| BRAVA CASA | 557 | 3 | 19 | 22 | 25 | 150 | 117 | 143 | 100 | 47 |
| BUONA CUCINA | 398 | 4 | 14 | 33 | 8 | 116 | 89 | 73 | 80 | 41 |
| BURDA | 794 | 5 | 33 | 118 | 40 | 145 | 126 | 160 | 203 | 158 |
| CAPITAL | 118 | 0 | 1 | 7 | 7 | 55 | 19 | 21 | 9 | 14 |
| CARNET | 85 | 0 | 2 | 3 | 0 | 39 | 27 | 13 | 3 | 3 |
| CASAVIVA | 868 | 3 | 28 | 54 | 38 | 258 | 184 | 169 | 164 | 92 |
| CENTO COSE ENERGY | 205 | 0 | 0 | 9 | 4 | 88 | 44 | 39 | 21 | 12 |
| CIAK | 127 | 0 | 0 | 8 | 1 | 34 | 39 | 32 | 13 | 9 |
| CIPRIA | 180 | 2 | 6 | 12 | 1 | 45 | 40 | 42 | 41 | 13 |
| CLASS | 77 | 0 | 2 | 4 | 3 | 24 | 20 | 10 | 16 | 7 |
| CLUB 3 | 131 | 0 | 2 | 1 | 0 | 57 | 34 | 24 | 16 | 1 |
| COME STAI | 168 | 1 | 2 | 3 | 4 | 49 | 44 | 37 | 31 | 6 |
| CONSIGLI PRATICI | 171 | 2 | 2 | 4 | 6 | 47 | 54 | 39 | 22 | 9 |
| COSE DI CASA | 944 | 1 | 15 | 64 | 32 | 296 | 192 | 198 | 162 | 96 |
| LA CUCINA ITALIANA | 535 | 10 | 9 | 43 | 14 | 162 | 129 | 93 | 94 | 57 |
| CUCINA MODERNA | 562 | 6 | 10 | 31 | 17 | 162 | 143 | 124 | 84 | 49 |
| DONNA | 469 | 1 | 8 | 40 | 15 | 127 | 105 | 90 | 93 | 55 |
| DONNA E MAMMA | 325 | 5 | 5 | 23 | 9 | 96 | 75 | 66 | 57 | 31 |
| DOVE | 171 | 0 | 1 | 8 | 0 | 84 | 37 | 28 | 14 | 8 |
| ELLE | 271 | 0 | 3 | 11 | 7 | 79 | 87 | 58 | 29 | 18 |
| ELLE DECOR | 102 | 0 | 2 | 4 | 3 | 47 | 19 | 25 | 4 | 8 |
| FOCUS | 706 | 3 | 15 | 25 | 36 | 209 | 208 | 137 | 91 | 61 |
| GARDENIA | 154 | 0 | 4 | 3 | 3 | 58 | 35 | 48 | 7 | 6 |
| GENTE MESE | 585 | 10 | 16 | 39 | 34 | 142 | 130 | 117 | 122 | 73 |
| GENTE MONEY | 76 | 1 | 2 | 7 | 0 | 15 | 14 | 19 | 21 | 7 |
| GENTE MOTORI | 232 | 2 | 16 | 12 | 8 | 81 | 49 | 41 | 40 | 21 |
| GENTE VIAGGI | 236 | 1 | 4 | 8 | 1 | 111 | 49 | 48 | 20 | 9 |
| GLAMOUR | 122 | 0 | 0 | 9 | 4 | 44 | 29 | 28 | 8 | 13 |
| GULLIVER | 97 | 0 | 0 | 0 | 0 | 35 | 32 | 26 | 3 | 0 |
| IN CASA | 97 | 0 | 4 | 3 | 2 | 17 | 35 | 26 | 14 | 5 |
| INSIEME | 298 | 4 | 9 | 19 | 2 | 75 | 97 | 41 | 64 | 21 |
| IO E IL MIO BAMBINO | 673 | 12 | 19 | 67 | 10 | 182 | 134 | 119 | 160 | 78 |
| JESUS | 85 | 1 | 4 | 3 | 2 | 50 | 14 | 6 | 11 | 5 |
| MADRE | 135 | 0 | 0 | 2 | 2 | 93 | 30 | 9 | 0 | 4 |
| MARIE CLAIRE | 438 | 1 | 7 | 5 | 7 | 153 | 147 | 79 | 47 | 12 |
| MAX | 233 | 0 | 5 | 8 | 7 | 89 | 60 | 47 | 22 | 15 |
| MERIDIANI | 65 | 0 | 2 | 2 | 3 | 22 | 19 | 17 | 2 | 5 |
| MESSAGGERO DI S.ANTONIO | 875 | 10 | 37 | 35 | 79 | 236 | 158 | 143 | 223 | 115 |
| LA MIA BOUTIQUE | 294 | 5 | 22 | 32 | 7 | 71 | 55 | 48 | 81 | 39 |
| LA MIA CASA | 171 | 1 | 9 | 16 | 1 | 58 | 35 | 31 | 30 | 17 |
| MILLIONAIRE INTRAPRENDERE | 136 | 2 | 6 | 14 | 6 | 15 | 18 | 34 | 51 | 20 |
| NAUTICA | 60 | 0 | 4 | 4 | 1 | 17 | 14 | 13 | 11 | 5 |
| PESCARE | 96 | 0 | 0 | 8 | 8 | 32 | 15 | 16 | 16 | 16 |
| PRATICA | 254 | 3 | 5 | 6 | 8 | 94 | 63 | 47 | 37 | 13 |
| QUATTRORUOTE | 923 | 6 | 24 | 63 | 24 | 307 | 222 | 189 | 118 | 87 |
| QUATTRO ZAMPE | 150 | 0 | 3 | 6 | 3 | 48 | 35 | 37 | 19 | 10 |
| QUI TOURING | 344 | 0 | 3 | 4 | 3 | 174 | 90 | 59 | 14 | 7 |
| RAKAM | 440 | 2 | 17 | 34 | 18 | 120 | 82 | 108 | 78 | 52 |
| SALE & PEPE | 403 | 2 | 5 | 32 | 5 | 137 | 100 | 79 | 51 | 37 |
| SALVE | 252 | 5 | 11 | 9 | 5 | 87 | 62 | 44 | 46 | 13 |
| SCIENZA & VITA | 62 | 0 | 2 | 6 | 0 | 27 | 14 | 11 | 4 | 6 |
| LE SCIENZE | 128 | 0 | 6 | 4 | 0 | 38 | 29 | 37 | 20 | 4 |
| SELEZIONE READER'S DIGEST | 456 | 3 | 20 | 22 | 15 | 124 | 107 | 90 | 97 | 38 |
| SILHOUETTE DONNA | 538 | 1 | 13 | 28 | 22 | 142 | 107 | 134 | 106 | 50 |
| SPEAK UP | 73 | 0 | 5 | 4 | 0 | 32 | 7 | 16 | 15 | 4 |
| STARBENE | 946 | 7 | 34 | 48 | 31 | 286 | 220 | 171 | 190 | 79 |
| STARTER | 20 | 0 | 0 | 4 | 0 | 12 | 2 | 3 | 0 | 4 |
| TUTTI FOTOGRAFI | 61 | 0 | 2 | 2 | 0 | 13 | 24 | 11 | 11 | 2 |
| TUTTO | 58 | 0 | 0 | 4 | 2 | 18 | 17 | 11 | 6 | 6 |
| TUTTOMOTO | 93 | 2 | 2 | 7 | 5 | 37 | 23 | 12 | 9 | 12 |
| TUTTOTURISMO | 86 | 0 | 0 | 3 | 3 | 42 | 18 | 16 | 5 | 6 |
| VERA | 665 | 5 | 16 | 38 | 12 | 223 | 182 | 122 | 88 | 50 |
| VIAGGIARE | 86 | 1 | 0 | 1 | 5 | 36 | 21 | 19 | 5 | 6 |
| VITALITY | 88 | 0 | 0 | 3 | 0 | 31 | 38 | 13 | 3 | 3 |
| VOGUE ITALIA | 368 | 0 | 2 | 29 | 4 | 105 | 75 | 92 | 63 | 33 |
| WEEKEND VIAGGI | 90 | 0 | 0 | 0 | 0 | 39 | 25 | 22 | 5 | 0 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 0 | 5 | 1 | 14 | 4 | 17 | 6 | 6 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| SETTIMANALI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.4** | **8.4** | **2.6** | **28.7** | **18.9** | **19.4** | **22.0** | **11.0** |
| AMICA | 100.0 | 0.7 | 2.3 | 6.0 | 1.8 | 32.1 | 23.5 | 23.7 | 12.9 | 7.8 |
| ANNA | 100.0 | 1.4 | 1.2 | 7.3 | 2.0 | 32.1 | 22.8 | 20.1 | 15.7 | 9.2 |
| AUTO OGGI | 100.0 | 1.2 | 0.0 | 5.1 | 0.7 | 38.6 | 36.6 | 9.5 | 9.5 | 5.8 |
| AUTOSPRINT | 100.0 | 0.0 | 1.2 | 9.0 | 3.0 | 33.7 | 38.3 | 10.5 | 5.5 | 12.0 |
| BELLA | 100.0 | 0.3 | 1.2 | 3.3 | 2.0 | 35.8 | 29.0 | 19.4 | 10.5 | 5.2 |
| CHI | 100.0 | 0.2 | 1.6 | 3.4 | 1.4 | 35.2 | 28.2 | 21.5 | 10.4 | 4.8 |
| CONFIDENZE | 100.0 | 1.9 | 2.6 | 5.7 | 3.4 | 32.3 | 22.7 | 20.5 | 15.4 | 9.1 |
| DOMENICA QUIZ | 100.0 | 1.1 | 0.0 | 2.7 | 3.9 | 45.5 | 18.0 | 17.1 | 12.9 | 6.6 |
| DONNA MODERNA | 100.0 | 0.7 | 2.3 | 3.3 | 2.1 | 36.2 | 22.5 | 20.4 | 15.6 | 5.4 |
| L'ESPRESSO | 100.0 | 1.4 | 2.7 | 6.6 | 2.9 | 21.0 | 20.5 | 26.6 | 22.4 | 9.6 |
| EVA EXPRESS TREMILA | 100.0 | 0.5 | 0.6 | 2.7 | 3.7 | 34.4 | 20.2 | 29.0 | 10.0 | 6.4 |
| FAMIGLIA CRISTIANA | 100.0 | 1.1 | 3.4 | 5.6 | 3.2 | 35.8 | 24.3 | 15.0 | 16.1 | 8.9 |
| FILM TV | 100.0 | 0.0 | 0.0 | 6.9 | 2.0 | 28.0 | 28.5 | 26.4 | 8.2 | 8.9 |
| GENTE | 100.0 | 0.8 | 2.8 | 4.9 | 4.1 | 32.9 | 22.0 | 20.1 | 16.0 | 9.0 |
| GIOIA | 100.0 | 1.6 | 1.3 | 5.8 | 1.5 | 38.7 | 21.1 | 19.7 | 13.2 | 7.3 |
| IL GIORNALINO | 100.0 | 0.0 | 3.6 | 9.8 | 1.9 | 28.6 | 28.1 | 13.9 | 17.7 | 11.7 |
| GRAND HOTEL | 100.0 | 0.6 | 0.4 | 8.0 | 2.7 | 33.6 | 18.8 | 22.7 | 14.2 | 10.7 |
| GRAZIA | 100.0 | 0.5 | 1.5 | 6.4 | 2.2 | 30.1 | 24.7 | 21.9 | 14.7 | 8.6 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 0.0 | 8.7 | 2.4 | 30.0 | 23.8 | 24.7 | 10.5 | 11.0 |
| GUIDA TV | 100.0 | 0.6 | 1.3 | 6.6 | 2.3 | 32.7 | 21.3 | 20.5 | 16.7 | 8.9 |
| INTIMITA' | 100.0 | 1.4 | 2.0 | 4.1 | 1.6 | 33.0 | 28.4 | 20.2 | 12.7 | 5.6 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 3.3 | 3.5 | 0.0 | 26.1 | 19.8 | 35.4 | 15.1 | 3.5 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 7.3 | 0.0 | 22.3 | 38.1 | 23.8 | 8.4 | 7.3 |
| MOTOSPRINT | 100.0 | 0.0 | 1.2 | 2.4 | 4.2 | 50.1 | 27.9 | 11.9 | 3.5 | 6.6 |
| NOVELLA 2000 | 100.0 | 0.2 | 1.0 | 7.5 | 3.3 | 28.5 | 30.0 | 21.0 | 9.6 | 10.8 |
| OGGI | 100.0 | 1.2 | 2.1 | 5.0 | 3.6 | 33.2 | 24.7 | 20.6 | 12.9 | 8.7 |
| PANORAMA | 100.0 | 0.8 | 2.1 | 4.7 | 3.9 | 27.8 | 25.8 | 21.9 | 15.9 | 8.6 |
| SORRISI E CANZONI TV | 100.0 | 0.8 | 2.2 | 5.5 | 3.3 | 32.2 | 21.5 | 18.9 | 18.6 | 8.8 |
| STOP | 100.0 | 0.0 | 0.4 | 0.6 | 1.3 | 44.7 | 30.0 | 20.5 | 2.9 | 1.9 |
| TELEPIU' | 100.0 | 1.6 | 4.7 | 9.1 | 2.3 | 28.4 | 19.6 | 23.0 | 17.6 | 11.4 |
| TELESETTE | 100.0 | 0.4 | 1.7 | 8.8 | 2.4 | 28.4 | 19.7 | 22.6 | 18.2 | 11.2 |
| TOPOLINO | 100.0 | 0.7 | 2.5 | 6.4 | 3.9 | 34.9 | 19.2 | 23.3 | 12.3 | 10.3 |
| VISTO | 100.0 | 0.5 | 1.7 | 1.8 | 2.9 | 37.5 | 27.8 | 19.1 | 10.8 | 4.7 |
| VIVERSANI & BELLI | 100.0 | 0.4 | 3.9 | 4.9 | 2.5 | 32.4 | 19.6 | 20.2 | 20.4 | 7.4 |
| **SUPPLEMENTI** | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.4 | 1.7 | 3.8 | 2.7 | 25.4 | 20.8 | 30.0 | 17.3 | 6.5 |
| DIARIO DELLA SETTIMANA | 100.0 | 1.7 | 3.4 | 4.1 | 2.4 | 20.7 | 19.8 | 41.6 | 11.3 | 6.5 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 0.3 | 0.0 | 5.1 | 2.4 | 40.0 | 23.8 | 21.6 | 7.0 | 7.5 |
| IO DONNA | 100.0 | 0.3 | 1.0 | 3.9 | 1.5 | 57.2 | 14.4 | 15.0 | 8.2 | 5.3 |
| SETTE | 100.0 | 0.3 | 0.9 | 2.3 | 1.9 | 63.7 | 13.8 | 11.1 | 7.2 | 4.2 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.5 | 4.9 | 5.6 | 0.8 | 50.5 | 12.2 | 13.5 | 17.5 | 6.4 |
| TV SETTE | 100.0 | 0.3 | 1.6 | 3.6 | 1.4 | 56.8 | 13.5 | 14.7 | 10.0 | 5.0 |
| IL VENERDI' | 100.0 | 0.3 | 2.6 | 3.1 | 3.0 | 22.9 | 20.8 | 32.2 | 18.1 | 6.1 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **regioni** ● **area geografica**

(percentuali di composizione)

| MENSILI | Totale | REGIONI | | | | AREA GEOGRAFICA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Basilicata | Calabria | Sicilia | Sardegna | Nord Ovest | Nord Est | Centro | Sud | Isole |
| **POPOLAZIONE** | **100.0** | **1.0** | **3.4** | **8.4** | **2.6** | **28.7** | **18.9** | **19.4** | **22.0** | **11.0** |
| ABITARE | 100.0 | 0.0 | 0.0 | 2.9 | 2.2 | 44.2 | 20.1 | 28.0 | 2.7 | 5.1 |
| AD | 100.0 | 0.0 | 0.7 | 11.5 | 0.2 | 30.2 | 24.4 | 25.4 | 8.3 | 11.7 |
| AIRONE | 100.0 | 0.0 | 1.0 | 0.6 | 0.9 | 51.1 | 23.3 | 18.4 | 5.6 | 1.5 |
| AMADEUS | 100.0 | 0.0 | 0.0 | 3.2 | 2.4 | 30.5 | 32.8 | 22.0 | 9.1 | 5.7 |
| ARCHEO | 100.0 | 1.3 | 0.0 | 4.3 | 2.8 | 27.2 | 17.7 | 39.2 | 8.9 | 7.0 |
| ASTRA | 100.0 | 0.7 | 2.2 | 7.7 | 1.4 | 35.8 | 18.8 | 27.2 | 9.1 | 9.1 |
| A TAVOLA | 100.0 | 1.8 | 2.9 | 3.5 | 0.0 | 38.3 | 17.2 | 23.4 | 17.6 | 3.5 |
| AUTO | 100.0 | 0.0 | 1.2 | 6.2 | 1.1 | 34.4 | 30.0 | 22.9 | 5.4 | 7.3 |
| L'AUTOMOBILE | 100.0 | 0.7 | 0.7 | 3.0 | 0.3 | 43.1 | 22.4 | 26.3 | 4.9 | 3.3 |
| BELL'EUROPA | 100.0 | 0.0 | 1.4 | 2.3 | 0.6 | 34.2 | 27.9 | 27.6 | 7.4 | 3.0 |
| BELL'ITALIA | 100.0 | 0.2 | 0.6 | 1.5 | 2.1 | 43.8 | 22.0 | 22.7 | 7.9 | 3.5 |
| BENISSIMO | 100.0 | 0.0 | 0.5 | 6.7 | 3.4 | 30.5 | 26.1 | 21.3 | 11.9 | 10.2 |
| BIMBI SANI E BELLI | 100.0 | 1.3 | 2.3 | 7.5 | 2.7 | 28.0 | 22.4 | 18.5 | 20.9 | 10.3 |
| BRAVA CASA | 100.0 | 0.6 | 3.3 | 3.9 | 4.5 | 26.9 | 21.1 | 25.7 | 17.9 | 8.4 |
| BUONA CUCINA | 100.0 | 1.1 | 3.6 | 8.2 | 2.0 | 29.0 | 22.3 | 18.2 | 20.1 | 10.3 |
| BURDA | 100.0 | 0.6 | 4.2 | 14.8 | 5.1 | 18.3 | 15.9 | 20.2 | 25.6 | 19.9 |
| CAPITAL | 100.0 | 0.0 | 0.9 | 6.3 | 5.6 | 46.4 | 16.1 | 17.6 | 7.9 | 12.0 |
| CARNET | 100.0 | 0.0 | 2.6 | 3.3 | 0.0 | 46.0 | 31.7 | 15.3 | 3.7 | 3.3 |
| CASAVIVA | 100.0 | 0.4 | 3.2 | 6.2 | 4.4 | 29.8 | 21.2 | 19.5 | 18.9 | 10.6 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 0.0 | 4.4 | 1.7 | 43.0 | 21.4 | 19.1 | 10.4 | 6.1 |
| CIAK | 100.0 | 0.0 | 0.0 | 6.2 | 0.9 | 27.0 | 30.4 | 25.2 | 10.4 | 7.1 |
| CIPRIA | 100.0 | 1.0 | 3.2 | 6.8 | 0.6 | 24.7 | 22.1 | 23.2 | 22.5 | 7.4 |
| CLASS | 100.0 | 0.0 | 2.4 | 5.5 | 3.3 | 30.8 | 26.5 | 13.0 | 20.9 | 8.7 |
| CLUB 3 | 100.0 | 0.0 | 1.6 | 1.0 | 0.0 | 43.2 | 25.5 | 18.0 | 12.3 | 1.0 |
| COME STAI | 100.0 | 0.9 | 1.3 | 1.5 | 2.2 | 29.2 | 26.4 | 22.3 | 18.3 | 3.8 |
| CONSIGLI PRATICI | 100.0 | 1.1 | 1.4 | 2.3 | 3.3 | 27.7 | 31.6 | 22.6 | 12.6 | 5.5 |
| COSE DI CASA | 100.0 | 0.1 | 1.5 | 6.8 | 3.4 | 31.4 | 20.3 | 21.0 | 17.2 | 10.1 |
| LA CUCINA ITALIANA | 100.0 | 2.0 | 1.6 | 8.0 | 2.6 | 30.3 | 24.0 | 17.5 | 17.6 | 10.6 |
| CUCINA MODERNA | 100.0 | 1.1 | 1.8 | 5.6 | 3.1 | 28.9 | 25.4 | 22.1 | 14.9 | 8.7 |
| DONNA | 100.0 | 0.3 | 1.8 | 8.5 | 3.2 | 27.0 | 22.3 | 19.1 | 19.9 | 11.7 |
| DONNA E MAMMA | 100.0 | 1.6 | 1.5 | 6.9 | 2.7 | 29.4 | 23.2 | 20.2 | 17.5 | 9.6 |
| DOVE | 100.0 | 0.0 | 0.5 | 4.9 | 0.0 | 49.1 | 21.5 | 16.6 | 7.9 | 4.9 |
| ELLE | 100.0 | 0.0 | 1.2 | 4.1 | 2.7 | 29.2 | 32.1 | 21.3 | 10.5 | 6.8 |
| ELLE DECOR | 100.0 | 0.0 | 1.8 | 4.0 | 3.4 | 46.3 | 18.6 | 24.0 | 3.7 | 7.4 |
| FOCUS | 100.0 | 0.4 | 2.1 | 3.6 | 5.2 | 29.6 | 29.5 | 19.4 | 12.9 | 8.7 |
| GARDENIA | 100.0 | 0.0 | 2.6 | 2.2 | 1.8 | 37.8 | 22.7 | 31.2 | 4.3 | 3.9 |
| GENTE MESE | 100.0 | 1.7 | 2.7 | 6.7 | 5.8 | 24.3 | 22.3 | 20.0 | 20.9 | 12.6 |
| GENTE MONEY | 100.0 | 2.0 | 3.2 | 9.7 | 0.0 | 19.9 | 18.3 | 24.7 | 27.4 | 9.7 |
| GENTE MOTORI | 100.0 | 0.7 | 7.1 | 5.3 | 3.7 | 35.0 | 21.1 | 17.6 | 17.4 | 9.0 |
| GENTE VIAGGI | 100.0 | 0.6 | 1.6 | 3.3 | 0.4 | 46.9 | 20.8 | 20.2 | 8.5 | 3.7 |
| GLAMOUR | 100.0 | 0.0 | 0.0 | 7.4 | 3.0 | 36.2 | 23.9 | 22.7 | 6.8 | 10.4 |
| GULLIVER | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 36.5 | 33.1 | 27.1 | 3.2 | 0.0 |
| IN CASA | 100.0 | 0.0 | 4.2 | 3.4 | 1.7 | 17.4 | 36.5 | 26.6 | 14.3 | 5.2 |
| INSIEME | 100.0 | 1.5 | 3.2 | 6.3 | 0.8 | 25.0 | 32.6 | 13.9 | 21.4 | 7.1 |
| IO E IL MIO BAMBINO | 100.0 | 1.8 | 2.8 | 10.0 | 1.5 | 27.0 | 19.9 | 17.7 | 23.8 | 11.6 |
| JESUS | 100.0 | 1.1 | 4.9 | 3.0 | 2.6 | 58.7 | 16.1 | 6.7 | 13.0 | 5.6 |
| MADRE | 100.0 | 0.0 | 0.0 | 1.8 | 1.2 | 68.7 | 21.9 | 6.3 | 0.0 | 3.0 |
| MARIE CLAIRE | 100.0 | 0.2 | 1.5 | 1.1 | 1.6 | 34.9 | 33.6 | 18.0 | 10.8 | 2.7 |
| MAX | 100.0 | 0.0 | 2.3 | 3.6 | 2.9 | 38.1 | 25.8 | 20.0 | 9.6 | 6.6 |
| MERIDIANI | 100.0 | 0.0 | 2.5 | 3.5 | 4.9 | 34.2 | 29.2 | 25.8 | 2.5 | 8.3 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 1.1 | 4.3 | 4.1 | 9.1 | 27.0 | 18.1 | 16.4 | 25.5 | 13.1 |
| LA MIA BOUTIQUE | 100.0 | 1.6 | 7.5 | 11.0 | 2.4 | 24.3 | 18.7 | 16.2 | 27.4 | 13.4 |
| LA MIA CASA | 100.0 | 0.5 | 5.5 | 9.4 | 0.8 | 33.9 | 20.2 | 17.9 | 17.8 | 10.2 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 1.5 | 4.7 | 10.0 | 4.3 | 11.1 | 12.8 | 24.6 | 37.1 | 14.4 |
| NAUTICA | 100.0 | 0.0 | 6.1 | 7.0 | 2.1 | 29.1 | 22.8 | 21.6 | 17.5 | 9.1 |
| PESCARE | 100.0 | 0.0 | 0.0 | 8.4 | 8.8 | 33.6 | 15.5 | 16.8 | 16.9 | 17.2 |
| PRATICA | 100.0 | 1.1 | 1.8 | 2.2 | 3.0 | 37.1 | 24.7 | 18.4 | 14.6 | 5.2 |
| QUATTRORUOTE | 100.0 | 0.7 | 2.6 | 6.9 | 2.6 | 33.2 | 24.1 | 20.5 | 12.8 | 9.4 |
| QUATTRO ZAMPE | 100.0 | 0.0 | 2.1 | 4.3 | 2.2 | 32.3 | 23.5 | 24.8 | 12.8 | 6.6 |
| QUI TOURING | 100.0 | 0.0 | 0.7 | 1.2 | 0.9 | 50.5 | 26.2 | 17.1 | 4.0 | 2.2 |
| RAKAM | 100.0 | 0.5 | 3.9 | 7.7 | 4.1 | 27.3 | 18.6 | 24.5 | 17.8 | 11.8 |
| SALE & PEPE | 100.0 | 0.5 | 1.2 | 8.0 | 1.1 | 33.9 | 24.7 | 19.5 | 12.8 | 9.2 |
| SALVE | 100.0 | 2.0 | 4.2 | 3.4 | 1.8 | 34.4 | 24.6 | 17.4 | 18.3 | 5.2 |
| SCIENZA & VITA | 100.0 | 0.0 | 2.6 | 10.1 | 0.0 | 43.1 | 23.1 | 17.6 | 6.0 | 10.1 |
| LE SCIENZE | 100.0 | 0.0 | 4.6 | 3.2 | 0.0 | 30.1 | 22.7 | 28.6 | 15.3 | 3.2 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.7 | 4.3 | 4.9 | 3.3 | 27.2 | 23.6 | 19.7 | 21.2 | 8.3 |
| SILHOUETTE DONNA | 100.0 | 0.2 | 2.5 | 5.2 | 4.0 | 26.4 | 19.8 | 24.8 | 19.7 | 9.3 |
| SPEAK UP | 100.0 | 0.0 | 6.5 | 5.6 | 0.0 | 43.7 | 9.0 | 21.5 | 20.2 | 5.6 |
| STARBENE | 100.0 | 0.8 | 3.6 | 5.1 | 3.3 | 30.2 | 23.2 | 18.1 | 20.1 | 8.3 |
| STARTER | 100.0 | 0.0 | 0.0 | 19.6 | 0.0 | 58.0 | 10.0 | 12.4 | 0.0 | 19.6 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 2.6 | 3.4 | 0.0 | 21.3 | 39.1 | 18.7 | 17.6 | 3.4 |
| TUTTO | 100.0 | 0.0 | 0.0 | 6.7 | 3.3 | 31.1 | 29.3 | 18.5 | 11.1 | 10.0 |
| TUTTOMOTO | 100.0 | 2.2 | 2.4 | 7.3 | 5.3 | 39.4 | 25.1 | 13.0 | 10.0 | 12.6 |
| TUTTOTURISMO | 100.0 | 0.0 | 0.0 | 3.9 | 3.1 | 48.3 | 20.4 | 18.9 | 5.3 | 7.0 |
| VERA | 100.0 | 0.7 | 2.4 | 5.7 | 1.8 | 33.5 | 27.3 | 18.3 | 13.3 | 7.5 |
| VIAGGIARE | 100.0 | 0.6 | 0.0 | 1.7 | 5.3 | 42.0 | 24.0 | 21.6 | 5.5 | 6.9 |
| VITALITY | 100.0 | 0.0 | 0.0 | 3.3 | 0.0 | 35.2 | 43.2 | 14.5 | 3.8 | 3.3 |
| VOGUE ITALIA | 100.0 | 0.0 | 0.5 | 7.9 | 1.1 | 28.6 | 20.3 | 25.1 | 17.1 | 9.0 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 43.0 | 27.3 | 24.1 | 5.6 | 0.0 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 0.0 | 10.0 | 2.1 | 30.5 | 7.9 | 36.7 | 12.8 | 12.1 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 componente | 2 componenti | 3 componenti | 4 componenti | 5 o più componenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **20056** | **3345** | **5229** | **4694** | **4710** | **2077** | **5149** | **3045** | **2639** | **2231** | **2038** | **1795** | **1366** | **1793** |
| AMICA | **655** | 66 | 185 | 160 | 176 | 68 | 72 | 90 | 95 | 101 | 72 | 70 | 48 | 107 |
| ANNA | **743** | 78 | 163 | 208 | 217 | 76 | 113 | 79 | 89 | 83 | 117 | 92 | 57 | 114 |
| AUTO OGGI | **105** | 20 | 25 | 25 | 24 | 12 | 20 | 15 | 10 | 6 | 14 | 12 | 9 | 19 |
| AUTOSPRINT | **102** | 14 | 17 | 40 | 23 | 8 | 22 | 7 | 12 | 13 | 7 | 14 | 8 | 20 |
| BELLA | **470** | 35 | 95 | 132 | 164 | 44 | 56 | 40 | 67 | 54 | 67 | 62 | 54 | 70 |
| CHI | **788** | 108 | 171 | 238 | 186 | 86 | 112 | 94 | 88 | 134 | 90 | 87 | 84 | 100 |
| CONFIDENZE | **636** | 70 | 151 | 160 | 180 | 75 | 124 | 80 | 115 | 73 | 67 | 54 | 65 | 56 |
| DOMENICA QUIZ | **159** | 26 | 48 | 25 | 48 | 12 | 24 | 16 | 24 | 19 | 20 | 10 | 13 | 33 |
| DONNA MODERNA | **2059** | 131 | 466 | 630 | 594 | 237 | 177 | 267 | 262 | 282 | 297 | 255 | 236 | 282 |
| L'ESPRESSO | **656** | 135 | 150 | 157 | 173 | 41 | 81 | 59 | 100 | 64 | 84 | 67 | 81 | 121 |
| EVA EXPRESS TREMILA | **293** | 27 | 65 | 82 | 77 | 41 | 33 | 28 | 57 | 37 | 42 | 32 | 25 | 39 |
| FAMIGLIA CRISTIANA | **2347** | 397 | 622 | 557 | 491 | 280 | 498 | 332 | 303 | 265 | 252 | 242 | 211 | 244 |
| FILM TV | **107** | 11 | 27 | 33 | 30 | 6 | 21 | 13 | 15 | 13 | 9 | 14 | 9 | 14 |
| GENTE | **2009** | 310 | 476 | 486 | 512 | 225 | 365 | 291 | 295 | 199 | 241 | 187 | 176 | 257 |
| GIOIA | **763** | 59 | 178 | 217 | 215 | 94 | 97 | 114 | 91 | 82 | 97 | 85 | 78 | 119 |
| IL GIORNALINO | **125** | 0 | 17 | 17 | 51 | 40 | 3 | 19 | 15 | 22 | 18 | 16 | 7 | 26 |
| GRAND HOTEL | **625** | 67 | 143 | 152 | 188 | 75 | 139 | 103 | 94 | 72 | 89 | 57 | 30 | 42 |
| GRAZIA | **883** | 83 | 230 | 222 | 239 | 108 | 106 | 108 | 97 | 125 | 93 | 96 | 113 | 145 |
| GUERIN SPORTIVO | **45** | 9 | 7 | 12 | 12 | 3 | 6 | 8 | 13 | 7 | 0 | 4 | 3 | 4 |
| GUIDA TV | **696** | 77 | 171 | 201 | 165 | 82 | 121 | 120 | 105 | 107 | 87 | 55 | 42 | 59 |
| INTIMITA' | **770** | 78 | 194 | 185 | 212 | 101 | 136 | 110 | 132 | 98 | 96 | 69 | 58 | 71 |
| MAGAZINE BEAUTIFUL | **61** | 4 | 6 | 10 | 26 | 15 | 5 | 14 | 1 | 8 | 6 | 9 | 5 | 12 |
| IL MONDO | **31** | 4 | 14 | 4 | 8 | 1 | 1 | 4 | 2 | 6 | 1 | 1 | 10 | 5 |
| MOTOSPRINT | **79** | 11 | 12 | 28 | 21 | 6 | 9 | 6 | 6 | 14 | 17 | 8 | 1 | 18 |
| NOVELLA 2000 | **572** | 49 | 137 | 177 | 164 | 46 | 88 | 81 | 67 | 70 | 92 | 48 | 42 | 85 |
| OGGI | **1988** | 264 | 513 | 489 | 520 | 203 | 325 | 245 | 261 | 230 | 265 | 210 | 179 | 272 |
| PANORAMA | **1035** | 144 | 250 | 258 | 300 | 83 | 108 | 91 | 113 | 125 | 126 | 142 | 117 | 213 |
| SORRISI E CANZONI TV | **3022** | 254 | 599 | 871 | 886 | 412 | 463 | 463 | 437 | 403 | 395 | 348 | 220 | 292 |
| STOP | **431** | 69 | 128 | 112 | 81 | 41 | 81 | 41 | 81 | 56 | 54 | 45 | 32 | 40 |
| TELEPIU' | **738** | 72 | 148 | 175 | 242 | 102 | 149 | 128 | 94 | 92 | 71 | 77 | 49 | 78 |
| TELESETTE | **870** | 101 | 197 | 277 | 204 | 91 | 150 | 154 | 110 | 123 | 130 | 87 | 46 | 69 |
| TOPOLINO | **819** | 60 | 117 | 221 | 325 | 96 | 72 | 108 | 126 | 80 | 92 | 113 | 108 | 121 |
| VISTO | **351** | 48 | 66 | 120 | 87 | 31 | 81 | 49 | 53 | 39 | 43 | 40 | 23 | 23 |
| VIVERSANI & BELLI | **924** | 54 | 185 | 300 | 289 | 96 | 121 | 140 | 139 | 107 | 122 | 102 | 85 | 107 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 93 | 141 | 160 | 190 | 48 | 29 | 66 | 62 | 95 | 74 | 76 | 90 | 141 |
| DIARIO DELLA SETTIMANA | **65** | 12 | 22 | 10 | 19 | 2 | 6 | 5 | 6 | 8 | 6 | 18 | 6 | 10 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 70 | 91 | 99 | 81 | 22 | 41 | 48 | 77 | 44 | 40 | 30 | 34 | 46 |
| IO DONNA | **882** | 112 | 243 | 234 | 232 | 60 | 63 | 76 | 101 | 81 | 97 | 141 | 114 | 208 |
| SETTE | **875** | 116 | 244 | 239 | 225 | 51 | 61 | 95 | 99 | 86 | 115 | 127 | 94 | 199 |
| SPECCHIO DELLA STAMPA | **428** | 61 | 105 | 123 | 102 | 38 | 42 | 69 | 35 | 59 | 55 | 43 | 56 | 69 |
| TV SETTE | **968** | 112 | 280 | 255 | 260 | 61 | 87 | 118 | 123 | 91 | 115 | 152 | 94 | 188 |
| IL VENERDI' | **1311** | 207 | 300 | 318 | 389 | 97 | 88 | 119 | 154 | 171 | 163 | 167 | 178 | 271 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(valori assoluti x 1.000)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 compo-nente | 2 compo-nenti | 3 compo-nenti | 4 compo-nenti | 5 o più compo-nenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| POPOLAZIONE | 20056 | 3345 | 5229 | 4694 | 4710 | 2077 | 5149 | 3045 | 2639 | 2231 | 2038 | 1795 | 1366 | 1793 |
| ABITARE | 148 | 26 | 31 | 36 | 40 | 16 | 17 | 15 | 13 | 11 | 14 | 17 | 20 | 41 |
| AD | 257 | 30 | 51 | 68 | 86 | 22 | 11 | 22 | 20 | 28 | 25 | 32 | 23 | 95 |
| AIRONE | 331 | 48 | 93 | 96 | 64 | 30 | 21 | 30 | 54 | 53 | 36 | 40 | 46 | 52 |
| AMADEUS | 60 | 18 | 11 | 15 | 7 | 9 | 5 | 5 | 7 | 3 | 8 | 9 | 8 | 15 |
| ARCHEO | 105 | 20 | 17 | 41 | 19 | 8 | 6 | 3 | 11 | 20 | 18 | 7 | 17 | 23 |
| ASTRA | 210 | 27 | 39 | 57 | 58 | 29 | 42 | 19 | 38 | 27 | 33 | 25 | 9 | 18 |
| A TAVOLA | 137 | 16 | 23 | 43 | 33 | 21 | 16 | 15 | 7 | 26 | 15 | 13 | 15 | 30 |
| AUTO | 134 | 23 | 36 | 34 | 29 | 12 | 19 | 24 | 7 | 21 | 22 | 19 | 9 | 13 |
| L'AUTOMOBILE | 285 | 35 | 71 | 78 | 70 | 30 | 21 | 36 | 31 | 41 | 32 | 40 | 33 | 51 |
| BELL'EUROPA | 132 | 18 | 25 | 53 | 33 | 4 | 10 | 5 | 16 | 20 | 12 | 9 | 25 | 35 |
| BELL'ITALIA | 261 | 36 | 57 | 92 | 67 | 10 | 17 | 14 | 26 | 46 | 25 | 35 | 33 | 65 |
| BENISSIMO | 316 | 23 | 70 | 96 | 86 | 41 | 35 | 31 | 32 | 49 | 45 | 46 | 30 | 47 |
| BIMBI SANI E BELLI | 678 | 22 | 119 | 270 | 181 | 85 | 70 | 151 | 100 | 105 | 66 | 79 | 50 | 56 |
| BRAVA CASA | 557 | 44 | 105 | 189 | 163 | 57 | 30 | 76 | 58 | 75 | 69 | 68 | 51 | 130 |
| BUONA CUCINA | 398 | 43 | 109 | 86 | 91 | 70 | 58 | 66 | 45 | 53 | 48 | 42 | 33 | 54 |
| BURDA | 794 | 46 | 122 | 219 | 300 | 105 | 133 | 157 | 95 | 121 | 87 | 73 | 75 | 52 |
| CAPITAL | 118 | 20 | 32 | 29 | 33 | 4 | 11 | 5 | 12 | 10 | 17 | 20 | 16 | 28 |
| CARNET | 85 | 23 | 20 | 22 | 16 | 4 | 10 | 6 | 12 | 10 | 6 | 11 | 9 | 22 |
| CASAVIVA | 868 | 58 | 196 | 234 | 276 | 103 | 53 | 139 | 96 | 107 | 124 | 101 | 82 | 165 |
| CENTO COSE ENERGY | 205 | 10 | 21 | 73 | 79 | 22 | 13 | 31 | 15 | 29 | 26 | 26 | 20 | 45 |
| CIAK | 127 | 21 | 35 | 27 | 32 | 12 | 12 | 23 | 33 | 11 | 13 | 12 | 4 | 18 |
| CIPRIA | 180 | 17 | 43 | 44 | 61 | 15 | 9 | 16 | 16 | 28 | 24 | 25 | 20 | 43 |
| CLASS | 77 | 20 | 9 | 26 | 21 | 1 | 3 | 10 | 7 | 10 | 9 | 3 | 20 | 15 |
| CLUB 3 | 131 | 22 | 61 | 26 | 16 | 6 | 20 | 28 | 15 | 15 | 18 | 3 | 19 | 14 |
| COME STAI | 168 | 14 | 26 | 47 | 60 | 21 | 16 | 23 | 19 | 31 | 25 | 23 | 13 | 17 |
| CONSIGLI PRATICI | 171 | 11 | 42 | 55 | 49 | 14 | 25 | 19 | 15 | 35 | 19 | 22 | 19 | 19 |
| COSE DI CASA | 944 | 59 | 206 | 275 | 309 | 95 | 74 | 148 | 114 | 144 | 135 | 132 | 65 | 132 |
| LA CUCINA ITALIANA | 535 | 56 | 132 | 145 | 154 | 47 | 61 | 86 | 64 | 43 | 55 | 64 | 57 | 105 |
| CUCINA MODERNA | 562 | 27 | 152 | 144 | 164 | 75 | 63 | 79 | 58 | 68 | 81 | 60 | 81 | 73 |
| DONNA | 469 | 50 | 107 | 122 | 116 | 73 | 68 | 74 | 68 | 63 | 46 | 57 | 39 | 55 |
| DONNA E MAMMA | 325 | 5 | 50 | 139 | 103 | 28 | 38 | 67 | 45 | 50 | 37 | 26 | 40 | 21 |
| DOVE | 171 | 30 | 37 | 54 | 39 | 11 | 11 | 16 | 12 | 15 | 18 | 25 | 19 | 56 |
| ELLE | 271 | 38 | 58 | 80 | 68 | 27 | 19 | 26 | 26 | 28 | 33 | 52 | 29 | 59 |
| ELLE DECOR | 102 | 15 | 16 | 41 | 29 | 2 | 5 | 14 | 7 | 18 | 12 | 12 | 7 | 28 |
| FOCUS | 706 | 69 | 130 | 206 | 244 | 57 | 44 | 70 | 90 | 98 | 109 | 81 | 98 | 115 |
| GARDENIA | 154 | 22 | 40 | 56 | 26 | 10 | 10 | 19 | 14 | 21 | 19 | 11 | 20 | 40 |
| GENTE MESE | 585 | 68 | 133 | 148 | 149 | 87 | 70 | 90 | 82 | 77 | 57 | 95 | 44 | 71 |
| GENTE MONEY | 76 | 18 | 16 | 19 | 21 | 1 | 3 | 11 | 7 | 10 | 7 | 10 | 13 | 14 |
| GENTE MOTORI | 232 | 37 | 52 | 71 | 42 | 31 | 34 | 24 | 27 | 43 | 37 | 28 | 12 | 26 |
| GENTE VIAGGI | 236 | 29 | 79 | 60 | 56 | 12 | 16 | 22 | 33 | 27 | 33 | 39 | 35 | 30 |
| GLAMOUR | 122 | 6 | 45 | 19 | 42 | 9 | 4 | 21 | 8 | 26 | 17 | 22 | 11 | 12 |
| GULLIVER | 97 | 22 | 26 | 22 | 18 | 8 | 10 | 14 | 11 | 5 | 21 | 8 | 8 | 19 |
| IN CASA | 97 | 10 | 22 | 31 | 22 | 12 | 20 | 12 | 13 | 6 | 9 | 13 | 11 | 14 |
| INSIEME | 298 | 8 | 33 | 121 | 98 | 40 | 30 | 41 | 35 | 43 | 55 | 32 | 35 | 27 |
| IO E IL MIO BAMBINO | 673 | 7 | 74 | 307 | 213 | 72 | 80 | 111 | 86 | 111 | 110 | 52 | 70 | 53 |
| JESUS | 85 | 17 | 22 | 22 | 16 | 8 | 18 | 8 | 12 | 3 | 12 | 7 | 3 | 21 |
| MADRE | 135 | 17 | 32 | 23 | 31 | 33 | 20 | 25 | 9 | 6 | 14 | 15 | 16 | 30 |
| MARIE CLAIRE | 438 | 44 | 116 | 133 | 108 | 37 | 30 | 57 | 54 | 51 | 50 | 69 | 53 | 73 |
| MAX | 233 | 37 | 53 | 64 | 59 | 20 | 15 | 37 | 34 | 13 | 32 | 15 | 31 | 56 |
| MERIDIANI | 65 | 16 | 15 | 14 | 17 | 3 | 1 | 7 | 10 | 8 | 6 | 6 | 9 | 19 |
| MESSAGGERO DI S.ANTONIO | 875 | 159 | 238 | 178 | 210 | 89 | 209 | 147 | 124 | 86 | 86 | 89 | 74 | 61 |
| LA MIA BOUTIQUE | 294 | 20 | 73 | 61 | 94 | 46 | 43 | 67 | 56 | 33 | 37 | 18 | 16 | 24 |
| LA MIA CASA | 171 | 22 | 38 | 39 | 53 | 19 | 19 | 32 | 38 | 11 | 20 | 17 | 10 | 23 |
| MILLIONAIRE INTRAPRENDERE | 136 | 15 | 17 | 46 | 49 | 9 | 16 | 21 | 12 | 28 | 25 | 4 | 5 | 24 |
| NAUTICA | 60 | 12 | 23 | 8 | 10 | 7 | 9 | 8 | 5 | 2 | 8 | 8 | 4 | 16 |
| PESCARE | 96 | 17 | 25 | 17 | 33 | 3 | 15 | 20 | 5 | 16 | 17 | 7 | 4 | 11 |
| PRATICA | 254 | 12 | 58 | 62 | 96 | 27 | 14 | 30 | 40 | 41 | 29 | 37 | 27 | 36 |
| QUATTRORUOTE | 923 | 147 | 201 | 258 | 225 | 91 | 106 | 105 | 115 | 116 | 125 | 114 | 72 | 170 |
| QUATTRO ZAMPE | 150 | 24 | 39 | 39 | 48 | 0 | 22 | 17 | 17 | 20 | 13 | 20 | 24 | 17 |
| QUI TOURING | 344 | 53 | 98 | 95 | 73 | 25 | 15 | 26 | 22 | 33 | 29 | 53 | 61 | 105 |
| RAKAM | 440 | 40 | 94 | 119 | 140 | 47 | 46 | 61 | 52 | 57 | 53 | 36 | 51 | 84 |
| SALE & PEPE | 403 | 33 | 91 | 122 | 118 | 39 | 24 | 50 | 56 | 45 | 35 | 56 | 61 | 76 |
| SALVE | 252 | 24 | 63 | 72 | 58 | 36 | 20 | 26 | 39 | 44 | 34 | 35 | 21 | 32 |
| SCIENZA & VITA | 62 | 15 | 9 | 15 | 20 | 4 | 7 | 8 | 11 | 2 | 1 | 8 | 11 | 14 |
| LE SCIENZE | 128 | 25 | 15 | 47 | 31 | 10 | 5 | 9 | 21 | 16 | 13 | 15 | 20 | 29 |
| SELEZIONE READER'S DIGEST | 456 | 55 | 110 | 116 | 121 | 54 | 44 | 61 | 58 | 66 | 58 | 46 | 60 | 64 |
| SILHOUETTE DONNA | 538 | 24 | 102 | 167 | 172 | 74 | 60 | 83 | 68 | 90 | 59 | 66 | 61 | 51 |
| SPEAK UP | 73 | 17 | 27 | 7 | 18 | 4 | 11 | 6 | 2 | 5 | 10 | 8 | 13 | 19 |
| STARBENE | 946 | 71 | 214 | 286 | 290 | 85 | 104 | 146 | 141 | 160 | 99 | 114 | 82 | 100 |
| STARTER | 20 | 7 | 9 | 2 | 3 | 0 | 4 | 5 | 1 | 2 | 2 | 3 | 2 | 2 |
| TUTTI FOTOGRAFI | 61 | 5 | 11 | 30 | 15 | 0 | 4 | 10 | 10 | 19 | 4 | 8 | 2 | 5 |
| TUTTO | 58 | 5 | 9 | 22 | 15 | 7 | 4 | 14 | 8 | 12 | 12 | 0 | 1 | 7 |
| TUTTOMOTO | 93 | 23 | 10 | 29 | 21 | 10 | 16 | 9 | 2 | 23 | 6 | 16 | 3 | 19 |
| TUTTOTURISMO | 86 | 11 | 25 | 21 | 28 | 1 | 9 | 12 | 1 | 5 | 11 | 14 | 10 | 24 |
| VERA | 665 | 31 | 125 | 197 | 223 | 89 | 60 | 93 | 98 | 81 | 81 | 76 | 90 | 86 |
| VIAGGIARE | 86 | 14 | 25 | 13 | 30 | 4 | 15 | 7 | 2 | 9 | 17 | 11 | 14 | 11 |
| VITALITY | 88 | 11 | 29 | 17 | 27 | 4 | 14 | 13 | 13 | 2 | 9 | 8 | 14 | 15 |
| VOGUE ITALIA | 368 | 36 | 70 | 125 | 105 | 33 | 38 | 37 | 58 | 31 | 40 | 56 | 52 | 56 |
| WEEKEND VIAGGI | 90 | 13 | 18 | 27 | 29 | 3 | 2 | 9 | 18 | 10 | 13 | 7 | 11 | 21 |
| DIANA (QUATTORDICINALE) | 46 | 7 | 5 | 14 | 12 | 8 | 3 | 5 | 12 | 12 | 5 | 1 | 6 | 2 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **numero componenti** ● **classe di reddito**

(percentuali di composizione)

| SETTIMANALI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 compo-nente | 2 compo-nenti | 3 compo-nenti | 4 compo-nenti | 5 o più compo-nenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **16.7** | **26.1** | **23.4** | **23.5** | **10.4** | **25.7** | **15.2** | **13.2** | **11.1** | **10.2** | **8.9** | **6.8** | **8.9** |
| AMICA | 100.0 | 10.1 | 28.2 | 24.5 | 26.9 | 10.3 | 11.0 | 13.8 | 14.5 | 15.4 | 11.0 | 10.7 | 7.3 | 16.3 |
| ANNA | 100.0 | 10.5 | 22.0 | 28.1 | 29.3 | 10.2 | 15.2 | 10.6 | 12.0 | 11.1 | 15.8 | 12.4 | 7.6 | 15.3 |
| AUTO OGGI | 100.0 | 18.9 | 23.5 | 23.7 | 22.7 | 11.3 | 19.2 | 14.1 | 9.7 | 5.3 | 13.5 | 11.8 | 8.9 | 17.6 |
| AUTOSPRINT | 100.0 | 14.1 | 16.4 | 39.4 | 22.2 | 7.9 | 21.1 | 6.4 | 11.6 | 12.4 | 6.8 | 14.0 | 7.7 | 20.0 |
| BELLA | 100.0 | 7.4 | 20.3 | 28.1 | 34.9 | 9.4 | 11.9 | 8.5 | 14.3 | 11.4 | 14.4 | 13.1 | 11.6 | 14.8 |
| CHI | 100.0 | 13.6 | 21.7 | 30.1 | 23.7 | 10.9 | 14.2 | 11.9 | 11.2 | 17.0 | 11.5 | 11.0 | 10.7 | 12.6 |
| CONFIDENZE | 100.0 | 10.9 | 23.8 | 25.2 | 28.2 | 11.8 | 19.5 | 12.6 | 18.1 | 11.5 | 10.6 | 8.5 | 10.2 | 8.9 |
| DOMENICA QUIZ | 100.0 | 16.1 | 30.1 | 15.6 | 30.3 | 7.8 | 15.2 | 10.1 | 15.3 | 12.1 | 12.6 | 6.4 | 8.0 | 20.4 |
| DONNA MODERNA | 100.0 | 6.4 | 22.6 | 30.6 | 28.9 | 11.5 | 8.6 | 13.0 | 12.7 | 13.7 | 14.4 | 12.4 | 11.4 | 13.7 |
| L'ESPRESSO | 100.0 | 20.6 | 22.8 | 24.0 | 26.3 | 6.3 | 12.3 | 9.0 | 15.3 | 9.8 | 12.7 | 10.2 | 12.3 | 18.4 |
| EVA EXPRESS TREMILA | 100.0 | 9.1 | 22.4 | 28.1 | 26.3 | 14.0 | 11.2 | 9.6 | 19.5 | 12.6 | 14.4 | 10.9 | 8.7 | 13.2 |
| FAMIGLIA CRISTIANA | 100.0 | 16.9 | 26.5 | 23.7 | 20.9 | 11.9 | 21.2 | 14.1 | 12.9 | 11.3 | 10.7 | 10.3 | 9.0 | 10.4 |
| FILM TV | 100.0 | 10.4 | 24.8 | 31.1 | 28.0 | 5.8 | 19.1 | 11.8 | 13.7 | 12.1 | 7.9 | 13.3 | 8.6 | 13.3 |
| GENTE | 100.0 | 15.4 | 23.7 | 24.2 | 25.5 | 11.2 | 18.1 | 14.5 | 14.7 | 9.9 | 12.0 | 9.3 | 8.8 | 12.8 |
| GIOIA | 100.0 | 7.7 | 23.4 | 28.4 | 28.1 | 12.4 | 12.7 | 14.9 | 12.0 | 10.7 | 12.7 | 11.1 | 10.2 | 15.7 |
| IL GIORNALINO | 100.0 | 0.0 | 13.9 | 13.9 | 40.4 | 31.8 | 2.0 | 15.0 | 12.4 | 17.5 | 14.2 | 12.8 | 5.3 | 20.7 |
| GRAND HOTEL | 100.0 | 10.7 | 22.9 | 24.3 | 30.1 | 12.0 | 22.2 | 16.4 | 15.0 | 11.5 | 14.2 | 9.1 | 4.8 | 6.8 |
| GRAZIA | 100.0 | 9.4 | 26.1 | 25.2 | 27.1 | 12.3 | 12.0 | 12.2 | 11.0 | 14.2 | 10.6 | 10.9 | 12.8 | 16.5 |
| GUERIN SPORTIVO | 100.0 | 20.6 | 16.7 | 27.6 | 27.4 | 7.7 | 13.8 | 17.1 | 30.1 | 14.7 | 0.0 | 8.6 | 6.6 | 9.2 |
| GUIDA TV | 100.0 | 11.1 | 24.6 | 28.9 | 23.7 | 11.8 | 17.4 | 17.2 | 15.1 | 15.4 | 12.5 | 7.9 | 6.0 | 8.5 |
| INTIMITA' | 100.0 | 10.1 | 25.2 | 24.0 | 27.5 | 13.2 | 17.6 | 14.3 | 17.1 | 12.8 | 12.5 | 9.0 | 7.5 | 9.3 |
| MAGAZINE BEAUTIFUL | 100.0 | 6.2 | 9.2 | 17.1 | 42.2 | 25.3 | 8.5 | 23.6 | 1.6 | 13.1 | 10.2 | 14.1 | 8.5 | 20.4 |
| IL MONDO | 100.0 | 13.0 | 46.7 | 13.0 | 24.3 | 2.9 | 3.8 | 13.0 | 7.3 | 19.5 | 2.9 | 4.7 | 32.8 | 15.8 |
| MOTOSPRINT | 100.0 | 14.4 | 15.8 | 35.3 | 26.4 | 8.0 | 11.8 | 7.2 | 8.1 | 17.6 | 21.0 | 9.8 | 1.8 | 22.7 |
| NOVELLA 2000 | 100.0 | 8.5 | 24.0 | 30.9 | 28.6 | 8.1 | 15.4 | 14.2 | 11.7 | 12.2 | 16.1 | 8.3 | 7.3 | 14.8 |
| OGGI | 100.0 | 13.3 | 25.8 | 24.6 | 26.2 | 10.2 | 16.4 | 12.3 | 13.2 | 11.6 | 13.3 | 10.6 | 9.0 | 13.7 |
| PANORAMA | 100.0 | 13.9 | 24.2 | 24.9 | 29.0 | 8.1 | 10.5 | 8.8 | 10.9 | 12.1 | 12.1 | 13.7 | 11.3 | 20.6 |
| SORRISI E CANZONI TV | 100.0 | 8.4 | 19.8 | 28.8 | 29.3 | 13.6 | 15.3 | 15.3 | 14.5 | 13.3 | 13.1 | 11.5 | 7.3 | 9.7 |
| STOP | 100.0 | 16.0 | 29.7 | 26.0 | 18.9 | 9.5 | 18.8 | 9.5 | 18.9 | 13.1 | 12.5 | 10.5 | 7.4 | 9.4 |
| TELEPIU' | 100.0 | 9.7 | 20.1 | 23.7 | 32.7 | 13.8 | 20.2 | 17.3 | 12.7 | 12.5 | 9.7 | 10.4 | 6.6 | 10.6 |
| TELESETTE | 100.0 | 11.6 | 22.7 | 31.8 | 23.5 | 10.4 | 17.3 | 17.7 | 12.7 | 14.2 | 15.0 | 10.0 | 5.3 | 7.9 |
| TOPOLINO | 100.0 | 7.3 | 14.3 | 27.0 | 39.7 | 11.8 | 8.7 | 13.2 | 15.3 | 9.8 | 11.2 | 13.8 | 13.2 | 14.8 |
| VISTO | 100.0 | 13.6 | 18.7 | 34.0 | 24.9 | 8.8 | 23.1 | 14.0 | 15.0 | 11.0 | 12.2 | 11.4 | 6.5 | 6.7 |
| VIVERSANI & BELLI | 100.0 | 5.9 | 20.1 | 32.4 | 31.3 | 10.4 | 13.1 | 15.2 | 15.0 | 11.6 | 13.2 | 11.1 | 9.2 | 11.6 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 14.8 | 22.3 | 25.3 | 30.0 | 7.6 | 4.6 | 10.4 | 9.8 | 15.0 | 11.7 | 12.0 | 14.3 | 22.2 |
| DIARIO DELLA SETTIMANA | 100.0 | 18.9 | 33.5 | 15.6 | 29.1 | 3.0 | 8.6 | 7.5 | 9.7 | 11.8 | 9.8 | 28.3 | 9.6 | 14.7 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 19.3 | 25.1 | 27.3 | 22.3 | 6.0 | 11.4 | 13.4 | 21.1 | 12.2 | 11.1 | 8.3 | 9.5 | 12.8 |
| IO DONNA | 100.0 | 12.7 | 27.6 | 26.5 | 26.4 | 6.8 | 7.1 | 8.6 | 11.4 | 9.2 | 11.0 | 16.0 | 13.0 | 23.6 |
| SETTE | 100.0 | 13.2 | 27.9 | 27.3 | 25.8 | 5.8 | 6.9 | 10.8 | 11.3 | 9.9 | 13.1 | 14.5 | 10.7 | 22.8 |
| SPECCHIO DELLA STAMPA | 100.0 | 14.2 | 24.5 | 28.7 | 23.8 | 8.8 | 9.7 | 16.2 | 8.3 | 13.9 | 12.8 | 10.1 | 13.0 | 16.1 |
| TV SETTE | 100.0 | 11.6 | 28.9 | 26.3 | 26.9 | 6.3 | 9.0 | 12.2 | 12.7 | 9.4 | 11.9 | 15.7 | 9.7 | 19.4 |
| IL VENERDI' | 100.0 | 15.8 | 22.9 | 24.2 | 29.7 | 7.4 | 6.7 | 9.1 | 11.7 | 13.1 | 12.4 | 12.8 | 13.6 | 20.7 |

Lettori numero medio
Analisi secondo: ● **numero componenti** ● **classe di reddito**

(percentuali di composizione)

| MENSILI | Totale | NUMERO COMPONENTI | | | | | CLASSE DI REDDITO | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 compo-nente | 2 compo-nenti | 3 compo-nenti | 4 compo-nenti | 5 o più compo-nenti | fino a 1.750 mila | 1.750 2.250 mila | 2.250 2.750 mila | 2.750 3.250 mila | 3.250 3.750 mila | 3.750 4.250 mila | 4.250 4.750 mila | oltre 4.750 mila |
| **POPOLAZIONE** | **100.0** | **16.7** | **26.1** | **23.4** | **23.5** | **10.4** | **25.7** | **15.2** | **13.2** | **11.1** | **10.2** | **8.9** | **6.8** | **8.9** |
| ABITARE | 100.0 | 17.5 | 20.7 | 24.3 | 26.9 | 10.6 | 11.4 | 10.1 | 8.9 | 7.5 | 9.4 | 11.2 | 13.6 | 27.9 |
| AD | 100.0 | 11.7 | 19.7 | 26.5 | 33.5 | 8.5 | 4.4 | 8.6 | 7.6 | 11.1 | 9.9 | 12.6 | 9.1 | 36.8 |
| AIRONE | 100.0 | 14.6 | 28.2 | 28.9 | 19.3 | 9.1 | 6.3 | 9.0 | 16.3 | 15.9 | 10.7 | 12.1 | 13.8 | 15.8 |
| AMADEUS | 100.0 | 29.5 | 18.6 | 24.9 | 11.6 | 15.4 | 7.9 | 7.9 | 11.1 | 5.2 | 14.3 | 15.5 | 13.0 | 25.1 |
| ARCHEO | 100.0 | 19.1 | 16.5 | 39.0 | 18.3 | 7.1 | 5.6 | 2.6 | 10.8 | 18.7 | 17.4 | 6.8 | 15.9 | 22.2 |
| ASTRA | 100.0 | 12.8 | 18.7 | 26.9 | 27.6 | 14.0 | 19.8 | 8.8 | 18.2 | 12.7 | 15.9 | 11.8 | 4.4 | 8.4 |
| A TAVOLA | 100.0 | 11.8 | 16.8 | 31.6 | 24.4 | 15.5 | 11.5 | 10.8 | 4.9 | 19.2 | 11.0 | 9.8 | 11.0 | 21.8 |
| AUTO | 100.0 | 17.1 | 26.7 | 25.4 | 21.8 | 9.0 | 14.3 | 18.0 | 5.5 | 15.4 | 16.6 | 14.5 | 6.5 | 9.3 |
| L'AUTOMOBILE | 100.0 | 12.3 | 25.1 | 27.5 | 24.7 | 10.5 | 7.2 | 12.6 | 11.0 | 14.4 | 11.4 | 14.0 | 11.6 | 17.7 |
| BELL'EUROPA | 100.0 | 13.7 | 18.8 | 39.7 | 24.8 | 3.0 | 7.6 | 3.5 | 12.4 | 15.2 | 8.9 | 6.8 | 19.0 | 26.6 |
| BELL'ITALIA | 100.0 | 13.8 | 21.8 | 35.0 | 25.5 | 3.8 | 6.6 | 5.3 | 9.9 | 17.7 | 9.4 | 13.5 | 12.8 | 24.9 |
| BENISSIMO | 100.0 | 7.3 | 22.2 | 30.3 | 27.3 | 12.9 | 11.2 | 9.8 | 10.1 | 15.5 | 14.3 | 14.5 | 9.6 | 14.9 |
| BIMBI SANI E BELLI | 100.0 | 3.2 | 17.6 | 39.8 | 26.7 | 12.6 | 10.3 | 22.3 | 14.7 | 15.6 | 9.8 | 11.7 | 7.4 | 8.3 |
| BRAVA CASA | 100.0 | 7.9 | 18.9 | 33.9 | 29.2 | 10.2 | 5.4 | 13.6 | 10.5 | 13.5 | 12.5 | 12.1 | 9.2 | 23.3 |
| BUONA CUCINA | 100.0 | 10.9 | 27.3 | 21.5 | 22.8 | 17.5 | 14.5 | 16.5 | 11.4 | 13.3 | 11.9 | 10.6 | 8.2 | 13.7 |
| BURDA | 100.0 | 5.9 | 15.4 | 27.6 | 37.9 | 13.3 | 16.8 | 19.8 | 12.0 | 15.3 | 10.9 | 9.3 | 9.5 | 6.5 |
| CAPITAL | 100.0 | 16.8 | 27.2 | 24.9 | 27.5 | 3.6 | 9.6 | 4.0 | 9.9 | 8.1 | 14.0 | 17.3 | 13.7 | 23.6 |
| CARNET | 100.0 | 27.1 | 23.1 | 26.0 | 19.1 | 4.8 | 11.8 | 7.2 | 14.1 | 11.8 | 7.3 | 12.4 | 10.0 | 25.3 |
| CASAVIVA | 100.0 | 6.7 | 22.6 | 27.0 | 31.9 | 11.8 | 6.1 | 16.0 | 11.1 | 12.3 | 14.3 | 11.7 | 9.5 | 19.0 |
| CENTO COSE ENERGY | 100.0 | 5.0 | 10.1 | 35.7 | 38.7 | 10.6 | 6.4 | 15.0 | 7.3 | 14.3 | 12.5 | 12.9 | 9.7 | 21.8 |
| CIAK | 100.0 | 16.2 | 27.6 | 21.0 | 25.5 | 9.7 | 9.1 | 18.4 | 25.8 | 8.8 | 10.3 | 9.8 | 3.2 | 14.6 |
| CIPRIA | 100.0 | 9.5 | 23.8 | 24.4 | 34.0 | 8.3 | 4.9 | 9.0 | 9.0 | 15.3 | 13.1 | 13.7 | 10.9 | 24.1 |
| CLASS | 100.0 | 26.1 | 12.2 | 33.7 | 26.9 | 1.1 | 4.2 | 12.8 | 9.0 | 12.3 | 11.6 | 4.4 | 26.0 | 19.6 |
| CLUB 3 | 100.0 | 16.6 | 46.8 | 19.8 | 11.8 | 4.9 | 15.6 | 21.4 | 11.5 | 11.4 | 13.5 | 2.0 | 14.1 | 10.5 |
| COME STAI | 100.0 | 8.6 | 15.3 | 28.1 | 35.5 | 12.5 | 9.7 | 13.5 | 11.4 | 18.5 | 14.9 | 13.7 | 8.0 | 10.3 |
| CONSIGLI PRATICI | 100.0 | 6.6 | 24.7 | 32.2 | 28.5 | 8.0 | 14.7 | 10.8 | 8.7 | 20.2 | 10.9 | 12.8 | 10.9 | 10.9 |
| COSE DI CASA | 100.0 | 6.3 | 21.8 | 29.1 | 32.7 | 10.1 | 7.8 | 15.7 | 12.1 | 15.3 | 14.3 | 14.0 | 6.9 | 13.9 |
| LA CUCINA ITALIANA | 100.0 | 10.5 | 24.7 | 27.2 | 28.8 | 8.8 | 11.5 | 16.1 | 12.0 | 8.0 | 10.3 | 11.9 | 10.6 | 19.6 |
| CUCINA MODERNA | 100.0 | 4.8 | 27.1 | 25.7 | 29.2 | 13.3 | 11.3 | 14.0 | 10.3 | 12.0 | 14.5 | 10.7 | 14.3 | 12.9 |
| DONNA | 100.0 | 10.8 | 22.8 | 26.1 | 24.8 | 15.6 | 14.5 | 15.7 | 14.4 | 13.4 | 9.9 | 12.2 | 8.3 | 11.6 |
| DONNA E MAMMA | 100.0 | 1.4 | 15.5 | 42.9 | 31.8 | 8.5 | 11.8 | 20.5 | 13.8 | 15.5 | 11.4 | 8.0 | 12.4 | 6.6 |
| DOVE | 100.0 | 17.7 | 21.8 | 31.4 | 22.6 | 6.5 | 6.3 | 9.3 | 7.0 | 8.7 | 10.5 | 14.7 | 10.8 | 32.5 |
| ELLE | 100.0 | 14.0 | 21.5 | 29.4 | 25.3 | 9.8 | 6.9 | 9.4 | 9.6 | 10.2 | 12.2 | 19.3 | 10.6 | 21.7 |
| ELLE DECOR | 100.0 | 14.7 | 15.6 | 39.7 | 28.0 | 1.9 | 5.1 | 13.7 | 6.7 | 18.0 | 11.3 | 11.3 | 6.9 | 27.0 |
| FOCUS | 100.0 | 9.8 | 18.4 | 29.2 | 34.6 | 8.0 | 6.3 | 9.9 | 12.7 | 13.9 | 15.5 | 11.4 | 13.9 | 16.3 |
| GARDENIA | 100.0 | 14.2 | 25.8 | 36.2 | 17.1 | 6.7 | 6.7 | 12.1 | 9.3 | 13.4 | 12.3 | 7.4 | 12.8 | 26.0 |
| GENTE MESE | 100.0 | 11.7 | 22.8 | 25.3 | 25.4 | 14.8 | 12.0 | 15.3 | 13.9 | 13.1 | 9.7 | 16.2 | 7.5 | 12.2 |
| GENTE MONEY | 100.0 | 24.4 | 21.6 | 25.0 | 27.9 | 1.1 | 4.1 | 14.3 | 9.9 | 12.6 | 9.5 | 13.7 | 17.0 | 19.1 |
| GENTE MOTORI | 100.0 | 15.8 | 22.5 | 30.4 | 18.0 | 13.3 | 14.7 | 10.5 | 11.5 | 18.7 | 16.0 | 12.2 | 5.1 | 11.2 |
| GENTE VIAGGI | 100.0 | 12.5 | 33.3 | 25.4 | 23.8 | 5.0 | 7.0 | 9.4 | 14.0 | 11.3 | 14.0 | 16.6 | 14.8 | 12.9 |
| GLAMOUR | 100.0 | 5.2 | 36.6 | 15.7 | 34.8 | 7.6 | 3.3 | 17.6 | 6.8 | 21.2 | 13.7 | 18.5 | 9.3 | 9.7 |
| GULLIVER | 100.0 | 23.2 | 26.5 | 23.1 | 18.9 | 8.3 | 9.9 | 14.6 | 11.3 | 5.4 | 21.6 | 8.7 | 8.7 | 19.9 |
| IN CASA | 100.0 | 10.5 | 22.7 | 31.9 | 22.5 | 12.4 | 20.5 | 12.0 | 13.6 | 6.3 | 9.0 | 13.0 | 11.2 | 14.2 |
| INSIEME | 100.0 | 2.5 | 11.0 | 40.4 | 32.8 | 13.3 | 10.2 | 13.6 | 11.6 | 14.5 | 18.4 | 10.9 | 11.9 | 8.9 |
| IO E IL MIO BAMBINO | 100.0 | 1.1 | 11.0 | 45.6 | 31.7 | 10.7 | 11.9 | 16.5 | 12.7 | 16.5 | 16.3 | 7.8 | 10.4 | 7.8 |
| JESUS | 100.0 | 20.1 | 25.4 | 25.9 | 19.1 | 9.4 | 21.3 | 9.8 | 13.9 | 3.0 | 14.3 | 8.8 | 4.0 | 25.1 |
| MADRE | 100.0 | 12.3 | 23.7 | 16.7 | 22.6 | 24.7 | 14.9 | 18.5 | 6.8 | 4.6 | 10.4 | 10.8 | 11.8 | 22.3 |
| MARIE CLAIRE | 100.0 | 10.0 | 26.6 | 30.3 | 24.7 | 8.5 | 6.9 | 13.1 | 12.3 | 11.7 | 11.5 | 15.7 | 12.2 | 16.6 |
| MAX | 100.0 | 15.8 | 22.9 | 27.4 | 25.3 | 8.6 | 6.6 | 15.7 | 14.5 | 5.7 | 13.8 | 6.5 | 13.4 | 23.9 |
| MERIDIANI | 100.0 | 24.5 | 22.5 | 22.0 | 26.4 | 4.6 | 1.7 | 10.5 | 14.5 | 11.6 | 8.8 | 9.1 | 14.5 | 29.3 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 18.2 | 27.2 | 20.4 | 24.0 | 10.2 | 23.9 | 16.8 | 14.1 | 9.8 | 9.8 | 10.2 | 8.4 | 7.0 |
| LA MIA BOUTIQUE | 100.0 | 6.6 | 24.8 | 20.8 | 32.0 | 15.8 | 14.6 | 23.0 | 18.9 | 11.2 | 12.6 | 6.0 | 5.4 | 8.2 |
| LA MIA CASA | 100.0 | 12.7 | 22.2 | 22.7 | 31.2 | 11.2 | 11.0 | 18.8 | 22.2 | 6.7 | 11.8 | 10.1 | 6.1 | 13.4 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 10.9 | 12.8 | 33.9 | 35.7 | 6.7 | 11.6 | 15.6 | 9.1 | 20.9 | 18.2 | 2.9 | 4.0 | 17.7 |
| NAUTICA | 100.0 | 19.8 | 38.4 | 14.2 | 16.4 | 11.2 | 14.9 | 13.3 | 8.7 | 3.2 | 13.2 | 13.8 | 6.1 | 26.8 |
| PESCARE | 100.0 | 17.8 | 26.6 | 17.9 | 34.6 | 3.1 | 15.9 | 21.1 | 5.0 | 17.2 | 18.0 | 6.8 | 4.3 | 11.9 |
| PRATICA | 100.0 | 4.7 | 22.9 | 24.3 | 37.7 | 10.5 | 5.6 | 11.6 | 15.9 | 16.0 | 11.5 | 14.5 | 10.8 | 14.2 |
| QUATTRORUOTE | 100.0 | 15.9 | 21.8 | 28.0 | 24.4 | 9.9 | 11.5 | 11.4 | 12.5 | 12.5 | 13.6 | 12.4 | 7.8 | 18.4 |
| QUATTRO ZAMPE | 100.0 | 15.7 | 26.1 | 26.1 | 32.1 | 0.0 | 14.9 | 11.6 | 11.4 | 13.2 | 8.8 | 13.3 | 15.7 | 11.1 |
| QUI TOURING | 100.0 | 15.5 | 28.5 | 27.6 | 21.1 | 7.3 | 4.4 | 7.6 | 6.4 | 9.5 | 8.5 | 15.3 | 17.7 | 30.6 |
| RAKAM | 100.0 | 9.2 | 21.3 | 27.0 | 31.9 | 10.6 | 10.5 | 13.9 | 11.8 | 13.0 | 11.9 | 8.2 | 11.6 | 19.1 |
| SALE & PEPE | 100.0 | 8.2 | 22.6 | 30.3 | 29.2 | 9.7 | 6.0 | 12.4 | 13.9 | 11.1 | 8.8 | 13.8 | 15.1 | 18.9 |
| SALVE | 100.0 | 9.5 | 24.9 | 28.4 | 22.9 | 14.3 | 8.1 | 10.2 | 15.7 | 17.4 | 13.7 | 14.0 | 8.5 | 12.5 |
| SCIENZA & VITA | 100.0 | 23.7 | 14.2 | 24.4 | 31.6 | 6.0 | 11.3 | 12.4 | 18.4 | 3.6 | 1.4 | 13.3 | 17.1 | 22.4 |
| LE SCIENZE | 100.0 | 19.4 | 11.5 | 36.8 | 24.6 | 7.7 | 4.0 | 6.7 | 16.6 | 12.3 | 10.4 | 11.5 | 15.7 | 22.7 |
| SELEZIONE READER'S DIGEST | 100.0 | 12.1 | 24.2 | 25.5 | 26.5 | 11.8 | 9.7 | 13.4 | 12.7 | 14.4 | 12.8 | 10.0 | 13.1 | 14.0 |
| SILHOUETTE DONNA | 100.0 | 4.5 | 18.9 | 31.0 | 31.9 | 13.8 | 11.2 | 15.5 | 12.6 | 16.7 | 10.9 | 12.2 | 11.4 | 9.5 |
| SPEAK UP | 100.0 | 23.7 | 36.3 | 10.1 | 24.4 | 5.4 | 14.6 | 7.8 | 2.9 | 6.4 | 14.2 | 10.5 | 17.9 | 25.7 |
| STARBENE | 100.0 | 7.5 | 22.6 | 30.3 | 30.6 | 9.0 | 11.0 | 15.5 | 14.9 | 17.0 | 10.5 | 12.0 | 8.6 | 10.6 |
| STARTER | 100.0 | 34.6 | 42.9 | 10.0 | 12.4 | 0.0 | 19.6 | 25.4 | 5.1 | 9.5 | 10.0 | 12.4 | 9.7 | 8.3 |
| TUTTI FOTOGRAFI | 100.0 | 8.4 | 18.4 | 49.1 | 24.1 | 0.0 | 6.3 | 15.7 | 16.2 | 31.1 | 6.0 | 13.1 | 3.5 | 8.2 |
| TUTTO | 100.0 | 8.0 | 16.3 | 37.8 | 25.8 | 12.1 | 7.4 | 23.2 | 13.6 | 21.3 | 20.8 | 0.0 | 1.0 | 12.7 |
| TUTTOMOTO | 100.0 | 25.2 | 10.8 | 30.7 | 22.2 | 11.0 | 16.7 | 9.8 | 2.3 | 24.8 | 6.0 | 17.1 | 3.1 | 20.2 |
| TUTTOTURISMO | 100.0 | 12.9 | 28.7 | 24.4 | 33.0 | 0.9 | 10.3 | 14.3 | 0.8 | 6.2 | 12.2 | 16.1 | 11.8 | 28.2 |
| VERA | 100.0 | 4.6 | 18.8 | 29.7 | 33.5 | 13.3 | 9.0 | 14.0 | 14.7 | 12.2 | 12.2 | 11.4 | 13.5 | 13.0 |
| VIAGGIARE | 100.0 | 15.9 | 29.2 | 15.0 | 34.7 | 5.2 | 17.3 | 8.3 | 2.2 | 10.6 | 19.7 | 13.0 | 16.3 | 12.6 |
| VITALITY | 100.0 | 13.0 | 33.1 | 18.8 | 30.7 | 4.4 | 16.0 | 14.8 | 15.1 | 2.5 | 9.8 | 8.6 | 16.4 | 17.0 |
| VOGUE ITALIA | 100.0 | 9.8 | 18.9 | 33.9 | 28.5 | 8.9 | 10.3 | 10.1 | 15.8 | 8.4 | 10.9 | 15.3 | 14.1 | 15.1 |
| WEEKEND VIAGGI | 100.0 | 14.6 | 19.7 | 30.2 | 32.4 | 3.1 | 2.5 | 10.2 | 19.5 | 11.4 | 14.0 | 7.7 | 12.0 | 22.8 |
| DIANA (QUATTORDICINALE) | 100.0 | 15.5 | 10.1 | 29.9 | 27.3 | 17.1 | 6.8 | 10.3 | 26.2 | 26.6 | 10.0 | 2.4 | 14.0 | 3.8 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **20056** | **425** | **1777** | **830** | **248** | **203** | **754** | **1817** | **378** | **1065** | **1163** | **2287** | **2736** | **106** | **5478** | **787** |
| AMICA | 655 | 22 | 87 | 76 | 6 | 2 | 39 | 57 | 27 | 32 | 54 | 53 | 71 | 3 | 90 | 36 |
| ANNA | 743 | 25 | 102 | 53 | 14 | 5 | 55 | 76 | 19 | 47 | 60 | 58 | 101 | 0 | 90 | 37 |
| AUTO OGGI | 105 | 6 | 24 | 7 | 5 | 0 | 0 | 21 | 4 | 0 | 13 | 5 | 4 | 2 | 11 | 2 |
| AUTOSPRINT | 102 | 9 | 18 | 9 | 2 | 0 | 4 | 19 | 3 | 1 | 4 | 7 | 0 | 0 | 11 | 15 |
| BELLA | 470 | 7 | 46 | 26 | 12 | 2 | 18 | 64 | 15 | 35 | 40 | 50 | 45 | 3 | 70 | 36 |
| CHI | 788 | 21 | 77 | 74 | 10 | 10 | 33 | 71 | 16 | 51 | 52 | 87 | 75 | 7 | 165 | 40 |
| CONFIDENZE | 636 | 2 | 49 | 28 | 11 | 7 | 12 | 76 | 8 | 34 | 54 | 84 | 105 | 5 | 136 | 26 |
| DOMENICA QUIZ | 159 | 4 | 13 | 14 | 1 | 0 | 11 | 10 | 9 | 14 | 9 | 7 | 23 | 0 | 44 | 2 |
| DONNA MODERNA | 2059 | 55 | 342 | 157 | 36 | 9 | 117 | 227 | 61 | 114 | 142 | 204 | 185 | 15 | 265 | 129 |
| L'ESPRESSO | 656 | 52 | 149 | 38 | 8 | 3 | 83 | 38 | 26 | 33 | 18 | 24 | 35 | 10 | 109 | 31 |
| EVA EXPRESS TREMILA | 293 | 1 | 22 | 24 | 6 | 0 | 15 | 44 | 13 | 19 | 22 | 40 | 24 | 0 | 48 | 17 |
| FAMIGLIA CRISTIANA | 2347 | 43 | 234 | 68 | 29 | 31 | 127 | 166 | 55 | 132 | 125 | 204 | 325 | 9 | 732 | 66 |
| FILM TV | 107 | 5 | 24 | 6 | 2 | 0 | 3 | 8 | 2 | 7 | 7 | 13 | 7 | 0 | 19 | 2 |
| GENTE | 2009 | 61 | 219 | 92 | 23 | 19 | 96 | 165 | 52 | 120 | 138 | 175 | 227 | 15 | 530 | 79 |
| GIOIA | 763 | 23 | 111 | 73 | 12 | 5 | 21 | 72 | 25 | 47 | 54 | 61 | 87 | 7 | 122 | 43 |
| IL GIORNALINO | 125 | 0 | 20 | 3 | 6 | 0 | 17 | 15 | 6 | 9 | 4 | 17 | 8 | 0 | 17 | 4 |
| GRAND HOTEL | 625 | 2 | 57 | 18 | 16 | 1 | 5 | 67 | 9 | 43 | 36 | 137 | 74 | 0 | 134 | 27 |
| GRAZIA | 883 | 29 | 112 | 85 | 20 | 2 | 54 | 80 | 37 | 47 | 51 | 77 | 82 | 8 | 163 | 35 |
| GUERIN SPORTIVO | 45 | 0 | 5 | 3 | 0 | 0 | 1 | 9 | 3 | 2 | 0 | 10 | 2 | 0 | 6 | 4 |
| GUIDA TV | 696 | 9 | 80 | 24 | 11 | 6 | 24 | 71 | 12 | 35 | 64 | 92 | 70 | 11 | 157 | 29 |
| INTIMITA' | 770 | 12 | 48 | 31 | 13 | 8 | 7 | 92 | 13 | 40 | 56 | 115 | 97 | 0 | 204 | 35 |
| MAGAZINE BEAUTIFUL | 61 | 0 | 4 | 10 | 5 | 0 | 0 | 6 | 3 | 6 | 9 | 12 | 0 | 2 | 2 | 4 |
| IL MONDO | 31 | 1 | 7 | 0 | 1 | 0 | 6 | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 11 | 0 |
| MOTOSPRINT | 79 | 3 | 9 | 10 | 4 | 2 | 4 | 24 | 0 | 0 | 4 | 3 | 2 | 0 | 4 | 9 |
| NOVELLA 2000 | 572 | 11 | 65 | 37 | 8 | 10 | 12 | 84 | 17 | 31 | 31 | 91 | 63 | 1 | 76 | 35 |
| OGGI | 1988 | 52 | 217 | 113 | 23 | 18 | 108 | 159 | 55 | 112 | 116 | 163 | 253 | 13 | 514 | 72 |
| PANORAMA | 1035 | 71 | 196 | 73 | 7 | 12 | 76 | 97 | 53 | 55 | 62 | 33 | 59 | 23 | 173 | 45 |
| SORRISI E CANZONI TV | 3022 | 50 | 329 | 124 | 48 | 31 | 81 | 396 | 56 | 181 | 245 | 505 | 316 | 23 | 495 | 143 |
| STOP | 431 | 9 | 29 | 11 | 8 | 3 | 7 | 66 | 7 | 18 | 34 | 35 | 61 | 0 | 127 | 16 |
| TELEPIU' | 738 | 26 | 80 | 31 | 11 | 5 | 28 | 69 | 14 | 43 | 57 | 137 | 106 | 5 | 102 | 22 |
| TELESETTE | 870 | 21 | 78 | 13 | 17 | 1 | 49 | 83 | 15 | 68 | 54 | 131 | 133 | 9 | 163 | 33 |
| TOPOLINO | 819 | 38 | 147 | 47 | 15 | 6 | 84 | 87 | 23 | 44 | 66 | 103 | 38 | 15 | 61 | 45 |
| VISTO | 351 | 2 | 25 | 19 | 10 | 3 | 3 | 56 | 1 | 8 | 23 | 59 | 57 | 1 | 77 | 7 |
| VIVERSANI & BELLI | 924 | 25 | 110 | 53 | 23 | 5 | 49 | 134 | 17 | 55 | 78 | 123 | 88 | 13 | 106 | 45 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 50 | 166 | 29 | 10 | 0 | 100 | 30 | 17 | 38 | 16 | 22 | 27 | 16 | 97 | 16 |
| DIARIO DELLA SETTIMANA | 65 | 2 | 19 | 6 | 0 | 0 | 7 | 8 | 0 | 6 | 0 | 2 | 0 | 2 | 12 | 1 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 21 | 63 | 18 | 4 | 1 | 12 | 59 | 9 | 17 | 9 | 30 | 22 | 7 | 55 | 33 |
| IO DONNA | 882 | 61 | 156 | 35 | 9 | 6 | 96 | 50 | 48 | 75 | 44 | 21 | 78 | 5 | 169 | 30 |
| SETTE | 875 | 40 | 168 | 35 | 7 | 5 | 94 | 44 | 44 | 74 | 31 | 26 | 77 | 11 | 186 | 33 |
| SPECCHIO DELLA STAMPA | 428 | 27 | 87 | 11 | 2 | 0 | 53 | 18 | 12 | 27 | 28 | 37 | 20 | 6 | 82 | 17 |
| TV SETTE | 968 | 44 | 153 | 31 | 14 | 5 | 90 | 60 | 43 | 89 | 48 | 47 | 96 | 19 | 197 | 32 |
| IL VENERDI' | 1311 | 98 | 290 | 59 | 24 | 4 | 193 | 63 | 48 | 87 | 42 | 44 | 85 | 20 | 205 | 49 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **condizione professionale**

(valori assoluti x 1.000)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| POPOLAZIONE | 20056 | 425 | 1777 | 830 | 248 | 203 | 754 | 1817 | 378 | 1065 | 1163 | 2287 | 2736 | 106 | 5478 | 787 |
| ABITARE | 148 | 24 | 36 | 10 | 0 | 2 | 16 | 10 | 4 | 6 | 9 | 3 | 15 | 2 | 11 | 0 |
| AD | 257 | 34 | 43 | 19 | 3 | 0 | 34 | 5 | 36 | 11 | 14 | 5 | 9 | 2 | 28 | 16 |
| AIRONE | 331 | 22 | 69 | 21 | 3 | 0 | 59 | 25 | 7 | 11 | 15 | 8 | 21 | 3 | 55 | 14 |
| AMADEUS | 60 | 5 | 9 | 2 | 2 | 0 | 12 | 0 | 6 | 0 | 2 | 4 | 3 | 1 | 7 | 4 |
| ARCHEO | 105 | 17 | 13 | 15 | 0 | 0 | 20 | 0 | 4 | 3 | 0 | 2 | 1 | 7 | 24 | 0 |
| ASTRA | 210 | 6 | 34 | 8 | 4 | 0 | 13 | 31 | 3 | 10 | 11 | 37 | 12 | 0 | 17 | 25 |
| A TAVOLA | 137 | 11 | 10 | 16 | 2 | 0 | 9 | 16 | 13 | 3 | 10 | 8 | 11 | 3 | 15 | 11 |
| AUTO | 134 | 2 | 28 | 11 | 4 | 2 | 3 | 21 | 2 | 0 | 8 | 13 | 8 | 2 | 20 | 9 |
| L'AUTOMOBILE | 285 | 15 | 47 | 21 | 6 | 6 | 20 | 34 | 2 | 7 | 10 | 24 | 18 | 0 | 66 | 10 |
| BELL'EUROPA | 132 | 23 | 19 | 9 | 1 | 0 | 27 | 8 | 0 | 1 | 12 | 10 | 4 | 1 | 18 | 0 |
| BELL'ITALIA | 261 | 27 | 59 | 18 | 4 | 3 | 46 | 17 | 7 | 8 | 7 | 5 | 12 | 3 | 40 | 4 |
| BENISSIMO | 316 | 2 | 69 | 19 | 7 | 0 | 19 | 27 | 10 | 19 | 24 | 31 | 28 | 4 | 36 | 21 |
| BIMBI SANI E BELLI | 678 | 5 | 113 | 28 | 17 | 7 | 37 | 66 | 15 | 46 | 68 | 135 | 63 | 1 | 48 | 29 |
| BRAVA CASA | 557 | 32 | 109 | 38 | 9 | 1 | 68 | 46 | 21 | 32 | 42 | 38 | 39 | 6 | 49 | 27 |
| BUONA CUCINA | 398 | 8 | 43 | 26 | 1 | 2 | 19 | 53 | 2 | 18 | 30 | 55 | 58 | 6 | 55 | 22 |
| BURDA | 794 | 7 | 77 | 32 | 21 | 6 | 51 | 85 | 15 | 66 | 79 | 143 | 88 | 5 | 74 | 46 |
| CAPITAL | 118 | 21 | 30 | 2 | 3 | 0 | 6 | 5 | 3 | 7 | 7 | 0 | 5 | 3 | 27 | 3 |
| CARNET | 85 | 10 | 26 | 7 | 0 | 0 | 13 | 5 | 2 | 1 | 0 | 0 | 9 | 2 | 11 | 0 |
| CASAVIVA | 868 | 43 | 176 | 65 | 17 | 2 | 67 | 70 | 27 | 54 | 64 | 85 | 63 | 3 | 97 | 35 |
| CENTO COSE ENERGY | 205 | 4 | 30 | 25 | 0 | 0 | 11 | 31 | 4 | 22 | 12 | 24 | 8 | 8 | 11 | 16 |
| CIAK | 127 | 6 | 25 | 12 | 2 | 0 | 11 | 23 | 0 | 5 | 3 | 17 | 6 | 2 | 6 | 8 |
| CIPRIA | 180 | 16 | 31 | 15 | 4 | 0 | 19 | 11 | 7 | 16 | 10 | 16 | 10 | 3 | 12 | 11 |
| CLASS | 77 | 12 | 26 | 9 | 2 | 0 | 1 | 0 | 4 | 2 | 0 | 1 | 0 | 6 | 4 | 12 |
| CLUB 3 | 131 | 0 | 11 | 1 | 0 | 2 | 0 | 3 | 0 | 8 | 6 | 5 | 23 | 0 | 70 | 3 |
| COME STAI | 168 | 8 | 20 | 18 | 0 | 0 | 16 | 21 | 1 | 4 | 6 | 23 | 11 | 1 | 21 | 17 |
| CONSIGLI PRATICI | 171 | 0 | 18 | 12 | 1 | 4 | 6 | 21 | 3 | 5 | 7 | 28 | 22 | 3 | 28 | 13 |
| COSE DI CASA | 944 | 38 | 180 | 44 | 13 | 2 | 69 | 98 | 35 | 77 | 79 | 108 | 61 | 6 | 90 | 44 |
| LA CUCINA ITALIANA | 535 | 27 | 68 | 37 | 7 | 6 | 29 | 35 | 11 | 28 | 35 | 66 | 55 | 0 | 95 | 38 |
| CUCINA MODERNA | 562 | 15 | 72 | 34 | 3 | 2 | 25 | 95 | 24 | 35 | 30 | 61 | 56 | 4 | 75 | 33 |
| DONNA | 469 | 13 | 34 | 29 | 11 | 6 | 33 | 47 | 8 | 23 | 32 | 73 | 56 | 3 | 74 | 28 |
| DONNA E MAMMA | 325 | 1 | 43 | 18 | 3 | 3 | 36 | 43 | 4 | 20 | 36 | 65 | 26 | 1 | 10 | 14 |
| DOVE | 171 | 23 | 40 | 11 | 2 | 0 | 10 | 10 | 12 | 8 | 14 | 10 | 7 | 3 | 19 | 4 |
| ELLE | 271 | 31 | 48 | 21 | 2 | 1 | 26 | 25 | 12 | 16 | 14 | 16 | 10 | 8 | 24 | 18 |
| ELLE DECOR | 102 | 11 | 13 | 7 | 4 | 0 | 13 | 10 | 12 | 4 | 1 | 10 | 7 | 1 | 2 | 6 |
| FOCUS | 706 | 23 | 138 | 50 | 11 | 12 | 60 | 66 | 22 | 55 | 42 | 65 | 43 | 15 | 67 | 36 |
| GARDENIA | 154 | 16 | 25 | 4 | 0 | 1 | 12 | 17 | 15 | 4 | 4 | 6 | 15 | 0 | 25 | 9 |
| GENTE MESE | 585 | 19 | 56 | 24 | 18 | 4 | 69 | 86 | 4 | 40 | 32 | 73 | 50 | 6 | 86 | 18 |
| GENTE MONEY | 76 | 10 | 25 | 8 | 2 | 0 | 3 | 3 | 0 | 3 | 2 | 4 | 2 | 1 | 8 | 5 |
| GENTE MOTORI | 232 | 19 | 40 | 6 | 9 | 0 | 9 | 42 | 8 | 14 | 6 | 19 | 15 | 0 | 26 | 20 |
| GENTE VIAGGI | 236 | 24 | 39 | 18 | 5 | 3 | 15 | 32 | 7 | 12 | 2 | 9 | 22 | 5 | 25 | 16 |
| GLAMOUR | 122 | 7 | 11 | 8 | 3 | 0 | 14 | 22 | 0 | 3 | 12 | 17 | 11 | 0 | 9 | 5 |
| GULLIVER | 97 | 5 | 18 | 7 | 0 | 0 | 11 | 13 | 2 | 6 | 0 | 0 | 6 | 11 | 13 | 5 |
| IN CASA | 97 | 0 | 26 | 1 | 2 | 0 | 9 | 14 | 4 | 3 | 4 | 11 | 13 | 0 | 9 | 0 |
| INSIEME | 298 | 7 | 65 | 23 | 2 | 5 | 27 | 25 | 15 | 14 | 30 | 48 | 27 | 0 | 6 | 5 |
| IO E IL MIO BAMBINO | 673 | 17 | 133 | 43 | 9 | 7 | 52 | 79 | 15 | 9 | 78 | 150 | 41 | 4 | 15 | 23 |
| JESUS | 85 | 3 | 11 | 0 | 4 | 1 | 4 | 4 | 4 | 5 | 7 | 3 | 5 | 1 | 34 | 0 |
| MADRE | 135 | 0 | 12 | 7 | 0 | 2 | 8 | 9 | 7 | 2 | 5 | 12 | 22 | 0 | 50 | 0 |
| MARIE CLAIRE | 438 | 21 | 84 | 46 | 9 | 2 | 41 | 52 | 19 | 12 | 18 | 45 | 30 | 12 | 38 | 10 |
| MAX | 233 | 18 | 45 | 20 | 7 | 3 | 12 | 32 | 5 | 8 | 27 | 13 | 10 | 7 | 9 | 16 |
| MERIDIANI | 65 | 7 | 26 | 5 | 0 | 0 | 8 | 1 | 6 | 0 | 0 | 1 | 0 | 1 | 8 | 2 |
| MESSAGGERO DI S.ANTONIO | 875 | 4 | 88 | 17 | 10 | 7 | 52 | 63 | 7 | 63 | 35 | 76 | 112 | 2 | 311 | 27 |
| LA MIA BOUTIQUE | 294 | 0 | 33 | 22 | 10 | 0 | 18 | 18 | 5 | 39 | 14 | 49 | 46 | 0 | 23 | 18 |
| LA MIA CASA | 171 | 10 | 22 | 8 | 4 | 0 | 3 | 32 | 0 | 10 | 17 | 21 | 25 | 0 | 10 | 9 |
| MILLIONAIRE INTRAPRENDERE | 136 | 14 | 11 | 18 | 10 | 0 | 12 | 13 | 5 | 6 | 10 | 16 | 5 | 1 | 4 | 12 |
| NAUTICA | 60 | 5 | 17 | 2 | 2 | 2 | 2 | 4 | 7 | 2 | 4 | 0 | 1 | 2 | 7 | 2 |
| PESCARE | 96 | 3 | 20 | 8 | 5 | 0 | 3 | 13 | 1 | 4 | 3 | 12 | 5 | 1 | 10 | 6 |
| PRATICA | 254 | 5 | 31 | 15 | 6 | 0 | 15 | 32 | 5 | 15 | 24 | 30 | 14 | 0 | 40 | 23 |
| QUATTRORUOTE | 923 | 52 | 149 | 56 | 31 | 10 | 53 | 141 | 32 | 38 | 55 | 76 | 41 | 18 | 113 | 58 |
| QUATTRO ZAMPE | 150 | 3 | 36 | 13 | 6 | 3 | 4 | 15 | 6 | 3 | 11 | 17 | 11 | 0 | 16 | 7 |
| QUI TOURING | 344 | 23 | 93 | 14 | 2 | 0 | 42 | 5 | 21 | 18 | 9 | 0 | 21 | 4 | 86 | 7 |
| RAKAM | 440 | 11 | 44 | 19 | 9 | 2 | 46 | 25 | 25 | 26 | 41 | 40 | 54 | 1 | 72 | 25 |
| SALE & PEPE | 403 | 24 | 66 | 39 | 3 | 3 | 41 | 42 | 8 | 22 | 12 | 28 | 32 | 1 | 58 | 24 |
| SALVE | 252 | 10 | 57 | 20 | 7 | 0 | 26 | 30 | 6 | 6 | 8 | 11 | 23 | 1 | 44 | 3 |
| SCIENZA & VITA | 62 | 1 | 6 | 2 | 0 | 0 | 18 | 3 | 4 | 2 | 3 | 2 | 5 | 1 | 11 | 4 |
| LE SCIENZE | 128 | 13 | 30 | 4 | 1 | 0 | 29 | 6 | 7 | 12 | 2 | 4 | 1 | 2 | 17 | 0 |
| SELEZIONE READER'S DIGEST | 456 | 17 | 70 | 21 | 4 | 9 | 28 | 26 | 15 | 35 | 31 | 31 | 55 | 1 | 105 | 9 |
| SILHOUETTE DONNA | 538 | 7 | 70 | 47 | 17 | 0 | 37 | 94 | 15 | 38 | 40 | 57 | 49 | 8 | 22 | 38 |
| SPEAK UP | 73 | 9 | 12 | 3 | 0 | 3 | 14 | 4 | 7 | 2 | 0 | 2 | 2 | 4 | 2 | 8 |
| STARBENE | 946 | 19 | 131 | 74 | 19 | 7 | 82 | 117 | 19 | 42 | 47 | 115 | 94 | 10 | 125 | 44 |
| STARTER | 20 | 2 | 5 | 0 | 2 | 0 | 0 | 3 | 0 | 3 | 0 | 2 | 0 | 0 | 4 | 0 |
| TUTTI FOTOGRAFI | 61 | 3 | 6 | 4 | 0 | 0 | 11 | 10 | 0 | 7 | 7 | 3 | 0 | 0 | 10 | 0 |
| TUTTO | 58 | 1 | 8 | 5 | 0 | 2 | 1 | 9 | 2 | 4 | 4 | 8 | 10 | 1 | 0 | 2 |
| TUTTOMOTO | 93 | 10 | 21 | 10 | 6 | 0 | 2 | 13 | 1 | 4 | 0 | 1 | 0 | 1 | 8 | 15 |
| TUTTOTURISMO | 86 | 14 | 18 | 3 | 3 | 0 | 8 | 4 | 3 | 6 | 6 | 5 | 5 | 1 | 9 | 2 |
| VERA | 665 | 11 | 114 | 49 | 8 | 5 | 38 | 103 | 18 | 52 | 50 | 66 | 55 | 0 | 56 | 40 |
| VIAGGIARE | 86 | 3 | 27 | 6 | 2 | 2 | 4 | 8 | 2 | 5 | 2 | 3 | 5 | 4 | 12 | 3 |
| VITALITY | 88 | 1 | 9 | 8 | 2 | 0 | 6 | 19 | 0 | 6 | 4 | 3 | 10 | 1 | 15 | 4 |
| VOGUE ITALIA | 368 | 13 | 66 | 44 | 12 | 0 | 21 | 45 | 11 | 26 | 19 | 34 | 22 | 1 | 36 | 19 |
| WEEKEND VIAGGI | 90 | 7 | 19 | 7 | 6 | 0 | 9 | 6 | 5 | 2 | 3 | 12 | 2 | 0 | 9 | 4 |
| DIANA (QUATTORDICINALE) | 46 | 3 | 0 | 1 | 1 | 4 | 1 | 10 | 0 | 0 | 0 | 7 | 4 | 1 | 1 | 13 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **condizione professionale**

(percentuali di composizione)

| SETTIMANALI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **100.0** | **2.1** | **8.9** | **4.1** | **1.2** | **1.0** | **3.8** | **9.1** | **1.9** | **5.3** | **5.8** | **11.4** | **13.6** | **0.5** | **27.3** | **3.9** |
| AMICA | 100.0 | 3.4 | 13.3 | 11.6 | 1.0 | 0.3 | 5.9 | 8.7 | 4.2 | 4.9 | 8.2 | 8.0 | 10.9 | 0.4 | 13.7 | 5.5 |
| ANNA | 100.0 | 3.4 | 13.7 | 7.1 | 1.9 | 0.7 | 7.4 | 10.3 | 2.5 | 6.4 | 8.1 | 7.9 | 13.5 | 0.0 | 12.1 | 5.0 |
| AUTO OGGI | 100.0 | 5.7 | 23.1 | 6.2 | 5.0 | 0.0 | 0.0 | 19.7 | 4.0 | 0.0 | 12.8 | 5.0 | 4.0 | 2.0 | 10.3 | 2.2 |
| AUTOSPRINT | 100.0 | 8.7 | 17.4 | 8.8 | 2.1 | 0.0 | 4.2 | 18.1 | 2.9 | 1.0 | 4.3 | 7.0 | 0.0 | 0.0 | 10.9 | 14.5 |
| BELLA | 100.0 | 1.4 | 9.7 | 5.6 | 2.6 | 0.4 | 3.9 | 13.7 | 3.1 | 7.6 | 8.6 | 10.7 | 9.6 | 0.5 | 14.9 | 7.6 |
| CHI | 100.0 | 2.6 | 9.7 | 9.4 | 1.2 | 1.3 | 4.1 | 9.0 | 2.1 | 6.5 | 6.6 | 11.1 | 9.5 | 0.9 | 20.9 | 5.0 |
| CONFIDENZE | 100.0 | 0.3 | 7.7 | 4.4 | 1.8 | 1.0 | 1.9 | 11.9 | 1.2 | 5.4 | 8.6 | 13.2 | 16.5 | 0.7 | 21.3 | 4.1 |
| DOMENICA QUIZ | 100.0 | 2.3 | 7.9 | 8.9 | 0.9 | 0.0 | 7.1 | 6.2 | 5.5 | 8.5 | 5.6 | 4.3 | 14.2 | 0.0 | 27.4 | 1.1 |
| DONNA MODERNA | 100.0 | 2.7 | 16.6 | 7.6 | 1.7 | 0.5 | 5.7 | 11.0 | 3.0 | 5.6 | 6.9 | 9.9 | 9.0 | 0.7 | 12.9 | 6.3 |
| L'ESPRESSO | 100.0 | 7.9 | 22.7 | 5.7 | 1.2 | 0.4 | 12.7 | 5.8 | 4.0 | 5.1 | 2.8 | 3.6 | 5.3 | 1.5 | 16.7 | 4.7 |
| EVA EXPRESS TREMILA | 100.0 | 0.4 | 7.4 | 8.3 | 2.0 | 0.0 | 5.1 | 14.9 | 4.3 | 6.3 | 7.4 | 13.5 | 8.2 | 0.0 | 16.3 | 5.9 |
| FAMIGLIA CRISTIANA | 100.0 | 1.8 | 10.0 | 2.9 | 1.2 | 1.3 | 5.4 | 7.1 | 2.3 | 5.6 | 5.3 | 8.7 | 13.9 | 0.4 | 31.2 | 2.8 |
| FILM TV | 100.0 | 4.6 | 22.1 | 5.7 | 2.3 | 0.0 | 3.1 | 7.6 | 2.2 | 6.5 | 6.9 | 12.4 | 6.6 | 0.0 | 17.8 | 2.2 |
| GENTE | 100.0 | 3.0 | 10.9 | 4.6 | 1.2 | 0.9 | 4.8 | 8.2 | 2.6 | 6.0 | 6.9 | 8.7 | 11.3 | 0.7 | 26.4 | 3.9 |
| GIOIA | 100.0 | 3.0 | 14.5 | 9.6 | 1.5 | 0.7 | 2.7 | 9.5 | 3.2 | 6.2 | 7.1 | 8.0 | 11.4 | 0.9 | 16.0 | 5.7 |
| IL GIORNALINO | 100.0 | 0.0 | 15.7 | 2.2 | 4.5 | 0.0 | 13.6 | 12.1 | 4.8 | 7.0 | 3.6 | 13.4 | 6.0 | 0.0 | 13.5 | 3.5 |
| GRAND HOTEL | 100.0 | 0.3 | 9.1 | 2.9 | 2.5 | 0.2 | 0.8 | 10.8 | 1.4 | 6.9 | 5.8 | 21.9 | 11.8 | 0.0 | 21.4 | 4.3 |
| GRAZIA | 100.0 | 3.3 | 12.7 | 9.7 | 2.3 | 0.2 | 6.1 | 9.1 | 4.2 | 5.3 | 5.8 | 8.7 | 9.3 | 0.9 | 18.4 | 4.0 |
| GUERIN SPORTIVO | 100.0 | 0.0 | 10.4 | 7.1 | 0.0 | 0.0 | 2.1 | 19.9 | 6.6 | 5.0 | 0.0 | 22.3 | 4.7 | 0.0 | 13.2 | 8.8 |
| GUIDA TV | 100.0 | 1.3 | 11.5 | 3.5 | 1.6 | 0.9 | 3.4 | 10.2 | 1.7 | 5.1 | 9.3 | 13.2 | 10.0 | 1.5 | 22.6 | 4.2 |
| INTIMITA' | 100.0 | 1.6 | 6.2 | 4.1 | 1.7 | 1.0 | 0.9 | 12.0 | 1.6 | 5.1 | 7.2 | 14.9 | 12.6 | 0.0 | 26.5 | 4.5 |
| MAGAZINE BEAUTIFUL | 100.0 | 0.0 | 5.8 | 16.5 | 7.6 | 0.0 | 0.0 | 9.3 | 4.1 | 9.7 | 14.6 | 20.0 | 0.0 | 3.7 | 2.8 | 6.0 |
| IL MONDO | 100.0 | 4.5 | 21.9 | 0.0 | 1.8 | 0.0 | 20.6 | 0.0 | 0.0 | 7.3 | 0.0 | 0.0 | 9.6 | 0.0 | 34.2 | 0.0 |
| MOTOSPRINT | 100.0 | 3.3 | 11.5 | 13.0 | 5.2 | 3.1 | 5.0 | 30.9 | 0.0 | 0.0 | 5.2 | 4.2 | 2.7 | 0.0 | 4.8 | 10.9 |
| NOVELLA 2000 | 100.0 | 1.9 | 11.4 | 6.4 | 1.4 | 1.7 | 2.2 | 14.7 | 2.9 | 5.3 | 5.4 | 15.9 | 11.0 | 0.3 | 13.3 | 6.1 |
| OGGI | 100.0 | 2.6 | 10.9 | 5.7 | 1.2 | 0.9 | 5.4 | 8.0 | 2.8 | 5.6 | 5.8 | 8.2 | 12.7 | 0.7 | 25.9 | 3.6 |
| PANORAMA | 100.0 | 6.9 | 19.0 | 7.1 | 0.7 | 1.1 | 7.3 | 9.4 | 5.1 | 5.3 | 6.0 | 3.2 | 5.7 | 2.2 | 16.7 | 4.3 |
| SORRISI E CANZONI TV | 100.0 | 1.7 | 10.9 | 4.1 | 1.6 | 1.0 | 2.7 | 13.1 | 1.8 | 6.0 | 8.1 | 16.7 | 10.5 | 0.8 | 16.4 | 4.7 |
| STOP | 100.0 | 2.1 | 6.7 | 2.6 | 1.9 | 0.8 | 1.6 | 15.3 | 1.6 | 4.2 | 7.9 | 8.2 | 14.1 | 0.0 | 29.4 | 3.6 |
| TELEPIU' | 100.0 | 3.6 | 10.8 | 4.2 | 1.5 | 0.7 | 3.8 | 9.4 | 1.9 | 5.9 | 7.8 | 18.6 | 14.4 | 0.7 | 13.9 | 3.0 |
| TELESETTE | 100.0 | 2.4 | 9.0 | 1.5 | 1.9 | 0.1 | 5.7 | 9.6 | 1.8 | 7.8 | 6.2 | 15.1 | 15.3 | 1.0 | 18.8 | 3.7 |
| TOPOLINO | 100.0 | 4.6 | 18.0 | 5.7 | 1.8 | 0.7 | 10.2 | 10.7 | 2.8 | 5.4 | 8.1 | 12.6 | 4.6 | 1.8 | 7.5 | 5.5 |
| VISTO | 100.0 | 0.6 | 7.1 | 5.3 | 2.7 | 1.0 | 0.9 | 16.1 | 0.3 | 2.2 | 6.7 | 16.8 | 16.3 | 0.4 | 22.0 | 1.9 |
| VIVERSANI & BELLI | 100.0 | 2.7 | 11.9 | 5.7 | 2.5 | 0.5 | 5.3 | 14.5 | 1.9 | 5.9 | 8.5 | 13.4 | 9.5 | 1.4 | 11.5 | 4.8 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 7.9 | 26.3 | 4.6 | 1.5 | 0.0 | 15.9 | 4.7 | 2.6 | 6.0 | 2.5 | 3.5 | 4.2 | 2.6 | 15.3 | 2.5 |
| DIARIO DELLA SETTIMANA | 100.0 | 3.2 | 29.0 | 9.7 | 0.0 | 0.0 | 11.3 | 11.6 | 0.0 | 8.7 | 0.0 | 3.0 | 0.0 | 3.7 | 18.4 | 1.2 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 5.9 | 17.5 | 5.0 | 1.2 | 0.3 | 3.2 | 16.3 | 2.5 | 4.6 | 2.5 | 8.4 | 6.2 | 2.0 | 15.3 | 9.1 |
| IO DONNA | 100.0 | 6.9 | 17.7 | 3.9 | 1.0 | 0.6 | 10.9 | 5.6 | 5.4 | 8.5 | 5.0 | 2.4 | 8.9 | 0.6 | 19.2 | 3.4 |
| SETTE | 100.0 | 4.6 | 19.2 | 4.0 | 0.8 | 0.5 | 10.8 | 5.0 | 5.1 | 8.5 | 3.6 | 3.0 | 8.8 | 1.3 | 21.3 | 3.8 |
| SPECCHIO DELLA STAMPA | 100.0 | 6.4 | 20.4 | 2.6 | 0.6 | 0.0 | 12.3 | 4.2 | 2.9 | 6.2 | 6.5 | 8.7 | 4.7 | 1.4 | 19.2 | 4.0 |
| TV SETTE | 100.0 | 4.5 | 15.8 | 3.2 | 1.5 | 0.5 | 9.3 | 6.2 | 4.5 | 9.2 | 4.9 | 4.9 | 9.9 | 1.9 | 20.3 | 3.3 |
| IL VENERDI' | 100.0 | 7.5 | 22.1 | 4.5 | 1.8 | 0.3 | 14.8 | 4.8 | 3.6 | 6.7 | 3.2 | 3.3 | 6.5 | 1.5 | 15.7 | 3.7 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **condizione professionale** (percentuali di composizione)

| MENSILI | Totale | Imprend. pos. Dir. Lib. Prof. | Impiegati | Negozianti Artigiani | Agenti Lav. in proprio | Agricol. e fam. coad. | Insegn. Giornal. Scritt. | Operai Operai agr. | CASALINGHE CON CAPOFAMIGLIA DI CATEG. 1 | 2,6 | 3-5 | 7 | altre | Studenti | Pensionati | Altri |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| **POPOLAZIONE** | **100.0** | **2.1** | **8.9** | **4.1** | **1.2** | **1.0** | **3.8** | **9.1** | **1.9** | **5.3** | **5.8** | **11.4** | **13.6** | **0.5** | **27.3** | **3.9** |
| ABITARE | 100.0 | 16.1 | 24.5 | 7.0 | 0.0 | 1.4 | 11.0 | 6.4 | 2.5 | 4.0 | 6.0 | 2.0 | 10.1 | 1.5 | 7.3 | 0.0 |
| AD | 100.0 | 13.0 | 16.5 | 7.5 | 1.1 | 0.0 | 13.1 | 1.8 | 14.0 | 4.3 | 5.4 | 1.8 | 3.6 | 0.9 | 10.8 | 6.1 |
| AIRONE | 100.0 | 6.5 | 20.9 | 6.2 | 0.9 | 0.0 | 17.7 | 7.5 | 2.0 | 3.5 | 4.5 | 2.5 | 6.3 | 0.9 | 16.5 | 4.1 |
| AMADEUS | 100.0 | 8.4 | 15.9 | 4.1 | 4.0 | 0.0 | 20.8 | 0.0 | 10.8 | 0.0 | 2.5 | 6.2 | 5.9 | 2.4 | 12.5 | 6.6 |
| ARCHEO | 100.0 | 16.3 | 12.1 | 14.2 | 0.0 | 0.0 | 18.5 | 0.4 | 3.8 | 2.5 | 0.0 | 2.3 | 0.5 | 6.9 | 22.5 | 0.0 |
| ASTRA | 100.0 | 2.8 | 16.0 | 3.6 | 1.8 | 0.0 | 6.3 | 14.9 | 1.5 | 4.5 | 5.1 | 17.4 | 5.7 | 0.0 | 8.3 | 12.0 |
| A TAVOLA | 100.0 | 8.0 | 7.0 | 11.5 | 1.5 | 0.0 | 6.4 | 11.7 | 9.7 | 2.0 | 7.5 | 5.7 | 7.7 | 2.3 | 10.7 | 8.3 |
| AUTO | 100.0 | 1.2 | 20.8 | 8.0 | 3.0 | 1.8 | 2.1 | 15.9 | 1.2 | 0.0 | 6.1 | 10.0 | 6.3 | 1.6 | 14.9 | 7.0 |
| L'AUTOMOBILE | 100.0 | 5.4 | 16.5 | 7.5 | 2.0 | 1.9 | 7.1 | 11.9 | 0.6 | 2.6 | 3.4 | 8.4 | 6.2 | 0.0 | 23.0 | 3.5 |
| BELL'EUROPA | 100.0 | 17.5 | 14.1 | 7.1 | 0.7 | 0.0 | 20.0 | 6.1 | 0.0 | 1.1 | 8.7 | 7.2 | 2.8 | 0.9 | 13.6 | 0.0 |
| BELL'ITALIA | 100.0 | 10.2 | 22.7 | 7.0 | 1.6 | 1.2 | 17.6 | 6.5 | 2.8 | 3.2 | 2.8 | 1.8 | 4.5 | 1.1 | 15.5 | 1.4 |
| BENISSIMO | 100.0 | 0.8 | 21.9 | 5.9 | 2.3 | 0.0 | 6.0 | 8.7 | 3.2 | 5.9 | 7.5 | 9.7 | 8.7 | 1.4 | 11.4 | 6.7 |
| BIMBI SANI E BELLI | 100.0 | 0.8 | 16.6 | 4.2 | 2.5 | 1.0 | 5.4 | 9.7 | 2.3 | 6.8 | 10.0 | 20.0 | 9.3 | 0.1 | 7.0 | 4.2 |
| BRAVA CASA | 100.0 | 5.8 | 19.5 | 6.8 | 1.6 | 0.2 | 12.3 | 8.3 | 3.8 | 5.7 | 7.6 | 6.9 | 7.0 | 1.0 | 8.9 | 4.8 |
| BUONA CUCINA | 100.0 | 2.1 | 10.8 | 6.6 | 0.3 | 0.5 | 4.9 | 13.3 | 0.5 | 4.6 | 7.4 | 13.9 | 14.5 | 1.4 | 13.7 | 5.4 |
| BURDA | 100.0 | 0.9 | 9.7 | 4.1 | 2.6 | 0.7 | 6.4 | 10.7 | 1.9 | 8.3 | 9.9 | 18.1 | 11.1 | 0.6 | 9.3 | 5.9 |
| CAPITAL | 100.0 | 17.4 | 25.1 | 1.3 | 2.2 | 0.0 | 4.9 | 3.9 | 2.4 | 5.6 | 6.0 | 0.0 | 3.9 | 2.2 | 22.9 | 2.3 |
| CARNET | 100.0 | 11.3 | 30.0 | 8.4 | 0.0 | 0.0 | 15.1 | 5.3 | 2.7 | 1.1 | 0.0 | 0.0 | 10.9 | 2.3 | 12.9 | 0.0 |
| CASAVIVA | 100.0 | 5.0 | 20.3 | 7.5 | 1.9 | 0.2 | 7.7 | 8.1 | 3.1 | 6.2 | 7.3 | 9.8 | 7.2 | 0.3 | 11.2 | 4.0 |
| CENTO COSE ENERGY | 100.0 | 2.0 | 14.7 | 12.0 | 0.0 | 0.0 | 5.5 | 14.9 | 2.1 | 10.6 | 6.0 | 11.8 | 3.8 | 3.7 | 5.2 | 7.6 |
| CIAK | 100.0 | 5.0 | 19.4 | 9.2 | 1.6 | 0.0 | 8.8 | 18.5 | 0.0 | 3.9 | 2.6 | 13.8 | 4.8 | 1.3 | 4.8 | 6.3 |
| CIPRIA | 100.0 | 8.8 | 17.1 | 8.4 | 2.4 | 0.0 | 10.4 | 6.3 | 3.7 | 8.7 | 5.3 | 8.7 | 5.8 | 1.9 | 6.6 | 6.0 |
| CLASS | 100.0 | 15.3 | 33.3 | 11.1 | 2.4 | 0.0 | 1.0 | 0.0 | 4.6 | 2.5 | 0.0 | 1.7 | 0.0 | 8.2 | 4.6 | 15.3 |
| CLUB 3 | 100.0 | 0.0 | 8.1 | 0.7 | 0.0 | 1.6 | 0.0 | 1.9 | 0.0 | 6.2 | 4.5 | 3.8 | 17.7 | 0.0 | 53.0 | 2.4 |
| COME STAI | 100.0 | 4.7 | 11.8 | 10.6 | 0.0 | 0.0 | 9.4 | 12.5 | 0.9 | 2.7 | 3.5 | 14.0 | 6.7 | 0.9 | 12.4 | 10.1 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 10.5 | 6.9 | 0.6 | 2.5 | 3.3 | 12.1 | 2.0 | 3.2 | 4.0 | 16.2 | 12.6 | 1.8 | 16.5 | 7.7 |
| COSE DI CASA | 100.0 | 4.0 | 19.1 | 4.7 | 1.4 | 0.2 | 7.3 | 10.4 | 3.7 | 8.1 | 8.3 | 11.4 | 6.5 | 0.6 | 9.5 | 4.7 |
| LA CUCINA ITALIANA | 100.0 | 5.0 | 12.6 | 6.8 | 1.3 | 1.0 | 5.4 | 6.6 | 2.0 | 5.3 | 6.5 | 12.3 | 10.2 | 0.0 | 17.7 | 7.2 |
| CUCINA MODERNA | 100.0 | 2.7 | 12.8 | 6.0 | 0.6 | 0.4 | 4.4 | 17.0 | 4.2 | 6.2 | 5.3 | 10.8 | 9.9 | 0.7 | 13.3 | 5.9 |
| DONNA | 100.0 | 2.8 | 7.2 | 6.2 | 2.3 | 1.4 | 7.1 | 10.1 | 1.6 | 4.9 | 6.7 | 15.6 | 11.9 | 0.6 | 15.8 | 6.0 |
| DONNA E MAMMA | 100.0 | 0.4 | 13.1 | 5.5 | 1.1 | 0.9 | 11.0 | 13.2 | 1.2 | 6.3 | 11.0 | 20.1 | 8.1 | 0.4 | 3.2 | 4.4 |
| DOVE | 100.0 | 13.3 | 23.5 | 6.2 | 1.3 | 0.0 | 5.7 | 5.8 | 7.0 | 4.8 | 8.0 | 5.6 | 4.0 | 1.5 | 11.0 | 2.5 |
| ELLE | 100.0 | 11.5 | 17.6 | 7.9 | 0.6 | 0.4 | 9.5 | 9.1 | 4.5 | 5.9 | 5.2 | 5.9 | 3.7 | 2.8 | 8.8 | 6.5 |
| ELLE DECOR | 100.0 | 11.0 | 13.0 | 7.2 | 3.5 | 0.0 | 12.3 | 10.1 | 12.1 | 4.3 | 1.3 | 10.0 | 6.5 | 0.9 | 2.1 | 5.8 |
| FOCUS | 100.0 | 3.3 | 19.6 | 7.0 | 1.6 | 1.7 | 8.5 | 9.4 | 3.1 | 7.7 | 5.9 | 9.3 | 6.1 | 2.2 | 9.5 | 5.1 |
| GARDENIA | 100.0 | 10.5 | 16.5 | 2.5 | 0.0 | 0.9 | 7.6 | 11.2 | 10.0 | 2.8 | 2.4 | 3.9 | 9.6 | 0.0 | 16.2 | 5.8 |
| GENTE MESE | 100.0 | 3.2 | 9.7 | 4.0 | 3.0 | 0.8 | 11.8 | 14.7 | 0.7 | 6.9 | 5.4 | 12.5 | 8.5 | 1.0 | 14.7 | 3.1 |
| GENTE MONEY | 100.0 | 12.7 | 33.4 | 11.1 | 2.8 | 0.0 | 3.8 | 4.2 | 0.0 | 4.0 | 3.2 | 4.9 | 2.1 | 1.4 | 10.3 | 6.1 |
| GENTE MOTORI | 100.0 | 8.0 | 17.0 | 2.4 | 3.9 | 0.0 | 3.8 | 18.0 | 3.6 | 6.1 | 2.5 | 8.1 | 6.6 | 0.0 | 11.2 | 8.8 |
| GENTE VIAGGI | 100.0 | 10.3 | 16.6 | 7.8 | 2.2 | 1.1 | 6.5 | 13.7 | 3.1 | 5.0 | 0.9 | 3.7 | 9.4 | 2.0 | 10.8 | 7.0 |
| GLAMOUR | 100.0 | 5.7 | 8.9 | 6.8 | 2.3 | 0.0 | 11.5 | 18.3 | 0.0 | 2.4 | 9.7 | 13.7 | 9.4 | 0.0 | 7.6 | 3.7 |
| GULLIVER | 100.0 | 5.1 | 18.7 | 6.8 | 0.0 | 0.0 | 11.7 | 13.5 | 1.9 | 5.9 | 0.0 | 0.0 | 6.1 | 11.9 | 13.5 | 4.9 |
| IN CASA | 100.0 | 0.0 | 26.6 | 0.6 | 1.9 | 0.0 | 9.2 | 14.9 | 4.3 | 3.6 | 4.3 | 11.1 | 13.7 | 0.0 | 9.8 | 0.0 |
| INSIEME | 100.0 | 2.3 | 21.7 | 7.6 | 0.8 | 1.5 | 8.9 | 8.4 | 5.1 | 4.7 | 10.1 | 16.0 | 9.1 | 0.0 | 2.1 | 1.7 |
| IO E IL MIO BAMBINO | 100.0 | 2.5 | 19.8 | 6.3 | 1.3 | 1.0 | 7.7 | 11.8 | 2.2 | 1.3 | 11.5 | 22.2 | 6.2 | 0.6 | 2.2 | 3.4 |
| JESUS | 100.0 | 3.5 | 13.1 | 0.0 | 4.9 | 1.2 | 4.7 | 4.4 | 4.2 | 5.3 | 7.8 | 3.2 | 5.7 | 1.7 | 40.3 | 0.0 |
| MADRE | 100.0 | 0.0 | 8.8 | 4.9 | 0.0 | 1.5 | 6.0 | 6.6 | 5.0 | 1.3 | 4.1 | 8.9 | 16.1 | 0.0 | 36.8 | 0.0 |
| MARIE CLAIRE | 100.0 | 4.8 | 19.1 | 10.5 | 2.0 | 0.4 | 9.2 | 11.8 | 4.4 | 2.7 | 4.2 | 10.3 | 6.8 | 2.8 | 8.8 | 2.3 |
| MAX | 100.0 | 7.8 | 19.5 | 8.4 | 2.8 | 1.1 | 5.2 | 13.9 | 2.3 | 3.4 | 11.4 | 5.8 | 4.2 | 3.2 | 4.0 | 7.1 |
| MERIDIANI | 100.0 | 10.4 | 40.0 | 7.7 | 0.0 | 0.0 | 12.5 | 2.2 | 8.6 | 0.0 | 0.0 | 1.7 | 0.0 | 1.5 | 11.9 | 3.5 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 0.4 | 10.1 | 1.9 | 1.1 | 0.8 | 5.9 | 7.2 | 0.9 | 7.2 | 4.0 | 8.7 | 12.9 | 0.2 | 35.6 | 3.1 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 11.2 | 7.3 | 3.4 | 0.0 | 6.1 | 6.2 | 1.9 | 13.3 | 4.7 | 16.5 | 15.6 | 0.0 | 7.8 | 6.0 |
| LA MIA CASA | 100.0 | 5.7 | 12.8 | 4.8 | 2.3 | 0.0 | 1.5 | 18.7 | 0.0 | 5.6 | 10.0 | 12.6 | 14.6 | 0.0 | 5.9 | 5.5 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 10.0 | 8.2 | 13.5 | 7.1 | 0.0 | 8.7 | 9.2 | 3.5 | 4.7 | 7.2 | 11.7 | 3.4 | 0.9 | 2.8 | 9.2 |
| NAUTICA | 100.0 | 8.9 | 28.8 | 3.7 | 3.2 | 3.4 | 3.3 | 6.7 | 11.1 | 2.6 | 6.5 | 0.0 | 2.3 | 4.0 | 12.0 | 3.3 |
| PESCARE | 100.0 | 2.9 | 20.6 | 8.2 | 5.5 | 0.0 | 3.6 | 13.1 | 1.0 | 4.7 | 3.5 | 12.8 | 5.3 | 1.5 | 10.8 | 6.5 |
| PRATICA | 100.0 | 2.0 | 12.3 | 5.7 | 2.5 | 0.0 | 5.7 | 12.5 | 1.9 | 6.0 | 9.4 | 11.8 | 5.4 | 0.0 | 15.8 | 8.9 |
| QUATTRORUOTE | 100.0 | 5.6 | 16.1 | 6.1 | 3.4 | 1.1 | 5.7 | 15.3 | 3.5 | 4.1 | 6.0 | 8.2 | 4.5 | 1.9 | 12.3 | 6.3 |
| QUATTRO ZAMPE | 100.0 | 1.7 | 24.3 | 8.5 | 4.0 | 1.7 | 2.8 | 9.8 | 3.9 | 1.8 | 7.6 | 11.6 | 7.3 | 0.0 | 10.7 | 4.4 |
| QUI TOURING | 100.0 | 6.7 | 26.9 | 4.1 | 0.7 | 0.0 | 12.3 | 1.3 | 6.0 | 5.3 | 2.7 | 0.0 | 6.0 | 1.2 | 24.9 | 1.9 |
| RAKAM | 100.0 | 2.4 | 10.1 | 4.4 | 2.1 | 0.4 | 10.5 | 5.6 | 5.7 | 5.9 | 9.2 | 9.1 | 12.3 | 0.2 | 16.3 | 5.6 |
| SALE & PEPE | 100.0 | 5.9 | 16.4 | 9.8 | 0.7 | 0.6 | 10.1 | 10.4 | 1.9 | 5.5 | 3.1 | 7.1 | 8.0 | 0.3 | 14.3 | 6.0 |
| SALVE | 100.0 | 3.8 | 22.7 | 7.8 | 2.8 | 0.0 | 10.4 | 11.9 | 2.3 | 2.3 | 3.1 | 4.5 | 9.2 | 0.5 | 17.5 | 1.4 |
| SCIENZA & VITA | 100.0 | 2.1 | 9.6 | 2.5 | 0.0 | 0.0 | 29.6 | 4.3 | 6.0 | 3.4 | 4.6 | 3.7 | 7.4 | 2.0 | 18.3 | 6.5 |
| LE SCIENZE | 100.0 | 10.3 | 23.6 | 3.0 | 0.7 | 0.0 | 22.8 | 4.6 | 5.2 | 9.1 | 1.7 | 2.9 | 1.1 | 1.6 | 13.3 | 0.0 |
| SELEZIONE READER'S DIGEST | 100.0 | 3.8 | 15.4 | 4.7 | 0.8 | 1.9 | 6.0 | 5.6 | 3.3 | 7.7 | 6.8 | 6.7 | 12.0 | 0.3 | 23.1 | 2.0 |
| SILHOUETTE DONNA | 100.0 | 1.4 | 13.0 | 8.6 | 3.1 | 0.0 | 6.8 | 17.4 | 2.8 | 7.0 | 7.4 | 10.6 | 9.1 | 1.5 | 4.1 | 7.1 |
| SPEAK UP | 100.0 | 13.0 | 15.8 | 4.2 | 0.0 | 3.6 | 19.0 | 5.8 | 9.8 | 2.2 | 0.0 | 3.3 | 2.9 | 6.0 | 3.1 | 11.6 |
| STARBENE | 100.0 | 2.0 | 13.9 | 7.9 | 2.0 | 0.8 | 8.6 | 12.3 | 2.1 | 4.4 | 5.0 | 12.1 | 9.9 | 1.1 | 13.2 | 4.7 |
| STARTER | 100.0 | 9.7 | 23.4 | 0.0 | 9.5 | 0.0 | 0.0 | 15.4 | 0.0 | 12.4 | 0.0 | 10.0 | 0.0 | 0.0 | 19.6 | 0.0 |
| TUTTI FOTOGRAFI | 100.0 | 4.7 | 10.4 | 6.1 | 0.0 | 0.0 | 18.3 | 15.8 | 0.0 | 11.3 | 12.1 | 5.0 | 0.0 | 0.0 | 16.2 | 0.0 |
| TUTTO | 100.0 | 1.9 | 14.2 | 8.3 | 0.0 | 3.6 | 1.5 | 16.2 | 4.0 | 6.1 | 6.7 | 13.7 | 17.6 | 2.2 | 0.0 | 4.0 |
| TUTTOMOTO | 100.0 | 11.0 | 22.7 | 10.8 | 6.5 | 0.0 | 1.8 | 14.1 | 0.8 | 4.2 | 0.0 | 1.2 | 0.5 | 1.6 | 8.7 | 16.0 |
| TUTTOTURISMO | 100.0 | 15.8 | 20.7 | 3.9 | 3.4 | 0.0 | 9.6 | 4.6 | 3.3 | 6.5 | 7.5 | 5.8 | 5.9 | 1.2 | 10.0 | 2.0 |
| VERA | 100.0 | 1.7 | 17.1 | 7.4 | 1.2 | 0.8 | 5.7 | 15.5 | 2.7 | 7.9 | 7.5 | 10.0 | 8.3 | 0.0 | 8.4 | 6.0 |
| VIAGGIARE | 100.0 | 3.5 | 31.2 | 7.0 | 2.2 | 2.6 | 4.7 | 8.9 | 2.4 | 5.7 | 2.0 | 3.1 | 5.3 | 4.1 | 14.1 | 3.0 |
| VITALITY | 100.0 | 1.5 | 10.2 | 8.8 | 1.9 | 0.0 | 7.0 | 21.8 | 0.0 | 6.4 | 4.4 | 3.4 | 11.6 | 1.7 | 16.9 | 4.4 |
| VOGUE ITALIA | 100.0 | 3.5 | 17.9 | 11.9 | 3.1 | 0.0 | 5.6 | 12.1 | 3.1 | 7.0 | 5.2 | 9.3 | 6.1 | 0.3 | 9.8 | 5.2 |
| WEEKEND VIAGGI | 100.0 | 7.6 | 21.5 | 7.3 | 6.3 | 0.0 | 10.5 | 6.4 | 5.1 | 2.7 | 3.3 | 13.3 | 1.7 | 0.0 | 10.1 | 4.2 |
| DIANA (QUATTORDICINALE) | 100.0 | 5.9 | 0.0 | 2.8 | 1.9 | 9.6 | 2.4 | 21.5 | 0.0 | 0.0 | 0.0 | 15.6 | 9.0 | 1.9 | 1.7 | 27.7 |

# Responsabili acquisti

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 20056 | 404 | 564 | 145 | 623 | 1736 | 2033 | 3708 | 2787 | 4186 | 12714 | 907 | 957 | 1763 | 1979 | 5606 |
| AMICA | 655 | 8 | 2 | 3 | 13 | 25 | 19 | 132 | 77 | 144 | 373 | 39 | 50 | 80 | 87 | 257 |
| ANNA | 743 | 4 | 5 | 4 | 20 | 34 | 45 | 104 | 114 | 158 | 421 | 28 | 54 | 90 | 116 | 287 |
| AUTO OGGI | 105 | 1 | 0 | 0 | 4 | 5 | 10 | 11 | 19 | 13 | 52 | 9 | 14 | 6 | 19 | 48 |
| AUTOSPRINT | 102 | 0 | 0 | 0 | 6 | 6 | 3 | 14 | 16 | 15 | 48 | 11 | 3 | 24 | 9 | 48 |
| BELLA | 470 | 5 | 1 | 0 | 10 | 16 | 13 | 69 | 58 | 111 | 251 | 17 | 26 | 74 | 87 | 203 |
| CHI | 788 | 8 | 3 | 5 | 11 | 27 | 48 | 125 | 125 | 153 | 451 | 51 | 43 | 108 | 108 | 310 |
| CONFIDENZE | 636 | 5 | 5 | 3 | 15 | 29 | 35 | 129 | 102 | 142 | 408 | 29 | 17 | 55 | 98 | 199 |
| DOMENICA QUIZ | 159 | 0 | 1 | 2 | 2 | 5 | 14 | 27 | 9 | 34 | 84 | 11 | 20 | 14 | 25 | 70 |
| DONNA MODERNA | 2059 | 3 | 12 | 7 | 30 | 52 | 63 | 310 | 332 | 476 | 1181 | 66 | 144 | 291 | 326 | 827 |
| L'ESPRESSO | 656 | 8 | 5 | 0 | 9 | 22 | 47 | 89 | 74 | 118 | 327 | 80 | 56 | 84 | 87 | 307 |
| EVA EXPRESS TREMILA | 293 | 4 | 2 | 2 | 5 | 12 | 10 | 55 | 49 | 71 | 185 | 13 | 9 | 32 | 42 | 95 |
| FAMIGLIA CRISTIANA | 2347 | 39 | 23 | 7 | 44 | 113 | 238 | 479 | 317 | 433 | 1467 | 120 | 120 | 233 | 295 | 767 |
| FILM TV | 107 | 0 | 4 | 0 | 4 | 9 | 5 | 7 | 16 | 25 | 53 | 6 | 15 | 17 | 7 | 46 |
| GENTE | 2009 | 25 | 16 | 16 | 28 | 85 | 175 | 350 | 271 | 445 | 1242 | 110 | 110 | 199 | 264 | 682 |
| GIOIA | 763 | 4 | 11 | 3 | 9 | 28 | 35 | 118 | 134 | 172 | 458 | 20 | 50 | 80 | 128 | 277 |
| IL GIORNALINO | 125 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 13 | 56 | 80 | 0 | 7 | 4 | 35 | 46 |
| GRAND HOTEL | 625 | 6 | 10 | 8 | 12 | 37 | 45 | 121 | 104 | 192 | 462 | 16 | 12 | 40 | 58 | 126 |
| GRAZIA | 883 | 4 | 2 | 5 | 11 | 23 | 41 | 158 | 117 | 177 | 493 | 38 | 70 | 100 | 158 | 367 |
| GUERIN SPORTIVO | 45 | 2 | 0 | 0 | 4 | 6 | 3 | 7 | 5 | 8 | 24 | 4 | 0 | 7 | 3 | 14 |
| GUIDA TV | 696 | 2 | 12 | 0 | 14 | 28 | 50 | 131 | 140 | 154 | 475 | 25 | 29 | 61 | 78 | 193 |
| INTIMITA' | 770 | 1 | 8 | 8 | 24 | 41 | 53 | 158 | 102 | 186 | 498 | 24 | 28 | 75 | 104 | 231 |
| MAGAZINE BEAUTIFUL | 61 | 1 | 0 | 0 | 2 | 3 | 0 | 2 | 5 | 23 | 31 | 3 | 4 | 5 | 16 | 27 |
| IL MONDO | 31 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 3 | 6 | 4 | 11 | 4 | 5 | 25 |
| MOTOSPRINT | 79 | 0 | 0 | 0 | 2 | 2 | 10 | 10 | 16 | 13 | 49 | 2 | 2 | 11 | 12 | 27 |
| NOVELLA 2000 | 572 | 7 | 9 | 3 | 17 | 36 | 25 | 87 | 97 | 125 | 334 | 17 | 41 | 77 | 68 | 203 |
| OGGI | 1988 | 14 | 15 | 12 | 30 | 71 | 141 | 351 | 276 | 406 | 1175 | 108 | 147 | 201 | 286 | 742 |
| PANORAMA | 1035 | 4 | 6 | 6 | 13 | 29 | 39 | 127 | 119 | 184 | 468 | 101 | 117 | 133 | 186 | 537 |
| SORRISI E CANZONI TV | 3022 | 13 | 39 | 24 | 81 | 157 | 160 | 424 | 509 | 848 | 1940 | 82 | 136 | 338 | 370 | 925 |
| STOP | 431 | 3 | 5 | 5 | 6 | 19 | 35 | 95 | 70 | 61 | 261 | 31 | 28 | 37 | 54 | 150 |
| TELEPIU' | 738 | 9 | 11 | 2 | 33 | 54 | 43 | 108 | 108 | 230 | 489 | 21 | 29 | 65 | 80 | 194 |
| TELESETTE | 870 | 5 | 16 | 0 | 24 | 45 | 72 | 142 | 161 | 216 | 592 | 23 | 39 | 115 | 55 | 233 |
| TOPOLINO | 819 | 2 | 3 | 5 | 13 | 23 | 30 | 76 | 104 | 262 | 472 | 28 | 38 | 112 | 147 | 324 |
| VISTO | 351 | 2 | 4 | 2 | 7 | 15 | 25 | 48 | 76 | 68 | 217 | 21 | 14 | 42 | 44 | 119 |
| VIVERSANI & BELLI | 924 | 6 | 4 | 7 | 16 | 33 | 31 | 141 | 190 | 242 | 604 | 17 | 41 | 102 | 127 | 287 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 1 | 3 | 0 | 4 | 9 | 19 | 75 | 64 | 121 | 278 | 74 | 62 | 96 | 113 | 345 |
| DIARIO DELLA SETTIMANA | 65 | 0 | 0 | 0 | 0 | 0 | 4 | 14 | 0 | 17 | 35 | 8 | 8 | 10 | 4 | 30 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 0 | 0 | 2 | 2 | 4 | 35 | 71 | 63 | 48 | 217 | 35 | 20 | 33 | 53 | 141 |
| IO DONNA | 882 | 3 | 2 | 4 | 0 | 8 | 41 | 138 | 83 | 133 | 395 | 68 | 104 | 147 | 160 | 478 |
| SETTE | 875 | 3 | 7 | 0 | 5 | 14 | 47 | 152 | 89 | 133 | 420 | 66 | 85 | 150 | 139 | 440 |
| SPECCHIO DELLA STAMPA | 428 | 0 | 5 | 0 | 2 | 7 | 33 | 63 | 57 | 86 | 239 | 28 | 36 | 66 | 52 | 182 |
| TV SETTE | 968 | 3 | 10 | 0 | 8 | 21 | 51 | 178 | 105 | 179 | 512 | 59 | 91 | 150 | 135 | 435 |
| IL VENERDI' | 1311 | 4 | 7 | 0 | 9 | 20 | 66 | 167 | 151 | 239 | 623 | 136 | 126 | 167 | 239 | 669 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (valori assoluti x 1.000)

| MENSILI | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | FASCIA MEDIA | | | | | FASCIA ALTA | | | | |
| COMPONENTI FAMIGLIA | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 20056 | 404 | 564 | 145 | 623 | 1736 | 2033 | 3708 | 2787 | 4186 | 12714 | 907 | 957 | 1763 | 1979 | 5606 |
| ABITARE | 148 | 1 | 3 | 0 | 0 | 5 | 9 | 13 | 19 | 18 | 59 | 15 | 15 | 17 | 38 | 85 |
| AD | 257 | 0 | 0 | 0 | 2 | 2 | 7 | 16 | 25 | 42 | 91 | 23 | 35 | 43 | 64 | 164 |
| AIRONE | 331 | 0 | 0 | 0 | 0 | 0 | 21 | 63 | 43 | 53 | 179 | 28 | 31 | 53 | 41 | 152 |
| AMADEUS | 60 | 2 | 0 | 0 | 0 | 2 | 2 | 8 | 1 | 5 | 16 | 14 | 3 | 13 | 11 | 41 |
| ARCHEO | 105 | 0 | 0 | 0 | 1 | 1 | 4 | 7 | 21 | 8 | 40 | 16 | 10 | 20 | 18 | 64 |
| ASTRA | 210 | 0 | 3 | 4 | 4 | 11 | 16 | 27 | 34 | 67 | 145 | 11 | 9 | 19 | 16 | 55 |
| A TAVOLA | 137 | 4 | 0 | 1 | 2 | 7 | 6 | 12 | 21 | 26 | 66 | 6 | 10 | 21 | 26 | 64 |
| AUTO | 134 | 0 | 2 | 0 | 3 | 6 | 13 | 19 | 24 | 28 | 84 | 10 | 14 | 10 | 10 | 44 |
| L'AUTOMOBILE | 285 | 0 | 0 | 0 | 2 | 2 | 20 | 48 | 29 | 56 | 154 | 15 | 23 | 49 | 42 | 129 |
| BELL'EUROPA | 132 | 0 | 0 | 1 | 0 | 1 | 0 | 10 | 13 | 18 | 41 | 18 | 15 | 39 | 18 | 90 |
| BELL'ITALIA | 261 | 0 | 3 | 0 | 0 | 3 | 6 | 28 | 32 | 33 | 99 | 30 | 26 | 60 | 44 | 160 |
| BENISSIMO | 316 | 0 | 7 | 2 | 5 | 14 | 13 | 39 | 52 | 72 | 176 | 10 | 25 | 42 | 50 | 126 |
| BIMBI SANI E BELLI | 678 | 1 | 5 | 4 | 20 | 31 | 12 | 80 | 171 | 190 | 453 | 9 | 34 | 95 | 57 | 194 |
| BRAVA CASA | 557 | 0 | 3 | 0 | 6 | 9 | 20 | 55 | 92 | 116 | 283 | 24 | 47 | 97 | 97 | 265 |
| BUONA CUCINA | 398 | 3 | 0 | 7 | 15 | 25 | 34 | 67 | 40 | 98 | 239 | 6 | 42 | 39 | 48 | 134 |
| BURDA | 794 | 9 | 10 | 6 | 42 | 66 | 19 | 88 | 144 | 269 | 521 | 18 | 24 | 70 | 95 | 207 |
| CAPITAL | 118 | 2 | 0 | 0 | 0 | 2 | 5 | 13 | 9 | 19 | 46 | 13 | 19 | 21 | 18 | 70 |
| CARNET | 85 | 1 | 0 | 0 | 0 | 1 | 4 | 12 | 6 | 5 | 27 | 18 | 8 | 16 | 15 | 57 |
| CASAVIVA | 868 | 1 | 3 | 7 | 10 | 22 | 24 | 124 | 120 | 222 | 490 | 33 | 69 | 107 | 147 | 356 |
| CENTO COSE ENERGY | 205 | 0 | 2 | 0 | 1 | 3 | 5 | 14 | 37 | 52 | 108 | 5 | 4 | 36 | 47 | 93 |
| CIAK | 127 | 0 | 0 | 0 | 0 | 0 | 9 | 29 | 16 | 26 | 81 | 11 | 6 | 10 | 19 | 46 |
| CIPRIA | 180 | 0 | 0 | 0 | 2 | 2 | 10 | 21 | 27 | 40 | 99 | 7 | 22 | 16 | 34 | 80 |
| CLASS | 77 | 3 | 0 | 0 | 0 | 3 | 6 | 1 | 11 | 8 | 26 | 11 | 8 | 15 | 14 | 48 |
| CLUB 3 | 131 | 0 | 0 | 0 | 0 | 0 | 15 | 49 | 13 | 11 | 87 | 7 | 13 | 13 | 11 | 44 |
| COME STAI | 168 | 0 | 0 | 0 | 5 | 5 | 10 | 16 | 24 | 51 | 101 | 4 | 10 | 23 | 24 | 62 |
| CONSIGLI PRATICI | 171 | 0 | 6 | 0 | 7 | 12 | 7 | 29 | 32 | 35 | 103 | 4 | 8 | 24 | 20 | 56 |
| COSE DI CASA | 944 | 2 | 9 | 0 | 16 | 27 | 34 | 123 | 169 | 239 | 565 | 23 | 74 | 106 | 149 | 351 |
| LA CUCINA ITALIANA | 535 | 1 | 5 | 1 | 16 | 23 | 30 | 71 | 71 | 100 | 272 | 25 | 57 | 73 | 84 | 239 |
| CUCINA MODERNA | 562 | 2 | 8 | 1 | 8 | 19 | 14 | 99 | 74 | 130 | 317 | 11 | 45 | 69 | 101 | 226 |
| DONNA | 469 | 0 | 4 | 0 | 6 | 9 | 30 | 76 | 79 | 130 | 316 | 20 | 27 | 43 | 54 | 144 |
| DONNA E MAMMA | 325 | 0 | 0 | 2 | 11 | 13 | 5 | 28 | 92 | 88 | 213 | 0 | 22 | 45 | 31 | 98 |
| DOVE | 171 | 0 | 0 | 0 | 0 | 0 | 10 | 8 | 18 | 22 | 58 | 20 | 30 | 36 | 28 | 114 |
| ELLE | 271 | 0 | 2 | 0 | 2 | 4 | 15 | 20 | 39 | 42 | 116 | 23 | 36 | 41 | 51 | 151 |
| ELLE DECOR | 102 | 1 | 0 | 0 | 0 | 1 | 4 | 5 | 14 | 16 | 39 | 10 | 11 | 26 | 15 | 62 |
| FOCUS | 706 | 1 | 5 | 0 | 5 | 11 | 37 | 76 | 90 | 160 | 363 | 30 | 50 | 117 | 135 | 331 |
| GARDENIA | 154 | 0 | 0 | 0 | 4 | 4 | 3 | 27 | 20 | 15 | 65 | 19 | 13 | 36 | 17 | 85 |
| GENTE MESE | 585 | 5 | 5 | 5 | 7 | 21 | 35 | 78 | 89 | 154 | 357 | 29 | 50 | 53 | 74 | 207 |
| GENTE MONEY | 76 | 2 | 0 | 0 | 0 | 2 | 6 | 6 | 7 | 16 | 34 | 10 | 11 | 12 | 6 | 40 |
| GENTE MOTORI | 232 | 2 | 2 | 4 | 2 | 10 | 16 | 29 | 45 | 55 | 146 | 19 | 21 | 21 | 16 | 77 |
| GENTE VIAGGI | 236 | 2 | 4 | 0 | 0 | 6 | 11 | 38 | 34 | 36 | 119 | 17 | 37 | 26 | 32 | 111 |
| GLAMOUR | 122 | 0 | 2 | 0 | 0 | 2 | 2 | 18 | 10 | 30 | 61 | 4 | 25 | 9 | 21 | 59 |
| GULLIVER | 97 | 0 | 0 | 0 | 0 | 0 | 7 | 14 | 9 | 14 | 44 | 15 | 12 | 13 | 13 | 52 |
| IN CASA | 97 | 0 | 3 | 0 | 2 | 4 | 4 | 11 | 19 | 14 | 48 | 6 | 8 | 12 | 18 | 44 |
| INSIEME | 298 | 0 | 2 | 4 | 10 | 16 | 5 | 21 | 66 | 83 | 175 | 2 | 10 | 51 | 44 | 108 |
| IO E IL MIO BAMBINO | 673 | 0 | 1 | 3 | 35 | 39 | 0 | 53 | 198 | 189 | 440 | 7 | 20 | 107 | 61 | 194 |
| JESUS | 85 | 0 | 0 | 0 | 0 | 0 | 14 | 11 | 14 | 14 | 54 | 3 | 10 | 8 | 10 | 31 |
| MADRE | 135 | 0 | 0 | 0 | 0 | 0 | 15 | 26 | 14 | 27 | 82 | 1 | 6 | 9 | 37 | 53 |
| MARIE CLAIRE | 438 | 0 | 0 | 4 | 3 | 6 | 15 | 55 | 60 | 72 | 201 | 29 | 62 | 69 | 71 | 231 |
| MAX | 233 | 0 | 5 | 4 | 0 | 8 | 8 | 31 | 24 | 38 | 100 | 29 | 18 | 36 | 42 | 125 |
| MERIDIANI | 65 | 0 | 0 | 0 | 0 | 0 | 2 | 11 | 4 | 8 | 25 | 14 | 4 | 10 | 13 | 41 |
| MESSAGGERO DI S.ANTONIO | 875 | 18 | 11 | 6 | 29 | 63 | 103 | 180 | 106 | 189 | 578 | 39 | 47 | 66 | 82 | 233 |
| LA MIA BOUTIQUE | 294 | 0 | 2 | 2 | 15 | 19 | 10 | 58 | 38 | 92 | 198 | 9 | 13 | 21 | 33 | 76 |
| LA MIA CASA | 171 | 0 | 0 | 1 | 2 | 3 | 6 | 24 | 31 | 52 | 113 | 16 | 14 | 7 | 18 | 55 |
| MILLIONAIRE INTRAPRENDERE | 136 | 3 | 0 | 2 | 2 | 7 | 4 | 15 | 35 | 36 | 91 | 7 | 2 | 9 | 19 | 38 |
| NAUTICA | 60 | 1 | 0 | 0 | 0 | 1 | 5 | 10 | 2 | 9 | 26 | 5 | 13 | 7 | 7 | 33 |
| PESCARE | 96 | 2 | 2 | 0 | 5 | 8 | 9 | 21 | 9 | 23 | 62 | 6 | 3 | 8 | 9 | 25 |
| PRATICA | 254 | 0 | 1 | 0 | 4 | 5 | 9 | 31 | 40 | 70 | 150 | 2 | 27 | 22 | 49 | 99 |
| QUATTRORUOTE | 923 | 3 | 11 | 2 | 4 | 20 | 88 | 113 | 122 | 182 | 504 | 56 | 78 | 135 | 130 | 398 |
| QUATTRO ZAMPE | 150 | 0 | 9 | 0 | 0 | 9 | 16 | 19 | 21 | 22 | 78 | 8 | 11 | 18 | 26 | 64 |
| QUI TOURING | 344 | 0 | 0 | 0 | 2 | 2 | 21 | 44 | 15 | 27 | 108 | 32 | 54 | 80 | 69 | 235 |
| RAKAM | 440 | 5 | 0 | 0 | 4 | 9 | 15 | 76 | 69 | 89 | 249 | 20 | 18 | 50 | 94 | 181 |
| SALE & PEPE | 403 | 4 | 1 | 0 | 0 | 5 | 22 | 49 | 46 | 93 | 210 | 7 | 41 | 76 | 64 | 188 |
| SALVE | 252 | 0 | 0 | 0 | 0 | 0 | 11 | 38 | 48 | 64 | 161 | 13 | 24 | 24 | 30 | 91 |
| SCIENZA & VITA | 62 | 1 | 0 | 0 | 0 | 1 | 7 | 7 | 4 | 9 | 27 | 6 | 2 | 11 | 14 | 34 |
| LE SCIENZE | 128 | 0 | 0 | 0 | 0 | 0 | 4 | 5 | 23 | 25 | 57 | 21 | 10 | 24 | 16 | 71 |
| SELEZIONE READER'S DIGEST | 456 | 1 | 1 | 2 | 3 | 7 | 28 | 72 | 70 | 92 | 262 | 26 | 38 | 44 | 79 | 187 |
| SILHOUETTE DONNA | 538 | 0 | 11 | 3 | 21 | 35 | 11 | 65 | 96 | 139 | 311 | 13 | 26 | 68 | 86 | 192 |
| SPEAK UP | 73 | 2 | 0 | 0 | 2 | 4 | 10 | 8 | 5 | 10 | 33 | 6 | 19 | 2 | 9 | 36 |
| STARBENE | 946 | 5 | 8 | 10 | 21 | 43 | 33 | 161 | 151 | 234 | 580 | 33 | 45 | 125 | 120 | 323 |
| STARTER | 20 | 0 | 0 | 0 | 0 | 0 | 6 | 5 | 0 | 3 | 14 | 1 | 4 | 2 | 0 | 7 |
| TUTTI FOTOGRAFI | 61 | 0 | 0 | 0 | 0 | 0 | 1 | 10 | 16 | 13 | 39 | 4 | 1 | 14 | 2 | 22 |
| TUTTO | 58 | 1 | 0 | 0 | 0 | 1 | 1 | 7 | 15 | 17 | 40 | 3 | 3 | 7 | 5 | 17 |
| TUTTOMOTO | 93 | 1 | 0 | 2 | 2 | 6 | 11 | 8 | 14 | 12 | 46 | 11 | 2 | 12 | 17 | 42 |
| TUTTOTURISMO | 86 | 0 | 3 | 0 | 0 | 3 | 4 | 16 | 2 | 11 | 33 | 7 | 6 | 19 | 18 | 50 |
| VERA | 665 | 0 | 7 | 3 | 9 | 19 | 22 | 72 | 109 | 164 | 366 | 9 | 47 | 85 | 139 | 279 |
| VIAGGIARE | 86 | 0 | 0 | 0 | 0 | 0 | 6 | 16 | 6 | 17 | 45 | 8 | 10 | 7 | 18 | 42 |
| VITALITY | 88 | 4 | 0 | 0 | 0 | 4 | 3 | 18 | 7 | 17 | 46 | 5 | 11 | 10 | 14 | 39 |
| VOGUE ITALIA | 368 | 3 | 0 | 2 | 9 | 15 | 12 | 45 | 69 | 70 | 196 | 21 | 25 | 54 | 58 | 157 |
| WEEKEND VIAGGI | 90 | 0 | 2 | 0 | 0 | 2 | 0 | 11 | 16 | 12 | 38 | 13 | 5 | 12 | 20 | 50 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 0 | 0 | 1 | 1 | 3 | 5 | 12 | 15 | 34 | 4 | 0 | 2 | 5 | 10 |

# Responsabili acquisti

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| SETTIMANALI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA MEDIA | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA ALTA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| POPOLAZIONE | 100.0 | 2.0 | 2.8 | 0.7 | 3.1 | 8.7 | 10.1 | 18.5 | 13.9 | 20.9 | 63.4 | 4.5 | 4.8 | 8.8 | 9.9 | 28.0 |
| AMICA | 100.0 | 1.2 | 0.3 | 0.5 | 1.9 | 3.8 | 3.0 | 20.2 | 11.8 | 22.0 | 56.9 | 6.0 | 7.7 | 12.2 | 13.3 | 39.2 |
| ANNA | 100.0 | 0.6 | 0.7 | 0.6 | 2.7 | 4.6 | 6.0 | 14.0 | 15.4 | 21.3 | 56.7 | 3.8 | 7.2 | 12.1 | 15.6 | 38.7 |
| AUTO OGGI | 100.0 | 1.2 | 0.0 | 0.0 | 3.9 | 5.1 | 9.7 | 10.2 | 17.6 | 12.2 | 49.7 | 8.1 | 13.3 | 6.0 | 17.9 | 45.2 |
| AUTOSPRINT | 100.0 | 0.0 | 0.0 | 0.0 | 6.3 | 6.3 | 2.9 | 13.3 | 15.6 | 14.7 | 46.5 | 11.2 | 3.1 | 23.8 | 9.1 | 47.2 |
| BELLA | 100.0 | 1.1 | 0.2 | 0.0 | 2.1 | 3.3 | 2.7 | 14.7 | 12.4 | 23.7 | 53.5 | 3.6 | 5.4 | 15.7 | 18.5 | 43.2 |
| CHI | 100.0 | 1.0 | 0.4 | 0.6 | 1.4 | 3.4 | 6.1 | 15.8 | 15.9 | 19.5 | 57.3 | 6.5 | 5.4 | 13.6 | 13.7 | 39.3 |
| CONFIDENZE | 100.0 | 0.9 | 0.8 | 0.4 | 2.4 | 4.5 | 5.5 | 20.2 | 16.1 | 22.3 | 64.1 | 4.6 | 2.7 | 8.7 | 15.4 | 31.4 |
| DOMENICA QUIZ | 100.0 | 0.0 | 0.6 | 1.1 | 1.4 | 3.0 | 9.0 | 17.0 | 5.7 | 21.1 | 52.8 | 7.1 | 12.5 | 8.9 | 15.7 | 44.2 |
| DONNA MODERNA | 100.0 | 0.1 | 0.6 | 0.3 | 1.5 | 2.5 | 3.0 | 15.1 | 16.1 | 23.1 | 57.3 | 3.2 | 7.0 | 14.2 | 15.8 | 40.2 |
| L'ESPRESSO | 100.0 | 1.2 | 0.7 | 0.0 | 1.4 | 3.4 | 7.1 | 13.5 | 11.2 | 18.0 | 49.9 | 12.2 | 8.5 | 12.8 | 13.2 | 46.7 |
| EVA EXPRESS TREMILA | 100.0 | 1.3 | 0.6 | 0.5 | 1.8 | 4.2 | 3.5 | 18.7 | 16.8 | 24.3 | 63.2 | 4.3 | 3.1 | 10.8 | 14.3 | 32.5 |
| FAMIGLIA CRISTIANA | 100.0 | 1.6 | 1.0 | 0.3 | 1.9 | 4.8 | 10.2 | 20.4 | 13.5 | 18.4 | 62.5 | 5.1 | 5.1 | 9.9 | 12.6 | 32.7 |
| FILM TV | 100.0 | 0.0 | 4.1 | 0.0 | 4.0 | 8.2 | 4.5 | 6.6 | 14.8 | 23.0 | 49.0 | 5.9 | 14.1 | 16.2 | 6.7 | 42.9 |
| GENTE | 100.0 | 1.2 | 0.8 | 0.8 | 1.4 | 4.3 | 8.7 | 17.4 | 13.5 | 22.1 | 61.8 | 5.4 | 5.5 | 9.9 | 13.1 | 33.9 |
| GIOIA | 100.0 | 0.6 | 1.4 | 0.4 | 1.2 | 3.6 | 4.6 | 15.4 | 17.6 | 22.5 | 60.1 | 2.6 | 6.5 | 10.4 | 16.8 | 36.3 |
| IL GIORNALINO | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 8.6 | 10.4 | 44.6 | 63.6 | 0.0 | 5.3 | 3.4 | 27.6 | 36.4 |
| GRAND HOTEL | 100.0 | 1.0 | 1.6 | 1.3 | 2.0 | 5.9 | 7.1 | 19.4 | 16.6 | 30.8 | 74.0 | 2.6 | 1.9 | 6.4 | 9.3 | 20.1 |
| GRAZIA | 100.0 | 0.5 | 0.2 | 0.6 | 1.3 | 2.6 | 4.6 | 17.9 | 13.2 | 20.1 | 55.9 | 4.3 | 7.9 | 11.3 | 17.9 | 41.5 |
| GUERIN SPORTIVO | 100.0 | 4.3 | 0.0 | 0.0 | 9.5 | 13.8 | 6.3 | 16.7 | 12.3 | 19.0 | 54.3 | 10.0 | 0.0 | 15.4 | 6.6 | 31.9 |
| GUIDA TV | 100.0 | 0.3 | 1.7 | 0.0 | 2.0 | 4.0 | 7.2 | 18.8 | 20.1 | 22.2 | 68.2 | 3.5 | 4.2 | 8.8 | 11.2 | 27.8 |
| INTIMITA' | 100.0 | 0.1 | 1.0 | 1.0 | 3.1 | 5.3 | 6.8 | 20.5 | 13.2 | 24.1 | 64.7 | 3.1 | 3.7 | 9.7 | 13.5 | 30.1 |
| MAGAZINE BEAUTIFUL | 100.0 | 2.0 | 0.0 | 0.0 | 3.5 | 5.5 | 0.0 | 3.2 | 8.9 | 38.4 | 50.5 | 4.2 | 6.0 | 8.2 | 25.6 | 44.0 |
| IL MONDO | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 9.6 | 0.0 | 10.3 | 19.9 | 13.0 | 37.1 | 13.0 | 17.0 | 80.1 |
| MOTOSPRINT | 100.0 | 0.0 | 0.0 | 0.0 | 2.4 | 2.4 | 12.4 | 13.2 | 20.8 | 16.4 | 62.8 | 1.9 | 2.7 | 14.6 | 15.6 | 34.7 |
| NOVELLA 2000 | 100.0 | 1.2 | 1.6 | 0.5 | 2.9 | 6.3 | 4.4 | 15.2 | 16.9 | 21.8 | 58.3 | 2.9 | 7.1 | 13.4 | 11.9 | 35.4 |
| OGGI | 100.0 | 0.7 | 0.8 | 0.6 | 1.5 | 3.6 | 7.1 | 17.7 | 13.9 | 20.4 | 59.1 | 5.4 | 7.4 | 10.1 | 14.4 | 37.3 |
| PANORAMA | 100.0 | 0.4 | 0.6 | 0.6 | 1.3 | 2.8 | 3.8 | 12.2 | 11.5 | 17.7 | 45.3 | 9.7 | 11.3 | 12.8 | 18.0 | 51.9 |
| SORRISI E CANZONI TV | 100.0 | 0.4 | 1.3 | 0.8 | 2.7 | 5.2 | 5.3 | 14.0 | 16.8 | 28.1 | 64.2 | 2.7 | 4.5 | 11.2 | 12.2 | 30.6 |
| STOP | 100.0 | 0.6 | 1.1 | 1.2 | 1.5 | 4.5 | 8.1 | 22.0 | 16.3 | 14.3 | 60.6 | 7.3 | 6.5 | 8.5 | 12.6 | 34.9 |
| TELEPIU' | 100.0 | 1.2 | 1.5 | 0.2 | 4.4 | 7.4 | 5.8 | 14.7 | 14.7 | 31.2 | 66.3 | 2.8 | 3.9 | 8.7 | 10.9 | 26.3 |
| TELESETTE | 100.0 | 0.6 | 1.8 | 0.0 | 2.7 | 5.2 | 8.3 | 16.3 | 18.6 | 24.9 | 68.0 | 2.7 | 4.5 | 13.3 | 6.3 | 26.8 |
| TOPOLINO | 100.0 | 0.2 | 0.4 | 0.6 | 1.6 | 2.8 | 3.7 | 9.3 | 12.7 | 32.0 | 57.7 | 3.4 | 4.6 | 13.7 | 17.9 | 39.6 |
| VISTO | 100.0 | 0.7 | 1.0 | 0.7 | 1.9 | 4.3 | 7.1 | 13.8 | 21.5 | 19.4 | 61.7 | 5.8 | 3.9 | 11.8 | 12.5 | 34.0 |
| VIVERSANI & BELLI | 100.0 | 0.6 | 0.4 | 0.8 | 1.8 | 3.6 | 3.4 | 15.3 | 20.6 | 26.2 | 65.4 | 1.9 | 4.4 | 11.1 | 13.7 | 31.0 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 100.0 | 0.2 | 0.5 | 0.0 | 0.7 | 1.4 | 2.9 | 11.9 | 10.1 | 19.1 | 44.1 | 11.6 | 9.9 | 15.2 | 17.9 | 54.6 |
| DIARIO DELLA SETTIMANA | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.6 | 21.6 | 0.0 | 25.5 | 53.7 | 12.3 | 11.9 | 15.6 | 6.6 | 46.3 |
| LA GAZZETTA SPORT MAGAZINE | 100.0 | 0.0 | 0.0 | 0.6 | 0.4 | 1.1 | 9.6 | 19.7 | 17.4 | 13.4 | 60.0 | 9.7 | 5.5 | 9.3 | 14.5 | 38.9 |
| IO DONNA | 100.0 | 0.3 | 0.2 | 0.4 | 0.0 | 0.9 | 4.7 | 15.6 | 9.4 | 15.1 | 44.8 | 7.7 | 11.8 | 16.7 | 18.1 | 54.3 |
| SETTE | 100.0 | 0.3 | 0.8 | 0.0 | 0.5 | 1.6 | 5.4 | 17.4 | 10.1 | 15.2 | 48.1 | 7.5 | 9.7 | 17.2 | 15.9 | 50.3 |
| SPECCHIO DELLA STAMPA | 100.0 | 0.0 | 1.2 | 0.0 | 0.4 | 1.7 | 7.7 | 14.8 | 13.2 | 20.1 | 55.8 | 6.5 | 8.5 | 15.4 | 12.1 | 42.5 |
| TV SETTE | 100.0 | 0.3 | 1.0 | 0.0 | 0.8 | 2.1 | 5.2 | 18.4 | 10.8 | 18.5 | 52.9 | 6.1 | 9.4 | 15.5 | 13.9 | 44.9 |
| IL VENERDI' | 100.0 | 0.3 | 0.5 | 0.0 | 0.7 | 1.5 | 5.1 | 12.7 | 11.5 | 18.2 | 47.5 | 10.4 | 9.6 | 12.8 | 18.2 | 51.0 |

Lettori numero medio - Analisi secondo: ● **reddito familiare classificato con il metodo "ISPL" International Standard Poverty Line (Soglia di povertà su standard internazionali)** (percentuali di composizione)

| MENSILI<br>COMPONENTI FAMIGLIA | Totale | REDDITO FAMILIARE SOTTO "ISPL" | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA MEDIA | | | | | REDDITO FAMILIARE SOPRA "ISPL" FASCIA ALTA | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale | comp. 1 | comp. 2 | comp. 3 | comp. 4 o più | Totale |
| REDDITO MEDIO FAM. MIO/ANNO | | 7.3 | 12 | 11 | 16 | 13 | 16 | 27 | 31 | 35 | 29 | 35 | 56 | 57 | 68 | 57 |
| **POPOLAZIONE** | **100.0** | **2.0** | **2.8** | **0.7** | **3.1** | **8.7** | **10.1** | **18.5** | **13.9** | **20.9** | **63.4** | **4.5** | **4.8** | **8.8** | **9.9** | **28.0** |
| ABITARE | 100.0 | 1.0 | 2.2 | 0.0 | 0.0 | 3.2 | 6.1 | 8.7 | 12.7 | 12.1 | 39.6 | 10.4 | 9.8 | 11.6 | 25.4 | 57.2 |
| AD | 100.0 | 0.0 | 0.0 | 0.0 | 0.8 | 0.8 | 2.8 | 6.3 | 9.9 | 16.4 | 35.4 | 8.9 | 13.4 | 16.6 | 24.8 | 63.7 |
| AIRONE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.2 | 19.0 | 13.0 | 16.0 | 54.1 | 8.3 | 9.2 | 15.9 | 12.4 | 45.9 |
| AMADEUS | 100.0 | 3.2 | 0.0 | 0.0 | 0.0 | 3.2 | 3.0 | 13.1 | 2.2 | 9.0 | 27.3 | 23.3 | 5.5 | 22.6 | 18.1 | 69.4 |
| ARCHEO | 100.0 | 0.0 | 0.0 | 0.0 | 1.4 | 1.4 | 4.2 | 6.6 | 19.7 | 7.4 | 38.0 | 14.9 | 9.8 | 19.2 | 16.7 | 60.6 |
| ASTRA | 100.0 | 0.0 | 1.3 | 1.7 | 2.1 | 5.2 | 7.6 | 13.0 | 16.3 | 31.9 | 68.8 | 5.1 | 4.4 | 8.9 | 7.6 | 26.0 |
| A TAVOLA | 100.0 | 2.6 | 0.0 | 0.7 | 1.7 | 5.1 | 4.6 | 9.1 | 15.4 | 19.2 | 48.2 | 4.6 | 7.6 | 15.5 | 19.0 | 46.7 |
| AUTO | 100.0 | 0.0 | 1.6 | 0.0 | 2.6 | 4.2 | 9.9 | 14.4 | 17.6 | 20.9 | 62.8 | 7.2 | 10.8 | 7.7 | 7.3 | 33.0 |
| L'AUTOMOBILE | 100.0 | 0.0 | 0.0 | 0.0 | 0.7 | 0.7 | 7.1 | 16.9 | 10.3 | 19.6 | 53.9 | 5.2 | 8.2 | 17.2 | 14.9 | 45.4 |
| BELL'EUROPA | 100.0 | 0.0 | 0.0 | 0.7 | 0.0 | 0.7 | 0.0 | 7.5 | 9.7 | 13.9 | 31.1 | 13.7 | 11.3 | 29.4 | 13.9 | 68.2 |
| BELL'ITALIA | 100.0 | 0.0 | 1.2 | 0.0 | 0.0 | 1.2 | 2.4 | 10.5 | 12.2 | 12.6 | 37.7 | 11.4 | 10.0 | 22.8 | 16.8 | 61.1 |
| BENISSIMO | 100.0 | 0.0 | 2.2 | 0.7 | 1.6 | 4.5 | 4.1 | 12.2 | 16.4 | 22.9 | 55.6 | 3.2 | 7.8 | 13.2 | 15.7 | 39.9 |
| BIMBI SANI E BELLI | 100.0 | 0.2 | 0.8 | 0.6 | 3.0 | 4.5 | 1.7 | 11.9 | 25.3 | 28.0 | 66.8 | 1.4 | 4.9 | 14.0 | 8.4 | 28.6 |
| BRAVA CASA | 100.0 | 0.0 | 0.6 | 0.0 | 1.1 | 1.7 | 3.5 | 9.8 | 16.5 | 20.9 | 50.7 | 4.4 | 8.5 | 17.4 | 17.4 | 47.6 |
| BUONA CUCINA | 100.0 | 0.8 | 0.0 | 1.9 | 3.7 | 6.3 | 8.6 | 16.8 | 10.0 | 24.7 | 60.1 | 1.5 | 10.5 | 9.7 | 11.9 | 33.6 |
| BURDA | 100.0 | 1.1 | 1.2 | 0.7 | 5.3 | 8.3 | 2.4 | 11.1 | 18.1 | 33.9 | 65.6 | 2.3 | 3.1 | 8.8 | 11.9 | 26.1 |
| CAPITAL | 100.0 | 1.6 | 0.0 | 0.0 | 0.0 | 1.6 | 4.6 | 11.0 | 7.4 | 16.0 | 38.9 | 10.6 | 16.3 | 17.5 | 15.1 | 59.4 |
| CARNET | 100.0 | 1.7 | 0.0 | 0.0 | 0.0 | 1.7 | 4.8 | 13.9 | 6.6 | 6.2 | 31.5 | 20.5 | 9.1 | 19.3 | 17.7 | 66.7 |
| CASAVIVA | 100.0 | 0.2 | 0.4 | 0.8 | 1.2 | 2.5 | 2.7 | 14.3 | 13.8 | 25.6 | 56.4 | 3.8 | 8.0 | 12.4 | 16.9 | 41.1 |
| CENTO COSE ENERGY | 100.0 | 0.0 | 1.0 | 0.0 | 0.7 | 1.7 | 2.5 | 7.1 | 17.9 | 25.4 | 52.9 | 2.5 | 2.0 | 17.7 | 23.1 | 45.4 |
| CIAK | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.4 | 23.2 | 12.9 | 20.3 | 63.7 | 8.9 | 4.4 | 8.1 | 14.9 | 36.3 |
| CIPRIA | 100.0 | 0.0 | 0.0 | 0.0 | 1.0 | 1.0 | 5.4 | 11.6 | 15.2 | 22.4 | 54.7 | 4.1 | 12.2 | 9.1 | 18.9 | 44.4 |
| CLASS | 100.0 | 4.2 | 0.0 | 0.0 | 0.0 | 4.2 | 7.6 | 1.5 | 14.3 | 10.3 | 33.7 | 14.3 | 10.6 | 19.5 | 17.7 | 62.1 |
| CLUB 3 | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.6 | 37.0 | 9.6 | 8.0 | 66.2 | 5.0 | 9.8 | 10.2 | 8.7 | 33.8 |
| COME STAI | 100.0 | 0.0 | 0.0 | 0.0 | 3.2 | 3.2 | 6.1 | 9.4 | 14.3 | 30.2 | 59.9 | 2.5 | 5.9 | 13.9 | 14.6 | 36.9 |
| CONSIGLI PRATICI | 100.0 | 0.0 | 3.2 | 0.0 | 3.8 | 7.0 | 4.3 | 16.7 | 18.5 | 20.7 | 60.1 | 2.3 | 4.8 | 13.7 | 12.0 | 32.8 |
| COSE DI CASA | 100.0 | 0.2 | 1.0 | 0.0 | 1.7 | 2.9 | 3.6 | 13.1 | 17.9 | 25.4 | 59.9 | 2.5 | 7.8 | 11.2 | 15.7 | 37.2 |
| LA CUCINA ITALIANA | 100.0 | 0.2 | 0.9 | 0.2 | 3.1 | 4.4 | 5.6 | 13.2 | 13.3 | 18.8 | 50.9 | 4.7 | 10.6 | 13.7 | 15.7 | 44.7 |
| CUCINA MODERNA | 100.0 | 0.4 | 1.4 | 0.2 | 1.4 | 3.4 | 2.5 | 17.7 | 13.2 | 23.0 | 56.4 | 1.9 | 8.0 | 12.2 | 18.0 | 40.2 |
| DONNA | 100.0 | 0.0 | 0.8 | 0.0 | 1.2 | 2.0 | 6.4 | 16.2 | 16.9 | 27.7 | 67.2 | 4.3 | 5.8 | 9.2 | 11.4 | 30.7 |
| DONNA E MAMMA | 100.0 | 0.0 | 0.0 | 0.5 | 3.4 | 4.0 | 1.4 | 8.7 | 28.4 | 27.2 | 65.7 | 0.0 | 6.7 | 14.0 | 9.6 | 30.3 |
| DOVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.1 | 4.5 | 10.4 | 12.7 | 33.6 | 11.6 | 17.3 | 21.0 | 16.5 | 66.4 |
| ELLE | 100.0 | 0.0 | 0.8 | 0.0 | 0.6 | 1.4 | 5.4 | 7.5 | 14.5 | 15.5 | 42.8 | 8.6 | 13.2 | 15.0 | 19.0 | 55.8 |
| ELLE DECOR | 100.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.7 | 3.8 | 5.3 | 14.0 | 15.6 | 38.6 | 10.3 | 10.3 | 25.8 | 14.3 | 60.7 |
| FOCUS | 100.0 | 0.2 | 0.6 | 0.0 | 0.8 | 1.6 | 5.3 | 10.8 | 12.7 | 22.7 | 51.4 | 4.3 | 7.0 | 16.5 | 19.2 | 47.0 |
| GARDENIA | 100.0 | 0.0 | 0.0 | 0.0 | 2.5 | 2.5 | 2.1 | 17.4 | 13.0 | 10.0 | 42.5 | 12.1 | 8.4 | 23.2 | 11.3 | 55.0 |
| GENTE MESE | 100.0 | 0.8 | 0.8 | 0.9 | 1.1 | 3.7 | 5.9 | 13.4 | 15.3 | 26.4 | 61.0 | 5.0 | 8.6 | 9.1 | 12.7 | 35.4 |
| GENTE MONEY | 100.0 | 2.5 | 0.0 | 0.0 | 0.0 | 2.5 | 8.1 | 7.4 | 9.0 | 20.6 | 45.1 | 13.7 | 14.3 | 16.0 | 8.4 | 52.4 |
| GENTE MOTORI | 100.0 | 0.8 | 0.9 | 1.7 | 0.8 | 4.2 | 6.8 | 12.7 | 19.6 | 23.6 | 62.7 | 8.2 | 8.9 | 9.1 | 6.8 | 33.0 |
| GENTE VIAGGI | 100.0 | 0.8 | 1.8 | 0.0 | 0.0 | 2.6 | 4.7 | 15.9 | 14.5 | 15.3 | 50.4 | 7.0 | 15.6 | 10.9 | 13.5 | 47.0 |
| GLAMOUR | 100.0 | 0.0 | 1.7 | 0.0 | 0.0 | 1.7 | 1.7 | 14.7 | 8.3 | 25.0 | 49.8 | 3.5 | 20.2 | 7.4 | 17.4 | 48.5 |
| GULLIVER | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.7 | 14.3 | 9.8 | 14.0 | 45.8 | 15.5 | 12.2 | 13.4 | 13.2 | 54.2 |
| IN CASA | 100.0 | 0.0 | 3.0 | 0.0 | 1.6 | 4.6 | 4.5 | 11.4 | 19.6 | 14.4 | 49.9 | 6.0 | 8.4 | 12.2 | 18.9 | 45.5 |
| INSIEME | 100.0 | 0.0 | 0.7 | 1.3 | 3.3 | 5.3 | 1.8 | 7.0 | 22.0 | 27.9 | 58.6 | 0.7 | 3.4 | 17.1 | 14.9 | 36.1 |
| IO E IL MIO BAMBINO | 100.0 | 0.0 | 0.2 | 0.4 | 5.2 | 5.8 | 0.0 | 7.9 | 29.4 | 28.1 | 65.3 | 1.1 | 3.0 | 15.8 | 9.0 | 28.9 |
| JESUS | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 16.9 | 13.3 | 16.3 | 16.7 | 63.1 | 3.2 | 12.2 | 9.7 | 11.9 | 36.9 |
| MADRE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 11.4 | 19.0 | 10.0 | 20.2 | 60.6 | 0.9 | 4.7 | 6.6 | 27.1 | 39.4 |
| MARIE CLAIRE | 100.0 | 0.0 | 0.0 | 0.8 | 0.6 | 1.4 | 3.4 | 12.5 | 13.7 | 16.4 | 46.0 | 6.6 | 14.1 | 15.7 | 16.2 | 52.6 |
| MAX | 100.0 | 0.0 | 1.9 | 1.5 | 0.0 | 3.5 | 3.4 | 13.2 | 10.2 | 16.1 | 42.9 | 12.4 | 7.8 | 15.6 | 17.9 | 53.7 |
| MERIDIANI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 | 16.3 | 6.3 | 11.7 | 37.9 | 20.9 | 6.2 | 15.7 | 19.2 | 62.1 |
| MESSAGGERO DI S.ANTONIO | 100.0 | 2.0 | 1.3 | 0.7 | 3.3 | 7.2 | 11.8 | 20.6 | 12.2 | 21.6 | 66.1 | 4.4 | 5.3 | 7.5 | 9.3 | 26.6 |
| LA MIA BOUTIQUE | 100.0 | 0.0 | 0.7 | 0.6 | 5.2 | 6.5 | 3.5 | 19.7 | 13.0 | 31.3 | 67.5 | 3.1 | 4.4 | 7.2 | 11.3 | 26.0 |
| LA MIA CASA | 100.0 | 0.0 | 0.0 | 0.6 | 1.4 | 2.0 | 3.4 | 14.0 | 18.0 | 30.6 | 66.0 | 9.3 | 8.3 | 4.2 | 10.3 | 32.1 |
| MILLIONAIRE INTRAPRENDERE | 100.0 | 2.3 | 0.0 | 1.4 | 1.7 | 5.4 | 3.3 | 11.1 | 25.8 | 26.6 | 66.7 | 5.2 | 1.7 | 6.8 | 14.2 | 27.9 |
| NAUTICA | 100.0 | 2.1 | 0.0 | 0.0 | 0.0 | 2.1 | 8.5 | 16.2 | 2.6 | 15.7 | 43.0 | 9.2 | 22.3 | 11.5 | 11.9 | 54.9 |
| PESCARE | 100.0 | 2.1 | 1.8 | 0.0 | 4.9 | 8.8 | 9.5 | 21.7 | 9.7 | 23.7 | 64.6 | 6.1 | 3.1 | 8.2 | 9.1 | 26.6 |
| PRATICA | 100.0 | 0.0 | 0.2 | 0.0 | 1.6 | 1.8 | 3.7 | 12.2 | 15.8 | 27.4 | 59.1 | 0.9 | 10.4 | 8.5 | 19.3 | 39.1 |
| QUATTRORUOTE | 100.0 | 0.4 | 1.2 | 0.2 | 0.4 | 2.2 | 9.5 | 12.3 | 13.2 | 19.7 | 54.6 | 6.0 | 8.4 | 14.6 | 14.1 | 43.2 |
| QUATTRO ZAMPE | 100.0 | 0.0 | 5.7 | 0.0 | 0.0 | 5.7 | 10.5 | 12.9 | 13.8 | 14.6 | 51.8 | 5.2 | 7.5 | 12.3 | 17.5 | 42.5 |
| QUI TOURING | 100.0 | 0.0 | 0.0 | 0.0 | 0.6 | 0.6 | 6.2 | 12.7 | 4.4 | 7.9 | 31.2 | 9.2 | 15.8 | 23.2 | 19.9 | 68.1 |
| RAKAM | 100.0 | 1.2 | 0.0 | 0.0 | 0.9 | 2.2 | 3.5 | 17.2 | 15.7 | 20.2 | 56.7 | 4.5 | 4.1 | 11.3 | 21.3 | 41.2 |
| SALE & PEPE | 100.0 | 1.0 | 0.3 | 0.0 | 0.0 | 1.3 | 5.4 | 12.1 | 11.4 | 23.1 | 52.0 | 1.8 | 10.2 | 18.9 | 15.8 | 46.7 |
| SALVE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.4 | 15.2 | 19.1 | 25.3 | 64.0 | 5.1 | 9.7 | 9.3 | 12.0 | 36.0 |
| SCIENZA & VITA | 100.0 | 2.0 | 0.0 | 0.0 | 0.0 | 2.0 | 11.9 | 11.1 | 6.0 | 14.5 | 43.4 | 9.8 | 3.1 | 18.5 | 23.1 | 54.5 |
| LE SCIENZE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.3 | 3.8 | 18.1 | 19.5 | 44.7 | 16.1 | 7.7 | 18.7 | 12.8 | 55.3 |
| SELEZIONE READER'S DIGEST | 100.0 | 0.3 | 0.3 | 0.4 | 0.6 | 1.5 | 6.2 | 15.7 | 15.4 | 20.3 | 57.5 | 5.6 | 8.3 | 9.7 | 17.4 | 41.0 |
| SILHOUETTE DONNA | 100.0 | 0.0 | 2.1 | 0.5 | 3.8 | 6.4 | 2.1 | 12.0 | 17.8 | 25.9 | 57.8 | 2.5 | 4.8 | 12.6 | 15.9 | 35.8 |
| SPEAK UP | 100.0 | 2.6 | 0.0 | 0.0 | 3.0 | 5.6 | 13.2 | 10.6 | 7.0 | 14.3 | 45.1 | 7.9 | 25.7 | 3.1 | 12.6 | 49.3 |
| STARBENE | 100.0 | 0.5 | 0.8 | 1.0 | 2.2 | 4.6 | 3.5 | 17.0 | 16.0 | 24.8 | 61.3 | 3.4 | 4.8 | 13.2 | 12.7 | 34.1 |
| STARTER | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 29.5 | 25.0 | 0.0 | 12.4 | 66.9 | 5.1 | 18.0 | 10.0 | 0.0 | 33.1 |
| TUTTI FOTOGRAFI | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 1.2 | 16.0 | 25.9 | 20.6 | 63.7 | 7.1 | 2.4 | 23.3 | 3.5 | 36.3 |
| TUTTO | 100.0 | 2.2 | 0.0 | 0.0 | 0.0 | 2.2 | 1.5 | 11.9 | 25.7 | 29.4 | 68.5 | 4.4 | 4.4 | 12.1 | 8.4 | 29.3 |
| TUTTOMOTO | 100.0 | 1.6 | 0.0 | 2.4 | 2.1 | 6.0 | 11.8 | 9.0 | 15.3 | 13.2 | 49.3 | 11.9 | 1.8 | 13.1 | 17.9 | 44.7 |
| TUTTOTURISMO | 100.0 | 0.0 | 3.9 | 0.0 | 0.0 | 3.9 | 4.8 | 18.1 | 2.6 | 12.7 | 38.2 | 8.1 | 6.7 | 21.9 | 21.2 | 57.8 |
| VERA | 100.0 | 0.0 | 1.0 | 0.5 | 1.4 | 2.9 | 3.3 | 10.8 | 16.3 | 24.6 | 55.0 | 1.4 | 7.0 | 12.8 | 20.9 | 42.0 |
| VIAGGIARE | 100.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 6.9 | 18.0 | 7.4 | 19.4 | 51.7 | 9.0 | 11.1 | 7.7 | 20.6 | 48.3 |
| VITALITY | 100.0 | 4.4 | 0.0 | 0.0 | 0.0 | 4.4 | 3.4 | 20.7 | 7.6 | 19.8 | 51.5 | 5.2 | 12.4 | 11.2 | 15.3 | 44.1 |
| VOGUE ITALIA | 100.0 | 0.8 | 0.0 | 0.6 | 2.6 | 4.0 | 3.3 | 12.2 | 18.7 | 19.1 | 53.3 | 5.6 | 6.7 | 14.6 | 15.7 | 42.6 |
| WEEKEND VIAGGI | 100.0 | 0.0 | 2.5 | 0.0 | 0.0 | 2.5 | 0.0 | 11.9 | 17.4 | 12.8 | 42.2 | 14.6 | 5.3 | 12.8 | 22.7 | 55.3 |
| DIANA (QUATTORDICINALE) | 100.0 | 0.0 | 0.0 | 0.0 | 2.7 | 2.7 | 7.1 | 10.1 | 26.1 | 31.8 | 75.2 | 8.4 | 0.0 | 3.8 | 9.9 | 22.1 |

# DUPLICAZIONI DI LETTURA

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confi-denze | Dome-nica Quiz | Donna Moder-na | L'E-spresso | Eva Express Tremila | Fami-glia Cri-stiana | Film TV | Gente |
| **POPOLAZIONE** | **49445** | **1234** | **1397** | **866** | **758** | **721** | **1712** | **1037** | **392** | **4060** | **2321** | **783** | **5215** | **317** | **4387** |
| AMICA | **1234** | 1234 | 435 | 40 | 36 | 150 | 181 | 79 | 14 | 504 | 130 | 96 | 211 | 12 | 340 |
| ANNA | **1397** | 435 | 1397 | 50 | 31 | 186 | 214 | 98 | 23 | 545 | 135 | 100 | 230 | 20 | 356 |
| AUTO OGGI | **866** | 40 | 50 | 866 | 191 | 24 | 46 | 20 | 25 | 121 | 99 | 47 | 122 | 16 | 151 |
| AUTOSPRINT | **758** | 36 | 31 | 191 | 758 | 17 | 29 | 20 | 15 | 95 | 101 | 31 | 106 | 13 | 119 |
| BELLA | **721** | 150 | 186 | 24 | 17 | 721 | 97 | 95 | 18 | 318 | 53 | 41 | 131 | 14 | 193 |
| CHI | **1712** | 181 | 214 | 46 | 29 | 97 | 1712 | 135 | 27 | 467 | 140 | 202 | 225 | 32 | 547 |
| CONFIDENZE | **1037** | 79 | 98 | 20 | 20 | 95 | 135 | 1037 | 38 | 235 | 65 | 58 | 193 | 6 | 245 |
| DOMENICA QUIZ | **392** | 14 | 23 | 25 | 15 | 18 | 27 | 38 | 392 | 82 | 49 | 15 | 56 | 6 | 87 |
| DONNA MODERNA | **4060** | 504 | 545 | 121 | 95 | 318 | 467 | 235 | 82 | 4060 | 318 | 185 | 638 | 49 | 825 |
| L'ESPRESSO | **2321** | 130 | 135 | 99 | 101 | 53 | 140 | 65 | 49 | 318 | 2321 | 67 | 362 | 36 | 384 |
| EVA EXPRESS TREMILA | **783** | 96 | 100 | 47 | 31 | 41 | 202 | 58 | 15 | 185 | 67 | 783 | 111 | 9 | 271 |
| FAMIGLIA CRISTIANA | **5215** | 211 | 230 | 122 | 106 | 131 | 225 | 193 | 56 | 638 | 362 | 111 | 5215 | 31 | 774 |
| FILM TV | **317** | 12 | 20 | 16 | 13 | 14 | 32 | 6 | 6 | 49 | 36 | 9 | 31 | 317 | 40 |
| GENTE | **4387** | 340 | 356 | 151 | 119 | 193 | 547 | 245 | 87 | 825 | 384 | 271 | 774 | 40 | 4387 |
| GIOIA | **1487** | 334 | 385 | 54 | 38 | 145 | 220 | 104 | 32 | 544 | 130 | 96 | 291 | 17 | 542 |
| IL GIORNALINO | **401** | 20 | 26 | 20 | 13 | 5 | 24 | 12 | 0 | 48 | 27 | 10 | 216 | 4 | 55 |
| GRAND HOTEL | **1238** | 74 | 73 | 42 | 36 | 71 | 117 | 119 | 23 | 184 | 46 | 65 | 174 | 25 | 221 |
| GRAZIA | **1810** | 416 | 429 | 64 | 67 | 156 | 231 | 136 | 36 | 668 | 149 | 115 | 293 | 17 | 468 |
| GUERIN SPORTIVO | **482** | 14 | 17 | 41 | 67 | 4 | 32 | 9 | 11 | 50 | 69 | 25 | 67 | 11 | 66 |
| GUIDA TV | **1729** | 60 | 77 | 57 | 63 | 39 | 91 | 72 | 51 | 224 | 176 | 53 | 234 | 35 | 250 |
| INTIMITA' | **1192** | 79 | 79 | 35 | 25 | 86 | 112 | 360 | 25 | 239 | 75 | 61 | 203 | 13 | 256 |
| MAGAZINE BEAUTIFUL | **351** | 35 | 29 | 15 | 17 | 9 | 54 | 22 | 4 | 71 | 18 | 16 | 68 | 8 | 63 |
| IL MONDO | **113** | 12 | 7 | 11 | 6 | 3 | 0 | 7 | 9 | 11 | 43 | 2 | 20 | 0 | 7 |
| MOTOSPRINT | **585** | 26 | 22 | 126 | 179 | 5 | 20 | 10 | 7 | 50 | 56 | 22 | 57 | 15 | 61 |
| NOVELLA 2000 | **1465** | 192 | 186 | 66 | 58 | 80 | 319 | 99 | 25 | 329 | 144 | 370 | 197 | 25 | 425 |
| OGGI | **4430** | 327 | 392 | 156 | 126 | 185 | 564 | 239 | 97 | 849 | 406 | 248 | 775 | 54 | 1779 |
| PANORAMA | **3507** | 195 | 219 | 168 | 126 | 79 | 246 | 103 | 66 | 568 | 871 | 136 | 541 | 49 | 651 |
| SORRISI E CANZONI TV | **8586** | 376 | 404 | 316 | 268 | 223 | 648 | 347 | 97 | 1233 | 515 | 341 | 1044 | 68 | 1200 |
| STOP | **750** | 51 | 63 | 28 | 21 | 65 | 135 | 59 | 14 | 138 | 52 | 108 | 106 | 7 | 216 |
| TELEPIU' | **2157** | 107 | 115 | 96 | 72 | 49 | 152 | 100 | 33 | 272 | 156 | 74 | 244 | 43 | 308 |
| TELESETTE | **2296** | 81 | 80 | 83 | 55 | 50 | 139 | 97 | 48 | 233 | 188 | 107 | 277 | 39 | 305 |
| TOPOLINO | **2675** | 125 | 134 | 139 | 91 | 48 | 186 | 108 | 70 | 400 | 292 | 86 | 415 | 31 | 416 |
| VISTO | **741** | 76 | 69 | 35 | 22 | 43 | 132 | 66 | 11 | 149 | 69 | 93 | 121 | 7 | 196 |
| VIVERSANI & BELLI | **1929** | 198 | 181 | 83 | 52 | 170 | 188 | 117 | 20 | 584 | 132 | 95 | 315 | 28 | 369 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 120 | 130 | 45 | 38 | 61 | 111 | 39 | 35 | 277 | 350 | 26 | 178 | 24 | 241 |
| DIARIO DELLA SETTIMANA | **165** | 12 | 3 | 1 | 2 | 3 | 4 | 7 | 6 | 27 | 45 | 1 | 8 | 0 | 20 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 63 | 70 | 183 | 184 | 30 | 177 | 61 | 48 | 254 | 262 | 101 | 338 | 39 | 328 |
| IO DONNA | **2071** | 199 | 226 | 42 | 23 | 87 | 170 | 74 | 41 | 468 | 239 | 50 | 306 | 23 | 326 |
| SETTE | **2509** | 129 | 168 | 66 | 60 | 56 | 166 | 50 | 47 | 396 | 348 | 51 | 337 | 36 | 366 |
| SPECCHIO DELLA STAMPA | **1306** | 67 | 92 | 51 | 31 | 31 | 93 | 53 | 29 | 186 | 203 | 41 | 201 | 23 | 199 |
| TV SETTE | **2696** | 150 | 198 | 71 | 68 | 71 | 177 | 77 | 50 | 448 | 325 | 67 | 372 | 37 | 401 |
| IL VENERDI' | **4025** | 215 | 204 | 130 | 125 | 79 | 207 | 91 | 77 | 562 | 812 | 93 | 480 | 42 | 561 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confidenze | Domenica Quiz | Donna Moderna | L'Espresso | Eva Express Tremila | Famiglia Cristiana | Film TV | Gente |
| **POPOLAZIONE** | **49445** | **1234** | **1397** | **866** | **758** | **721** | **1712** | **1037** | **392** | **4060** | **2321** | **783** | **5215** | **317** | **4387** |
| ABITARE | 449 | 25 | 19 | 17 | 13 | 12 | 38 | 2 | 2 | 73 | 133 | 11 | 74 | 5 | 61 |
| AD | 677 | 84 | 66 | 16 | 18 | 36 | 61 | 15 | 7 | 124 | 122 | 13 | 67 | 4 | 99 |
| AIRONE | 1090 | 73 | 74 | 44 | 70 | 26 | 83 | 32 | 16 | 170 | 211 | 24 | 198 | 15 | 144 |
| AMADEUS | 186 | 14 | 13 | 3 | 4 | 6 | 11 | 8 | 6 | 21 | 40 | 4 | 26 | 4 | 19 |
| ARCHEO | 322 | 15 | 16 | 3 | 12 | 9 | 7 | 8 | 2 | 51 | 74 | 3 | 47 | 8 | 29 |
| ASTRA | 554 | 65 | 69 | 18 | 13 | 29 | 55 | 28 | 11 | 140 | 69 | 49 | 63 | 2 | 118 |
| A TAVOLA | 222 | 29 | 23 | 5 | 6 | 3 | 21 | 17 | 13 | 66 | 42 | 11 | 34 | 8 | 62 |
| AUTO | 1289 | 36 | 50 | 262 | 181 | 11 | 61 | 22 | 22 | 114 | 144 | 62 | 142 | 39 | 123 |
| L'AUTOMOBILE | 1337 | 50 | 45 | 113 | 102 | 30 | 56 | 31 | 23 | 153 | 122 | 31 | 210 | 17 | 184 |
| BELL'EUROPA | 373 | 27 | 24 | 16 | 15 | 14 | 26 | 10 | 11 | 69 | 53 | 10 | 67 | 5 | 74 |
| BELL'ITALIA | 746 | 44 | 56 | 21 | 24 | 22 | 31 | 24 | 8 | 119 | 140 | 10 | 141 | 10 | 121 |
| BENISSIMO | 440 | 54 | 44 | 3 | 14 | 58 | 53 | 47 | 12 | 146 | 33 | 13 | 78 | 5 | 95 |
| BIMBI SANI E BELLI | 1209 | 72 | 77 | 31 | 18 | 63 | 89 | 75 | 18 | 268 | 79 | 47 | 162 | 14 | 191 |
| BRAVA CASA | 1164 | 104 | 104 | 34 | 24 | 46 | 99 | 34 | 16 | 261 | 115 | 27 | 189 | 4 | 179 |
| BUONA CUCINA | 623 | 73 | 66 | 18 | 14 | 75 | 77 | 50 | 23 | 157 | 48 | 16 | 132 | 19 | 127 |
| BURDA | 1286 | 104 | 71 | 29 | 33 | 50 | 100 | 79 | 24 | 270 | 51 | 29 | 206 | 6 | 201 |
| CAPITAL | 470 | 35 | 45 | 46 | 32 | 16 | 39 | 12 | 6 | 76 | 136 | 17 | 62 | 6 | 80 |
| CARNET | 240 | 17 | 9 | 4 | 5 | 0 | 19 | 3 | 4 | 36 | 39 | 5 | 31 | 10 | 37 |
| CASAVIVA | 1846 | 186 | 139 | 47 | 30 | 60 | 132 | 85 | 34 | 447 | 215 | 57 | 277 | 12 | 307 |
| CENTO COSE ENERGY | 783 | 100 | 126 | 42 | 25 | 57 | 105 | 47 | 16 | 294 | 83 | 49 | 90 | 5 | 146 |
| CIAK | 941 | 52 | 54 | 58 | 49 | 27 | 80 | 22 | 16 | 141 | 137 | 42 | 104 | 52 | 145 |
| CIPRIA | 395 | 46 | 61 | 12 | 12 | 20 | 44 | 21 | 10 | 135 | 28 | 16 | 68 | 0 | 69 |
| CLASS | 315 | 16 | 20 | 30 | 18 | 10 | 24 | 10 | 10 | 56 | 65 | 11 | 46 | 4 | 57 |
| CLUB 3 | 219 | 15 | 10 | 0 | 0 | 8 | 9 | 4 | 5 | 39 | 9 | 0 | 118 | 0 | 45 |
| COME STAI | 354 | 20 | 38 | 16 | 3 | 36 | 38 | 26 | 8 | 117 | 33 | 11 | 61 | 0 | 77 |
| CONSIGLI PRATICI | 278 | 15 | 19 | 7 | 3 | 29 | 41 | 50 | 6 | 94 | 24 | 6 | 55 | 3 | 63 |
| COSE DI CASA | 1942 | 116 | 137 | 50 | 24 | 100 | 145 | 85 | 22 | 525 | 164 | 56 | 267 | 24 | 293 |
| LA CUCINA ITALIANA | 995 | 70 | 73 | 20 | 24 | 64 | 86 | 43 | 28 | 175 | 78 | 30 | 160 | 19 | 164 |
| CUCINA MODERNA | 1076 | 55 | 74 | 30 | 26 | 83 | 104 | 78 | 17 | 322 | 101 | 46 | 190 | 25 | 183 |
| DONNA | 1021 | 171 | 146 | 33 | 41 | 61 | 122 | 62 | 13 | 232 | 73 | 49 | 184 | 11 | 229 |
| DONNA E MAMMA | 462 | 31 | 33 | 14 | 9 | 20 | 21 | 32 | 13 | 88 | 29 | 15 | 70 | 6 | 70 |
| DOVE | 525 | 60 | 49 | 19 | 20 | 15 | 38 | 7 | 2 | 108 | 75 | 10 | 65 | 10 | 76 |
| ELLE | 610 | 139 | 150 | 18 | 19 | 32 | 85 | 19 | 9 | 208 | 74 | 30 | 75 | 7 | 128 |
| ELLE DECOR | 200 | 47 | 37 | 6 | 2 | 6 | 23 | 6 | 2 | 54 | 27 | 4 | 32 | 2 | 33 |
| FOCUS | 3389 | 122 | 158 | 181 | 148 | 72 | 234 | 78 | 41 | 523 | 419 | 83 | 459 | 53 | 433 |
| GARDENIA | 373 | 19 | 19 | 20 | 16 | 21 | 19 | 6 | 2 | 77 | 56 | 6 | 79 | 2 | 56 |
| GENTE MESE | 1483 | 108 | 132 | 52 | 64 | 32 | 218 | 94 | 33 | 317 | 164 | 90 | 285 | 18 | 512 |
| GENTE MONEY | 315 | 19 | 24 | 18 | 19 | 6 | 23 | 9 | 6 | 59 | 88 | 4 | 45 | 7 | 68 |
| GENTE MOTORI | 1765 | 50 | 63 | 311 | 237 | 26 | 93 | 41 | 19 | 223 | 257 | 89 | 246 | 28 | 263 |
| GENTE VIAGGI | 872 | 72 | 76 | 51 | 49 | 25 | 74 | 26 | 14 | 136 | 153 | 29 | 142 | 19 | 175 |
| GLAMOUR | 432 | 68 | 67 | 6 | 9 | 17 | 72 | 9 | 6 | 145 | 29 | 27 | 48 | 1 | 84 |
| GULLIVER | 337 | 33 | 29 | 27 | 17 | 21 | 27 | 7 | 5 | 59 | 58 | 7 | 43 | 15 | 53 |
| IN CASA | 209 | 30 | 19 | 9 | 10 | 12 | 20 | 11 | 1 | 58 | 13 | 6 | 40 | 5 | 62 |
| INSIEME | 444 | 32 | 35 | 8 | 9 | 34 | 29 | 32 | 9 | 101 | 42 | 21 | 71 | 7 | 90 |
| IO E IL MIO BAMBINO | 990 | 51 | 55 | 24 | 14 | 44 | 58 | 52 | 7 | 180 | 61 | 37 | 126 | 17 | 146 |
| JESUS | 206 | 14 | 11 | 3 | 3 | 3 | 9 | 11 | 5 | 14 | 9 | 9 | 146 | 3 | 49 |
| MADRE | 218 | 8 | 8 | 6 | 5 | 0 | 11 | 7 | 7 | 36 | 14 | 3 | 106 | 0 | 34 |
| MARIE CLAIRE | 1065 | 194 | 178 | 41 | 42 | 54 | 118 | 36 | 17 | 387 | 101 | 49 | 144 | 13 | 203 |
| MAX | 1725 | 111 | 118 | 120 | 105 | 32 | 169 | 48 | 27 | 282 | 230 | 92 | 191 | 26 | 255 |
| MERIDIANI | 211 | 22 | 17 | 17 | 4 | 6 | 11 | 3 | 7 | 51 | 44 | 11 | 20 | 2 | 43 |
| MESSAGGERO DI S.ANTONIO | 1771 | 54 | 52 | 31 | 20 | 42 | 87 | 60 | 31 | 185 | 84 | 19 | 530 | 8 | 264 |
| LA MIA BOUTIQUE | 460 | 41 | 40 | 13 | 3 | 17 | 29 | 8 | 9 | 114 | 32 | 6 | 72 | 7 | 76 |
| LA MIA CASA | 409 | 38 | 33 | 24 | 28 | 23 | 20 | 16 | 5 | 95 | 49 | 13 | 37 | 3 | 69 |
| MILLIONAIRE INTRAPRENDERE | 666 | 36 | 49 | 60 | 43 | 17 | 40 | 13 | 10 | 125 | 112 | 20 | 85 | 10 | 99 |
| NAUTICA | 278 | 13 | 10 | 26 | 31 | 0 | 12 | 1 | 7 | 25 | 51 | 11 | 30 | 4 | 29 |
| PESCARE | 579 | 10 | 25 | 48 | 47 | 7 | 33 | 20 | 27 | 59 | 63 | 23 | 75 | 2 | 97 |
| PRATICA | 470 | 57 | 69 | 8 | 15 | 54 | 50 | 48 | 6 | 176 | 35 | 25 | 64 | 9 | 112 |
| QUATTRORUOTE | 5663 | 146 | 168 | 475 | 421 | 56 | 251 | 103 | 85 | 540 | 600 | 164 | 741 | 67 | 736 |
| QUATTRO ZAMPE | 516 | 28 | 32 | 23 | 20 | 21 | 34 | 25 | 8 | 97 | 70 | 22 | 58 | 11 | 68 |
| QUI TOURING | 1004 | 41 | 30 | 47 | 28 | 21 | 47 | 15 | 23 | 152 | 144 | 17 | 178 | 18 | 135 |
| RAKAM | 611 | 50 | 40 | 12 | 12 | 36 | 32 | 40 | 21 | 150 | 43 | 26 | 136 | 8 | 120 |
| SALE & PEPE | 740 | 65 | 74 | 22 | 9 | 60 | 94 | 41 | 13 | 211 | 75 | 35 | 134 | 13 | 122 |
| SALVE | 432 | 59 | 71 | 12 | 11 | 34 | 33 | 24 | 9 | 148 | 46 | 20 | 76 | 9 | 97 |
| SCIENZA & VITA | 248 | 5 | 7 | 23 | 11 | 17 | 12 | 3 | 6 | 41 | 48 | 7 | 50 | 4 | 41 |
| LE SCIENZE | 469 | 9 | 13 | 6 | 7 | 14 | 16 | 6 | 13 | 59 | 66 | 8 | 97 | 10 | 59 |
| SELEZIONE READER'S DIGEST | 1222 | 60 | 40 | 51 | 43 | 50 | 73 | 43 | 32 | 218 | 110 | 25 | 281 | 18 | 196 |
| SILHOUETTE DONNA | 1475 | 177 | 170 | 39 | 34 | 98 | 172 | 106 | 25 | 515 | 92 | 67 | 214 | 18 | 281 |
| SPEAK UP | 272 | 15 | 14 | 2 | 10 | 11 | 21 | 7 | 7 | 44 | 49 | 5 | 39 | 0 | 41 |
| STARBENE | 2135 | 157 | 181 | 74 | 56 | 108 | 220 | 135 | 39 | 568 | 212 | 81 | 331 | 20 | 454 |
| STARTER | 157 | 4 | 2 | 41 | 35 | 2 | 7 | 4 | 2 | 19 | 16 | 6 | 20 | 6 | 16 |
| TUTTI FOTOGRAFI | 230 | 5 | 9 | 24 | 10 | 8 | 10 | 8 | 12 | 27 | 58 | 10 | 35 | 5 | 27 |
| TUTTO | 893 | 37 | 54 | 47 | 34 | 22 | 87 | 28 | 13 | 139 | 74 | 29 | 136 | 21 | 127 |
| TUTTOMOTO | 1053 | 34 | 33 | 163 | 170 | 8 | 61 | 18 | 19 | 97 | 115 | 41 | 111 | 11 | 138 |
| TUTTOTURISMO | 337 | 31 | 20 | 17 | 31 | 13 | 23 | 14 | 2 | 73 | 56 | 7 | 63 | 8 | 58 |
| VERA | 1260 | 126 | 154 | 33 | 17 | 123 | 180 | 98 | 28 | 477 | 66 | 78 | 214 | 16 | 287 |
| VIAGGIARE | 360 | 21 | 28 | 50 | 36 | 18 | 33 | 14 | 5 | 71 | 79 | 8 | 53 | 8 | 54 |
| VITALITY | 274 | 40 | 45 | 12 | 7 | 27 | 35 | 20 | 4 | 122 | 17 | 9 | 34 | 4 | 62 |
| VOGUE ITALIA | 1025 | 137 | 123 | 53 | 58 | 51 | 105 | 52 | 25 | 268 | 141 | 49 | 144 | 13 | 223 |
| WEEKEND VIAGGI | 255 | 17 | 26 | 16 | 11 | 10 | 26 | 12 | 6 | 65 | 48 | 10 | 25 | 9 | 50 |
| DIANA (QUATTORDICINALE) | 348 | 14 | 11 | 15 | 25 | 10 | 16 | 6 | 0 | 35 | 27 | 13 | 38 | 2 | 47 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Guida TV | Intimità | Magazine Beautiful | Il Mondo | Motosprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| **POPOLAZIONE** | **49445** | **1487** | **401** | **1238** | **1810** | **482** | **1729** | **1192** | **351** | **113** | **585** | **1465** | **4430** | **3507** | **8586** |
| AMICA | **1234** | 334 | 20 | 74 | 416 | 14 | 60 | 79 | 35 | 12 | 26 | 192 | 327 | 195 | 376 |
| ANNA | **1397** | 385 | 26 | 73 | 429 | 17 | 77 | 79 | 29 | 7 | 22 | 186 | 392 | 219 | 404 |
| AUTO OGGI | **866** | 54 | 20 | 42 | 64 | 41 | 57 | 35 | 15 | 11 | 126 | 66 | 156 | 168 | 316 |
| AUTOSPRINT | **758** | 38 | 13 | 36 | 67 | 67 | 63 | 25 | 17 | 6 | 179 | 58 | 126 | 126 | 268 |
| BELLA | **721** | 145 | 5 | 71 | 156 | 4 | 39 | 86 | 9 | 3 | 5 | 80 | 185 | 79 | 223 |
| CHI | **1712** | 220 | 24 | 117 | 231 | 32 | 91 | 112 | 54 | 0 | 20 | 319 | 564 | 246 | 648 |
| CONFIDENZE | **1037** | 104 | 12 | 119 | 136 | 9 | 72 | 360 | 22 | 7 | 10 | 99 | 239 | 103 | 347 |
| DOMENICA QUIZ | **392** | 32 | 0 | 23 | 36 | 11 | 51 | 25 | 4 | 9 | 7 | 25 | 97 | 66 | 97 |
| DONNA MODERNA | **4060** | 544 | 48 | 184 | 668 | 50 | 224 | 239 | 71 | 11 | 50 | 329 | 849 | 568 | 1233 |
| L'ESPRESSO | **2321** | 130 | 27 | 46 | 149 | 69 | 176 | 75 | 18 | 43 | 56 | 144 | 406 | 871 | 515 |
| EVA EXPRESS TREMILA | **783** | 96 | 10 | 65 | 115 | 25 | 53 | 61 | 16 | 2 | 22 | 370 | 248 | 136 | 341 |
| FAMIGLIA CRISTIANA | **5215** | 291 | 216 | 174 | 293 | 67 | 234 | 203 | 68 | 20 | 57 | 197 | 775 | 541 | 1044 |
| FILM TV | **317** | 17 | 4 | 25 | 17 | 11 | 35 | 13 | 8 | 0 | 15 | 25 | 54 | 49 | 68 |
| GENTE | **4387** | 542 | 55 | 221 | 468 | 66 | 250 | 256 | 63 | 7 | 61 | 425 | 1779 | 651 | 1200 |
| GIOIA | **1487** | 1487 | 24 | 83 | 512 | 27 | 87 | 95 | 31 | 5 | 30 | 192 | 405 | 263 | 489 |
| IL GIORNALINO | **401** | 24 | 401 | 12 | 26 | 4 | 24 | 16 | 27 | 3 | 23 | 10 | 48 | 51 | 82 |
| GRAND HOTEL | **1238** | 83 | 12 | 1238 | 88 | 24 | 85 | 144 | 15 | 5 | 42 | 115 | 212 | 91 | 390 |
| GRAZIA | **1810** | 512 | 26 | 88 | 1810 | 20 | 100 | 101 | 40 | 5 | 31 | 222 | 462 | 315 | 532 |
| GUERIN SPORTIVO | **482** | 27 | 4 | 24 | 20 | 482 | 33 | 13 | 6 | 5 | 35 | 45 | 87 | 81 | 183 |
| GUIDA TV | **1729** | 87 | 24 | 85 | 100 | 33 | 1729 | 76 | 32 | 7 | 58 | 107 | 259 | 174 | 421 |
| INTIMITA' | **1192** | 95 | 16 | 144 | 101 | 13 | 76 | 1192 | 21 | 0 | 16 | 113 | 250 | 88 | 300 |
| MAGAZINE BEAUTIFUL | **351** | 31 | 27 | 15 | 40 | 6 | 32 | 21 | 351 | 0 | 19 | 29 | 73 | 33 | 132 |
| IL MONDO | **113** | 5 | 3 | 5 | 5 | 5 | 7 | 0 | 0 | 113 | 0 | 5 | 10 | 46 | 24 |
| MOTOSPRINT | **585** | 30 | 23 | 42 | 31 | 35 | 58 | 16 | 19 | 0 | 585 | 51 | 61 | 98 | 214 |
| NOVELLA 2000 | **1465** | 192 | 10 | 115 | 222 | 45 | 107 | 113 | 29 | 5 | 51 | 1465 | 423 | 229 | 591 |
| OGGI | **4430** | 405 | 48 | 212 | 462 | 87 | 259 | 250 | 73 | 10 | 61 | 423 | 4430 | 672 | 1181 |
| PANORAMA | **3507** | 263 | 51 | 91 | 315 | 81 | 174 | 88 | 33 | 46 | 98 | 229 | 672 | 3507 | 1005 |
| SORRISI E CANZONI TV | **8586** | 489 | 82 | 390 | 532 | 183 | 421 | 300 | 132 | 24 | 214 | 591 | 1181 | 1005 | 8586 |
| STOP | **750** | 55 | 14 | 120 | 69 | 16 | 73 | 84 | 14 | 0 | 16 | 146 | 226 | 69 | 208 |
| TELEPIU' | **2157** | 119 | 41 | 111 | 166 | 67 | 146 | 71 | 43 | 9 | 73 | 165 | 285 | 245 | 576 |
| TELESETTE | **2296** | 119 | 47 | 104 | 103 | 52 | 152 | 120 | 30 | 9 | 61 | 149 | 318 | 250 | 471 |
| TOPOLINO | **2675** | 165 | 116 | 131 | 188 | 53 | 218 | 127 | 76 | 22 | 85 | 144 | 390 | 436 | 831 |
| VISTO | **741** | 75 | 13 | 77 | 74 | 11 | 45 | 58 | 14 | 3 | 12 | 131 | 231 | 115 | 242 |
| VIVERSANI & BELLI | **1929** | 222 | 23 | 123 | 244 | 22 | 129 | 119 | 37 | 9 | 38 | 172 | 345 | 266 | 606 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 93 | 26 | 36 | 166 | 21 | 52 | 48 | 9 | 22 | 20 | 49 | 245 | 284 | 297 |
| DIARIO DELLA SETTIMANA | **165** | 7 | 0 | 0 | 16 | 2 | 8 | 4 | 2 | 6 | 4 | 3 | 13 | 33 | 19 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 124 | 54 | 94 | 97 | 137 | 167 | 68 | 28 | 12 | 153 | 147 | 340 | 387 | 847 |
| IO DONNA | **2071** | 187 | 42 | 50 | 255 | 14 | 54 | 60 | 20 | 31 | 19 | 86 | 389 | 354 | 394 |
| SETTE | **2509** | 134 | 42 | 43 | 153 | 42 | 73 | 61 | 19 | 38 | 39 | 74 | 409 | 459 | 411 |
| SPECCHIO DELLA STAMPA | **1306** | 79 | 27 | 65 | 99 | 25 | 73 | 46 | 23 | 11 | 26 | 66 | 216 | 220 | 349 |
| TV SETTE | **2696** | 149 | 69 | 72 | 183 | 43 | 98 | 85 | 32 | 24 | 49 | 114 | 440 | 447 | 483 |
| IL VENERDI' | **4025** | 216 | 41 | 91 | 275 | 82 | 186 | 127 | 20 | 42 | 62 | 144 | 578 | 747 | 763 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Guida TV | Intimità | Magazine Beautiful | Il Mondo | Moto-sprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| POPOLAZIONE | 49445 | 1487 | 401 | 1238 | 1810 | 482 | 1729 | 1192 | 351 | 113 | 585 | 1465 | 4430 | 3507 | 8586 |
| ABITARE | 449 | 28 | 8 | 4 | 47 | 10 | 22 | 2 | 1 | 1 | 9 | 12 | 74 | 111 | 92 |
| AD | 677 | 66 | 15 | 6 | 95 | 10 | 27 | 10 | 4 | 3 | 11 | 34 | 85 | 172 | 104 |
| AIRONE | 1090 | 57 | 31 | 36 | 87 | 27 | 70 | 32 | 22 | 6 | 39 | 41 | 222 | 241 | 240 |
| AMADEUS | 186 | 11 | 0 | 4 | 19 | 4 | 19 | 5 | 0 | 5 | 3 | 16 | 26 | 39 | 30 |
| ARCHEO | 322 | 17 | 7 | 2 | 19 | 11 | 16 | 12 | 0 | 5 | 2 | 8 | 54 | 62 | 41 |
| ASTRA | 554 | 60 | 12 | 28 | 84 | 2 | 49 | 32 | 16 | 2 | 4 | 60 | 106 | 69 | 198 |
| A TAVOLA | 222 | 46 | 5 | 9 | 45 | 5 | 24 | 17 | 1 | 1 | 3 | 25 | 45 | 41 | 67 |
| AUTO | 1289 | 53 | 15 | 44 | 62 | 86 | 87 | 33 | 4 | 8 | 146 | 87 | 169 | 222 | 420 |
| L'AUTOMOBILE | 1337 | 33 | 16 | 41 | 71 | 35 | 95 | 48 | 10 | 4 | 84 | 75 | 200 | 184 | 337 |
| BELL'EUROPA | 373 | 36 | 6 | 15 | 49 | 10 | 20 | 12 | 5 | 2 | 8 | 11 | 54 | 89 | 72 |
| BELL'ITALIA | 746 | 46 | 10 | 18 | 51 | 24 | 50 | 19 | 10 | 11 | 13 | 27 | 128 | 176 | 144 |
| BENISSIMO | 440 | 55 | 0 | 27 | 65 | 0 | 14 | 42 | 3 | 0 | 7 | 38 | 82 | 48 | 144 |
| BIMBI SANI E BELLI | 1209 | 106 | 10 | 64 | 114 | 17 | 98 | 78 | 14 | 3 | 18 | 92 | 160 | 131 | 389 |
| BRAVA CASA | 1164 | 106 | 26 | 40 | 138 | 9 | 61 | 50 | 23 | 10 | 15 | 73 | 191 | 165 | 269 |
| BUONA CUCINA | 623 | 77 | 2 | 56 | 106 | 10 | 63 | 46 | 5 | 0 | 14 | 59 | 139 | 52 | 199 |
| BURDA | 1286 | 88 | 23 | 96 | 138 | 6 | 59 | 73 | 18 | 7 | 16 | 74 | 185 | 91 | 364 |
| CAPITAL | 470 | 32 | 7 | 8 | 38 | 25 | 4 | 6 | 2 | 22 | 22 | 40 | 88 | 147 | 117 |
| CARNET | 240 | 8 | 0 | 4 | 21 | 0 | 4 | 6 | 0 | 2 | 4 | 6 | 32 | 52 | 51 |
| CASAVIVA | 1846 | 145 | 29 | 59 | 217 | 20 | 84 | 78 | 16 | 5 | 21 | 115 | 306 | 292 | 427 |
| CENTO COSE ENERGY | 783 | 97 | 11 | 43 | 159 | 17 | 42 | 37 | 27 | 3 | 24 | 78 | 167 | 125 | 301 |
| CIAK | 941 | 58 | 10 | 27 | 89 | 35 | 53 | 28 | 40 | 13 | 55 | 54 | 162 | 176 | 433 |
| CIPRIA | 395 | 53 | 7 | 12 | 89 | 3 | 28 | 17 | 3 | 6 | 2 | 17 | 63 | 79 | 108 |
| CLASS | 315 | 19 | 4 | 3 | 26 | 19 | 21 | 3 | 0 | 8 | 12 | 15 | 52 | 114 | 91 |
| CLUB 3 | 219 | 16 | 3 | 2 | 21 | 0 | 9 | 4 | 0 | 1 | 0 | 4 | 36 | 29 | 28 |
| COME STAI | 354 | 16 | 4 | 25 | 38 | 4 | 16 | 11 | 18 | 3 | 2 | 14 | 84 | 38 | 76 |
| CONSIGLI PRATICI | 278 | 22 | 10 | 27 | 22 | 5 | 28 | 56 | 7 | 3 | 3 | 23 | 64 | 28 | 68 |
| COSE DI CASA | 1942 | 144 | 34 | 86 | 198 | 34 | 101 | 74 | 25 | 8 | 22 | 130 | 291 | 209 | 507 |
| LA CUCINA ITALIANA | 995 | 68 | 10 | 51 | 112 | 4 | 68 | 58 | 8 | 2 | 15 | 69 | 158 | 107 | 237 |
| CUCINA MODERNA | 1076 | 89 | 14 | 87 | 138 | 16 | 75 | 69 | 8 | 2 | 20 | 81 | 201 | 143 | 364 |
| DONNA | 1021 | 123 | 20 | 42 | 180 | 20 | 65 | 61 | 46 | 8 | 21 | 114 | 209 | 117 | 327 |
| DONNA E MAMMA | 462 | 44 | 6 | 12 | 42 | 3 | 39 | 31 | 3 | 0 | 12 | 29 | 54 | 47 | 128 |
| DOVE | 525 | 37 | 5 | 2 | 53 | 8 | 23 | 12 | 3 | 12 | 18 | 17 | 84 | 143 | 129 |
| ELLE | 610 | 113 | 10 | 20 | 174 | 10 | 18 | 27 | 4 | 2 | 9 | 80 | 135 | 141 | 179 |
| ELLE DECOR | 200 | 35 | 4 | 5 | 29 | 2 | 7 | 7 | 1 | 8 | 0 | 14 | 39 | 37 | 38 |
| FOCUS | 3389 | 147 | 60 | 95 | 235 | 86 | 191 | 103 | 32 | 16 | 98 | 172 | 502 | 639 | 905 |
| GARDENIA | 373 | 21 | 2 | 14 | 39 | 7 | 18 | 9 | 7 | 6 | 8 | 19 | 57 | 72 | 50 |
| GENTE MESE | 1483 | 153 | 29 | 68 | 166 | 42 | 87 | 95 | 25 | 6 | 40 | 177 | 419 | 211 | 496 |
| GENTE MONEY | 315 | 25 | 8 | 5 | 26 | 18 | 12 | 5 | 3 | 16 | 5 | 7 | 45 | 101 | 79 |
| GENTE MOTORI | 1765 | 76 | 35 | 48 | 99 | 92 | 127 | 52 | 10 | 10 | 160 | 128 | 269 | 300 | 535 |
| GENTE VIAGGI | 872 | 94 | 6 | 11 | 97 | 24 | 90 | 28 | 4 | 13 | 37 | 48 | 167 | 208 | 286 |
| GLAMOUR | 432 | 58 | 5 | 12 | 92 | 3 | 17 | 19 | 10 | 3 | 8 | 58 | 71 | 81 | 152 |
| GULLIVER | 337 | 18 | 9 | 8 | 44 | 9 | 28 | 4 | 6 | 10 | 20 | 17 | 61 | 109 | 80 |
| IN CASA | 209 | 20 | 3 | 9 | 20 | 5 | 23 | 19 | 5 | 5 | 8 | 23 | 49 | 30 | 70 |
| INSIEME | 444 | 43 | 13 | 28 | 40 | 6 | 48 | 34 | 9 | 2 | 9 | 44 | 87 | 42 | 147 |
| IO E IL MIO BAMBINO | 990 | 87 | 12 | 42 | 74 | 10 | 92 | 48 | 12 | 1 | 14 | 68 | 125 | 99 | 282 |
| JESUS | 206 | 21 | 28 | 3 | 11 | 12 | 12 | 6 | 8 | 0 | 4 | 9 | 54 | 40 | 42 |
| MADRE | 218 | 16 | 17 | 7 | 7 | 0 | 16 | 18 | 3 | 0 | 3 | 13 | 38 | 13 | 48 |
| MARIE CLAIRE | 1065 | 185 | 11 | 50 | 259 | 17 | 48 | 38 | 14 | 8 | 27 | 118 | 209 | 216 | 349 |
| MAX | 1725 | 124 | 30 | 52 | 142 | 78 | 93 | 61 | 20 | 5 | 82 | 172 | 286 | 332 | 577 |
| MERIDIANI | 211 | 12 | 0 | 3 | 23 | 3 | 10 | 0 | 2 | 0 | 1 | 8 | 35 | 51 | 52 |
| MESSAGGERO DI S.ANTONIO | 1771 | 67 | 29 | 73 | 102 | 25 | 91 | 61 | 17 | 13 | 22 | 39 | 244 | 136 | 364 |
| LA MIA BOUTIQUE | 460 | 23 | 11 | 33 | 47 | 0 | 15 | 14 | 5 | 0 | 2 | 16 | 63 | 48 | 151 |
| LA MIA CASA | 409 | 36 | 7 | 21 | 45 | 11 | 47 | 10 | 9 | 6 | 5 | 47 | 82 | 54 | 126 |
| MILLIONAIRE INTRAPRENDERE | 666 | 58 | 20 | 24 | 57 | 34 | 40 | 14 | 9 | 5 | 38 | 52 | 123 | 153 | 204 |
| NAUTICA | 278 | 11 | 0 | 6 | 16 | 8 | 16 | 2 | 0 | 2 | 20 | 13 | 34 | 54 | 53 |
| PESCARE | 579 | 21 | 5 | 24 | 33 | 23 | 45 | 17 | 6 | 0 | 36 | 36 | 95 | 100 | 168 |
| PRATICA | 470 | 61 | 4 | 17 | 67 | 4 | 35 | 39 | 8 | 3 | 7 | 17 | 85 | 41 | 137 |
| QUATTRORUOTE | 5663 | 217 | 76 | 159 | 278 | 151 | 323 | 126 | 56 | 29 | 285 | 308 | 745 | 904 | 1547 |
| QUATTRO ZAMPE | 516 | 32 | 18 | 33 | 44 | 14 | 52 | 17 | 9 | 2 | 24 | 42 | 78 | 78 | 175 |
| QUI TOURING | 1004 | 26 | 20 | 10 | 69 | 13 | 34 | 13 | 7 | 15 | 13 | 18 | 157 | 188 | 161 |
| RAKAM | 611 | 79 | 6 | 33 | 75 | 3 | 29 | 31 | 10 | 10 | 3 | 29 | 124 | 73 | 117 |
| SALE & PEPE | 740 | 70 | 5 | 34 | 121 | 3 | 39 | 52 | 12 | 0 | 11 | 53 | 145 | 96 | 213 |
| SALVE | 432 | 47 | 6 | 12 | 54 | 2 | 30 | 27 | 12 | 6 | 7 | 42 | 99 | 111 | 116 |
| SCIENZA & VITA | 248 | 11 | 8 | 8 | 11 | 6 | 5 | 9 | 3 | 0 | 8 | 14 | 47 | 42 | 45 |
| LE SCIENZE | 469 | 19 | 7 | 8 | 25 | 13 | 34 | 9 | 5 | 3 | 5 | 20 | 64 | 108 | 81 |
| SELEZIONE READER'S DIGEST | 1222 | 72 | 21 | 34 | 79 | 33 | 90 | 46 | 11 | 2 | 39 | 63 | 216 | 204 | 335 |
| SILHOUETTE DONNA | 1475 | 188 | 25 | 98 | 255 | 10 | 102 | 102 | 63 | 7 | 42 | 110 | 249 | 212 | 523 |
| SPEAK UP | 272 | 21 | 14 | 3 | 18 | 11 | 11 | 6 | 4 | 0 | 2 | 5 | 31 | 61 | 88 |
| STARBENE | 2135 | 191 | 33 | 90 | 242 | 24 | 137 | 127 | 43 | 10 | 44 | 167 | 417 | 348 | 679 |
| STARTER | 157 | 5 | 5 | 10 | 7 | 8 | 16 | 1 | 1 | 0 | 23 | 8 | 22 | 15 | 65 |
| TUTTI FOTOGRAFI | 230 | 12 | 6 | 11 | 11 | 1 | 33 | 2 | 0 | 9 | 5 | 10 | 31 | 64 | 51 |
| TUTTO | 893 | 75 | 25 | 22 | 74 | 29 | 47 | 35 | 79 | 2 | 39 | 68 | 129 | 146 | 424 |
| TUTTOMOTO | 1053 | 50 | 24 | 37 | 42 | 58 | 75 | 16 | 21 | 2 | 226 | 62 | 127 | 154 | 363 |
| TUTTOTURISMO | 337 | 23 | 0 | 22 | 29 | 19 | 30 | 8 | 7 | 2 | 13 | 18 | 71 | 53 | 145 |
| VERA | 1260 | 168 | 26 | 72 | 203 | 16 | 83 | 94 | 36 | 6 | 21 | 134 | 311 | 118 | 460 |
| VIAGGIARE | 360 | 26 | 2 | 21 | 38 | 10 | 23 | 4 | 5 | 6 | 18 | 27 | 76 | 91 | 127 |
| VITALITY | 274 | 43 | 5 | 13 | 62 | 0 | 21 | 18 | 6 | 3 | 11 | 23 | 66 | 47 | 94 |
| VOGUE ITALIA | 1025 | 130 | 16 | 31 | 187 | 25 | 74 | 55 | 21 | 3 | 39 | 127 | 201 | 188 | 333 |
| WEEKEND VIAGGI | 255 | 29 | 0 | 14 | 23 | 8 | 21 | 11 | 3 | 5 | 9 | 16 | 55 | 46 | 82 |
| DIANA (QUATTORDICINALE) | 348 | 11 | 0 | 15 | 15 | 9 | 28 | 7 | 0 | 1 | 11 | 26 | 60 | 52 | 104 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Stop | Telepiù | Tele-sette | Topolino | Visto | Viver-sani & Belli | D La Re-pubblica delle Donne Suppl. | Diario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Ve-nerdì Suppl. |
| **POPOLAZIONE** | **49445** | **750** | **2157** | **2296** | **2675** | **741** | **1929** | **1691** | **165** | **2451** | **2071** | **2509** | **1306** | **2696** | **4025** |
| AMICA | **1234** | 51 | 107 | 81 | 125 | 76 | 198 | 120 | 12 | 63 | 199 | 129 | 67 | 150 | 215 |
| ANNA | **1397** | 63 | 115 | 80 | 134 | 69 | 181 | 130 | 3 | 70 | 226 | 168 | 92 | 198 | 204 |
| AUTO OGGI | **866** | 28 | 96 | 83 | 139 | 35 | 83 | 45 | 1 | 183 | 42 | 66 | 51 | 71 | 130 |
| AUTOSPRINT | **758** | 21 | 72 | 55 | 91 | 22 | 52 | 38 | 2 | 184 | 23 | 60 | 31 | 68 | 125 |
| BELLA | **721** | 65 | 49 | 50 | 48 | 43 | 170 | 61 | 3 | 30 | 87 | 56 | 31 | 71 | 79 |
| CHI | **1712** | 135 | 152 | 139 | 186 | 132 | 188 | 111 | 4 | 177 | 170 | 166 | 93 | 177 | 207 |
| CONFIDENZE | **1037** | 59 | 100 | 97 | 108 | 66 | 117 | 39 | 7 | 61 | 74 | 50 | 53 | 77 | 91 |
| DOMENICA QUIZ | **392** | 14 | 33 | 48 | 70 | 11 | 20 | 35 | 6 | 48 | 41 | 47 | 29 | 50 | 77 |
| DONNA MODERNA | **4060** | 138 | 272 | 233 | 400 | 149 | 584 | 277 | 27 | 254 | 468 | 396 | 186 | 448 | 562 |
| L'ESPRESSO | **2321** | 52 | 156 | 188 | 292 | 69 | 132 | 350 | 45 | 262 | 239 | 348 | 203 | 325 | 812 |
| EVA EXPRESS TREMILA | **783** | 108 | 74 | 107 | 86 | 93 | 95 | 26 | 1 | 101 | 50 | 51 | 41 | 67 | 93 |
| FAMIGLIA CRISTIANA | **5215** | 106 | 244 | 277 | 415 | 121 | 315 | 178 | 8 | 338 | 306 | 337 | 201 | 372 | 480 |
| FILM TV | **317** | 7 | 43 | 39 | 31 | 7 | 28 | 24 | 0 | 39 | 23 | 36 | 23 | 37 | 42 |
| GENTE | **4387** | 216 | 308 | 305 | 416 | 196 | 369 | 241 | 20 | 328 | 326 | 366 | 199 | 401 | 561 |
| GIOIA | **1487** | 55 | 119 | 119 | 165 | 75 | 222 | 93 | 7 | 124 | 187 | 134 | 79 | 149 | 216 |
| IL GIORNALINO | **401** | 14 | 41 | 47 | 116 | 13 | 23 | 26 | 0 | 54 | 42 | 42 | 27 | 69 | 41 |
| GRAND HOTEL | **1238** | 120 | 111 | 104 | 131 | 77 | 123 | 36 | 0 | 94 | 50 | 43 | 65 | 72 | 91 |
| GRAZIA | **1810** | 69 | 166 | 103 | 188 | 74 | 244 | 166 | 16 | 97 | 255 | 153 | 99 | 183 | 275 |
| GUERIN SPORTIVO | **482** | 16 | 67 | 52 | 53 | 11 | 22 | 21 | 2 | 137 | 14 | 42 | 25 | 43 | 82 |
| GUIDA TV | **1729** | 73 | 146 | 152 | 218 | 45 | 129 | 52 | 8 | 167 | 54 | 73 | 73 | 98 | 186 |
| INTIMITA' | **1192** | 84 | 71 | 120 | 127 | 58 | 119 | 48 | 4 | 68 | 60 | 61 | 46 | 85 | 127 |
| MAGAZINE BEAUTIFUL | **351** | 14 | 43 | 30 | 76 | 14 | 37 | 9 | 2 | 28 | 20 | 19 | 23 | 32 | 20 |
| IL MONDO | **113** | 0 | 9 | 9 | 22 | 3 | 9 | 22 | 6 | 12 | 31 | 38 | 11 | 24 | 42 |
| MOTOSPRINT | **585** | 16 | 73 | 61 | 85 | 12 | 38 | 20 | 4 | 153 | 19 | 39 | 26 | 49 | 62 |
| NOVELLA 2000 | **1465** | 146 | 165 | 149 | 144 | 131 | 172 | 49 | 3 | 147 | 86 | 74 | 66 | 114 | 144 |
| OGGI | **4430** | 226 | 285 | 318 | 390 | 231 | 345 | 245 | 13 | 340 | 389 | 409 | 216 | 440 | 578 |
| PANORAMA | **3507** | 69 | 245 | 250 | 436 | 115 | 266 | 284 | 33 | 387 | 354 | 459 | 220 | 447 | 747 |
| SORRISI E CANZONI TV | **8586** | 208 | 576 | 471 | 831 | 242 | 606 | 297 | 19 | 847 | 394 | 411 | 349 | 483 | 763 |
| STOP | **750** | 750 | 57 | 44 | 56 | 118 | 66 | 25 | 0 | 47 | 55 | 42 | 28 | 66 | 60 |
| TELEPIU' | **2157** | 57 | 2157 | 226 | 227 | 59 | 152 | 108 | 5 | 258 | 90 | 138 | 95 | 157 | 229 |
| TELESETTE | **2296** | 44 | 226 | 2296 | 221 | 62 | 159 | 97 | 6 | 186 | 88 | 108 | 109 | 161 | 288 |
| TOPOLINO | **2675** | 56 | 227 | 221 | 2675 | 83 | 200 | 210 | 22 | 319 | 252 | 261 | 183 | 314 | 472 |
| VISTO | **741** | 118 | 59 | 62 | 83 | 741 | 109 | 12 | 2 | 69 | 51 | 37 | 40 | 58 | 50 |
| VIVERSANI & BELLI | **1929** | 66 | 152 | 159 | 200 | 109 | 1929 | 134 | 2 | 140 | 120 | 118 | 136 | 165 | 265 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 25 | 108 | 97 | 210 | 12 | 134 | 1691 | 60 | 142 | 344 | 305 | 149 | 266 | 1285 |
| DIARIO DELLA SETTIMANA | **165** | 0 | 5 | 6 | 22 | 2 | 2 | 60 | 165 | 19 | 28 | 44 | 37 | 38 | 87 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 47 | 258 | 186 | 319 | 69 | 140 | 142 | 19 | 2451 | 191 | 305 | 144 | 325 | 472 |
| IO DONNA | **2071** | 55 | 90 | 88 | 252 | 51 | 120 | 344 | 28 | 191 | 2071 | 1234 | 168 | 1195 | 544 |
| SETTE | **2509** | 42 | 138 | 108 | 261 | 37 | 118 | 305 | 44 | 305 | 1234 | 2509 | 191 | 1909 | 673 |
| SPECCHIO DELLA STAMPA | **1306** | 28 | 95 | 109 | 183 | 40 | 136 | 149 | 37 | 144 | 168 | 191 | 1306 | 204 | 375 |
| TV SETTE | **2696** | 66 | 157 | 161 | 314 | 58 | 165 | 266 | 38 | 325 | 1195 | 1909 | 204 | 2696 | 649 |
| IL VENERDI' | **4025** | 60 | 229 | 288 | 472 | 50 | 265 | 1285 | 87 | 472 | 544 | 673 | 375 | 649 | 4025 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Stop | Telepiù | Tele-sette | Topolino | Visto | Viver-sani & Belli | D La Re-pubblica delle Donne Suppl. | Diario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Venerdì Suppl. |
| POPOLAZIONE | 49445 | 750 | 2157 | 2296 | 2675 | 741 | 1929 | 1691 | 165 | 2451 | 2071 | 2509 | 1306 | 2696 | 4025 |
| ABITARE | 449 | 9 | 42 | 23 | 65 | 15 | 31 | 65 | 5 | 40 | 76 | 84 | 41 | 80 | 122 |
| AD | 677 | 13 | 54 | 24 | 83 | 9 | 49 | 101 | 4 | 50 | 108 | 100 | 40 | 83 | 168 |
| AIRONE | 1090 | 11 | 71 | 78 | 176 | 21 | 89 | 120 | 11 | 120 | 153 | 192 | 112 | 176 | 280 |
| AMADEUS | 186 | 4 | 20 | 12 | 27 | 3 | 9 | 33 | 7 | 8 | 31 | 28 | 15 | 29 | 64 |
| ARCHEO | 322 | 1 | 4 | 17 | 43 | 2 | 23 | 55 | 4 | 26 | 54 | 54 | 30 | 55 | 100 |
| ASTRA | 554 | 24 | 55 | 51 | 76 | 20 | 59 | 37 | 2 | 47 | 43 | 48 | 38 | 50 | 86 |
| A TAVOLA | 222 | 8 | 24 | 31 | 24 | 10 | 21 | 19 | 2 | 24 | 32 | 30 | 14 | 33 | 28 |
| AUTO | 1289 | 38 | 130 | 116 | 152 | 41 | 77 | 58 | 6 | 290 | 65 | 100 | 76 | 113 | 201 |
| L'AUTOMOBILE | 1337 | 36 | 107 | 110 | 167 | 17 | 88 | 93 | 8 | 182 | 106 | 139 | 73 | 167 | 212 |
| BELL'EUROPA | 373 | 4 | 22 | 22 | 44 | 8 | 19 | 64 | 2 | 31 | 88 | 91 | 35 | 81 | 121 |
| BELL'ITALIA | 746 | 10 | 38 | 29 | 77 | 11 | 48 | 101 | 10 | 70 | 123 | 137 | 79 | 141 | 211 |
| BENISSIMO | 440 | 21 | 45 | 48 | 52 | 22 | 79 | 27 | 4 | 22 | 45 | 35 | 27 | 34 | 51 |
| BIMBI SANI E BELLI | 1209 | 29 | 102 | 135 | 153 | 49 | 232 | 64 | 4 | 86 | 85 | 86 | 47 | 103 | 153 |
| BRAVA CASA | 1164 | 24 | 75 | 87 | 149 | 42 | 125 | 85 | 9 | 96 | 128 | 145 | 83 | 129 | 191 |
| BUONA CUCINA | 623 | 39 | 61 | 66 | 72 | 28 | 71 | 31 | 1 | 53 | 46 | 43 | 47 | 45 | 76 |
| BURDA | 1286 | 29 | 90 | 104 | 125 | 40 | 162 | 67 | 7 | 44 | 82 | 60 | 67 | 67 | 118 |
| CAPITAL | 470 | 16 | 44 | 36 | 79 | 16 | 54 | 60 | 2 | 79 | 68 | 93 | 50 | 73 | 149 |
| CARNET | 240 | 5 | 13 | 7 | 26 | 5 | 7 | 36 | 14 | 17 | 62 | 60 | 31 | 56 | 62 |
| CASAVIVA | 1846 | 49 | 112 | 134 | 223 | 36 | 183 | 151 | 16 | 103 | 206 | 193 | 111 | 164 | 307 |
| CENTO COSE ENERGY | 783 | 27 | 67 | 62 | 98 | 37 | 138 | 88 | 6 | 95 | 109 | 70 | 63 | 75 | 141 |
| CIAK | 941 | 23 | 106 | 100 | 158 | 31 | 66 | 97 | 11 | 168 | 103 | 111 | 61 | 111 | 197 |
| CIPRIA | 395 | 10 | 41 | 27 | 38 | 9 | 61 | 52 | 8 | 23 | 74 | 54 | 33 | 47 | 82 |
| CLASS | 315 | 2 | 21 | 17 | 54 | 8 | 24 | 51 | 0 | 57 | 49 | 67 | 36 | 57 | 92 |
| CLUB 3 | 219 | 0 | 13 | 17 | 18 | 3 | 12 | 15 | 3 | 7 | 37 | 44 | 5 | 35 | 40 |
| COME STAI | 354 | 12 | 27 | 45 | 35 | 11 | 104 | 31 | 0 | 17 | 18 | 26 | 25 | 29 | 54 |
| CONSIGLI PRATICI | 278 | 27 | 23 | 31 | 48 | 21 | 32 | 2 | 0 | 25 | 19 | 21 | 15 | 15 | 36 |
| COSE DI CASA | 1942 | 52 | 137 | 162 | 223 | 54 | 216 | 142 | 6 | 147 | 224 | 215 | 129 | 236 | 301 |
| LA CUCINA ITALIANA | 995 | 32 | 70 | 81 | 138 | 33 | 83 | 93 | 13 | 83 | 125 | 129 | 75 | 139 | 157 |
| CUCINA MODERNA | 1076 | 31 | 103 | 81 | 116 | 53 | 133 | 86 | 0 | 92 | 92 | 80 | 92 | 88 | 159 |
| DONNA | 1021 | 36 | 109 | 69 | 116 | 35 | 140 | 77 | 5 | 112 | 67 | 65 | 52 | 87 | 127 |
| DONNA E MAMMA | 462 | 4 | 26 | 54 | 60 | 16 | 64 | 17 | 0 | 32 | 39 | 31 | 14 | 35 | 59 |
| DOVE | 525 | 9 | 43 | 12 | 53 | 11 | 32 | 77 | 6 | 63 | 133 | 128 | 67 | 107 | 148 |
| ELLE | 610 | 17 | 47 | 36 | 68 | 15 | 63 | 101 | 14 | 51 | 100 | 71 | 40 | 69 | 147 |
| ELLE DECOR | 200 | 4 | 9 | 22 | 18 | 13 | 18 | 43 | 6 | 15 | 66 | 43 | 17 | 26 | 58 |
| FOCUS | 3389 | 53 | 237 | 231 | 469 | 59 | 223 | 274 | 26 | 417 | 257 | 314 | 234 | 318 | 602 |
| GARDENIA | 373 | 5 | 25 | 20 | 42 | 8 | 25 | 57 | 5 | 33 | 56 | 60 | 15 | 50 | 100 |
| GENTE MESE | 1483 | 72 | 146 | 142 | 224 | 90 | 146 | 70 | 9 | 154 | 116 | 142 | 100 | 140 | 229 |
| GENTE MONEY | 315 | 7 | 32 | 23 | 53 | 4 | 27 | 32 | 2 | 55 | 33 | 53 | 31 | 48 | 140 |
| GENTE MOTORI | 1765 | 43 | 171 | 163 | 232 | 52 | 132 | 59 | 15 | 316 | 103 | 136 | 85 | 174 | 236 |
| GENTE VIAGGI | 872 | 28 | 114 | 73 | 135 | 28 | 80 | 98 | 9 | 144 | 108 | 134 | 82 | 126 | 234 |
| GLAMOUR | 432 | 12 | 39 | 16 | 38 | 15 | 66 | 48 | 4 | 26 | 42 | 40 | 28 | 50 | 62 |
| GULLIVER | 337 | 5 | 31 | 26 | 57 | 11 | 30 | 46 | 4 | 45 | 52 | 66 | 43 | 67 | 98 |
| IN CASA | 209 | 10 | 15 | 19 | 20 | 4 | 29 | 29 | 4 | 25 | 36 | 36 | 14 | 33 | 50 |
| INSIEME | 444 | 16 | 46 | 38 | 70 | 29 | 68 | 31 | 3 | 30 | 35 | 30 | 20 | 34 | 65 |
| IO E IL MIO BAMBINO | 990 | 25 | 53 | 100 | 101 | 36 | 133 | 53 | 5 | 50 | 49 | 52 | 45 | 63 | 131 |
| JESUS | 206 | 5 | 17 | 25 | 23 | 4 | 17 | 5 | 2 | 19 | 22 | 23 | 26 | 20 | 28 |
| MADRE | 218 | 3 | 5 | 21 | 20 | 3 | 3 | 3 | 0 | 18 | 11 | 19 | 9 | 16 | 23 |
| MARIE CLAIRE | 1065 | 28 | 96 | 62 | 121 | 47 | 126 | 120 | 15 | 108 | 169 | 116 | 74 | 138 | 189 |
| MAX | 1725 | 41 | 178 | 137 | 230 | 60 | 158 | 159 | 11 | 337 | 177 | 218 | 153 | 251 | 361 |
| MERIDIANI | 211 | 4 | 8 | 6 | 31 | 7 | 7 | 29 | 1 | 14 | 55 | 49 | 30 | 46 | 60 |
| MESSAGGERO DI S.ANTONIO | 1771 | 46 | 115 | 108 | 145 | 43 | 97 | 57 | 15 | 89 | 104 | 111 | 68 | 124 | 173 |
| LA MIA BOUTIQUE | 460 | 8 | 20 | 46 | 29 | 11 | 57 | 20 | 2 | 16 | 47 | 40 | 37 | 39 | 45 |
| LA MIA CASA | 409 | 9 | 44 | 29 | 49 | 15 | 69 | 28 | 6 | 46 | 67 | 59 | 23 | 66 | 43 |
| MILLIONAIRE INTRAPRENDERE | 666 | 13 | 59 | 59 | 103 | 14 | 60 | 40 | 4 | 105 | 68 | 63 | 40 | 69 | 123 |
| NAUTICA | 278 | 3 | 19 | 20 | 27 | 2 | 20 | 13 | 2 | 24 | 10 | 18 | 17 | 19 | 34 |
| PESCARE | 579 | 11 | 55 | 46 | 97 | 28 | 49 | 10 | 7 | 98 | 25 | 38 | 24 | 44 | 59 |
| PRATICA | 470 | 18 | 33 | 36 | 65 | 12 | 83 | 43 | 0 | 29 | 64 | 49 | 32 | 44 | 82 |
| QUATTRORUOTE | 5663 | 97 | 375 | 396 | 672 | 109 | 316 | 222 | 25 | 868 | 322 | 473 | 262 | 528 | 786 |
| QUATTRO ZAMPE | 516 | 18 | 51 | 48 | 56 | 20 | 54 | 48 | 4 | 68 | 61 | 66 | 46 | 61 | 85 |
| QUI TOURING | 1004 | 20 | 44 | 43 | 101 | 13 | 34 | 102 | 14 | 96 | 208 | 230 | 67 | 208 | 230 |
| RAKAM | 611 | 16 | 41 | 44 | 52 | 13 | 68 | 48 | 2 | 23 | 74 | 70 | 29 | 58 | 74 |
| SALE & PEPE | 740 | 26 | 60 | 65 | 122 | 29 | 63 | 81 | 11 | 58 | 86 | 94 | 53 | 103 | 139 |
| SALVE | 432 | 19 | 28 | 28 | 51 | 18 | 82 | 46 | 8 | 20 | 77 | 86 | 32 | 87 | 91 |
| SCIENZA & VITA | 248 | 5 | 13 | 9 | 37 | 9 | 25 | 22 | 0 | 35 | 29 | 35 | 23 | 33 | 50 |
| LE SCIENZE | 469 | 4 | 26 | 25 | 90 | 6 | 34 | 67 | 12 | 42 | 42 | 55 | 49 | 60 | 152 |
| SELEZIONE READER'S DIGEST | 1222 | 30 | 83 | 101 | 158 | 32 | 99 | 61 | 7 | 126 | 74 | 108 | 56 | 113 | 186 |
| SILHOUETTE DONNA | 1475 | 28 | 156 | 113 | 171 | 53 | 386 | 137 | 7 | 89 | 153 | 107 | 81 | 137 | 207 |
| SPEAK UP | 272 | 1 | 19 | 23 | 25 | 3 | 18 | 49 | 2 | 26 | 54 | 49 | 14 | 62 | 82 |
| STARBENE | 2135 | 61 | 162 | 191 | 256 | 95 | 504 | 145 | 8 | 153 | 185 | 146 | 124 | 180 | 317 |
| STARTER | 157 | 1 | 23 | 24 | 5 | 0 | 14 | 13 | 0 | 38 | 12 | 11 | 12 | 10 | 30 |
| TUTTI FOTOGRAFI | 230 | 0 | 16 | 17 | 36 | 6 | 22 | 15 | 0 | 20 | 18 | 34 | 16 | 36 | 64 |
| TUTTO | 893 | 20 | 95 | 87 | 152 | 16 | 57 | 92 | 5 | 174 | 83 | 89 | 63 | 110 | 120 |
| TUTTOMOTO | 1053 | 44 | 114 | 83 | 139 | 38 | 76 | 26 | 6 | 222 | 32 | 59 | 51 | 65 | 118 |
| TUTTOTURISMO | 337 | 5 | 29 | 25 | 46 | 2 | 28 | 35 | 3 | 57 | 45 | 46 | 19 | 51 | 69 |
| VERA | 1260 | 45 | 100 | 130 | 122 | 56 | 195 | 62 | 4 | 62 | 113 | 91 | 76 | 95 | 148 |
| VIAGGIARE | 360 | 6 | 31 | 44 | 51 | 17 | 35 | 41 | 5 | 78 | 33 | 53 | 23 | 51 | 95 |
| VITALITY | 274 | 7 | 24 | 17 | 38 | 10 | 93 | 26 | 0 | 39 | 51 | 31 | 19 | 47 | 56 |
| VOGUE ITALIA | 1025 | 38 | 96 | 69 | 145 | 40 | 140 | 88 | 13 | 121 | 108 | 101 | 55 | 121 | 149 |
| WEEKEND VIAGGI | 255 | 5 | 20 | 10 | 43 | 5 | 33 | 20 | 0 | 34 | 23 | 26 | 18 | 28 | 61 |
| DIANA (QUATTORDICINALE) | 348 | 3 | 19 | 19 | 39 | 8 | 13 | 15 | 4 | 72 | 24 | 18 | 13 | 29 | 40 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Auto-mobile | Bell' Europa | Bell' Italia | Benis-simo | Bimbisani & Belli | Brava Casa |
| **POPOLAZIONE** | **49445** | **449** | **677** | **1090** | **186** | **322** | **554** | **222** | **1289** | **1337** | **373** | **746** | **440** | **1209** | **1164** |
| AMICA | **1234** | 25 | 84 | 73 | 14 | 15 | 65 | 29 | 36 | 50 | 27 | 44 | 54 | 72 | 104 |
| ANNA | **1397** | 19 | 66 | 74 | 13 | 16 | 69 | 23 | 50 | 45 | 24 | 56 | 44 | 77 | 104 |
| AUTO OGGI | **866** | 17 | 16 | 44 | 3 | 3 | 18 | 5 | 262 | 113 | 16 | 21 | 3 | 31 | 34 |
| AUTOSPRINT | **758** | 13 | 18 | 70 | 4 | 12 | 13 | 6 | 181 | 102 | 15 | 24 | 14 | 18 | 24 |
| BELLA | **721** | 12 | 36 | 26 | 6 | 9 | 29 | 3 | 11 | 30 | 14 | 22 | 58 | 63 | 46 |
| CHI | **1712** | 38 | 61 | 83 | 11 | 7 | 55 | 21 | 61 | 56 | 26 | 31 | 53 | 89 | 99 |
| CONFIDENZE | **1037** | 2 | 15 | 32 | 8 | 8 | 28 | 17 | 22 | 31 | 10 | 24 | 47 | 75 | 34 |
| DOMENICA QUIZ | **392** | 2 | 7 | 16 | 6 | 2 | 11 | 13 | 22 | 23 | 11 | 8 | 12 | 18 | 16 |
| DONNA MODERNA | **4060** | 73 | 124 | 170 | 21 | 51 | 140 | 66 | 114 | 153 | 69 | 119 | 146 | 268 | 261 |
| L'ESPRESSO | **2321** | 133 | 122 | 211 | 40 | 74 | 69 | 42 | 144 | 122 | 53 | 140 | 33 | 79 | 115 |
| EVA EXPRESS TREMILA | **783** | 11 | 13 | 24 | 4 | 3 | 49 | 11 | 62 | 31 | 10 | 10 | 13 | 47 | 27 |
| FAMIGLIA CRISTIANA | **5215** | 74 | 67 | 198 | 26 | 47 | 63 | 34 | 142 | 210 | 67 | 141 | 78 | 162 | 189 |
| FILM TV | **317** | 5 | 4 | 15 | 4 | 8 | 2 | 8 | 39 | 17 | 5 | 10 | 5 | 14 | 4 |
| GENTE | **4387** | 61 | 99 | 144 | 19 | 29 | 118 | 62 | 123 | 184 | 74 | 121 | 95 | 191 | 179 |
| GIOIA | **1487** | 28 | 66 | 57 | 11 | 17 | 60 | 46 | 53 | 33 | 36 | 46 | 55 | 106 | 106 |
| IL GIORNALINO | **401** | 8 | 15 | 31 | 0 | 7 | 12 | 5 | 15 | 16 | 6 | 10 | 0 | 10 | 26 |
| GRAND HOTEL | **1238** | 4 | 6 | 36 | 4 | 2 | 28 | 9 | 44 | 41 | 15 | 18 | 27 | 64 | 40 |
| GRAZIA | **1810** | 47 | 95 | 87 | 19 | 19 | 84 | 45 | 62 | 71 | 49 | 51 | 65 | 114 | 138 |
| GUERIN SPORTIVO | **482** | 10 | 10 | 27 | 4 | 11 | 2 | 5 | 86 | 35 | 10 | 24 | 0 | 17 | 9 |
| GUIDA TV | **1729** | 22 | 27 | 70 | 19 | 16 | 49 | 24 | 87 | 95 | 20 | 50 | 14 | 98 | 61 |
| INTIMITA' | **1192** | 2 | 10 | 32 | 5 | 12 | 32 | 17 | 33 | 48 | 12 | 19 | 42 | 78 | 50 |
| MAGAZINE BEAUTIFUL | **351** | 1 | 4 | 22 | 0 | 0 | 16 | 1 | 4 | 10 | 5 | 10 | 3 | 14 | 23 |
| IL MONDO | **113** | 1 | 3 | 6 | 5 | 5 | 2 | 1 | 8 | 4 | 2 | 11 | 0 | 3 | 10 |
| MOTOSPRINT | **585** | 9 | 11 | 39 | 3 | 2 | 4 | 3 | 146 | 84 | 8 | 13 | 7 | 18 | 15 |
| NOVELLA 2000 | **1465** | 12 | 34 | 41 | 16 | 8 | 60 | 25 | 87 | 75 | 11 | 27 | 38 | 92 | 73 |
| OGGI | **4430** | 74 | 85 | 222 | 26 | 54 | 106 | 45 | 169 | 200 | 54 | 128 | 82 | 160 | 191 |
| PANORAMA | **3507** | 111 | 172 | 241 | 39 | 62 | 69 | 41 | 222 | 184 | 89 | 176 | 48 | 131 | 165 |
| SORRISI E CANZONI TV | **8586** | 92 | 104 | 240 | 30 | 41 | 198 | 67 | 420 | 337 | 72 | 144 | 144 | 389 | 269 |
| STOP | **750** | 9 | 13 | 11 | 4 | 1 | 24 | 8 | 38 | 36 | 4 | 10 | 21 | 29 | 24 |
| TELEPIU' | **2157** | 42 | 54 | 71 | 20 | 4 | 55 | 24 | 130 | 107 | 22 | 38 | 45 | 102 | 75 |
| TELESETTE | **2296** | 23 | 24 | 78 | 12 | 17 | 51 | 31 | 116 | 110 | 22 | 29 | 48 | 135 | 87 |
| TOPOLINO | **2675** | 65 | 83 | 176 | 27 | 43 | 76 | 24 | 152 | 167 | 44 | 77 | 52 | 153 | 149 |
| VISTO | **741** | 15 | 9 | 21 | 3 | 2 | 20 | 10 | 41 | 17 | 8 | 11 | 22 | 49 | 42 |
| VIVERSANI & BELLI | **1929** | 31 | 49 | 89 | 9 | 23 | 59 | 21 | 77 | 88 | 19 | 48 | 79 | 232 | 125 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 65 | 101 | 120 | 33 | 55 | 37 | 19 | 58 | 93 | 64 | 101 | 27 | 64 | 85 |
| DIARIO DELLA SETTIMANA | **165** | 5 | 4 | 11 | 7 | 4 | 2 | 2 | 6 | 8 | 2 | 10 | 4 | 4 | 9 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 40 | 50 | 120 | 8 | 26 | 47 | 24 | 290 | 182 | 31 | 70 | 22 | 86 | 98 |
| IO DONNA | **2071** | 76 | 108 | 153 | 31 | 54 | 43 | 32 | 65 | 106 | 88 | 123 | 45 | 85 | 128 |
| SETTE | **2509** | 84 | 100 | 192 | 28 | 54 | 48 | 30 | 100 | 139 | 91 | 137 | 35 | 86 | 145 |
| SPECCHIO DELLA STAMPA | **1306** | 41 | 40 | 112 | 15 | 30 | 38 | 14 | 76 | 73 | 35 | 79 | 27 | 47 | 83 |
| TV SETTE | **2696** | 80 | 83 | 176 | 29 | 55 | 50 | 33 | 113 | 167 | 81 | 141 | 34 | 103 | 129 |
| IL VENERDI' | **4025** | 122 | 168 | 280 | 64 | 100 | 86 | 28 | 201 | 212 | 121 | 211 | 51 | 153 | 191 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Auto-mobile | Bell' Europa | Bell' Italia | Benis-simo | Bimbisani & Belli | Brava Casa |
| **POPOLAZIONE** | **49445** | **449** | **677** | **1090** | **186** | **322** | **554** | **222** | **1289** | **1337** | **373** | **746** | **440** | **1209** | **1164** |
| ABITARE | 449 | 449 | 119 | 47 | 12 | 18 | 23 | 17 | 39 | 24 | 30 | 45 | 7 | 17 | 101 |
| AD | 677 | 119 | 677 | 66 | 12 | 31 | 18 | 24 | 27 | 33 | 59 | 72 | 20 | 31 | 135 |
| AIRONE | 1090 | 47 | 66 | 1090 | 31 | 72 | 56 | 7 | 81 | 93 | 83 | 141 | 27 | 53 | 59 |
| AMADEUS | 186 | 12 | 12 | 31 | 186 | 11 | 7 | 4 | 5 | 15 | 3 | 24 | 6 | 9 | 15 |
| ARCHEO | 322 | 18 | 31 | 72 | 11 | 322 | 4 | 4 | 9 | 16 | 33 | 53 | 10 | 6 | 8 |
| ASTRA | 554 | 23 | 18 | 56 | 7 | 4 | 554 | 14 | 11 | 14 | 10 | 20 | 23 | 52 | 39 |
| A TAVOLA | 222 | 17 | 24 | 7 | 4 | 4 | 14 | 222 | 20 | 18 | 16 | 13 | 13 | 25 | 49 |
| AUTO | 1289 | 39 | 27 | 81 | 5 | 9 | 11 | 20 | 1289 | 214 | 15 | 54 | 13 | 66 | 57 |
| L'AUTOMOBILE | 1337 | 24 | 33 | 93 | 15 | 16 | 14 | 18 | 214 | 1337 | 20 | 68 | 7 | 55 | 45 |
| BELL'EUROPA | 373 | 30 | 59 | 83 | 3 | 33 | 10 | 16 | 15 | 20 | 373 | 209 | 2 | 14 | 40 |
| BELL'ITALIA | 746 | 45 | 72 | 141 | 24 | 53 | 20 | 13 | 54 | 68 | 209 | 746 | 16 | 33 | 83 |
| BENISSIMO | 440 | 7 | 20 | 27 | 6 | 10 | 23 | 13 | 13 | 7 | 2 | 16 | 440 | 61 | 34 |
| BIMBI SANI E BELLI | 1209 | 17 | 31 | 53 | 9 | 6 | 52 | 25 | 66 | 55 | 14 | 33 | 61 | 1209 | 130 |
| BRAVA CASA | 1164 | 101 | 135 | 59 | 15 | 8 | 39 | 49 | 57 | 45 | 40 | 83 | 34 | 130 | 1164 |
| BUONA CUCINA | 623 | 9 | 15 | 21 | 4 | 8 | 18 | 60 | 35 | 43 | 16 | 28 | 40 | 61 | 87 |
| BURDA | 1286 | 12 | 30 | 42 | 11 | 7 | 39 | 11 | 35 | 42 | 33 | 47 | 71 | 136 | 67 |
| CAPITAL | 470 | 24 | 50 | 63 | 13 | 14 | 24 | 8 | 64 | 39 | 8 | 32 | 17 | 40 | 34 |
| CARNET | 240 | 13 | 31 | 17 | 14 | 20 | 6 | 1 | 15 | 21 | 16 | 26 | 1 | 3 | 12 |
| CASAVIVA | 1846 | 99 | 166 | 97 | 18 | 19 | 38 | 43 | 79 | 66 | 55 | 68 | 76 | 133 | 511 |
| CENTO COSE ENERGY | 783 | 21 | 45 | 57 | 11 | 10 | 48 | 11 | 49 | 32 | 20 | 31 | 48 | 71 | 67 |
| CIAK | 941 | 21 | 38 | 91 | 15 | 37 | 58 | 8 | 102 | 57 | 40 | 60 | 12 | 49 | 45 |
| CIPRIA | 395 | 6 | 30 | 14 | 6 | 8 | 24 | 0 | 9 | 9 | 7 | 19 | 14 | 27 | 40 |
| CLASS | 315 | 28 | 37 | 37 | 13 | 12 | 6 | 6 | 43 | 30 | 23 | 27 | 11 | 21 | 29 |
| CLUB 3 | 219 | 4 | 2 | 6 | 0 | 0 | 7 | 4 | 2 | 9 | 8 | 2 | 2 | 10 | 6 |
| COME STAI | 354 | 1 | 6 | 10 | 6 | 5 | 8 | 8 | 14 | 8 | 8 | 14 | 16 | 61 | 24 |
| CONSIGLI PRATICI | 278 | 4 | 3 | 15 | 3 | 5 | 10 | 16 | 10 | 10 | 8 | 9 | 36 | 44 | 25 |
| COSE DI CASA | 1942 | 87 | 102 | 75 | 6 | 15 | 54 | 36 | 84 | 82 | 40 | 68 | 89 | 167 | 344 |
| LA CUCINA ITALIANA | 995 | 35 | 58 | 42 | 12 | 15 | 31 | 72 | 36 | 38 | 22 | 56 | 51 | 87 | 115 |
| CUCINA MODERNA | 1076 | 24 | 35 | 44 | 11 | 13 | 38 | 50 | 53 | 40 | 31 | 43 | 57 | 100 | 110 |
| DONNA | 1021 | 17 | 24 | 50 | 11 | 4 | 56 | 30 | 59 | 37 | 21 | 34 | 37 | 98 | 78 |
| DONNA E MAMMA | 462 | 9 | 14 | 11 | 6 | 3 | 15 | 19 | 28 | 17 | 5 | 18 | 24 | 196 | 41 |
| DOVE | 525 | 35 | 74 | 74 | 13 | 28 | 13 | 21 | 37 | 38 | 53 | 71 | 15 | 24 | 55 |
| ELLE | 610 | 28 | 75 | 45 | 7 | 13 | 43 | 16 | 26 | 31 | 21 | 26 | 24 | 54 | 80 |
| ELLE DECOR | 200 | 18 | 47 | 13 | 9 | 0 | 12 | 13 | 5 | 7 | 12 | 13 | 6 | 19 | 63 |
| FOCUS | 3389 | 72 | 121 | 303 | 48 | 85 | 80 | 26 | 282 | 193 | 75 | 123 | 43 | 122 | 136 |
| GARDENIA | 373 | 26 | 41 | 67 | 8 | 13 | 10 | 7 | 31 | 23 | 16 | 42 | 17 | 21 | 40 |
| GENTE MESE | 1483 | 31 | 35 | 105 | 12 | 18 | 66 | 18 | 101 | 85 | 22 | 66 | 54 | 126 | 117 |
| GENTE MONEY | 315 | 21 | 14 | 35 | 11 | 18 | 18 | 2 | 25 | 24 | 17 | 33 | 6 | 18 | 24 |
| GENTE MOTORI | 1765 | 56 | 48 | 126 | 15 | 21 | 50 | 8 | 437 | 239 | 20 | 65 | 10 | 71 | 76 |
| GENTE VIAGGI | 872 | 30 | 38 | 135 | 17 | 35 | 36 | 11 | 102 | 80 | 49 | 82 | 26 | 59 | 86 |
| GLAMOUR | 432 | 11 | 22 | 23 | 4 | 4 | 32 | 3 | 17 | 15 | 3 | 15 | 10 | 38 | 30 |
| GULLIVER | 337 | 20 | 18 | 74 | 13 | 24 | 12 | 4 | 35 | 14 | 21 | 39 | 10 | 24 | 21 |
| IN CASA | 209 | 14 | 25 | 12 | 9 | 0 | 13 | 6 | 18 | 17 | 11 | 13 | 17 | 28 | 57 |
| INSIEME | 444 | 11 | 12 | 17 | 4 | 2 | 12 | 18 | 21 | 21 | 10 | 18 | 34 | 132 | 51 |
| IO E IL MIO BAMBINO | 990 | 20 | 24 | 27 | 6 | 13 | 31 | 13 | 29 | 35 | 19 | 34 | 44 | 393 | 88 |
| JESUS | 206 | 0 | 5 | 19 | 6 | 0 | 6 | 2 | 8 | 9 | 11 | 13 | 6 | 8 | 11 |
| MADRE | 218 | 4 | 9 | 11 | 0 | 0 | 6 | 5 | 9 | 12 | 2 | 17 | 5 | 17 | 16 |
| MARIE CLAIRE | 1065 | 34 | 72 | 81 | 10 | 14 | 70 | 28 | 58 | 62 | 39 | 38 | 54 | 109 | 109 |
| MAX | 1725 | 58 | 69 | 143 | 6 | 38 | 64 | 11 | 221 | 110 | 43 | 63 | 21 | 61 | 67 |
| MERIDIANI | 211 | 22 | 23 | 43 | 3 | 12 | 10 | 2 | 18 | 19 | 45 | 46 | 4 | 4 | 28 |
| MESSAGGERO DI S.ANTONIO | 1771 | 11 | 14 | 61 | 11 | 8 | 18 | 22 | 40 | 70 | 11 | 47 | 33 | 57 | 32 |
| LA MIA BOUTIQUE | 460 | 6 | 15 | 12 | 9 | 5 | 16 | 8 | 13 | 16 | 2 | 13 | 43 | 35 | 18 |
| LA MIA CASA | 409 | 31 | 41 | 30 | 5 | 2 | 16 | 25 | 31 | 40 | 22 | 21 | 20 | 51 | 97 |
| MILLIONAIRE INTRAPRENDERE | 666 | 32 | 34 | 45 | 11 | 17 | 35 | 9 | 62 | 42 | 6 | 36 | 9 | 47 | 45 |
| NAUTICA | 278 | 9 | 13 | 18 | 1 | 3 | 5 | 3 | 36 | 15 | 0 | 5 | 3 | 5 | 11 |
| PESCARE | 579 | 20 | 17 | 49 | 3 | 9 | 7 | 12 | 72 | 41 | 5 | 18 | 8 | 23 | 20 |
| PRATICA | 470 | 15 | 27 | 30 | 5 | 8 | 27 | 10 | 11 | 24 | 13 | 20 | 57 | 48 | 51 |
| QUATTRORUOTE | 5663 | 105 | 131 | 308 | 46 | 61 | 99 | 32 | 755 | 516 | 69 | 164 | 58 | 191 | 239 |
| QUATTRO ZAMPE | 516 | 11 | 18 | 32 | 11 | 3 | 30 | 1 | 52 | 28 | 9 | 23 | 19 | 33 | 24 |
| QUI TOURING | 1004 | 51 | 55 | 99 | 27 | 38 | 15 | 18 | 51 | 97 | 59 | 112 | 12 | 22 | 65 |
| RAKAM | 611 | 29 | 40 | 38 | 8 | 8 | 17 | 17 | 6 | 16 | 16 | 24 | 69 | 52 | 59 |
| SALE & PEPE | 740 | 23 | 51 | 51 | 5 | 13 | 20 | 45 | 32 | 37 | 27 | 33 | 36 | 61 | 80 |
| SALVE | 432 | 20 | 18 | 44 | 6 | 2 | 30 | 7 | 26 | 19 | 1 | 23 | 24 | 37 | 32 |
| SCIENZA & VITA | 248 | 15 | 12 | 38 | 0 | 16 | 13 | 12 | 34 | 22 | 8 | 21 | 4 | 19 | 10 |
| LE SCIENZE | 469 | 10 | 23 | 84 | 15 | 32 | 7 | 11 | 15 | 26 | 11 | 49 | 9 | 11 | 15 |
| SELEZIONE READER'S DIGEST | 1222 | 21 | 36 | 75 | 20 | 25 | 28 | 16 | 71 | 90 | 22 | 32 | 30 | 79 | 67 |
| SILHOUETTE DONNA | 1475 | 20 | 31 | 74 | 12 | 16 | 96 | 21 | 41 | 42 | 9 | 24 | 86 | 159 | 101 |
| SPEAK UP | 272 | 6 | 20 | 34 | 9 | 22 | 6 | 3 | 5 | 23 | 16 | 24 | 15 | 18 | 10 |
| STARBENE | 2135 | 32 | 63 | 135 | 21 | 19 | 103 | 58 | 88 | 78 | 42 | 81 | 91 | 203 | 156 |
| STARTER | 157 | 2 | 9 | 8 | 0 | 0 | 4 | 0 | 55 | 28 | 0 | 7 | 8 | 6 | 2 |
| TUTTI FOTOGRAFI | 230 | 13 | 20 | 29 | 9 | 3 | 11 | 3 | 26 | 14 | 9 | 21 | 2 | 12 | 22 |
| TUTTO | 893 | 17 | 20 | 63 | 21 | 9 | 45 | 6 | 56 | 48 | 17 | 25 | 9 | 35 | 33 |
| TUTTOMOTO | 1053 | 19 | 10 | 52 | 7 | 3 | 22 | 3 | 240 | 122 | 5 | 14 | 15 | 46 | 38 |
| TUTTOTURISMO | 337 | 10 | 10 | 33 | 4 | 10 | 13 | 12 | 45 | 34 | 22 | 44 | 11 | 23 | 27 |
| VERA | 1260 | 26 | 27 | 53 | 15 | 6 | 57 | 28 | 55 | 37 | 9 | 26 | 92 | 114 | 114 |
| VIAGGIARE | 360 | 20 | 16 | 59 | 16 | 7 | 14 | 8 | 58 | 34 | 19 | 47 | 16 | 34 | 22 |
| VITALITY | 274 | 4 | 19 | 18 | 7 | 0 | 23 | 8 | 12 | 16 | 5 | 10 | 16 | 35 | 40 |
| VOGUE ITALIA | 1025 | 34 | 74 | 76 | 21 | 13 | 57 | 18 | 97 | 65 | 20 | 28 | 35 | 94 | 83 |
| WEEKEND VIAGGI | 255 | 14 | 27 | 49 | 13 | 11 | 13 | 7 | 26 | 16 | 20 | 49 | 17 | 26 | 27 |
| DIANA (QUATTORDICINALE) | 348 | 10 | 5 | 34 | 0 | 1 | 6 | 3 | 31 | 24 | 8 | 9 | 5 | 17 | 11 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **49445** | **623** | **1286** | **470** | **240** | **1846** | **783** | **941** | **395** | **315** | **219** | **354** | **278** | **1942** | **995** |
| AMICA | **1234** | 73 | 104 | 35 | 17 | 186 | 100 | 52 | 46 | 16 | 15 | 20 | 15 | 116 | 70 |
| ANNA | **1397** | 66 | 71 | 45 | 9 | 139 | 126 | 54 | 61 | 20 | 10 | 38 | 19 | 137 | 73 |
| AUTO OGGI | **866** | 18 | 29 | 46 | 4 | 47 | 42 | 58 | 12 | 30 | 0 | 16 | 7 | 50 | 20 |
| AUTOSPRINT | **758** | 14 | 33 | 32 | 5 | 30 | 25 | 49 | 12 | 18 | 0 | 3 | 3 | 24 | 24 |
| BELLA | **721** | 75 | 50 | 16 | 0 | 60 | 57 | 27 | 20 | 10 | 8 | 36 | 29 | 100 | 64 |
| CHI | **1712** | 77 | 100 | 39 | 19 | 132 | 105 | 80 | 44 | 24 | 9 | 38 | 41 | 145 | 86 |
| CONFIDENZE | **1037** | 50 | 79 | 12 | 3 | 85 | 47 | 22 | 21 | 10 | 4 | 26 | 50 | 85 | 43 |
| DOMENICA QUIZ | **392** | 23 | 24 | 6 | 4 | 34 | 16 | 16 | 10 | 10 | 5 | 8 | 6 | 22 | 28 |
| DONNA MODERNA | **4060** | 157 | 270 | 76 | 36 | 447 | 294 | 141 | 135 | 56 | 39 | 117 | 94 | 525 | 175 |
| L'ESPRESSO | **2321** | 48 | 51 | 136 | 39 | 215 | 83 | 137 | 28 | 65 | 9 | 33 | 24 | 164 | 78 |
| EVA EXPRESS TREMILA | **783** | 16 | 29 | 17 | 5 | 57 | 49 | 42 | 16 | 11 | 0 | 11 | 6 | 56 | 30 |
| FAMIGLIA CRISTIANA | **5215** | 132 | 206 | 62 | 31 | 277 | 90 | 104 | 68 | 46 | 118 | 61 | 55 | 267 | 160 |
| FILM TV | **317** | 19 | 6 | 6 | 10 | 12 | 5 | 52 | 0 | 4 | 0 | 0 | 3 | 24 | 19 |
| GENTE | **4387** | 127 | 201 | 80 | 37 | 307 | 146 | 145 | 69 | 57 | 45 | 77 | 63 | 293 | 164 |
| GIOIA | **1487** | 77 | 88 | 32 | 8 | 145 | 97 | 58 | 53 | 19 | 16 | 16 | 22 | 144 | 68 |
| IL GIORNALINO | **401** | 2 | 23 | 7 | 0 | 29 | 11 | 10 | 7 | 4 | 3 | 4 | 10 | 34 | 10 |
| GRAND HOTEL | **1238** | 56 | 96 | 8 | 4 | 59 | 43 | 27 | 12 | 3 | 2 | 25 | 27 | 86 | 51 |
| GRAZIA | **1810** | 106 | 138 | 38 | 21 | 217 | 159 | 89 | 89 | 26 | 21 | 38 | 22 | 198 | 112 |
| GUERIN SPORTIVO | **482** | 10 | 6 | 25 | 0 | 20 | 17 | 35 | 3 | 19 | 0 | 4 | 5 | 34 | 4 |
| GUIDA TV | **1729** | 63 | 59 | 4 | 4 | 84 | 42 | 53 | 28 | 21 | 9 | 16 | 28 | 101 | 68 |
| INTIMITA' | **1192** | 46 | 73 | 6 | 6 | 78 | 37 | 28 | 17 | 3 | 4 | 11 | 56 | 74 | 58 |
| MAGAZINE BEAUTIFUL | **351** | 5 | 18 | 2 | 0 | 16 | 27 | 40 | 3 | 0 | 0 | 18 | 7 | 25 | 8 |
| IL MONDO | **113** | 0 | 7 | 22 | 2 | 5 | 3 | 13 | 6 | 8 | 1 | 3 | 3 | 8 | 2 |
| MOTOSPRINT | **585** | 14 | 16 | 22 | 4 | 21 | 24 | 55 | 2 | 12 | 0 | 2 | 3 | 22 | 15 |
| NOVELLA 2000 | **1465** | 59 | 74 | 40 | 6 | 115 | 78 | 54 | 17 | 15 | 4 | 14 | 23 | 130 | 69 |
| OGGI | **4430** | 139 | 185 | 88 | 32 | 306 | 167 | 162 | 63 | 52 | 36 | 84 | 64 | 291 | 158 |
| PANORAMA | **3507** | 52 | 91 | 147 | 52 | 292 | 125 | 176 | 79 | 114 | 29 | 38 | 28 | 209 | 107 |
| SORRISI E CANZONI TV | **6586** | 199 | 364 | 117 | 51 | 427 | 301 | 433 | 108 | 91 | 28 | 76 | 68 | 507 | 237 |
| STOP | **750** | 39 | 29 | 16 | 5 | 49 | 27 | 23 | 10 | 2 | 0 | 12 | 27 | 52 | 32 |
| TELEPIU' | **2157** | 61 | 90 | 44 | 13 | 112 | 67 | 106 | 41 | 21 | 13 | 27 | 23 | 137 | 70 |
| TELESETTE | **2296** | 66 | 104 | 36 | 7 | 134 | 62 | 100 | 27 | 17 | 17 | 45 | 31 | 162 | 81 |
| TOPOLINO | **2675** | 72 | 125 | 79 | 26 | 223 | 98 | 158 | 38 | 54 | 18 | 35 | 48 | 223 | 138 |
| VISTO | **741** | 28 | 40 | 16 | 5 | 36 | 37 | 31 | 9 | 8 | 3 | 11 | 21 | 54 | 33 |
| VIVERSANI & BELLI | **1929** | 71 | 162 | 54 | 7 | 183 | 138 | 66 | 61 | 24 | 12 | 104 | 32 | 216 | 83 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 31 | 67 | 60 | 36 | 151 | 88 | 97 | 52 | 51 | 15 | 31 | 2 | 142 | 93 |
| DIARIO DELLA SETTIMANA | **165** | 1 | 7 | 2 | 14 | 16 | 6 | 11 | 8 | 0 | 3 | 0 | 0 | 6 | 13 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 53 | 44 | 79 | 17 | 103 | 95 | 168 | 23 | 57 | 7 | 17 | 25 | 147 | 83 |
| IO DONNA | **2071** | 46 | 82 | 68 | 62 | 206 | 109 | 103 | 74 | 49 | 37 | 18 | 19 | 224 | 125 |
| SETTE | **2509** | 43 | 60 | 93 | 60 | 193 | 70 | 111 | 54 | 67 | 44 | 26 | 21 | 215 | 129 |
| SPECCHIO DELLA STAMPA | **1306** | 47 | 67 | 50 | 31 | 111 | 63 | 61 | 33 | 36 | 5 | 25 | 15 | 129 | 75 |
| TV SETTE | **2696** | 45 | 67 | 73 | 56 | 164 | 75 | 111 | 47 | 57 | 35 | 29 | 15 | 236 | 139 |
| IL VENERDI' | **4025** | 76 | 118 | 149 | 62 | 307 | 141 | 197 | 82 | 92 | 40 | 54 | 36 | 301 | 157 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **49445** | **623** | **1286** | **470** | **240** | **1846** | **783** | **941** | **395** | **315** | **219** | **354** | **278** | **1942** | **995** |
| ABITARE | 449 | 9 | 12 | 24 | 13 | 99 | 21 | 21 | 6 | 28 | 4 | 1 | 4 | 87 | 35 |
| AD | 677 | 15 | 30 | 50 | 31 | 166 | 45 | 38 | 30 | 37 | 2 | 6 | 3 | 102 | 58 |
| AIRONE | 1090 | 21 | 42 | 63 | 17 | 97 | 57 | 91 | 14 | 37 | 6 | 10 | 15 | 75 | 42 |
| AMADEUS | 186 | 4 | 11 | 13 | 14 | 18 | 11 | 15 | 6 | 13 | 0 | 6 | 3 | 6 | 12 |
| ARCHEO | 322 | 8 | 7 | 14 | 20 | 19 | 10 | 37 | 8 | 12 | 0 | 5 | 5 | 15 | 15 |
| ASTRA | 554 | 18 | 39 | 24 | 6 | 38 | 48 | 58 | 24 | 6 | 7 | 8 | 10 | 54 | 31 |
| A TAVOLA | 222 | 60 | 11 | 8 | 1 | 43 | 11 | 8 | 0 | 6 | 4 | 8 | 16 | 36 | 72 |
| AUTO | 1289 | 35 | 35 | 64 | 15 | 79 | 49 | 102 | 9 | 43 | 2 | 14 | 10 | 84 | 36 |
| L'AUTOMOBILE | 1337 | 43 | 42 | 39 | 21 | 66 | 32 | 57 | 9 | 30 | 9 | 8 | 10 | 82 | 38 |
| BELL'EUROPA | 373 | 16 | 33 | 8 | 16 | 55 | 20 | 40 | 7 | 23 | 8 | 8 | 8 | 40 | 22 |
| BELL'ITALIA | 746 | 28 | 47 | 32 | 26 | 68 | 31 | 60 | 19 | 27 | 2 | 14 | 9 | 68 | 56 |
| BENISSIMO | 440 | 40 | 71 | 17 | 1 | 76 | 48 | 12 | 14 | 11 | 2 | 16 | 36 | 89 | 51 |
| BIMBI SANI E BELLI | 1209 | 61 | 136 | 40 | 3 | 133 | 71 | 49 | 27 | 21 | 10 | 61 | 44 | 167 | 87 |
| BRAVA CASA | 1164 | 87 | 67 | 34 | 12 | 511 | 67 | 45 | 40 | 29 | 6 | 24 | 25 | 344 | 115 |
| BUONA CUCINA | 623 | 623 | 73 | 18 | 7 | 82 | 34 | 26 | 9 | 7 | 6 | 10 | 35 | 101 | 128 |
| BURDA | 1286 | 73 | 1286 | 20 | 17 | 126 | 79 | 47 | 39 | 19 | 8 | 37 | 48 | 166 | 73 |
| CAPITAL | 470 | 18 | 20 | 470 | 10 | 75 | 32 | 47 | 13 | 94 | 13 | 6 | 8 | 45 | 30 |
| CARNET | 240 | 7 | 17 | 10 | 240 | 30 | 13 | 24 | 4 | 7 | 3 | 4 | 3 | 22 | 12 |
| CASAVIVA | 1846 | 82 | 126 | 75 | 30 | 1846 | 115 | 69 | 45 | 37 | 13 | 24 | 42 | 438 | 151 |
| CENTO COSE ENERGY | 783 | 34 | 79 | 32 | 13 | 115 | 783 | 76 | 50 | 31 | 1 | 57 | 25 | 105 | 40 |
| CIAK | 941 | 26 | 47 | 47 | 24 | 69 | 76 | 941 | 14 | 23 | 7 | 27 | 14 | 88 | 42 |
| CIPRIA | 395 | 9 | 39 | 13 | 4 | 45 | 50 | 14 | 395 | 17 | 1 | 34 | 16 | 72 | 24 |
| CLASS | 315 | 7 | 19 | 94 | 7 | 37 | 31 | 23 | 17 | 315 | 2 | 11 | 7 | 33 | 25 |
| CLUB 3 | 219 | 6 | 8 | 13 | 3 | 13 | 1 | 7 | 1 | 2 | 219 | 6 | 4 | 15 | 11 |
| COME STAI | 354 | 10 | 37 | 6 | 4 | 24 | 57 | 27 | 34 | 11 | 6 | 354 | 22 | 65 | 21 |
| CONSIGLI PRATICI | 278 | 35 | 48 | 8 | 3 | 42 | 25 | 14 | 16 | 7 | 4 | 22 | 278 | 45 | 31 |
| COSE DI CASA | 1942 | 101 | 166 | 45 | 22 | 438 | 105 | 88 | 72 | 33 | 15 | 65 | 45 | 1942 | 131 |
| LA CUCINA ITALIANA | 995 | 128 | 73 | 30 | 12 | 151 | 40 | 42 | 24 | 25 | 11 | 21 | 31 | 131 | 995 |
| CUCINA MODERNA | 1076 | 158 | 69 | 28 | 16 | 145 | 68 | 63 | 31 | 19 | 8 | 45 | 53 | 195 | 209 |
| DONNA | 1021 | 65 | 94 | 15 | 1 | 104 | 68 | 67 | 35 | 9 | 7 | 25 | 17 | 116 | 76 |
| DONNA E MAMMA | 462 | 30 | 43 | 2 | 0 | 43 | 35 | 14 | 8 | 6 | 2 | 14 | 18 | 69 | 34 |
| DOVE | 525 | 11 | 28 | 35 | 42 | 76 | 34 | 33 | 17 | 28 | 10 | 9 | 5 | 53 | 36 |
| ELLE | 610 | 21 | 83 | 33 | 16 | 95 | 110 | 42 | 58 | 31 | 2 | 24 | 13 | 60 | 54 |
| ELLE DECOR | 200 | 7 | 22 | 11 | 13 | 73 | 28 | 9 | 10 | 13 | 4 | 6 | 13 | 29 | 25 |
| FOCUS | 3389 | 53 | 135 | 90 | 63 | 223 | 209 | 219 | 59 | 64 | 11 | 86 | 35 | 245 | 114 |
| GARDENIA | 373 | 8 | 29 | 16 | 8 | 39 | 30 | 27 | 5 | 11 | 8 | 9 | 1 | 51 | 27 |
| GENTE MESE | 1483 | 67 | 130 | 44 | 13 | 180 | 72 | 103 | 45 | 41 | 21 | 39 | 41 | 135 | 94 |
| GENTE MONEY | 315 | 5 | 19 | 80 | 4 | 32 | 13 | 21 | 13 | 47 | 3 | 6 | 9 | 30 | 12 |
| GENTE MOTORI | 1765 | 30 | 50 | 89 | 17 | 151 | 67 | 129 | 16 | 67 | 3 | 29 | 13 | 103 | 36 |
| GENTE VIAGGI | 872 | 47 | 30 | 74 | 23 | 95 | 52 | 78 | 25 | 41 | 9 | 8 | 15 | 90 | 63 |
| GLAMOUR | 432 | 13 | 36 | 13 | 4 | 43 | 86 | 29 | 25 | 11 | 0 | 11 | 9 | 37 | 28 |
| GULLIVER | 337 | 10 | 11 | 27 | 12 | 26 | 27 | 30 | 11 | 18 | 1 | 8 | 7 | 27 | 23 |
| IN CASA | 209 | 15 | 39 | 12 | 4 | 70 | 17 | 22 | 9 | 8 | 2 | 8 | 3 | 64 | 18 |
| INSIEME | 444 | 29 | 50 | 11 | 2 | 54 | 17 | 21 | 7 | 7 | 1 | 13 | 31 | 77 | 30 |
| IO E IL MIO BAMBINO | 990 | 48 | 80 | 21 | 3 | 94 | 51 | 25 | 20 | 12 | 5 | 37 | 30 | 117 | 60 |
| JESUS | 206 | 11 | 14 | 0 | 3 | 13 | 3 | 7 | 6 | 2 | 9 | 6 | 5 | 10 | 15 |
| MADRE | 218 | 14 | 7 | 3 | 0 | 16 | 3 | 7 | 8 | 0 | 7 | 7 | 4 | 25 | 8 |
| MARIE CLAIRE | 1065 | 43 | 107 | 39 | 19 | 177 | 167 | 60 | 54 | 42 | 12 | 45 | 17 | 136 | 65 |
| MAX | 1725 | 30 | 60 | 82 | 29 | 120 | 119 | 189 | 47 | 61 | 2 | 32 | 16 | 129 | 55 |
| MERIDIANI | 211 | 0 | 11 | 8 | 10 | 28 | 10 | 15 | 4 | 14 | 3 | 1 | 1 | 18 | 12 |
| MESSAGGERO DI S.ANTONIO | 1771 | 55 | 103 | 20 | 7 | 81 | 27 | 31 | 23 | 5 | 36 | 23 | 28 | 82 | 58 |
| LA MIA BOUTIQUE | 460 | 24 | 223 | 8 | 0 | 52 | 34 | 25 | 14 | 1 | 11 | 18 | 12 | 65 | 11 |
| LA MIA CASA | 409 | 36 | 47 | 14 | 3 | 147 | 27 | 27 | 10 | 5 | 4 | 15 | 1 | 118 | 37 |
| MILLIONAIRE INTRAPRENDERE | 666 | 23 | 38 | 58 | 15 | 62 | 55 | 42 | 21 | 43 | 3 | 5 | 1 | 62 | 40 |
| NAUTICA | 278 | 2 | 9 | 17 | 4 | 31 | 7 | 4 | 3 | 12 | 2 | 3 | 0 | 19 | 5 |
| PESCARE | 579 | 33 | 16 | 10 | 3 | 25 | 15 | 17 | 3 | 14 | 0 | 6 | 0 | 31 | 29 |
| PRATICA | 470 | 46 | 47 | 16 | 6 | 65 | 54 | 15 | 36 | 9 | 4 | 25 | 47 | 114 | 35 |
| QUATTRORUOTE | 5663 | 113 | 158 | 191 | 48 | 345 | 167 | 270 | 62 | 102 | 32 | 55 | 46 | 316 | 140 |
| QUATTRO ZAMPE | 516 | 32 | 26 | 15 | 10 | 33 | 31 | 42 | 10 | 10 | 6 | 19 | 13 | 63 | 37 |
| QUI TOURING | 1004 | 7 | 25 | 43 | 36 | 101 | 40 | 33 | 17 | 23 | 19 | 10 | 17 | 82 | 58 |
| RAKAM | 611 | 28 | 151 | 20 | 2 | 73 | 32 | 15 | 31 | 10 | 7 | 15 | 25 | 73 | 46 |
| SALE & PEPE | 740 | 115 | 65 | 20 | 13 | 138 | 43 | 40 | 26 | 17 | 3 | 22 | 22 | 110 | 157 |
| SALVE | 432 | 14 | 32 | 8 | 9 | 68 | 23 | 7 | 25 | 9 | 7 | 37 | 17 | 60 | 41 |
| SCIENZA & VITA | 248 | 17 | 18 | 9 | 10 | 16 | 12 | 19 | 0 | 6 | 5 | 16 | 2 | 23 | 19 |
| LE SCIENZE | 469 | 14 | 6 | 12 | 13 | 26 | 22 | 34 | 10 | 6 | 12 | 10 | 0 | 35 | 25 |
| SELEZIONE READER'S DIGEST | 1222 | 45 | 71 | 30 | 20 | 88 | 45 | 63 | 24 | 15 | 26 | 26 | 37 | 92 | 66 |
| SILHOUETTE DONNA | 1475 | 48 | 161 | 21 | 14 | 153 | 220 | 88 | 98 | 25 | 4 | 104 | 37 | 224 | 55 |
| SPEAK UP | 272 | 3 | 17 | 12 | 10 | 16 | 33 | 37 | 11 | 11 | 4 | 3 | 0 | 33 | 10 |
| STARBENE | 2135 | 93 | 144 | 55 | 15 | 238 | 175 | 104 | 85 | 27 | 17 | 138 | 44 | 257 | 140 |
| STARTER | 157 | 3 | 3 | 11 | 1 | 6 | 5 | 13 | 0 | 14 | 0 | 4 | 0 | 18 | 12 |
| TUTTI FOTOGRAFI | 230 | 5 | 13 | 10 | 2 | 20 | 12 | 15 | 5 | 7 | 1 | 3 | 3 | 19 | 16 |
| TUTTO | 893 | 19 | 37 | 19 | 20 | 43 | 99 | 225 | 11 | 22 | 0 | 17 | 11 | 70 | 20 |
| TUTTOMOTO | 1053 | 25 | 30 | 28 | 4 | 58 | 50 | 83 | 4 | 17 | 0 | 8 | 12 | 78 | 17 |
| TUTTOTURISMO | 337 | 24 | 23 | 25 | 16 | 24 | 20 | 28 | 6 | 18 | 5 | 8 | 6 | 41 | 20 |
| VERA | 1260 | 81 | 103 | 31 | 13 | 155 | 151 | 68 | 54 | 11 | 8 | 57 | 76 | 202 | 78 |
| VIAGGIARE | 360 | 13 | 17 | 37 | 7 | 41 | 33 | 28 | 13 | 24 | 4 | 13 | 16 | 31 | 26 |
| VITALITY | 274 | 8 | 31 | 14 | 17 | 42 | 71 | 23 | 34 | 14 | 1 | 24 | 13 | 44 | 12 |
| VOGUE ITALIA | 1025 | 34 | 115 | 58 | 14 | 161 | 101 | 57 | 42 | 54 | 4 | 22 | 25 | 131 | 49 |
| WEEKEND VIAGGI | 255 | 13 | 15 | 16 | 7 | 27 | 25 | 19 | 9 | 12 | 4 | 16 | 8 | 22 | 13 |
| DIANA (QUATTORDICINALE) | 348 | 1 | 7 | 4 | 0 | 15 | 5 | 15 | 2 | 3 | 0 | 2 | 0 | 16 | 26 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Garde-nia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **49445** | **1076** | **1021** | **462** | **525** | **610** | **200** | **3389** | **373** | **1483** | **315** | **1765** | **872** | **432** | **337** |
| AMICA | **1234** | 55 | 171 | 31 | 60 | 139 | 47 | 122 | 19 | 108 | 19 | 50 | 72 | 68 | 33 |
| ANNA | **1397** | 74 | 146 | 33 | 49 | 150 | 37 | 158 | 19 | 132 | 24 | 63 | 76 | 67 | 29 |
| AUTO OGGI | **866** | 30 | 33 | 14 | 19 | 18 | 6 | 181 | 20 | 52 | 18 | 311 | 51 | 6 | 27 |
| AUTOSPRINT | **758** | 26 | 41 | 9 | 20 | 19 | 2 | 148 | 16 | 64 | 19 | 237 | 49 | 9 | 17 |
| BELLA | **721** | 83 | 61 | 20 | 15 | 32 | 6 | 72 | 21 | 32 | 6 | 26 | 25 | 17 | 21 |
| CHI | **1712** | 104 | 122 | 21 | 38 | 85 | 23 | 234 | 19 | 218 | 23 | 93 | 74 | 72 | 27 |
| CONFIDENZE | **1037** | 78 | 62 | 32 | 7 | 19 | 6 | 78 | 6 | 94 | 9 | 41 | 26 | 9 | 7 |
| DOMENICA QUIZ | **392** | 17 | 13 | 13 | 2 | 9 | 2 | 41 | 2 | 33 | 6 | 19 | 14 | 6 | 5 |
| DONNA MODERNA | **4060** | 322 | 232 | 88 | 108 | 208 | 54 | 523 | 77 | 317 | 59 | 223 | 136 | 145 | 59 |
| L'ESPRESSO | **2321** | 101 | 73 | 29 | 75 | 74 | 27 | 419 | 56 | 164 | 88 | 257 | 153 | 29 | 58 |
| EVA EXPRESS TREMILA | **783** | 46 | 49 | 15 | 10 | 30 | 4 | 83 | 6 | 90 | 4 | 89 | 29 | 27 | 7 |
| FAMIGLIA CRISTIANA | **5215** | 190 | 184 | 70 | 65 | 75 | 32 | 459 | 79 | 285 | 45 | 246 | 142 | 48 | 43 |
| FILM TV | **317** | 25 | 11 | 6 | 10 | 7 | 2 | 53 | 2 | 18 | 7 | 28 | 19 | 1 | 15 |
| GENTE | **4387** | 183 | 229 | 70 | 76 | 128 | 33 | 433 | 56 | 512 | 68 | 263 | 175 | 84 | 53 |
| GIOIA | **1487** | 89 | 123 | 44 | 37 | 113 | 35 | 147 | 21 | 153 | 25 | 76 | 94 | 58 | 18 |
| IL GIORNALINO | **401** | 14 | 20 | 6 | 5 | 10 | 4 | 60 | 2 | 29 | 8 | 35 | 6 | 5 | 9 |
| GRAND HOTEL | **1238** | 87 | 42 | 12 | 2 | 20 | 5 | 95 | 14 | 68 | 5 | 48 | 11 | 12 | 8 |
| GRAZIA | **1810** | 138 | 180 | 42 | 53 | 174 | 29 | 235 | 39 | 166 | 26 | 99 | 97 | 92 | 44 |
| GUERIN SPORTIVO | **482** | 16 | 20 | 3 | 8 | 10 | 2 | 86 | 7 | 42 | 18 | 92 | 24 | 3 | 9 |
| GUIDA TV | **1729** | 75 | 65 | 39 | 23 | 18 | 7 | 191 | 18 | 87 | 12 | 127 | 90 | 17 | 28 |
| INTIMITA' | **1192** | 69 | 61 | 31 | 12 | 27 | 7 | 103 | 9 | 95 | 5 | 52 | 28 | 19 | 4 |
| MAGAZINE BEAUTIFUL | **351** | 8 | 46 | 3 | 3 | 4 | 1 | 32 | 7 | 25 | 3 | 10 | 4 | 10 | 6 |
| IL MONDO | **113** | 2 | 8 | 0 | 12 | 2 | 8 | 16 | 6 | 6 | 16 | 10 | 13 | 3 | 10 |
| MOTOSPRINT | **585** | 20 | 21 | 12 | 18 | 9 | 0 | 98 | 8 | 40 | 5 | 160 | 37 | 8 | 20 |
| NOVELLA 2000 | **1465** | 81 | 114 | 29 | 17 | 80 | 14 | 172 | 19 | 177 | 7 | 128 | 48 | 58 | 17 |
| OGGI | **4430** | 201 | 209 | 54 | 84 | 135 | 39 | 502 | 57 | 419 | 45 | 269 | 167 | 71 | 61 |
| PANORAMA | **3507** | 143 | 117 | 47 | 143 | 141 | 37 | 639 | 72 | 211 | 101 | 300 | 208 | 81 | 109 |
| SORRISI E CANZONI TV | **8586** | 364 | 327 | 128 | 129 | 179 | 38 | 905 | 50 | 496 | 79 | 535 | 286 | 152 | 80 |
| STOP | **750** | 31 | 36 | 4 | 9 | 17 | 4 | 53 | 5 | 72 | 7 | 43 | 28 | 12 | 5 |
| TELEPIU' | **2157** | 103 | 109 | 26 | 43 | 47 | 9 | 237 | 25 | 146 | 32 | 171 | 114 | 39 | 31 |
| TELESETTE | **2296** | 81 | 69 | 54 | 12 | 36 | 22 | 231 | 20 | 142 | 23 | 163 | 73 | 16 | 26 |
| TOPOLINO | **2675** | 116 | 116 | 60 | 53 | 68 | 18 | 469 | 42 | 224 | 53 | 232 | 135 | 38 | 57 |
| VISTO | **741** | 53 | 35 | 16 | 11 | 15 | 13 | 59 | 8 | 90 | 4 | 52 | 28 | 15 | 11 |
| VIVERSANI & BELLI | **1929** | 133 | 140 | 64 | 32 | 63 | 18 | 223 | 25 | 146 | 27 | 132 | 80 | 66 | 30 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 86 | 77 | 17 | 77 | 101 | 43 | 274 | 57 | 70 | 32 | 59 | 98 | 48 | 46 |
| DIARIO DELLA SETTIMANA | **165** | 0 | 5 | 0 | 6 | 14 | 6 | 26 | 5 | 9 | 2 | 15 | 9 | 4 | 4 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 92 | 112 | 32 | 63 | 51 | 15 | 417 | 33 | 154 | 55 | 316 | 144 | 26 | 45 |
| IO DONNA | **2071** | 92 | 67 | 39 | 133 | 100 | 66 | 257 | 56 | 116 | 33 | 103 | 108 | 42 | 52 |
| SETTE | **2509** | 80 | 65 | 31 | 128 | 71 | 43 | 314 | 60 | 142 | 53 | 136 | 134 | 40 | 66 |
| SPECCHIO DELLA STAMPA | **1306** | 92 | 52 | 14 | 67 | 40 | 17 | 234 | 15 | 100 | 31 | 85 | 82 | 28 | 43 |
| TV SETTE | **2696** | 88 | 87 | 35 | 107 | 69 | 26 | 318 | 50 | 140 | 48 | 174 | 126 | 50 | 67 |
| IL VENERDI' | **4025** | 159 | 127 | 59 | 148 | 147 | 58 | 602 | 100 | 229 | 140 | 236 | 234 | 62 | 98 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Garde-nia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **49445** | **1076** | **1021** | **462** | **525** | **610** | **200** | **3389** | **373** | **1483** | **315** | **1765** | **872** | **432** | **337** |
| ABITARE | 449 | 24 | 17 | 9 | 35 | 28 | 18 | 72 | 26 | 31 | 21 | 56 | 30 | 11 | 20 |
| AD | 677 | 35 | 24 | 14 | 74 | 75 | 47 | 121 | 41 | 35 | 14 | 48 | 38 | 22 | 18 |
| AIRONE | 1090 | 44 | 50 | 11 | 74 | 45 | 13 | 303 | 67 | 105 | 35 | 126 | 135 | 23 | 74 |
| AMADEUS | 186 | 11 | 11 | 6 | 13 | 7 | 9 | 48 | 8 | 12 | 11 | 15 | 17 | 4 | 13 |
| ARCHEO | 322 | 13 | 4 | 3 | 28 | 13 | 0 | 85 | 13 | 18 | 18 | 21 | 35 | 4 | 24 |
| ASTRA | 554 | 38 | 56 | 15 | 13 | 43 | 12 | 80 | 10 | 66 | 18 | 50 | 36 | 32 | 12 |
| A TAVOLA | 222 | 50 | 30 | 19 | 21 | 16 | 13 | 26 | 7 | 18 | 2 | 8 | 11 | 3 | 4 |
| AUTO | 1289 | 53 | 59 | 28 | 37 | 26 | 5 | 282 | 31 | 101 | 25 | 437 | 102 | 17 | 35 |
| L'AUTOMOBILE | 1337 | 40 | 37 | 17 | 38 | 31 | 7 | 193 | 23 | 85 | 24 | 239 | 80 | 15 | 14 |
| BELL'EUROPA | 373 | 31 | 21 | 5 | 53 | 21 | 12 | 75 | 16 | 22 | 17 | 20 | 49 | 3 | 21 |
| BELL'ITALIA | 746 | 43 | 34 | 18 | 71 | 26 | 13 | 123 | 42 | 66 | 33 | 65 | 82 | 15 | 39 |
| BENISSIMO | 440 | 57 | 37 | 24 | 15 | 24 | 6 | 43 | 17 | 54 | 6 | 10 | 26 | 10 | 10 |
| BIMBI SANI E BELLI | 1209 | 100 | 98 | 196 | 24 | 54 | 19 | 122 | 21 | 126 | 18 | 71 | 59 | 38 | 24 |
| BRAVA CASA | 1164 | 110 | 78 | 41 | 55 | 80 | 63 | 136 | 40 | 117 | 24 | 76 | 86 | 30 | 21 |
| BUONA CUCINA | 623 | 158 | 65 | 30 | 11 | 21 | 7 | 53 | 8 | 67 | 5 | 30 | 47 | 13 | 10 |
| BURDA | 1286 | 69 | 94 | 43 | 28 | 83 | 22 | 135 | 29 | 130 | 19 | 50 | 30 | 36 | 11 |
| CAPITAL | 470 | 28 | 15 | 2 | 35 | 33 | 11 | 90 | 16 | 44 | 80 | 89 | 74 | 13 | 27 |
| CARNET | 240 | 16 | 1 | 0 | 42 | 16 | 13 | 63 | 8 | 13 | 4 | 17 | 23 | 4 | 12 |
| CASAVIVA | 1846 | 145 | 104 | 43 | 76 | 95 | 73 | 223 | 39 | 180 | 32 | 151 | 95 | 43 | 26 |
| CENTO COSE ENERGY | 783 | 68 | 68 | 35 | 34 | 110 | 28 | 209 | 30 | 72 | 13 | 67 | 52 | 86 | 27 |
| CIAK | 941 | 63 | 67 | 14 | 33 | 42 | 9 | 219 | 27 | 103 | 21 | 129 | 78 | 29 | 30 |
| CIPRIA | 395 | 31 | 35 | 8 | 17 | 58 | 10 | 59 | 5 | 45 | 13 | 16 | 25 | 25 | 11 |
| CLASS | 315 | 19 | 9 | 6 | 28 | 31 | 13 | 64 | 11 | 41 | 47 | 67 | 41 | 11 | 18 |
| CLUB 3 | 219 | 8 | 7 | 2 | 10 | 2 | 4 | 11 | 8 | 21 | 3 | 3 | 9 | 0 | 1 |
| COME STAI | 354 | 45 | 25 | 14 | 9 | 24 | 6 | 86 | 9 | 39 | 6 | 29 | 8 | 11 | 8 |
| CONSIGLI PRATICI | 278 | 53 | 17 | 18 | 5 | 13 | 13 | 35 | 1 | 41 | 9 | 13 | 15 | 9 | 7 |
| COSE DI CASA | 1942 | 195 | 116 | 69 | 53 | 60 | 29 | 245 | 51 | 135 | 30 | 103 | 90 | 37 | 27 |
| LA CUCINA ITALIANA | 995 | 209 | 76 | 34 | 36 | 54 | 25 | 114 | 27 | 94 | 12 | 36 | 63 | 28 | 23 |
| CUCINA MODERNA | 1076 | 1076 | 71 | 38 | 34 | 39 | 11 | 175 | 19 | 87 | 12 | 51 | 72 | 18 | 23 |
| DONNA | 1021 | 71 | 1021 | 36 | 28 | 123 | 29 | 102 | 17 | 148 | 6 | 63 | 56 | 54 | 15 |
| DONNA E MAMMA | 462 | 38 | 36 | 462 | 11 | 7 | 5 | 46 | 6 | 41 | 1 | 16 | 18 | 6 | 2 |
| DOVE | 525 | 34 | 28 | 11 | 525 | 56 | 34 | 105 | 24 | 46 | 24 | 49 | 91 | 28 | 52 |
| ELLE | 610 | 39 | 123 | 7 | 56 | 610 | 79 | 84 | 20 | 87 | 18 | 34 | 69 | 95 | 27 |
| ELLE DECOR | 200 | 11 | 29 | 5 | 34 | 79 | 200 | 20 | 9 | 5 | 4 | 16 | 23 | 22 | 9 |
| FOCUS | 3389 | 175 | 102 | 46 | 105 | 84 | 20 | 3389 | 58 | 212 | 79 | 319 | 155 | 80 | 93 |
| GARDENIA | 373 | 19 | 17 | 6 | 24 | 20 | 9 | 58 | 373 | 19 | 10 | 33 | 40 | 6 | 17 |
| GENTE MESE | 1483 | 87 | 148 | 41 | 46 | 87 | 5 | 212 | 19 | 1483 | 46 | 191 | 102 | 45 | 20 |
| GENTE MONEY | 315 | 12 | 6 | 1 | 24 | 18 | 4 | 79 | 10 | 46 | 315 | 76 | 54 | 14 | 18 |
| GENTE MOTORI | 1765 | 51 | 63 | 16 | 49 | 34 | 16 | 319 | 33 | 191 | 76 | 1765 | 143 | 20 | 50 |
| GENTE VIAGGI | 872 | 72 | 56 | 18 | 91 | 69 | 23 | 155 | 40 | 102 | 54 | 143 | 872 | 26 | 88 |
| GLAMOUR | 432 | 18 | 54 | 6 | 28 | 95 | 22 | 80 | 6 | 45 | 14 | 20 | 26 | 432 | 14 |
| GULLIVER | 337 | 23 | 15 | 2 | 52 | 27 | 9 | 93 | 17 | 20 | 18 | 50 | 88 | 14 | 337 |
| IN CASA | 209 | 21 | 37 | 10 | 20 | 25 | 17 | 22 | 9 | 22 | 3 | 16 | 21 | 12 | 14 |
| INSIEME | 444 | 64 | 43 | 86 | 10 | 16 | 4 | 53 | 13 | 40 | 4 | 34 | 16 | 2 | 2 |
| IO E IL MIO BAMBINO | 990 | 54 | 55 | 232 | 8 | 35 | 8 | 84 | 17 | 83 | 9 | 53 | 32 | 5 | 11 |
| JESUS | 206 | 8 | 15 | 7 | 9 | 4 | 0 | 28 | 6 | 16 | 0 | 4 | 13 | 0 | 5 |
| MADRE | 218 | 14 | 15 | 16 | 6 | 9 | 0 | 24 | 10 | 9 | 0 | 9 | 12 | 3 | 5 |
| MARIE CLAIRE | 1065 | 60 | 133 | 25 | 55 | 225 | 63 | 161 | 48 | 121 | 24 | 84 | 86 | 123 | 34 |
| MAX | 1725 | 69 | 86 | 16 | 71 | 100 | 26 | 426 | 22 | 157 | 65 | 259 | 133 | 65 | 65 |
| MERIDIANI | 211 | 17 | 8 | 3 | 34 | 17 | 5 | 52 | 17 | 12 | 11 | 25 | 37 | 8 | 17 |
| MESSAGGERO DI S.ANTONIO | 1771 | 76 | 62 | 24 | 15 | 27 | 6 | 111 | 20 | 130 | 26 | 76 | 45 | 12 | 11 |
| LA MIA BOUTIQUE | 460 | 22 | 30 | 13 | 5 | 28 | 11 | 42 | 11 | 38 | 3 | 9 | 21 | 20 | 14 |
| LA MIA CASA | 409 | 36 | 48 | 32 | 20 | 35 | 13 | 40 | 29 | 43 | 4 | 44 | 32 | 8 | 7 |
| MILLIONAIRE INTRAPRENDERE | 666 | 40 | 29 | 13 | 33 | 40 | 8 | 136 | 12 | 69 | 69 | 108 | 55 | 13 | 17 |
| NAUTICA | 278 | 13 | 4 | 0 | 30 | 2 | 3 | 39 | 6 | 7 | 5 | 63 | 21 | 0 | 4 |
| PESCARE | 579 | 34 | 19 | 8 | 12 | 9 | 0 | 78 | 15 | 46 | 11 | 105 | 39 | 4 | 21 |
| PRATICA | 470 | 66 | 19 | 13 | 20 | 27 | 10 | 70 | 10 | 56 | 12 | 15 | 27 | 26 | 16 |
| QUATTRORUOTE | 5663 | 190 | 166 | 53 | 144 | 104 | 38 | 858 | 98 | 323 | 129 | 1067 | 331 | 61 | 110 |
| QUATTRO ZAMPE | 516 | 46 | 22 | 16 | 15 | 14 | 6 | 85 | 5 | 40 | 12 | 73 | 38 | 11 | 14 |
| QUI TOURING | 1004 | 29 | 23 | 16 | 118 | 20 | 10 | 140 | 21 | 39 | 35 | 73 | 77 | 16 | 31 |
| RAKAM | 611 | 53 | 48 | 18 | 10 | 35 | 15 | 47 | 27 | 49 | 5 | 11 | 31 | 11 | 11 |
| SALE & PEPE | 740 | 144 | 45 | 16 | 19 | 49 | 13 | 123 | 10 | 78 | 6 | 33 | 41 | 20 | 18 |
| SALVE | 432 | 33 | 44 | 15 | 32 | 34 | 13 | 53 | 17 | 54 | 17 | 28 | 38 | 27 | 22 |
| SCIENZA & VITA | 248 | 17 | 9 | 7 | 6 | 3 | 0 | 89 | 18 | 15 | 10 | 38 | 30 | 4 | 18 |
| LE SCIENZE | 469 | 21 | 13 | 6 | 24 | 7 | 2 | 144 | 12 | 18 | 12 | 20 | 23 | 7 | 12 |
| SELEZIONE READER'S DIGEST | 1222 | 61 | 68 | 31 | 36 | 29 | 13 | 190 | 41 | 103 | 11 | 102 | 59 | 16 | 24 |
| SILHOUETTE DONNA | 1475 | 109 | 176 | 38 | 25 | 109 | 17 | 233 | 27 | 165 | 28 | 68 | 66 | 79 | 27 |
| SPEAK UP | 272 | 15 | 3 | 4 | 18 | 14 | 3 | 61 | 10 | 19 | 24 | 12 | 16 | 7 | 7 |
| STARBENE | 2135 | 167 | 158 | 63 | 45 | 97 | 29 | 310 | 38 | 236 | 34 | 145 | 110 | 70 | 35 |
| STARTER | 157 | 15 | 9 | 4 | 6 | 1 | 0 | 30 | 2 | 8 | 4 | 59 | 22 | 4 | 6 |
| TUTTI FOTOGRAFI | 230 | 10 | 10 | 5 | 12 | 8 | 8 | 46 | 5 | 18 | 7 | 39 | 14 | 5 | 12 |
| TUTTO | 893 | 48 | 81 | 9 | 23 | 37 | 4 | 273 | 10 | 105 | 6 | 89 | 41 | 49 | 20 |
| TUTTOMOTO | 1053 | 32 | 59 | 10 | 19 | 21 | 11 | 191 | 24 | 84 | 22 | 328 | 71 | 18 | 26 |
| TUTTOTURISMO | 337 | 21 | 15 | 10 | 26 | 11 | 5 | 47 | 13 | 44 | 4 | 41 | 83 | 7 | 20 |
| VERA | 1260 | 119 | 136 | 35 | 33 | 68 | 22 | 147 | 24 | 171 | 20 | 74 | 56 | 56 | 37 |
| VIAGGIARE | 360 | 22 | 15 | 4 | 34 | 13 | 8 | 68 | 20 | 40 | 17 | 46 | 88 | 7 | 37 |
| VITALITY | 274 | 23 | 23 | 10 | 11 | 48 | 8 | 50 | 12 | 43 | 14 | 15 | 14 | 26 | 14 |
| VOGUE ITALIA | 1025 | 60 | 127 | 32 | 45 | 146 | 44 | 144 | 16 | 152 | 29 | 142 | 74 | 85 | 36 |
| WEEKEND VIAGGI | 255 | 15 | 31 | 7 | 34 | 19 | 16 | 52 | 13 | 41 | 4 | 28 | 71 | 4 | 19 |
| DIANA (QUATTORDICINALE) | 348 | 19 | 10 | 3 | 6 | 10 | 0 | 35 | 19 | 19 | 8 | 66 | 28 | 2 | 13 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In Casa | Insieme | Io e Il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Milionaire Intraprendere | Nautica | Pescare |
| **POPOLAZIONE** | **49445** | **209** | **444** | **990** | **206** | **218** | **1065** | **1725** | **211** | **1771** | **460** | **409** | **666** | **278** | **579** |
| AMICA | **1234** | 30 | 32 | 51 | 14 | 8 | 194 | 111 | 22 | 54 | 41 | 38 | 36 | 13 | 10 |
| ANNA | **1397** | 19 | 35 | 55 | 11 | 8 | 178 | 118 | 17 | 52 | 40 | 33 | 49 | 10 | 25 |
| AUTO OGGI | **866** | 9 | 8 | 24 | 3 | 6 | 41 | 120 | 17 | 31 | 13 | 24 | 60 | 26 | 48 |
| AUTOSPRINT | **758** | 10 | 9 | 14 | 3 | 5 | 42 | 105 | 4 | 20 | 3 | 28 | 43 | 31 | 47 |
| BELLA | **721** | 12 | 34 | 44 | 3 | 0 | 54 | 32 | 6 | 42 | 17 | 23 | 17 | 0 | 7 |
| CHI | **1712** | 20 | 29 | 58 | 9 | 11 | 118 | 169 | 11 | 87 | 29 | 20 | 40 | 12 | 33 |
| CONFIDENZE | **1037** | 11 | 32 | 52 | 11 | 7 | 36 | 48 | 3 | 60 | 8 | 16 | 13 | 1 | 20 |
| DOMENICA QUIZ | **392** | 1 | 9 | 7 | 5 | 7 | 17 | 27 | 7 | 31 | 9 | 5 | 10 | 7 | 27 |
| DONNA MODERNA | **4060** | 58 | 101 | 180 | 14 | 36 | 387 | 282 | 51 | 185 | 114 | 95 | 125 | 25 | 59 |
| L'ESPRESSO | **2321** | 13 | 42 | 61 | 9 | 14 | 101 | 230 | 44 | 84 | 32 | 49 | 112 | 51 | 63 |
| EVA EXPRESS TREMILA | **783** | 6 | 21 | 37 | 9 | 3 | 49 | 92 | 11 | 19 | 6 | 13 | 20 | 11 | 23 |
| FAMIGLIA CRISTIANA | **5215** | 40 | 71 | 126 | 146 | 106 | 144 | 191 | 20 | 530 | 72 | 37 | 85 | 30 | 75 |
| FILM TV | **317** | 5 | 7 | 17 | 3 | 0 | 13 | 26 | 2 | 8 | 7 | 3 | 10 | 4 | 2 |
| GENTE | **4387** | 62 | 90 | 146 | 49 | 34 | 203 | 255 | 43 | 264 | 76 | 69 | 99 | 29 | 97 |
| GIOIA | **1487** | 20 | 43 | 87 | 21 | 16 | 185 | 124 | 12 | 67 | 23 | 36 | 58 | 11 | 21 |
| IL GIORNALINO | **401** | 3 | 13 | 12 | 28 | 17 | 11 | 30 | 0 | 29 | 11 | 7 | 20 | 0 | 5 |
| GRAND HOTEL | **1238** | 9 | 28 | 42 | 3 | 7 | 50 | 52 | 3 | 73 | 33 | 21 | 24 | 6 | 24 |
| GRAZIA | **1810** | 20 | 40 | 74 | 11 | 7 | 259 | 142 | 23 | 102 | 47 | 45 | 57 | 16 | 33 |
| GUERIN SPORTIVO | **482** | 5 | 6 | 10 | 12 | 0 | 17 | 78 | 3 | 25 | 0 | 11 | 34 | 8 | 23 |
| GUIDA TV | **1729** | 23 | 48 | 92 | 12 | 16 | 48 | 93 | 10 | 91 | 15 | 47 | 40 | 16 | 45 |
| INTIMITA' | **1192** | 19 | 34 | 48 | 6 | 18 | 38 | 61 | 0 | 61 | 14 | 10 | 14 | 2 | 17 |
| MAGAZINE BEAUTIFUL | **351** | 5 | 9 | 12 | 8 | 3 | 14 | 20 | 2 | 17 | 5 | 9 | 9 | 0 | 6 |
| IL MONDO | **113** | 5 | 2 | 1 | 0 | 0 | 8 | 5 | 0 | 13 | 0 | 6 | 5 | 2 | 0 |
| MOTOSPRINT | **585** | 8 | 9 | 14 | 4 | 3 | 27 | 82 | 1/ | 22 | 2 | 5 | 38 | 20 | 36 |
| NOVELLA 2000 | **1465** | 23 | 44 | 68 | 9 | 13 | 118 | 172 | 8 | 39 | 16 | 47 | 52 | 13 | 36 |
| OGGI | **4430** | 49 | 87 | 125 | 54 | 38 | 209 | 286 | 35 | 244 | 63 | 82 | 123 | 34 | 95 |
| PANORAMA | **3507** | 30 | 42 | 99 | 40 | 13 | 216 | 332 | 51 | 136 | 48 | 54 | 153 | 54 | 100 |
| SORRISI E CANZONI TV | **8586** | 70 | 147 | 282 | 42 | 48 | 349 | 577 | 52 | 364 | 151 | 126 | 204 | 53 | 168 |
| STOP | **750** | 10 | 16 | 25 | 5 | 3 | 28 | 41 | 4 | 46 | 8 | 9 | 13 | 3 | 11 |
| TELEPIU' | **2157** | 15 | 46 | 53 | 17 | 5 | 96 | 178 | 8 | 115 | 20 | 44 | 59 | 19 | 55 |
| TELESETTE | **2296** | 19 | 38 | 100 | 25 | 21 | 62 | 137 | 6 | 108 | 46 | 29 | 59 | 20 | 46 |
| TOPOLINO | **2675** | 20 | 70 | 101 | 23 | 20 | 121 | 230 | 31 | 145 | 29 | 49 | 103 | 27 | 97 |
| VISTO | **741** | 4 | 29 | 36 | 4 | 3 | 47 | 60 | 7 | 43 | 11 | 15 | 14 | 2 | 28 |
| VIVERSANI & BELLI | **1929** | 29 | 68 | 133 | 17 | 3 | 126 | 158 | 7 | 97 | 57 | 69 | 60 | 20 | 49 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 29 | 31 | 53 | 5 | 3 | 120 | 159 | 29 | 57 | 20 | 28 | 40 | 13 | 10 |
| DIARIO DELLA SETTIMANA | **165** | 4 | 3 | 5 | 2 | 0 | 15 | 11 | 1 | 15 | 2 | 6 | 4 | 2 | 7 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 25 | 30 | 50 | 19 | 18 | 108 | 337 | 14 | 89 | 16 | 46 | 105 | 24 | 98 |
| IO DONNA | **2071** | 36 | 35 | 49 | 22 | 11 | 169 | 177 | 55 | 104 | 47 | 67 | 68 | 10 | 25 |
| SETTE | **2509** | 36 | 30 | 52 | 23 | 19 | 116 | 218 | 49 | 111 | 40 | 59 | 63 | 18 | 38 |
| SPECCHIO DELLA STAMPA | **1306** | 14 | 20 | 45 | 26 | 9 | 74 | 153 | 30 | 68 | 37 | 23 | 40 | 17 | 24 |
| TV SETTE | **2696** | 33 | 34 | 63 | 20 | 16 | 138 | 251 | 46 | 124 | 39 | 66 | 69 | 19 | 44 |
| IL VENERDI' | **4025** | 50 | 65 | 131 | 28 | 23 | 189 | 361 | 60 | 173 | 45 | 43 | 123 | 34 | 59 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | In Casa | Insieme | Io e il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Millionaire Intraprendere | Nautica | Pescare |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MENSILI | | | | | | | | | | | | | |
| **POPOLAZIONE** | **49445** | **209** | **444** | **990** | **206** | **218** | **1065** | **1725** | **211** | **1771** | **460** | **409** | **666** | **278** | **579** |
| ABITARE | 449 | 14 | 11 | 20 | 0 | 4 | 34 | 58 | 22 | 11 | 6 | 31 | 32 | 9 | 20 |
| AD | 677 | 25 | 12 | 24 | 5 | 9 | 72 | 69 | 23 | 14 | 15 | 41 | 34 | 13 | 17 |
| AIRONE | 1090 | 12 | 17 | 27 | 19 | 11 | 81 | 143 | 43 | 61 | 12 | 30 | 45 | 18 | 49 |
| AMADEUS | 186 | 9 | 4 | 6 | 6 | 0 | 10 | 6 | 3 | 11 | 9 | 5 | 11 | 1 | 3 |
| ARCHEO | 322 | 0 | 2 | 13 | 0 | 0 | 14 | 38 | 12 | 8 | 5 | 2 | 17 | 3 | 9 |
| ASTRA | 554 | 13 | 12 | 31 | 6 | 6 | 70 | 64 | 10 | 18 | 16 | 16 | 35 | 5 | 7 |
| A TAVOLA | 222 | 6 | 18 | 13 | 2 | 5 | 28 | 11 | 2 | 22 | 8 | 25 | 9 | 3 | 12 |
| AUTO | 1289 | 18 | 21 | 29 | 8 | 9 | 58 | 221 | 18 | 40 | 13 | 31 | 62 | 36 | 72 |
| L'AUTOMOBILE | 1337 | 17 | 21 | 35 | 9 | 12 | 62 | 110 | 19 | 70 | 16 | 40 | 42 | 15 | 41 |
| BELL'EUROPA | 373 | 11 | 10 | 19 | 11 | 2 | 39 | 43 | 45 | 11 | 2 | 22 | 6 | 0 | 5 |
| BELL'ITALIA | 746 | 13 | 18 | 34 | 13 | 17 | 38 | 63 | 46 | 47 | 13 | 21 | 36 | 5 | 18 |
| BENISSIMO | 440 | 17 | 34 | 44 | 6 | 5 | 54 | 21 | 4 | 33 | 43 | 20 | 9 | 3 | 8 |
| BIMBI SANI E BELLI | 1209 | 28 | 132 | 393 | 8 | 17 | 109 | 61 | 4 | 57 | 35 | 51 | 47 | 5 | 23 |
| BRAVA CASA | 1164 | 57 | 51 | 88 | 11 | 16 | 109 | 67 | 28 | 32 | 18 | 97 | 45 | 11 | 20 |
| BUONA CUCINA | 623 | 15 | 29 | 48 | 11 | 14 | 43 | 30 | 0 | 55 | 24 | 36 | 23 | 2 | 33 |
| BURDA | 1286 | 39 | 50 | 80 | 14 | 7 | 107 | 60 | 11 | 103 | 223 | 47 | 38 | 9 | 16 |
| CAPITAL | 470 | 12 | 11 | 21 | 0 | 3 | 39 | 82 | 8 | 20 | 8 | 14 | 58 | 17 | 10 |
| CARNET | 240 | 4 | 2 | 3 | 3 | 0 | 19 | 29 | 10 | 7 | 0 | 3 | 15 | 4 | 3 |
| CASAVIVA | 1846 | 70 | 54 | 94 | 13 | 16 | 177 | 120 | 28 | 81 | 52 | 147 | 62 | 31 | 25 |
| CENTO COSE ENERGY | 783 | 17 | 17 | 51 | 3 | 3 | 167 | 119 | 10 | 27 | 34 | 27 | 55 | 7 | 15 |
| CIAK | 941 | 22 | 21 | 25 | 7 | 7 | 60 | 189 | 15 | 31 | 25 | 27 | 42 | 4 | 17 |
| CIPRIA | 395 | 9 | 7 | 20 | 6 | 8 | 54 | 47 | 4 | 23 | 14 | 10 | 21 | 3 | 3 |
| CLASS | 315 | 8 | 7 | 12 | 2 | 0 | 42 | 61 | 14 | 5 | 1 | 5 | 43 | 12 | 14 |
| CLUB 3 | 219 | 2 | 1 | 5 | 9 | 7 | 12 | 2 | 3 | 36 | 11 | 4 | 3 | 2 | 0 |
| COME STAI | 354 | 8 | 13 | 37 | 6 | 7 | 45 | 32 | 1 | 23 | 18 | 15 | 5 | 3 | 6 |
| CONSIGLI PRATICI | 278 | 3 | 31 | 30 | 5 | 4 | 17 | 16 | 1 | 28 | 12 | 1 | 1 | 0 | 0 |
| COSE DI CASA | 1942 | 64 | 77 | 117 | 10 | 25 | 136 | 129 | 18 | 82 | 65 | 118 | 62 | 19 | 31 |
| LA CUCINA ITALIANA | 995 | 18 | 30 | 60 | 15 | 8 | 65 | 55 | 12 | 58 | 11 | 37 | 40 | 5 | 29 |
| CUCINA MODERNA | 1076 | 21 | 64 | 54 | 8 | 14 | 60 | 69 | 17 | 76 | 22 | 36 | 40 | 13 | 34 |
| DONNA | 1021 | 37 | 43 | 55 | 15 | 15 | 133 | 86 | 8 | 62 | 30 | 48 | 29 | 4 | 19 |
| DONNA E MAMMA | 462 | 10 | 86 | 232 | 7 | 16 | 25 | 16 | 3 | 24 | 13 | 32 | 13 | 0 | 8 |
| DOVE | 525 | 20 | 10 | 8 | 9 | 6 | 55 | 71 | 34 | 15 | 5 | 20 | 33 | 30 | 12 |
| ELLE | 610 | 25 | 16 | 35 | 4 | 9 | 225 | 100 | 17 | 27 | 28 | 35 | 40 | 2 | 9 |
| ELLE DECOR | 200 | 17 | 4 | 8 | 0 | 0 | 63 | 26 | 5 | 6 | 11 | 13 | 8 | 3 | 0 |
| FOCUS | 3389 | 22 | 53 | 84 | 28 | 24 | 161 | 426 | 52 | 111 | 42 | 40 | 136 | 39 | 78 |
| GARDENIA | 373 | 9 | 13 | 17 | 6 | 10 | 48 | 22 | 17 | 20 | 11 | 29 | 12 | 6 | 15 |
| GENTE MESE | 1483 | 22 | 40 | 83 | 16 | 9 | 121 | 157 | 12 | 130 | 38 | 43 | 69 | 7 | 46 |
| GENTE MONEY | 315 | 3 | 4 | 9 | 0 | 0 | 24 | 65 | 11 | 26 | 3 | 4 | 69 | 5 | 11 |
| GENTE MOTORI | 1765 | 16 | 34 | 53 | 4 | 9 | 84 | 259 | 25 | 76 | 9 | 44 | 108 | 63 | 105 |
| GENTE VIAGGI | 872 | 21 | 16 | 32 | 13 | 12 | 86 | 133 | 37 | 45 | 21 | 32 | 55 | 21 | 39 |
| GLAMOUR | 432 | 12 | 2 | 5 | 0 | 3 | 123 | 65 | 8 | 12 | 20 | 8 | 13 | 0 | 4 |
| GULLIVER | 337 | 14 | 2 | 11 | 5 | 5 | 34 | 65 | 17 | 11 | 14 | 7 | 17 | 4 | 21 |
| IN CASA | 209 | 209 | 14 | 19 | 5 | 3 | 31 | 17 | 6 | 10 | 12 | 45 | 12 | 5 | 0 |
| INSIEME | 444 | 14 | 444 | 155 | 5 | 16 | 33 | 9 | 1 | 30 | 5 | 30 | 9 | 5 | 9 |
| IO E IL MIO BAMBINO | 990 | 19 | 155 | 990 | 5 | 12 | 64 | 42 | 2 | 27 | 17 | 49 | 37 | 7 | 16 |
| JESUS | 206 | 5 | 5 | 5 | 206 | 14 | 8 | 10 | 4 | 45 | 9 | 4 | 13 | 4 | 2 |
| MADRE | 218 | 3 | 16 | 12 | 14 | 218 | 17 | 3 | 2 | 31 | 5 | 5 | 1 | 0 | 1 |
| MARIE CLAIRE | 1065 | 31 | 33 | 64 | 8 | 17 | 1065 | 173 | 17 | 55 | 46 | 45 | 50 | 6 | 20 |
| MAX | 1725 | 17 | 9 | 42 | 10 | 3 | 173 | 1725 | 21 | 53 | 17 | 36 | 126 | 31 | 57 |
| MERIDIANI | 211 | 6 | 1 | 2 | 4 | 2 | 17 | 21 | 211 | 6 | 5 | 15 | 11 | 5 | 8 |
| MESSAGGERO DI S.ANTONIO | 1771 | 10 | 30 | 27 | 45 | 31 | 55 | 53 | 6 | 1771 | 39 | 13 | 32 | 2 | 24 |
| LA MIA BOUTIQUE | 460 | 12 | 5 | 17 | 9 | 5 | 46 | 17 | 5 | 39 | 460 | 12 | 7 | 1 | 2 |
| LA MIA CASA | 409 | 45 | 30 | 49 | 4 | 5 | 45 | 36 | 15 | 13 | 12 | 409 | 12 | 9 | 18 |
| MILLIONAIRE INTRAPRENDERE | 666 | 12 | 9 | 37 | 13 | 1 | 50 | 126 | 11 | 32 | 7 | 12 | 666 | 17 | 37 |
| NAUTICA | 278 | 5 | 5 | 7 | 4 | 0 | 6 | 31 | 5 | 2 | 1 | 9 | 17 | 278 | 51 |
| PESCARE | 579 | 0 | 9 | 16 | 2 | 1 | 20 | 57 | 8 | 24 | 2 | 18 | 37 | 51 | 579 |
| PRATICA | 470 | 13 | 14 | 29 | 5 | 6 | 61 | 29 | 10 | 24 | 23 | 21 | 14 | 1 | 14 |
| QUATTRORUOTE | 5663 | 35 | 57 | 151 | 40 | 34 | 189 | 573 | 61 | 225 | 44 | 87 | 261 | 125 | 221 |
| QUATTRO ZAMPE | 516 | 2 | 20 | 15 | 2 | 1 | 37 | 59 | 9 | 20 | 17 | 34 | 26 | 19 | 25 |
| QUI TOURING | 1004 | 10 | 10 | 7 | 10 | 17 | 41 | 56 | 46 | 60 | 10 | 14 | 19 | 21 | 19 |
| RAKAM | 611 | 24 | 28 | 48 | 4 | 8 | 61 | 25 | 6 | 48 | 39 | 30 | 14 | 0 | 12 |
| SALE & PEPE | 740 | 7 | 33 | 37 | 7 | 5 | 78 | 41 | 8 | 35 | 35 | 16 | 37 | 9 | 20 |
| SALVE | 432 | 12 | 20 | 30 | 15 | 11 | 43 | 32 | 10 | 32 | 10 | 12 | 22 | 4 | 21 |
| SCIENZA & VITA | 248 | 0 | 8 | 5 | 8 | 6 | 12 | 36 | 9 | 14 | 8 | 6 | 11 | 5 | 15 |
| LE SCIENZE | 469 | 0 | 2 | 10 | 21 | 3 | 14 | 42 | 15 | 22 | 14 | 7 | 17 | 6 | 11 |
| SELEZIONE READER'S DIGEST | 1222 | 16 | 39 | 68 | 31 | 22 | 78 | 87 | 7 | 98 | 23 | 25 | 39 | 17 | 28 |
| SILHOUETTE DONNA | 1475 | 26 | 58 | 82 | 11 | 7 | 210 | 167 | 7 | 88 | 73 | 41 | 70 | 9 | 24 |
| SPEAK UP | 272 | 0 | 5 | 15 | 0 | 3 | 13 | 42 | 8 | 12 | 3 | 2 | 25 | 6 | 3 |
| STARBENE | 2135 | 28 | 87 | 136 | 20 | 22 | 182 | 179 | 14 | 156 | 48 | 68 | 105 | 39 | 59 |
| STARTER | 157 | 2 | 2 | 4 | 0 | 3 | 9 | 32 | 0 | 1 | 3 | 5 | 5 | 11 | 5 |
| TUTTI FOTOGRAFI | 230 | 9 | 4 | 11 | 2 | 0 | 10 | 21 | 10 | 11 | 0 | 5 | 21 | 8 | 13 |
| TUTTO | 893 | 1 | 2 | 24 | 4 | 4 | 70 | 162 | 17 | 32 | 18 | 16 | 42 | 8 | 35 |
| TUTTOMOTO | 1053 | 13 | 13 | 20 | 5 | 7 | 53 | 134 | 6 | 34 | 12 | 32 | 55 | 37 | 74 |
| TUTTOTURISMO | 337 | 7 | 7 | 15 | 9 | 11 | 26 | 51 | 23 | 16 | 6 | 16 | 24 | 12 | 13 |
| VERA | 1260 | 32 | 64 | 79 | 9 | 8 | 149 | 86 | 5 | 66 | 44 | 34 | 46 | 6 | 31 |
| VIAGGIARE | 360 | 11 | 9 | 20 | 4 | 5 | 38 | 59 | 15 | 19 | 10 | 24 | 48 | 22 | 22 |
| VITALITY | 274 | 5 | 4 | 20 | 3 | 5 | 62 | 52 | 3 | 13 | 12 | 18 | 27 | 3 | 4 |
| VOGUE ITALIA | 1025 | 27 | 28 | 63 | 7 | 5 | 216 | 180 | 14 | 52 | 51 | 40 | 67 | 17 | 21 |
| WEEKEND VIAGGI | 255 | 9 | 10 | 28 | 3 | 8 | 29 | 47 | 16 | 12 | 7 | 19 | 20 | 7 | 8 |
| DIANA (QUATTORDICINALE) | 348 | 0 | 11 | 11 | 7 | 0 | 14 | 35 | 10 | 12 | 1 | 9 | 10 | 6 | 49 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Selezione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **49445** | **470** | **5663** | **516** | **1004** | **611** | **740** | **432** | **248** | **469** | **1222** | **1475** | **272** | **2135** | **157** |
| AMICA | **1234** | 57 | 146 | 28 | 41 | 50 | 65 | 59 | 5 | 9 | 60 | 177 | 15 | 157 | 4 |
| ANNA | **1397** | 69 | 168 | 32 | 30 | 40 | 74 | 71 | 7 | 13 | 40 | 170 | 14 | 181 | 2 |
| AUTO OGGI | **866** | 8 | 475 | 23 | 47 | 12 | 22 | 12 | 23 | 6 | 51 | 39 | 2 | 74 | 41 |
| AUTOSPRINT | **758** | 15 | 421 | 20 | 28 | 12 | 9 | 11 | 11 | 7 | 43 | 34 | 10 | 56 | 35 |
| BELLA | **721** | 54 | 56 | 21 | 21 | 36 | 60 | 34 | 17 | 14 | 50 | 98 | 11 | 108 | 2 |
| CHI | **1712** | 50 | 251 | 34 | 47 | 32 | 94 | 33 | 12 | 16 | 73 | 172 | 21 | 220 | 7 |
| CONFIDENZE | **1037** | 48 | 103 | 25 | 15 | 40 | 41 | 24 | 3 | 6 | 43 | 106 | 7 | 135 | 4 |
| DOMENICA QUIZ | **392** | 6 | 85 | 8 | 23 | 21 | 13 | 9 | 6 | 13 | 32 | 25 | 7 | 39 | 2 |
| DONNA MODERNA | **4060** | 176 | 540 | 97 | 152 | 150 | 211 | 148 | 41 | 59 | 218 | 515 | 44 | 568 | 19 |
| L'ESPRESSO | **2321** | 35 | 600 | 70 | 144 | 43 | 75 | 46 | 48 | 66 | 110 | 92 | 49 | 212 | 16 |
| EVA EXPRESS TREMILA | **783** | 25 | 164 | 22 | 17 | 26 | 35 | 20 | 7 | 8 | 25 | 67 | 5 | 81 | 6 |
| FAMIGLIA CRISTIANA | **5215** | 64 | 741 | 58 | 178 | 136 | 134 | 76 | 50 | 97 | 281 | 214 | 39 | 331 | 20 |
| FILM TV | **317** | 9 | 67 | 11 | 18 | 8 | 13 | 9 | 4 | 10 | 18 | 18 | 0 | 20 | 6 |
| GENTE | **4387** | 112 | 736 | 68 | 135 | 120 | 122 | 97 | 41 | 59 | 196 | 281 | 41 | 454 | 16 |
| GIOIA | **1487** | 61 | 217 | 32 | 26 | 79 | 70 | 47 | 11 | 19 | 72 | 188 | 21 | 191 | 5 |
| IL GIORNALINO | **401** | 4 | 76 | 18 | 20 | 6 | 5 | 6 | 8 | 7 | 21 | 25 | 14 | 33 | 5 |
| GRAND HOTEL | **1238** | 17 | 159 | 33 | 10 | 33 | 34 | 12 | 8 | 8 | 34 | 98 | 3 | 90 | 10 |
| GRAZIA | **1810** | 67 | 278 | 44 | 69 | 75 | 121 | 54 | 11 | 25 | 79 | 255 | 18 | 242 | 7 |
| GUERIN SPORTIVO | **482** | 4 | 151 | 14 | 13 | 3 | 3 | 2 | 6 | 13 | 33 | 10 | 11 | 24 | 8 |
| GUIDA TV | **1729** | 35 | 323 | 52 | 34 | 29 | 39 | 30 | 5 | 34 | 90 | 102 | 11 | 137 | 16 |
| INTIMITA' | **1192** | 39 | 126 | 17 | 13 | 31 | 52 | 27 | 9 | 9 | 46 | 102 | 6 | 127 | 1 |
| MAGAZINE BEAUTIFUL | **351** | 8 | 56 | 9 | 7 | 10 | 12 | 12 | 3 | 5 | 11 | 63 | 4 | 43 | 1 |
| IL MONDO | **113** | 3 | 29 | 2 | 15 | 10 | 0 | 6 | 0 | 3 | 2 | 7 | 0 | 10 | 0 |
| MOTOSPRINT | **585** | 7 | 285 | 24 | 13 | 3 | 11 | 7 | 8 | 5 | 39 | 42 | 2 | 44 | 23 |
| NOVELLA 2000 | **1465** | 17 | 308 | 42 | 18 | 29 | 53 | 42 | 14 | 20 | 63 | 110 | 5 | 167 | 8 |
| OGGI | **4430** | 85 | 745 | 78 | 157 | 124 | 145 | 99 | 47 | 64 | 216 | 249 | 31 | 417 | 22 |
| PANORAMA | **3507** | 41 | 904 | 78 | 188 | 73 | 96 | 111 | 42 | 108 | 204 | 212 | 61 | 348 | 15 |
| SORRISI E CANZONI TV | **8586** | 137 | 1547 | 175 | 161 | 117 | 213 | 116 | 45 | 81 | 335 | 523 | 88 | 679 | 65 |
| STOP | **750** | 18 | 97 | 18 | 20 | 16 | 26 | 19 | 5 | 4 | 30 | 28 | 1 | 61 | 1 |
| TELEPIU' | **2157** | 33 | 375 | 51 | 44 | 41 | 60 | 28 | 13 | 26 | 83 | 156 | 19 | 162 | 23 |
| TELESETTE | **2296** | 36 | 396 | 48 | 43 | 44 | 65 | 28 | 9 | 25 | 101 | 113 | 23 | 191 | 24 |
| TOPOLINO | **2675** | 65 | 672 | 56 | 101 | 52 | 122 | 51 | 37 | 90 | 158 | 171 | 25 | 256 | 5 |
| VISTO | **741** | 12 | 109 | 20 | 13 | 13 | 29 | 18 | 9 | 6 | 32 | 53 | 3 | 95 | 0 |
| VIVERSANI & BELLI | **1929** | 83 | 316 | 54 | 34 | 68 | 63 | 82 | 25 | 34 | 99 | 386 | 18 | 504 | 14 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 43 | 222 | 48 | 102 | 48 | 81 | 46 | 22 | 67 | 61 | 137 | 49 | 145 | 13 |
| DIARIO DELLA SETTIMANA | **165** | 0 | 25 | 4 | 14 | 2 | 11 | 8 | 0 | 12 | 7 | 7 | 2 | 8 | 0 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 29 | 868 | 68 | 96 | 23 | 58 | 20 | 35 | 42 | 126 | 89 | 26 | 153 | 38 |
| IO DONNA | **2071** | 64 | 322 | 61 | 208 | 74 | 86 | 77 | 29 | 42 | 74 | 153 | 54 | 185 | 12 |
| SETTE | **2509** | 49 | 473 | 66 | 230 | 70 | 94 | 86 | 35 | 55 | 108 | 107 | 49 | 146 | 11 |
| SPECCHIO DELLA STAMPA | **1306** | 32 | 262 | 46 | 67 | 29 | 53 | 32 | 23 | 49 | 56 | 81 | 14 | 124 | 12 |
| TV SETTE | **2696** | 44 | 528 | 61 | 208 | 58 | 103 | 87 | 33 | 60 | 113 | 137 | 62 | 180 | 10 |
| IL VENERDI' | **4025** | 82 | 786 | 85 | 230 | 74 | 139 | 91 | 50 | 152 | 186 | 207 | 82 | 317 | 30 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Selezione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **49445** | **470** | **5663** | **516** | **1004** | **611** | **740** | **432** | **248** | **469** | **1222** | **1475** | **272** | **2135** | **157** |
| ABITARE | 449 | 15 | 105 | 11 | 51 | 29 | 23 | 20 | 15 | 10 | 21 | 20 | 6 | 32 | 2 |
| AD | 677 | 27 | 131 | 18 | 55 | 40 | 51 | 18 | 12 | 23 | 36 | 31 | 20 | 63 | 9 |
| AIRONE | 1090 | 30 | 308 | 32 | 99 | 38 | 51 | 44 | 38 | 84 | 75 | 74 | 34 | 135 | 8 |
| AMADEUS | 186 | 5 | 46 | 11 | 27 | 8 | 5 | 6 | 0 | 15 | 20 | 12 | 9 | 21 | 0 |
| ARCHEO | 322 | 8 | 61 | 3 | 38 | 8 | 13 | 2 | 16 | 32 | 25 | 16 | 22 | 19 | 0 |
| ASTRA | 554 | 27 | 99 | 30 | 15 | 17 | 20 | 30 | 13 | 7 | 28 | 96 | 6 | 103 | 4 |
| A TAVOLA | 222 | 10 | 32 | 1 | 18 | 17 | 45 | 7 | 12 | 11 | 16 | 21 | 3 | 58 | 0 |
| AUTO | 1289 | 11 | 755 | 52 | 51 | 6 | 32 | 26 | 34 | 15 | 71 | 41 | 5 | 88 | 55 |
| L'AUTOMOBILE | 1337 | 24 | 516 | 28 | 97 | 16 | 37 | 19 | 22 | 26 | 90 | 42 | 23 | 78 | 28 |
| BELL'EUROPA | 373 | 13 | 69 | 9 | 59 | 16 | 27 | 1 | 8 | 11 | 22 | 9 | 16 | 42 | 0 |
| BELL'ITALIA | 746 | 20 | 164 | 23 | 112 | 24 | 33 | 23 | 21 | 49 | 32 | 24 | 24 | 81 | 7 |
| BENISSIMO | 440 | 57 | 58 | 19 | 12 | 69 | 36 | 24 | 4 | 9 | 30 | 86 | 15 | 91 | 8 |
| BIMBI SANI E BELLI | 1209 | 48 | 191 | 33 | 22 | 52 | 61 | 37 | 19 | 11 | 79 | 159 | 18 | 203 | 6 |
| BRAVA CASA | 1164 | 51 | 239 | 24 | 65 | 59 | 80 | 32 | 10 | 15 | 67 | 101 | 10 | 156 | 2 |
| BUONA CUCINA | 623 | 46 | 113 | 32 | 7 | 28 | 115 | 14 | 17 | 14 | 45 | 48 | 3 | 93 | 3 |
| BURDA | 1286 | 47 | 158 | 26 | 25 | 151 | 65 | 32 | 18 | 6 | 71 | 161 | 17 | 144 | 3 |
| CAPITAL | 470 | 16 | 191 | 15 | 43 | 20 | 20 | 8 | 9 | 12 | 30 | 21 | 12 | 55 | 11 |
| CARNET | 240 | 6 | 48 | 10 | 36 | 2 | 13 | 9 | 10 | 13 | 20 | 14 | 10 | 15 | 1 |
| CASAVIVA | 1846 | 65 | 345 | 33 | 101 | 73 | 138 | 68 | 16 | 26 | 88 | 153 | 16 | 238 | 6 |
| CENTO COSE ENERGY | 783 | 54 | 167 | 31 | 40 | 32 | 43 | 23 | 12 | 22 | 45 | 220 | 33 | 175 | 5 |
| CIAK | 941 | 15 | 270 | 42 | 33 | 15 | 40 | 7 | 19 | 34 | 63 | 88 | 37 | 104 | 13 |
| CIPRIA | 395 | 36 | 62 | 10 | 17 | 31 | 26 | 25 | 0 | 10 | 24 | 98 | 11 | 85 | 0 |
| CLASS | 315 | 9 | 102 | 10 | 23 | 10 | 17 | 9 | 6 | 6 | 15 | 25 | 11 | 27 | 14 |
| CLUB 3 | 219 | 4 | 32 | 6 | 19 | 7 | 3 | 7 | 5 | 12 | 26 | 4 | 4 | 17 | 0 |
| COME STAI | 354 | 25 | 55 | 19 | 10 | 15 | 22 | 37 | 16 | 10 | 26 | 104 | 3 | 138 | 4 |
| CONSIGLI PRATICI | 278 | 47 | 46 | 13 | 17 | 25 | 22 | 17 | 2 | 0 | 37 | 37 | 0 | 44 | 0 |
| COSE DI CASA | 1942 | 114 | 316 | 63 | 82 | 73 | 110 | 60 | 23 | 35 | 92 | 224 | 33 | 257 | 18 |
| LA CUCINA ITALIANA | 995 | 35 | 140 | 37 | 58 | 46 | 157 | 41 | 19 | 25 | 66 | 55 | 10 | 140 | 12 |
| CUCINA MODERNA | 1076 | 66 | 190 | 46 | 29 | 53 | 144 | 33 | 17 | 21 | 61 | 109 | 15 | 167 | 15 |
| DONNA | 1021 | 19 | 166 | 22 | 23 | 48 | 45 | 44 | 9 | 13 | 68 | 176 | 3 | 158 | 9 |
| DONNA E MAMMA | 462 | 13 | 53 | 16 | 16 | 18 | 16 | 15 | 7 | 6 | 31 | 38 | 4 | 63 | 4 |
| DOVE | 525 | 20 | 144 | 15 | 118 | 10 | 19 | 32 | 6 | 24 | 36 | 25 | 18 | 45 | 6 |
| ELLE | 610 | 27 | 104 | 14 | 20 | 35 | 49 | 34 | 3 | 7 | 29 | 109 | 14 | 97 | 1 |
| ELLE DECOR | 200 | 10 | 38 | 6 | 10 | 15 | 13 | 13 | 0 | 2 | 13 | 17 | 3 | 29 | 0 |
| FOCUS | 3389 | 70 | 858 | 85 | 140 | 47 | 123 | 53 | 89 | 144 | 190 | 233 | 61 | 310 | 30 |
| GARDENIA | 373 | 10 | 98 | 5 | 21 | 27 | 10 | 17 | 18 | 12 | 41 | 27 | 10 | 38 | 2 |
| GENTE MESE | 1483 | 56 | 323 | 40 | 39 | 49 | 78 | 54 | 15 | 18 | 103 | 165 | 19 | 236 | 8 |
| GENTE MONEY | 315 | 12 | 129 | 12 | 35 | 5 | 6 | 17 | 10 | 12 | 11 | 28 | 24 | 34 | 4 |
| GENTE MOTORI | 1765 | 15 | 1067 | 73 | 73 | 11 | 33 | 28 | 38 | 20 | 102 | 68 | 12 | 145 | 59 |
| GENTE VIAGGI | 872 | 27 | 331 | 38 | 77 | 31 | 41 | 38 | 30 | 23 | 59 | 66 | 16 | 110 | 22 |
| GLAMOUR | 432 | 26 | 61 | 11 | 16 | 11 | 20 | 27 | 4 | 7 | 16 | 79 | 7 | 70 | 4 |
| GULLIVER | 337 | 16 | 110 | 14 | 31 | 11 | 18 | 22 | 18 | 12 | 24 | 27 | 7 | 35 | 6 |
| IN CASA | 209 | 13 | 35 | 2 | 10 | 24 | 7 | 12 | 0 | 0 | 16 | 26 | 0 | 28 | 2 |
| INSIEME | 444 | 14 | 57 | 20 | 10 | 28 | 33 | 20 | 8 | 2 | 39 | 58 | 5 | 87 | 2 |
| IO E IL MIO BAMBINO | 990 | 29 | 151 | 15 | 7 | 48 | 37 | 30 | 5 | 10 | 68 | 82 | 15 | 136 | 4 |
| JESUS | 206 | 5 | 40 | 2 | 10 | 4 | 7 | 15 | 8 | 21 | 31 | 11 | 0 | 20 | 0 |
| MADRE | 218 | 6 | 34 | 1 | 17 | 8 | 5 | 11 | 6 | 3 | 22 | 7 | 3 | 22 | 3 |
| MARIE CLAIRE | 1065 | 61 | 189 | 37 | 41 | 61 | 78 | 43 | 12 | 14 | 78 | 210 | 13 | 182 | 9 |
| MAX | 1725 | 29 | 573 | 59 | 56 | 25 | 41 | 32 | 36 | 42 | 87 | 167 | 42 | 179 | 32 |
| MERIDIANI | 211 | 10 | 61 | 9 | 46 | 6 | 8 | 10 | 9 | 15 | 7 | 7 | 8 | 14 | 0 |
| MESSAGGERO DI S.ANTONIO | 1771 | 24 | 225 | 20 | 60 | 48 | 35 | 32 | 14 | 22 | 98 | 88 | 12 | 156 | 1 |
| LA MIA BOUTIQUE | 460 | 23 | 44 | 17 | 10 | 39 | 35 | 10 | 8 | 14 | 23 | 73 | 3 | 48 | 3 |
| LA MIA CASA | 409 | 21 | 87 | 34 | 14 | 30 | 16 | 12 | 6 | 7 | 25 | 41 | 2 | 68 | 5 |
| MILLIONAIRE INTRAPRENDERE | 666 | 14 | 261 | 26 | 19 | 14 | 37 | 22 | 11 | 17 | 39 | 70 | 25 | 105 | 5 |
| NAUTICA | 278 | 1 | 125 | 19 | 21 | 0 | 9 | 4 | 5 | 6 | 17 | 9 | 6 | 39 | 11 |
| PESCARE | 579 | 14 | 221 | 25 | 19 | 12 | 20 | 21 | 15 | 11 | 28 | 24 | 3 | 59 | 5 |
| PRATICA | 470 | 470 | 68 | 18 | 34 | 26 | 48 | 25 | 4 | 8 | 22 | 77 | 4 | 86 | 2 |
| QUATTRORUOTE | 5663 | 68 | 5663 | 161 | 237 | 58 | 137 | 79 | 79 | 91 | 280 | 209 | 64 | 359 | 96 |
| QUATTRO ZAMPE | 516 | 18 | 161 | 516 | 25 | 18 | 29 | 17 | 11 | 13 | 48 | 41 | 13 | 59 | 15 |
| QUI TOURING | 1004 | 34 | 237 | 25 | 1004 | 12 | 41 | 35 | 29 | 46 | 63 | 31 | 31 | 60 | 6 |
| RAKAM | 611 | 26 | 58 | 18 | 12 | 611 | 53 | 25 | 13 | 13 | 54 | 73 | 8 | 67 | 6 |
| SALE & PEPE | 740 | 48 | 137 | 29 | 41 | 53 | 740 | 42 | 10 | 22 | 54 | 80 | 10 | 95 | 9 |
| SALVE | 432 | 25 | 79 | 17 | 35 | 25 | 42 | 432 | 19 | 13 | 33 | 71 | 2 | 179 | 0 |
| SCIENZA & VITA | 248 | 4 | 79 | 11 | 29 | 13 | 10 | 19 | 248 | 52 | 30 | 18 | 6 | 44 | 1 |
| LE SCIENZE | 469 | 8 | 91 | 13 | 46 | 13 | 22 | 13 | 52 | 469 | 41 | 16 | 24 | 48 | 1 |
| SELEZIONE READER'S DIGEST | 1222 | 22 | 280 | 48 | 63 | 54 | 54 | 33 | 30 | 41 | 1222 | 68 | 14 | 117 | 8 |
| SILHOUETTE DONNA | 1475 | 77 | 209 | 41 | 31 | 73 | 80 | 71 | 18 | 16 | 68 | 1475 | 16 | 487 | 8 |
| SPEAK UP | 272 | 4 | 64 | 13 | 31 | 8 | 10 | 2 | 6 | 24 | 14 | 16 | 272 | 48 | 2 |
| STARBENE | 2135 | 86 | 359 | 59 | 60 | 67 | 95 | 179 | 44 | 48 | 117 | 487 | 48 | 2135 | 19 |
| STARTER | 157 | 2 | 96 | 15 | 6 | 6 | 9 | 0 | 1 | 1 | 8 | 8 | 2 | 19 | 157 |
| TUTTI FOTOGRAFI | 230 | 3 | 62 | 10 | 15 | 12 | 9 | 9 | 3 | 10 | 9 | 15 | 6 | 31 | 2 |
| TUTTO | 893 | 13 | 209 | 39 | 18 | 9 | 25 | 15 | 14 | 27 | 54 | 124 | 23 | 113 | 13 |
| TUTTOMOTO | 1053 | 11 | 565 | 62 | 18 | 16 | 18 | 17 | 14 | 6 | 50 | 62 | 11 | 116 | 41 |
| TUTTOTURISMO | 337 | 8 | 124 | 16 | 36 | 6 | 13 | 4 | 5 | 6 | 23 | 36 | 13 | 40 | 6 |
| VERA | 1260 | 138 | 201 | 28 | 36 | 65 | 66 | 56 | 12 | 17 | 90 | 241 | 19 | 281 | 4 |
| VIAGGIARE | 360 | 9 | 133 | 23 | 35 | 11 | 14 | 18 | 7 | 8 | 22 | 28 | 14 | 54 | 16 |
| VITALITY | 274 | 23 | 59 | 11 | 17 | 12 | 14 | 28 | 1 | 7 | 27 | 116 | 11 | 103 | 5 |
| VOGUE ITALIA | 1025 | 14 | 270 | 47 | 46 | 49 | 55 | 39 | 20 | 8 | 62 | 172 | 17 | 190 | 9 |
| WEEKEND VIAGGI | 255 | 17 | 78 | 7 | 22 | 16 | 11 | 13 | 7 | 16 | 19 | 30 | 7 | 35 | 7 |
| DIANA (QUATTORDICINALE) | 348 | 4 | 91 | 25 | 13 | 5 | 1 | 12 | 10 | 7 | 31 | 11 | 5 | 22 | 4 |

# Adulti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viaggiare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **49445** | **230** | **893** | **1053** | **337** | **1260** | **360** | **274** | **1025** | **255** | **348** |
| AMICA | **1234** | 5 | 37 | 34 | 31 | 126 | 21 | 40 | 137 | 17 | 14 |
| ANNA | **1397** | 9 | 54 | 33 | 20 | 154 | 28 | 45 | 123 | 26 | 11 |
| AUTO OGGI | **866** | 24 | 47 | 163 | 17 | 33 | 50 | 12 | 53 | 16 | 15 |
| AUTOSPRINT | **758** | 10 | 34 | 170 | 31 | 17 | 36 | 7 | 58 | 11 | 25 |
| BELLA | **721** | 8 | 22 | 8 | 13 | 123 | 18 | 27 | 51 | 10 | 10 |
| CHI | **1712** | 10 | 87 | 61 | 23 | 180 | 33 | 35 | 105 | 26 | 16 |
| CONFIDENZE | **1037** | 8 | 28 | 18 | 14 | 98 | 14 | 20 | 52 | 12 | 6 |
| DOMENICA QUIZ | **392** | 12 | 13 | 19 | 2 | 28 | 5 | 4 | 25 | 6 | 0 |
| DONNA MODERNA | **4060** | 27 | 139 | 97 | 73 | 477 | 71 | 122 | 268 | 65 | 35 |
| L'ESPRESSO | **2321** | 58 | 74 | 115 | 56 | 66 | 79 | 17 | 141 | 48 | 27 |
| EVA EXPRESS TREMILA | **783** | 10 | 29 | 41 | 7 | 78 | 8 | 9 | 49 | 10 | 13 |
| FAMIGLIA CRISTIANA | **5215** | 35 | 136 | 111 | 63 | 214 | 53 | 34 | 144 | 25 | 38 |
| FILM TV | **317** | 5 | 21 | 11 | 8 | 16 | 8 | 4 | 13 | 9 | 2 |
| GENTE | **4387** | 27 | 127 | 138 | 58 | 287 | 54 | 62 | 223 | 50 | 47 |
| GIOIA | **1487** | 12 | 75 | 50 | 23 | 168 | 26 | 43 | 130 | 29 | 11 |
| IL GIORNALINO | **401** | 6 | 25 | 24 | 0 | 26 | 2 | 5 | 16 | 0 | 0 |
| GRAND HOTEL | **1238** | 11 | 22 | 37 | 22 | 72 | 21 | 13 | 31 | 14 | 15 |
| GRAZIA | **1810** | 11 | 74 | 42 | 29 | 203 | 38 | 62 | 187 | 23 | 15 |
| GUERIN SPORTIVO | **482** | 1 | 29 | 58 | 19 | 16 | 10 | 0 | 25 | 8 | 9 |
| GUIDA TV | **1729** | 33 | 47 | 75 | 30 | 83 | 23 | 21 | 74 | 21 | 28 |
| INTIMITA' | **1192** | 2 | 35 | 16 | 8 | 94 | 4 | 18 | 55 | 11 | 7 |
| MAGAZINE BEAUTIFUL | **351** | 0 | 79 | 21 | 7 | 36 | 5 | 6 | 21 | 3 | 0 |
| IL MONDO | **113** | 9 | 2 | 2 | 2 | 6 | 6 | 3 | 3 | 5 | 1 |
| MOTOSPRINT | **585** | 5 | 39 | 226 | 13 | 21 | 18 | 11 | 39 | 9 | 11 |
| NOVELLA 2000 | **1465** | 10 | 68 | 62 | 18 | 134 | 27 | 23 | 127 | 16 | 26 |
| OGGI | **4430** | 31 | 129 | 127 | 71 | 311 | 76 | 66 | 201 | 55 | 60 |
| PANORAMA | **3507** | 64 | 146 | 154 | 53 | 118 | 91 | 47 | 188 | 46 | 52 |
| SORRISI E CANZONI TV | **8586** | 51 | 424 | 363 | 145 | 460 | 127 | 94 | 333 | 82 | 104 |
| STOP | **750** | 0 | 20 | 44 | 5 | 45 | 6 | 7 | 38 | 5 | 3 |
| TELEPIU' | **2157** | 16 | 95 | 114 | 29 | 100 | 31 | 24 | 96 | 20 | 19 |
| TELESETTE | **2296** | 17 | 87 | 83 | 25 | 130 | 44 | 17 | 69 | 10 | 19 |
| TOPOLINO | **2675** | 36 | 152 | 139 | 46 | 122 | 51 | 38 | 145 | 43 | 39 |
| VISTO | **741** | 6 | 16 | 38 | 2 | 56 | 17 | 10 | 40 | 5 | 8 |
| VIVERSANI & BELLI | **1929** | 22 | 57 | 76 | 28 | 195 | 35 | 93 | 140 | 33 | 13 |
| **SUPPLEMENTI** | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 15 | 92 | 26 | 35 | 62 | 41 | 26 | 88 | 20 | 15 |
| DIARIO DELLA SETTIMANA | **165** | 0 | 5 | 6 | 3 | 4 | 5 | 0 | 13 | 0 | 4 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 20 | 174 | 222 | 57 | 62 | 78 | 39 | 121 | 34 | 72 |
| IO DONNA | **2071** | 18 | 83 | 32 | 45 | 113 | 33 | 51 | 108 | 23 | 24 |
| SETTE | **2509** | 34 | 89 | 59 | 46 | 91 | 53 | 31 | 101 | 26 | 18 |
| SPECCHIO DELLA STAMPA | **1306** | 16 | 63 | 51 | 19 | 76 | 23 | 19 | 55 | 18 | 13 |
| TV SETTE | **2696** | 36 | 110 | 65 | 51 | 95 | 51 | 47 | 121 | 28 | 29 |
| IL VENERDI' | **4025** | 64 | 120 | 118 | 69 | 148 | 95 | 56 | 149 | 61 | 40 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viaggiare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **49445** | **230** | **893** | **1053** | **337** | **1260** | **360** | **274** | **1025** | **255** | **348** |
| ABITARE | 449 | 13 | 17 | 19 | 10 | 26 | 20 | 4 | 34 | 14 | 10 |
| AD | 677 | 20 | 20 | 10 | 10 | 27 | 16 | 19 | 74 | 27 | 5 |
| AIRONE | 1090 | 29 | 63 | 52 | 33 | 53 | 59 | 18 | 76 | 49 | 34 |
| AMADEUS | 186 | 9 | 21 | 7 | 4 | 15 | 16 | 7 | 21 | 13 | 0 |
| ARCHEO | 322 | 3 | 9 | 3 | 10 | 6 | 7 | 0 | 13 | 11 | 1 |
| ASTRA | 554 | 11 | 45 | 22 | 13 | 57 | 14 | 23 | 57 | 13 | 6 |
| A TAVOLA | 222 | 3 | 6 | 3 | 12 | 28 | 8 | 8 | 18 | 7 | 3 |
| AUTO | 1289 | 26 | 56 | 240 | 45 | 55 | 58 | 12 | 97 | 26 | 31 |
| L'AUTOMOBILE | 1337 | 14 | 48 | 122 | 34 | 37 | 34 | 16 | 65 | 16 | 24 |
| BELL'EUROPA | 373 | 9 | 17 | 5 | 22 | 9 | 19 | 5 | 20 | 20 | 8 |
| BELL'ITALIA | 746 | 21 | 25 | 14 | 44 | 26 | 47 | 10 | 28 | 49 | 9 |
| BENISSIMO | 440 | 2 | 9 | 15 | 11 | 92 | 16 | 16 | 35 | 17 | 5 |
| BIMBI SANI E BELLI | 1209 | 12 | 35 | 46 | 23 | 114 | 34 | 35 | 94 | 26 | 17 |
| BRAVA CASA | 1164 | 22 | 33 | 38 | 27 | 114 | 22 | 40 | 83 | 27 | 11 |
| BUONA CUCINA | 623 | 5 | 19 | 25 | 24 | 81 | 13 | 8 | 34 | 13 | 1 |
| BURDA | 1286 | 13 | 37 | 30 | 23 | 103 | 17 | 31 | 115 | 15 | 7 |
| CAPITAL | 470 | 10 | 19 | 28 | 25 | 31 | 37 | 14 | 58 | 16 | 4 |
| CARNET | 240 | 2 | 20 | 4 | 16 | 13 | 7 | 17 | 14 | 7 | 0 |
| CASAVIVA | 1846 | 20 | 43 | 58 | 24 | 155 | 41 | 42 | 161 | 27 | 15 |
| CENTO COSE ENERGY | 783 | 12 | 99 | 50 | 20 | 151 | 33 | 71 | 101 | 25 | 5 |
| CIAK | 941 | 15 | 225 | 83 | 28 | 68 | 28 | 23 | 57 | 19 | 15 |
| CIPRIA | 395 | 5 | 11 | 4 | 6 | 54 | 13 | 34 | 42 | 9 | 2 |
| CLASS | 315 | 7 | 22 | 17 | 18 | 11 | 24 | 14 | 54 | 12 | 3 |
| CLUB 3 | 219 | 1 | 0 | 0 | 5 | 8 | 4 | 1 | 4 | 4 | 0 |
| COME STAI | 354 | 3 | 17 | 8 | 8 | 57 | 13 | 24 | 22 | 16 | 2 |
| CONSIGLI PRATICI | 278 | 3 | 11 | 12 | 6 | 76 | 16 | 13 | 25 | 8 | 0 |
| COSE DI CASA | 1942 | 19 | 70 | 78 | 41 | 202 | 31 | 44 | 131 | 22 | 16 |
| LA CUCINA ITALIANA | 995 | 16 | 20 | 17 | 20 | 78 | 26 | 12 | 49 | 13 | 26 |
| CUCINA MODERNA | 1076 | 10 | 48 | 32 | 21 | 119 | 22 | 23 | 60 | 15 | 19 |
| DONNA | 1021 | 10 | 81 | 59 | 15 | 136 | 15 | 23 | 127 | 31 | 10 |
| DONNA E MAMMA | 462 | 5 | 9 | 10 | 10 | 35 | 4 | 10 | 32 | 7 | 3 |
| DOVE | 525 | 12 | 23 | 19 | 26 | 33 | 34 | 11 | 45 | 34 | 6 |
| ELLE | 610 | 8 | 37 | 21 | 11 | 68 | 13 | 48 | 146 | 19 | 10 |
| ELLE DECOR | 200 | 8 | 4 | 11 | 5 | 22 | 8 | 8 | 44 | 16 | 0 |
| FOCUS | 3389 | 46 | 273 | 191 | 47 | 147 | 68 | 50 | 144 | 52 | 35 |
| GARDENIA | 373 | 5 | 10 | 24 | 13 | 24 | 20 | 12 | 16 | 13 | 19 |
| GENTE MESE | 1483 | 18 | 105 | 84 | 44 | 171 | 40 | 43 | 152 | 41 | 19 |
| GENTE MONEY | 315 | 7 | 6 | 22 | 4 | 20 | 17 | 14 | 29 | 4 | 8 |
| GENTE MOTORI | 1765 | 39 | 89 | 328 | 41 | 74 | 46 | 15 | 142 | 28 | 66 |
| GENTE VIAGGI | 872 | 14 | 41 | 71 | 83 | 56 | 88 | 14 | 74 | 71 | 28 |
| GLAMOUR | 432 | 5 | 49 | 18 | 7 | 56 | 7 | 26 | 85 | 4 | 2 |
| GULLIVER | 337 | 12 | 20 | 26 | 20 | 37 | 37 | 14 | 36 | 19 | 13 |
| IN CASA | 209 | 9 | 1 | 13 | 7 | 32 | 11 | 5 | 27 | 9 | 0 |
| INSIEME | 444 | 4 | 2 | 13 | 7 | 64 | 9 | 4 | 28 | 10 | 11 |
| IO E IL MIO BAMBINO | 990 | 11 | 24 | 20 | 15 | 79 | 20 | 20 | 63 | 28 | 11 |
| JESUS | 206 | 2 | 4 | 5 | 9 | 9 | 4 | 3 | 7 | 3 | 7 |
| MADRE | 218 | 0 | 4 | 7 | 11 | 8 | 5 | 5 | 5 | 8 | 0 |
| MARIE CLAIRE | 1065 | 10 | 70 | 53 | 26 | 149 | 38 | 62 | 216 | 29 | 14 |
| MAX | 1725 | 21 | 162 | 134 | 51 | 86 | 59 | 52 | 180 | 47 | 35 |
| MERIDIANI | 211 | 10 | 17 | 6 | 23 | 5 | 15 | 3 | 14 | 16 | 10 |
| MESSAGGERO DI S.ANTONIO | 1771 | 11 | 32 | 34 | 16 | 66 | 19 | 13 | 52 | 12 | 12 |
| LA MIA BOUTIQUE | 460 | 0 | 18 | 12 | 6 | 44 | 10 | 12 | 51 | 7 | 1 |
| LA MIA CASA | 409 | 5 | 16 | 32 | 16 | 34 | 24 | 18 | 40 | 19 | 9 |
| MILLIONAIRE INTRAPRENDERE | 666 | 21 | 42 | 55 | 24 | 46 | 48 | 27 | 67 | 20 | 10 |
| NAUTICA | 278 | 8 | 8 | 37 | 12 | 6 | 22 | 3 | 17 | 7 | 6 |
| PESCARE | 579 | 13 | 35 | 74 | 13 | 31 | 22 | 4 | 21 | 8 | 49 |
| PRATICA | 470 | 3 | 13 | 11 | 8 | 138 | 9 | 23 | 14 | 17 | 4 |
| QUATTRORUOTE | 5663 | 62 | 209 | 565 | 124 | 201 | 133 | 59 | 270 | 78 | 91 |
| QUATTRO ZAMPE | 516 | 10 | 39 | 62 | 16 | 28 | 23 | 11 | 47 | 7 | 25 |
| QUI TOURING | 1004 | 15 | 18 | 18 | 36 | 36 | 35 | 17 | 46 | 22 | 13 |
| RAKAM | 611 | 12 | 9 | 16 | 6 | 65 | 11 | 12 | 49 | 16 | 5 |
| SALE & PEPE | 740 | 9 | 25 | 18 | 13 | 66 | 14 | 14 | 55 | 11 | 1 |
| SALVE | 432 | 9 | 15 | 17 | 4 | 56 | 18 | 28 | 39 | 13 | 12 |
| SCIENZA & VITA | 248 | 3 | 14 | 14 | 5 | 12 | 7 | 1 | 20 | 7 | 10 |
| LE SCIENZE | 469 | 10 | 27 | 6 | 6 | 17 | 8 | 7 | 8 | 16 | 7 |
| SELEZIONE READER'S DIGEST | 1222 | 9 | 54 | 50 | 23 | 90 | 22 | 27 | 62 | 19 | 31 |
| SILHOUETTE DONNA | 1475 | 15 | 124 | 62 | 36 | 241 | 28 | 116 | 172 | 30 | 11 |
| SPEAK UP | 272 | 6 | 23 | 11 | 13 | 19 | 14 | 11 | 17 | 7 | 5 |
| STARBENE | 2135 | 31 | 113 | 116 | 40 | 281 | 54 | 103 | 190 | 35 | 22 |
| STARTER | 157 | 2 | 13 | 41 | 6 | 4 | 16 | 5 | 9 | 7 | 4 |
| TUTTI FOTOGRAFI | 230 | 230 | 8 | 14 | 9 | 8 | 16 | 5 | 9 | 18 | 4 |
| TUTTO | 893 | 8 | 893 | 82 | 18 | 82 | 20 | 23 | 84 | 16 | 11 |
| TUTTOMOTO | 1053 | 14 | 82 | 1053 | 40 | 33 | 24 | 26 | 73 | 17 | 22 |
| TUTTOTURISMO | 337 | 9 | 18 | 40 | 337 | 24 | 62 | 11 | 35 | 51 | 4 |
| VERA | 1260 | 8 | 82 | 33 | 24 | 1260 | 31 | 73 | 117 | 20 | 13 |
| VIAGGIARE | 360 | 16 | 20 | 24 | 62 | 31 | 360 | 31 | 32 | 51 | 13 |
| VITALITY | 274 | 5 | 23 | 26 | 11 | 73 | 31 | 274 | 33 | 15 | 1 |
| VOGUE ITALIA | 1025 | 9 | 84 | 73 | 35 | 117 | 32 | 33 | 1025 | 37 | 19 |
| WEEKEND VIAGGI | 255 | 18 | 16 | 17 | 51 | 20 | 51 | 15 | 37 | 255 | 8 |
| DIANA (QUATTORDICINALE) | 348 | 4 | 11 | 22 | 4 | 13 | 13 | 1 | 19 | 8 | 348 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confi-denze | Dome-nica Quiz | Donna Moder-na | L'E-spresso | Eva Express Tremila | Fami-glia Cri-stiana | Film TV | Gente |
| **POPOLAZIONE** | **23775** | **191** | **219** | **726** | **639** | **86** | **503** | **165** | **203** | **839** | **1550** | **364** | **2160** | **177** | **1640** |
| AMICA | **191** | 191 | 65 | 23 | 25 | 17 | 30 | 7 | 4 | 71 | 46 | 19 | 38 | 1 | 54 |
| ANNA | **219** | 65 | 219 | 26 | 15 | 19 | 31 | 12 | 9 | 76 | 43 | 23 | 46 | 2 | 58 |
| AUTO OGGI | **726** | 23 | 26 | 726 | 173 | 13 | 32 | 12 | 21 | 78 | 99 | 35 | 92 | 14 | 117 |
| AUTOSPRINT | **639** | 25 | 15 | 173 | 639 | 12 | 21 | 15 | 15 | 57 | 93 | 23 | 81 | 8 | 97 |
| BELLA | **86** | 17 | 19 | 13 | 12 | 86 | 13 | 9 | 0 | 28 | 18 | 0 | 12 | 0 | 28 |
| CHI | **503** | 30 | 31 | 32 | 21 | 13 | 503 | 11 | 15 | 100 | 76 | 66 | 66 | 8 | 137 |
| CONFIDENZE | **165** | 7 | 12 | 12 | 15 | 9 | 11 | 165 | 10 | 20 | 25 | 12 | 30 | 1 | 38 |
| DOMENICA QUIZ | **203** | 4 | 9 | 21 | 15 | 0 | 15 | 10 | 203 | 16 | 36 | 6 | 29 | 6 | 39 |
| DONNA MODERNA | **839** | 71 | 76 | 78 | 57 | 28 | 100 | 20 | 16 | 839 | 140 | 48 | 150 | 16 | 132 |
| L'ESPRESSO | **1550** | 46 | 43 | 99 | 93 | 18 | 76 | 25 | 36 | 140 | 1550 | 46 | 239 | 24 | 242 |
| EVA EXPRESS TREMILA | **364** | 19 | 23 | 35 | 23 | 0 | 66 | 12 | 6 | 48 | 46 | 364 | 50 | 4 | 108 |
| FAMIGLIA CRISTIANA | **2160** | 38 | 46 | 92 | 81 | 12 | 66 | 30 | 29 | 150 | 239 | 50 | 2160 | 18 | 264 |
| FILM TV | **177** | 1 | 2 | 14 | 8 | 0 | 8 | 1 | 6 | 16 | 24 | 4 | 18 | 177 | 22 |
| GENTE | **1640** | 54 | 58 | 117 | 97 | 28 | 137 | 38 | 39 | 132 | 242 | 108 | 264 | 22 | 1640 |
| GIOIA | **265** | 53 | 62 | 36 | 29 | 20 | 39 | 20 | 11 | 71 | 53 | 28 | 74 | 4 | 120 |
| IL GIORNALINO | **190** | 2 | 4 | 13 | 11 | 1 | 6 | 0 | 0 | 13 | 13 | 0 | 101 | 3 | 15 |
| GRAND HOTEL | **403** | 8 | 13 | 29 | 26 | 2 | 21 | 9 | 12 | 15 | 27 | 17 | 42 | 12 | 57 |
| GRAZIA | **300** | 61 | 70 | 37 | 34 | 17 | 38 | 16 | 11 | 83 | 51 | 32 | 46 | 2 | 97 |
| GUERIN SPORTIVO | **442** | 14 | 15 | 39 | 60 | 0 | 23 | 8 | 9 | 45 | 65 | 20 | 61 | 11 | 55 |
| GUIDA TV | **859** | 5 | 15 | 55 | 53 | 1 | 21 | 21 | 29 | 57 | 122 | 23 | 125 | 21 | 112 |
| INTIMITA' | **192** | 6 | 13 | 20 | 20 | 6 | 9 | 59 | 9 | 25 | 29 | 10 | 29 | 5 | 31 |
| MAGAZINE BEAUTIFUL | **63** | 4 | 2 | 5 | 10 | 0 | 7 | 1 | 0 | 2 | 8 | 3 | 14 | 4 | 6 |
| IL MONDO | **78** | 2 | 0 | 11 | 6 | 0 | 0 | 1 | 3 | 1 | 26 | 2 | 9 | 0 | 4 |
| MOTOSPRINT | **494** | 16 | 4 | 114 | 163 | 3 | 12 | 2 | 5 | 23 | 55 | 16 | 45 | 13 | 45 |
| NOVELLA 2000 | **600** | 40 | 42 | 53 | 43 | 12 | 86 | 24 | 12 | 74 | 95 | 176 | 67 | 10 | 151 |
| OGGI | **1713** | 52 | 60 | 118 | 108 | 24 | 141 | 42 | 48 | 154 | 248 | 92 | 290 | 27 | 638 |
| PANORAMA | **2126** | 50 | 42 | 146 | 98 | 10 | 113 | 21 | 36 | 180 | 590 | 87 | 327 | 26 | 352 |
| SORRISI E CANZONI TV | **3947** | 63 | 69 | 280 | 231 | 21 | 208 | 58 | 59 | 284 | 337 | 176 | 421 | 42 | 470 |
| STOP | **206** | 4 | 4 | 18 | 17 | 4 | 20 | 3 | 1 | 11 | 25 | 22 | 28 | 0 | 45 |
| TELEPIU' | **1021** | 17 | 19 | 78 | 66 | 7 | 45 | 17 | 16 | 45 | 103 | 34 | 122 | 24 | 115 |
| TELESETTE | **1103** | 18 | 12 | 64 | 38 | 5 | 47 | 22 | 25 | 40 | 127 | 56 | 126 | 20 | 129 |
| TOPOLINO | **1362** | 33 | 29 | 113 | 84 | 5 | 72 | 28 | 37 | 111 | 189 | 39 | 209 | 20 | 183 |
| VISTO | **273** | 10 | 1 | 26 | 15 | 2 | 36 | 2 | 1 | 22 | 42 | 29 | 36 | 1 | 50 |
| VIVERSANI & BELLI | **523** | 28 | 22 | 59 | 47 | 13 | 26 | 17 | 4 | 90 | 65 | 24 | 79 | 14 | 103 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 20 | 27 | 28 | 33 | 9 | 28 | 5 | 14 | 46 | 185 | 6 | 70 | 13 | 78 |
| DIARIO DELLA SETTIMANA | **96** | 1 | 0 | 0 | 2 | 0 | 2 | 2 | 6 | 13 | 29 | 0 | 4 | 0 | 10 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 35 | 29 | 161 | 171 | 18 | 112 | 23 | 38 | 151 | 236 | 80 | 260 | 30 | 256 |
| IO DONNA | **703** | 30 | 34 | 25 | 16 | 11 | 50 | 12 | 16 | 85 | 111 | 14 | 104 | 7 | 96 |
| SETTE | **1329** | 18 | 30 | 57 | 50 | 3 | 61 | 5 | 28 | 95 | 215 | 20 | 171 | 17 | 150 |
| SPECCHIO DELLA STAMPA | **657** | 12 | 22 | 46 | 22 | 3 | 39 | 11 | 24 | 48 | 121 | 15 | 99 | 21 | 76 |
| TV SETTE | **1332** | 27 | 34 | 60 | 55 | 10 | 62 | 17 | 25 | 106 | 194 | 32 | 174 | 18 | 140 |
| IL VENERDI' | **2262** | 50 | 58 | 111 | 108 | 11 | 78 | 16 | 47 | 151 | 535 | 51 | 271 | 25 | 238 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confidenze | Domenica Quiz | Donna Moderna | L'Espresso | Eva Express Tremila | Famiglia Cristiana | Film TV | Gente |
| **POPOLAZIONE** | **23775** | **191** | **219** | **726** | **639** | **86** | **503** | **165** | **203** | **839** | **1550** | **364** | **2160** | **177** | **1640** |
| ABITARE | 259 | 14 | 7 | 17 | 11 | 5 | 23 | 1 | 0 | 20 | 90 | 6 | 31 | 0 | 34 |
| AD | 301 | 19 | 13 | 12 | 16 | 13 | 27 | 6 | 2 | 26 | 67 | 6 | 22 | 0 | 44 |
| AIRONE | 640 | 15 | 14 | 42 | 59 | 5 | 28 | 9 | 11 | 42 | 156 | 13 | 113 | 10 | 73 |
| AMADEUS | 114 | 3 | 2 | 3 | 4 | 0 | 5 | 3 | 4 | 2 | 23 | 0 | 17 | 3 | 11 |
| ARCHEO | 182 | 4 | 5 | 3 | 9 | 9 | 6 | 7 | 0 | 25 | 50 | 3 | 21 | 5 | 12 |
| ASTRA | 135 | 1 | 4 | 18 | 10 | 0 | 10 | 5 | 3 | 14 | 43 | 16 | 24 | 0 | 42 |
| A TAVOLA | 66 | 9 | 5 | 5 | 6 | 0 | 3 | 8 | 9 | 12 | 23 | 2 | 14 | 2 | 18 |
| AUTO | 1134 | 21 | 29 | 231 | 177 | 4 | 47 | 17 | 22 | 78 | 127 | 53 | 134 | 33 | 112 |
| L'AUTOMOBILE | 964 | 18 | 15 | 100 | 89 | 7 | 29 | 13 | 23 | 69 | 109 | 22 | 129 | 8 | 125 |
| BELL'EUROPA | 164 | 5 | 3 | 11 | 7 | 2 | 7 | 1 | 4 | 11 | 32 | 7 | 16 | 2 | 29 |
| BELL'ITALIA | 420 | 17 | 15 | 18 | 23 | 6 | 8 | 7 | 4 | 31 | 99 | 9 | 77 | 2 | 57 |
| BENISSIMO | 33 | 3 | 0 | 0 | 7 | 1 | 0 | 0 | 0 | 0 | 8 | 0 | 1 | 0 | 1 |
| BIMBI SANI E BELLI | 284 | 5 | 10 | 12 | 8 | 8 | 13 | 2 | 5 | 33 | 36 | 14 | 33 | 4 | 35 |
| BRAVA CASA | 361 | 15 | 14 | 21 | 17 | 5 | 20 | 5 | 6 | 34 | 60 | 6 | 37 | 0 | 33 |
| BUONA CUCINA | 135 | 7 | 12 | 11 | 11 | 8 | 17 | 6 | 8 | 18 | 16 | 5 | 29 | 9 | 28 |
| BURDA | 110 | 3 | 0 | 11 | 13 | 0 | 4 | 0 | 5 | 14 | 13 | 1 | 11 | 0 | 18 |
| CAPITAL | 324 | 13 | 15 | 41 | 30 | 7 | 21 | 2 | 6 | 40 | 102 | 13 | 39 | 4 | 57 |
| CARNET | 117 | 2 | 3 | 4 | 1 | 0 | 15 | 0 | 2 | 15 | 20 | 3 | 14 | 2 | 22 |
| CASAVIVA | 611 | 27 | 17 | 33 | 24 | 7 | 39 | 16 | 10 | 60 | 120 | 16 | 94 | 4 | 81 |
| CENTO COSE ENERGY | 174 | 13 | 9 | 19 | 18 | 2 | 15 | 0 | 0 | 46 | 38 | 13 | 27 | 2 | 27 |
| CIAK | 547 | 12 | 9 | 50 | 37 | 4 | 43 | 3 | 9 | 41 | 104 | 23 | 45 | 29 | 83 |
| CIPRIA | 25 | 3 | 6 | 3 | 3 | 0 | 5 | 0 | 3 | 9 | 6 | 5 | 5 | 0 | 3 |
| CLASS | 226 | 9 | 10 | 28 | 18 | 3 | 8 | 1 | 5 | 30 | 44 | 9 | 34 | 4 | 39 |
| CLUB 3 | 80 | 1 | 1 | 0 | 0 | 1 | 5 | 2 | 5 | 8 | 4 | 0 | 41 | 0 | 15 |
| COME STAI | 87 | 0 | 5 | 7 | 3 | 6 | 7 | 3 | 0 | 19 | 8 | 3 | 17 | 0 | 14 |
| CONSIGLI PRATICI | 21 | 1 | 1 | 7 | 3 | 0 | 5 | 3 | 1 | 8 | 5 | 0 | 3 | 0 | 9 |
| COSE DI CASA | 570 | 18 | 18 | 25 | 22 | 2 | 31 | 11 | 6 | 74 | 82 | 8 | 79 | 7 | 67 |
| LA CUCINA ITALIANA | 297 | 12 | 5 | 15 | 21 | 5 | 15 | 9 | 17 | 23 | 46 | 7 | 40 | 9 | 53 |
| CUCINA MODERNA | 271 | 6 | 10 | 20 | 15 | 4 | 20 | 6 | 3 | 59 | 49 | 13 | 52 | 10 | 41 |
| DONNA | 201 | 28 | 28 | 16 | 34 | 6 | 21 | 6 | 5 | 33 | 30 | 17 | 42 | 0 | 39 |
| DONNA E MAMMA | 79 | 3 | 4 | 9 | 6 | 0 | 1 | 2 | 3 | 8 | 15 | 4 | 16 | 2 | 8 |
| DOVE | 277 | 20 | 12 | 14 | 15 | 3 | 17 | 0 | 0 | 20 | 47 | 0 | 28 | 0 | 29 |
| ELLE | 81 | 22 | 24 | 6 | 8 | 5 | 15 | 2 | 1 | 25 | 31 | 7 | 8 | 2 | 12 |
| ELLE DECOR | 34 | 6 | 6 | 4 | 2 | 5 | 5 | 0 | 0 | 5 | 12 | 2 | 5 | 0 | 5 |
| FOCUS | 2038 | 33 | 50 | 163 | 132 | 12 | 111 | 20 | 21 | 165 | 298 | 58 | 269 | 29 | 240 |
| GARDENIA | 174 | 3 | 3 | 18 | 12 | 0 | 2 | 1 | 2 | 18 | 39 | 0 | 32 | 0 | 25 |
| GENTE MESE | 589 | 15 | 22 | 46 | 49 | 5 | 57 | 17 | 16 | 60 | 103 | 40 | 117 | 9 | 195 |
| GENTE MONEY | 232 | 7 | 11 | 17 | 15 | 3 | 14 | 2 | 6 | 29 | 68 | 4 | 37 | 7 | 47 |
| GENTE MOTORI | 1527 | 25 | 29 | 282 | 217 | 19 | 64 | 27 | 15 | 140 | 239 | 78 | 213 | 26 | 225 |
| GENTE VIAGGI | 510 | 11 | 16 | 51 | 45 | 4 | 30 | 11 | 13 | 36 | 113 | 19 | 72 | 10 | 103 |
| GLAMOUR | 70 | 4 | 2 | 5 | 5 | 2 | 14 | 0 | 0 | 19 | 15 | 5 | 9 | 1 | 10 |
| GULLIVER | 200 | 8 | 6 | 26 | 12 | 3 | 11 | 0 | 5 | 12 | 40 | 2 | 24 | 6 | 26 |
| IN CASA | 62 | 3 | 3 | 4 | 10 | 4 | 12 | 0 | 1 | 7 | 5 | 1 | 10 | 0 | 15 |
| INSIEME | 89 | 3 | 4 | 7 | 7 | 1 | 0 | 4 | 2 | 2 | 21 | 5 | 9 | 0 | 10 |
| IO E IL MIO BAMBINO | 219 | 3 | 5 | 14 | 14 | 2 | 7 | 0 | 0 | 19 | 33 | 13 | 20 | 5 | 24 |
| JESUS | 88 | 0 | 2 | 3 | 3 | 0 | 0 | 4 | 2 | 1 | 6 | 0 | 58 | 3 | 16 |
| MADRE | 59 | 1 | 2 | 6 | 5 | 0 | 1 | 0 | 4 | 1 | 8 | 0 | 37 | 0 | 0 |
| MARIE CLAIRE | 196 | 21 | 24 | 23 | 29 | 5 | 14 | 0 | 7 | 42 | 57 | 14 | 44 | 3 | 34 |
| MAX | 1143 | 34 | 35 | 110 | 92 | 6 | 95 | 17 | 17 | 98 | 174 | 56 | 105 | 18 | 139 |
| MERIDIANI | 104 | 1 | 0 | 10 | 0 | 0 | 4 | 0 | 0 | 13 | 27 | 7 | 7 | 2 | 18 |
| MESSAGGERO DI S.ANTONIO | 636 | 6 | 9 | 28 | 15 | 1 | 17 | 7 | 20 | 26 | 54 | 5 | 187 | 6 | 69 |
| LA MIA BOUTIQUE | 27 | 0 | 0 | 4 | 0 | 0 | 2 | 0 | 3 | 0 | 0 | 2 | 7 | 0 | 4 |
| LA MIA CASA | 140 | 7 | 4 | 13 | 25 | 2 | 7 | 3 | 5 | 22 | 29 | 5 | 11 | 0 | 17 |
| MILLIONAIRE INTRAPRENDERE | 447 | 20 | 16 | 52 | 43 | 6 | 15 | 7 | 6 | 44 | 99 | 14 | 59 | 10 | 73 |
| NAUTICA | 221 | 6 | 4 | 24 | 29 | 0 | 8 | 1 | 3 | 8 | 45 | 7 | 26 | 4 | 22 |
| PESCARE | 487 | 8 | 11 | 46 | 47 | 1 | 23 | 17 | 25 | 33 | 56 | 23 | 60 | 2 | 77 |
| PRATICA | 68 | 7 | 4 | 3 | 10 | 0 | 5 | 2 | 0 | 15 | 7 | 0 | 9 | 2 | 23 |
| QUATTRORUOTE | 4458 | 55 | 75 | 429 | 379 | 27 | 159 | 55 | 75 | 299 | 509 | 135 | 558 | 59 | 533 |
| QUATTRO ZAMPE | 274 | 7 | 10 | 19 | 17 | 0 | 11 | 8 | 2 | 28 | 50 | 18 | 29 | 10 | 38 |
| QUI TOURING | 567 | 6 | 5 | 37 | 18 | 3 | 20 | 2 | 14 | 33 | 92 | 7 | 98 | 12 | 49 |
| RAKAM | 37 | 2 | 0 | 3 | 2 | 0 | 3 | 3 | 3 | 10 | 9 | 1 | 2 | 0 | 10 |
| SALE & PEPE | 175 | 5 | 3 | 7 | 3 | 5 | 14 | 6 | 6 | 25 | 33 | 5 | 14 | 3 | 21 |
| SALVE | 123 | 1 | 2 | 7 | 6 | 3 | 5 | 4 | 2 | 13 | 17 | 10 | 32 | 0 | 22 |
| SCIENZA & VITA | 165 | 0 | 2 | 21 | 11 | 0 | 9 | 0 | 4 | 12 | 38 | 6 | 26 | 1 | 24 |
| LE SCIENZE | 298 | 2 | 1 | 6 | 7 | 0 | 7 | 2 | 3 | 14 | 46 | 5 | 55 | 6 | 33 |
| SELEZIONE READER'S DIGEST | 629 | 9 | 12 | 39 | 36 | 4 | 32 | 7 | 20 | 67 | 73 | 13 | 141 | 12 | 74 |
| SILHOUETTE DONNA | 149 | 18 | 20 | 19 | 17 | 6 | 13 | 2 | 0 | 43 | 29 | 5 | 31 | 2 | 29 |
| SPEAK UP | 130 | 0 | 0 | 2 | 4 | 2 | 9 | 0 | 3 | 7 | 25 | 3 | 27 | 0 | 12 |
| STARBENE | 592 | 12 | 15 | 47 | 32 | 9 | 40 | 21 | 16 | 61 | 108 | 32 | 110 | 4 | 117 |
| STARTER | 143 | 2 | 0 | 38 | 35 | 0 | 7 | 3 | 2 | 16 | 11 | 6 | 16 | 4 | 14 |
| TUTTI FOTOGRAFI | 175 | 3 | 5 | 23 | 9 | 2 | 4 | 5 | 7 | 14 | 47 | 6 | 27 | 5 | 16 |
| TUTTO | 404 | 2 | 9 | 42 | 30 | 1 | 26 | 6 | 3 | 35 | 50 | 16 | 57 | 15 | 50 |
| TUTTOMOTO | 922 | 12 | 15 | 152 | 164 | 6 | 41 | 12 | 17 | 57 | 105 | 36 | 96 | 11 | 112 |
| TUTTOTURISMO | 201 | 10 | 4 | 14 | 30 | 2 | 3 | 9 | 0 | 17 | 42 | 5 | 34 | 4 | 25 |
| VERA | 203 | 14 | 12 | 19 | 12 | 2 | 23 | 6 | 7 | 44 | 25 | 17 | 50 | 2 | 41 |
| VIAGGIARE | 221 | 6 | 11 | 45 | 31 | 4 | 15 | 2 | 2 | 21 | 52 | 8 | 33 | 2 | 30 |
| VITALITY | 54 | 4 | 4 | 7 | 6 | 6 | 7 | 0 | 0 | 19 | 6 | 1 | 5 | 0 | 12 |
| VOGUE ITALIA | 295 | 24 | 23 | 30 | 41 | 9 | 30 | 10 | 6 | 43 | 82 | 15 | 38 | 3 | 63 |
| WEEKEND VIAGGI | 115 | 1 | 6 | 9 | 9 | 0 | 10 | 2 | 2 | 11 | 27 | 5 | 9 | 2 | 12 |
| DIANA (QUATTORDICINALE) | 296 | 3 | 2 | 15 | 25 | 0 | 8 | 1 | 0 | 16 | 22 | 11 | 32 | 2 | 35 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Guida TV | Intimità | Magazine Beautiful | Il Mondo | Motosprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| **POPOLAZIONE** | **23775** | **265** | **190** | **403** | **300** | **442** | **859** | **192** | **63** | **78** | **494** | **600** | **1713** | **2126** | **3947** |
| AMICA | 191 | 53 | 2 | 8 | 61 | 14 | 5 | 6 | 4 | 2 | 16 | 40 | 52 | 50 | 63 |
| ANNA | 219 | 62 | 4 | 13 | 70 | 15 | 15 | 13 | 2 | 0 | 4 | 42 | 60 | 42 | 69 |
| AUTO OGGI | 726 | 36 | 13 | 29 | 37 | 39 | 55 | 20 | 5 | 11 | 114 | 53 | 118 | 146 | 280 |
| AUTOSPRINT | 639 | 29 | 11 | 26 | 34 | 60 | 53 | 20 | 10 | 6 | 163 | 43 | 108 | 98 | 231 |
| BELLA | 86 | 20 | 1 | 2 | 17 | 0 | 1 | 6 | 0 | 0 | 3 | 12 | 24 | 10 | 21 |
| CHI | 503 | 39 | 6 | 21 | 38 | 23 | 21 | 9 | 7 | 0 | 12 | 86 | 141 | 113 | 208 |
| CONFIDENZE | 165 | 20 | 0 | 9 | 16 | 8 | 21 | 59 | 1 | 1 | 2 | 24 | 42 | 21 | 58 |
| DOMENICA QUIZ | 203 | 11 | 0 | 12 | 11 | 9 | 29 | 9 | 0 | 3 | 5 | 12 | 48 | 36 | 59 |
| DONNA MODERNA | 839 | 71 | 13 | 15 | 83 | 45 | 57 | 25 | 2 | 1 | 23 | 74 | 154 | 180 | 284 |
| L'ESPRESSO | 1550 | 53 | 13 | 27 | 51 | 65 | 122 | 29 | 8 | 26 | 55 | 95 | 248 | 590 | 337 |
| EVA EXPRESS TREMILA | 364 | 28 | 0 | 17 | 32 | 20 | 23 | 10 | 3 | 2 | 16 | 176 | 92 | 87 | 176 |
| FAMIGLIA CRISTIANA | 2160 | 74 | 101 | 42 | 46 | 61 | 125 | 29 | 14 | 9 | 45 | 67 | 290 | 327 | 421 |
| FILM TV | 177 | 4 | 3 | 12 | 2 | 11 | 21 | 5 | 4 | 0 | 13 | 10 | 27 | 26 | 42 |
| GENTE | 1640 | 120 | 15 | 57 | 97 | 55 | 112 | 31 | 6 | 4 | 45 | 151 | 638 | 352 | 470 |
| GIOIA | 265 | 265 | 2 | 8 | 92 | 24 | 21 | 17 | 4 | 2 | 19 | 47 | 86 | 81 | 81 |
| IL GIORNALINO | 190 | 2 | 190 | 4 | 4 | 4 | 11 | 2 | 6 | 3 | 18 | 2 | 12 | 22 | 29 |
| GRAND HOTEL | 403 | 8 | 4 | 403 | 15 | 23 | 23 | 16 | 0 | 0 | 32 | 25 | 54 | 46 | 106 |
| GRAZIA | 300 | 92 | 4 | 15 | 300 | 19 | 31 | 16 | 4 | 0 | 17 | 59 | 85 | 86 | 102 |
| GUERIN SPORTIVO | 442 | 24 | 4 | 23 | 19 | 442 | 33 | 9 | 3 | 5 | 33 | 38 | 79 | 75 | 164 |
| GUIDA TV | 859 | 21 | 11 | 23 | 31 | 33 | 859 | 27 | 6 | 4 | 46 | 45 | 114 | 111 | 219 |
| INTIMITA' | 192 | 17 | 2 | 16 | 16 | 9 | 27 | 192 | 2 | 0 | 9 | 27 | 36 | 23 | 39 |
| MAGAZINE BEAUTIFUL | 63 | 4 | 6 | 0 | 4 | 3 | 6 | 2 | 63 | 0 | 9 | 8 | 13 | 12 | 17 |
| IL MONDO | 78 | 2 | 3 | 0 | 0 | 5 | 4 | 0 | 0 | 78 | 0 | 2 | 3 | 29 | 15 |
| MOTOSPRINT | 494 | 19 | 18 | 32 | 17 | 33 | 46 | 9 | 9 | 0 | 494 | 40 | 40 | 87 | 168 |
| NOVELLA 2000 | 600 | 47 | 2 | 25 | 59 | 38 | 45 | 27 | 8 | 2 | 40 | 600 | 141 | 120 | 253 |
| OGGI | 1713 | 86 | 12 | 54 | 85 | 79 | 114 | 36 | 13 | 3 | 40 | 141 | 1713 | 384 | 471 |
| PANORAMA | 2126 | 81 | 22 | 46 | 86 | 75 | 111 | 23 | 12 | 29 | 87 | 120 | 384 | 2126 | 574 |
| SORRISI E CANZONI TV | 3947 | 81 | 29 | 106 | 102 | 164 | 219 | 39 | 17 | 15 | 168 | 253 | 471 | 574 | 3947 |
| STOP | 206 | 6 | 0 | 25 | 7 | 16 | 21 | 9 | 0 | 0 | 14 | 39 | 58 | 27 | 65 |
| TELEPIU' | 1021 | 32 | 17 | 23 | 30 | 62 | 72 | 11 | 11 | 7 | 58 | 63 | 127 | 142 | 292 |
| TELESETTE | 1103 | 28 | 19 | 33 | 30 | 51 | 72 | 14 | 4 | 2 | 51 | 69 | 133 | 176 | 241 |
| TOPOLINO | 1362 | 37 | 58 | 44 | 43 | 46 | 112 | 37 | 18 | 13 | 68 | 65 | 174 | 252 | 421 |
| VISTO | 273 | 12 | 2 | 23 | 6 | 9 | 15 | 3 | 0 | 1 | 11 | 24 | 64 | 59 | 77 |
| VIVERSANI & BELLI | 523 | 22 | 5 | 24 | 32 | 18 | 41 | 16 | 3 | 2 | 25 | 49 | 76 | 115 | 173 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 16 | 11 | 14 | 15 | 21 | 27 | 6 | 1 | 16 | 13 | 11 | 83 | 126 | 110 |
| DIARIO DELLA SETTIMANA | 96 | 0 | 0 | 0 | 0 | 2 | 4 | 0 | 2 | 3 | 4 | 2 | 2 | 18 | 9 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 61 | 35 | 57 | 41 | 120 | 138 | 30 | 7 | 11 | 144 | 121 | 252 | 324 | 674 |
| IO DONNA | 703 | 36 | 17 | 8 | 41 | 12 | 22 | 10 | 2 | 10 | 15 | 18 | 111 | 155 | 112 |
| SETTE | 1329 | 34 | 22 | 18 | 38 | 34 | 37 | 10 | 4 | 20 | 36 | 29 | 177 | 287 | 211 |
| SPECCHIO DELLA STAMPA | 657 | 17 | 13 | 17 | 22 | 22 | 34 | 8 | 2 | 9 | 22 | 33 | 84 | 119 | 160 |
| TV SETTE | 1332 | 38 | 29 | 20 | 41 | 36 | 46 | 15 | 2 | 13 | 41 | 45 | 179 | 257 | 208 |
| IL VENERDI' | 2262 | 61 | 24 | 36 | 52 | 78 | 129 | 32 | 5 | 30 | 50 | 77 | 268 | 475 | 428 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Guida TV | Intimità | Magazine Beautiful | Il Mondo | Moto-sprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| **POPOLAZIONE** | **23775** | **265** | **190** | **403** | **300** | **442** | **859** | **192** | **63** | **78** | **494** | **600** | **1713** | **2126** | **3947** |
| ABITARE | 259 | 12 | 5 | 0 | 13 | 10 | 9 | 0 | 1 | 1 | 7 | 3 | 37 | 75 | 56 |
| AD | 301 | 18 | 3 | 2 | 16 | 10 | 6 | 4 | 1 | 0 | 11 | 15 | 29 | 82 | 45 |
| AIRONE | 640 | 18 | 21 | 15 | 15 | 25 | 43 | 11 | 10 | 4 | 37 | 16 | 119 | 155 | 139 |
| AMADEUS | 114 | 4 | 0 | 2 | 6 | 4 | 15 | 4 | 0 | 2 | 3 | 8 | 15 | 18 | 19 |
| ARCHEO | 182 | 4 | 3 | 0 | 6 | 11 | 5 | 6 | 0 | 5 | 2 | 6 | 27 | 38 | 22 |
| ASTRA | 135 | 6 | 2 | 4 | 13 | 2 | 15 | 4 | 0 | 0 | 3 | 13 | 35 | 27 | 48 |
| A TAVOLA | 66 | 12 | 0 | 3 | 15 | 5 | 16 | 4 | 0 | 1 | 3 | 12 | 21 | 18 | 19 |
| AUTO | 1134 | 33 | 15 | 40 | 36 | 84 | 75 | 18 | 4 | 8 | 143 | 64 | 152 | 191 | 371 |
| L'AUTOMOBILE | 964 | 16 | 12 | 19 | 27 | 34 | 84 | 19 | 4 | 4 | 74 | 48 | 129 | 146 | 226 |
| BELL'EUROPA | 164 | 12 | 2 | 3 | 13 | 10 | 14 | 0 | 1 | 0 | 6 | 4 | 21 | 46 | 25 |
| BELL'ITALIA | 420 | 21 | 7 | 10 | 22 | 24 | 39 | 6 | 1 | 6 | 11 | 13 | 64 | 128 | 78 |
| BENISSIMO | 33 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 4 | 3 | 1 | 1 | 11 |
| BIMBI SANI E BELLI | 284 | 8 | 3 | 7 | 13 | 15 | 28 | 5 | 3 | 0 | 10 | 14 | 27 | 40 | 86 |
| BRAVA CASA | 361 | 22 | 8 | 3 | 24 | 6 | 20 | 2 | 0 | 1 | 9 | 16 | 44 | 76 | 73 |
| BUONA CUCINA | 135 | 12 | 0 | 8 | 22 | 10 | 23 | 0 | 1 | 0 | 10 | 11 | 27 | 7 | 51 |
| BURDA | 110 | 11 | 0 | 5 | 5 | 5 | 6 | 3 | 0 | 3 | 10 | 1 | 6 | 14 | 22 |
| CAPITAL | 324 | 12 | 3 | 3 | 11 | 22 | 1 | 0 | 0 | 19 | 22 | 22 | 55 | 104 | 89 |
| CARNET | 117 | 2 | 0 | 3 | 2 | 0 | 2 | 0 | 0 | 0 | 4 | 3 | 15 | 28 | 21 |
| CASAVIVA | 611 | 21 | 7 | 15 | 19 | 19 | 21 | 10 | 1 | 1 | 13 | 41 | 74 | 131 | 138 |
| CENTO COSE ENERGY | 174 | 8 | 2 | 6 | 15 | 12 | 19 | 1 | 5 | 0 | 11 | 19 | 36 | 36 | 55 |
| CIAK | 547 | 22 | 6 | 10 | 18 | 30 | 32 | 6 | 6 | 11 | 48 | 27 | 81 | 122 | 229 |
| CIPRIA | 25 | 2 | 0 | 2 | 9 | 3 | 4 | 0 | 0 | 3 | 0 | 9 | 6 | 5 | 8 |
| CLASS | 226 | 14 | 2 | 2 | 13 | 19 | 16 | 0 | 0 | 5 | 12 | 8 | 34 | 83 | 71 |
| CLUB 3 | 80 | 2 | 0 | 0 | 6 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 10 | 13 | 13 |
| COME STAI | 87 | 3 | 0 | 5 | 5 | 2 | 4 | 0 | 0 | 0 | 1 | 3 | 26 | 11 | 18 |
| CONSIGLI PRATICI | 21 | 1 | 3 | 1 | 1 | 4 | 7 | 2 | 0 | 0 | 3 | 4 | 9 | 5 | 11 |
| COSE DI CASA | 570 | 18 | 14 | 16 | 25 | 26 | 37 | 5 | 3 | 3 | 11 | 35 | 70 | 82 | 108 |
| LA CUCINA ITALIANA | 297 | 8 | 0 | 7 | 18 | 3 | 26 | 4 | 4 | 2 | 12 | 13 | 37 | 45 | 60 |
| CUCINA MODERNA | 271 | 9 | 5 | 9 | 16 | 14 | 23 | 4 | 2 | 0 | 15 | 13 | 37 | 52 | 79 |
| DONNA | 201 | 25 | 3 | 10 | 28 | 14 | 19 | 10 | 5 | 4 | 15 | 27 | 45 | 33 | 75 |
| DONNA E MAMMA | 79 | 5 | 1 | 1 | 5 | 3 | 13 | 2 | 0 | 0 | 12 | 6 | 10 | 16 | 26 |
| DOVE | 277 | 10 | 4 | 0 | 12 | 7 | 12 | 5 | 0 | 5 | 11 | 9 | 31 | 86 | 45 |
| ELLE | 81 | 21 | 0 | 2 | 29 | 10 | 5 | 0 | 1 | 0 | 4 | 18 | 22 | 26 | 27 |
| ELLE DECOR | 34 | 9 | 0 | 0 | 2 | 2 | 2 | 0 | 0 | 3 | 0 | 2 | 3 | 10 | 4 |
| FOCUS | 2038 | 37 | 32 | 49 | 61 | 83 | 110 | 36 | 5 | 13 | 86 | 104 | 273 | 424 | 511 |
| GARDENIA | 174 | 3 | 2 | 8 | 11 | 7 | 1 | 5 | 2 | 6 | 8 | 3 | 28 | 50 | 25 |
| GENTE MESE | 589 | 38 | 7 | 22 | 24 | 39 | 40 | 10 | 4 | 3 | 29 | 62 | 134 | 97 | 203 |
| GENTE MONEY | 232 | 11 | 8 | 3 | 10 | 18 | 12 | 0 | 1 | 11 | 4 | 5 | 35 | 76 | 49 |
| GENTE MOTORI | 1527 | 51 | 28 | 37 | 58 | 90 | 116 | 29 | 2 | 6 | 145 | 107 | 227 | 268 | 463 |
| GENTE VIAGGI | 510 | 30 | 5 | 8 | 22 | 24 | 57 | 10 | 2 | 13 | 35 | 33 | 82 | 126 | 146 |
| GLAMOUR | 70 | 5 | 0 | 2 | 9 | 1 | 6 | 3 | 1 | 0 | 4 | 12 | 6 | 17 | 35 |
| GULLIVER | 200 | 2 | 9 | 6 | 2 | 8 | 18 | 0 | 3 | 4 | 17 | 8 | 37 | 60 | 41 |
| IN CASA | 62 | 5 | 0 | 4 | 6 | 5 | 10 | 0 | 0 | 0 | 8 | 9 | 10 | 13 | 19 |
| INSIEME | 89 | 6 | 5 | 2 | 4 | 5 | 13 | 4 | 2 | 0 | 9 | 6 | 14 | 16 | 20 |
| IO E IL MIO BAMBINO | 219 | 8 | 3 | 4 | 5 | 10 | 21 | 2 | 0 | 1 | 10 | 17 | 19 | 48 | 75 |
| JESUS | 88 | 7 | 8 | 0 | 2 | 9 | 6 | 2 | 0 | 0 | 2 | 3 | 11 | 24 | 23 |
| MADRE | 59 | 0 | 4 | 3 | 4 | 0 | 6 | 4 | 0 | 0 | 3 | 5 | 9 | 3 | 7 |
| MARIE CLAIRE | 196 | 34 | 3 | 3 | 38 | 15 | 13 | 0 | 0 | 5 | 17 | 18 | 44 | 68 | 63 |
| MAX | 1143 | 42 | 21 | 25 | 43 | 71 | 62 | 22 | 6 | 5 | 69 | 113 | 164 | 232 | 370 |
| MERIDIANI | 104 | 0 | 0 | 0 | 4 | 3 | 5 | 0 | 0 | 0 | 0 | 2 | 14 | 34 | 18 |
| MESSAGGERO DI S.ANTONIO | 636 | 11 | 13 | 20 | 21 | 21 | 42 | 10 | 8 | 8 | 11 | 14 | 95 | 73 | 128 |
| LA MIA BOUTIQUE | 27 | 1 | 0 | 0 | 4 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 4 | 2 | 9 |
| LA MIA CASA | 140 | 11 | 4 | 5 | 6 | 8 | 17 | 4 | 0 | 3 | 4 | 16 | 24 | 21 | 42 |
| MILLIONAIRE INTRAPRENDERE | 447 | 23 | 10 | 18 | 18 | 33 | 26 | 5 | 4 | 5 | 32 | 32 | 90 | 128 | 130 |
| NAUTICA | 221 | 5 | 0 | 6 | 5 | 8 | 11 | 0 | 0 | 2 | 20 | 12 | 25 | 47 | 40 |
| PESCARE | 487 | 12 | 5 | 17 | 17 | 23 | 35 | 10 | 3 | 0 | 34 | 31 | 67 | 86 | 135 |
| PRATICA | 68 | 10 | 0 | 3 | 7 | 4 | 3 | 1 | 0 | 0 | 5 | 0 | 20 | 12 | 20 |
| QUATTRORUOTE | 4458 | 100 | 54 | 94 | 111 | 143 | 273 | 69 | 18 | 26 | 253 | 242 | 531 | 738 | 1181 |
| QUATTRO ZAMPE | 274 | 5 | 9 | 12 | 14 | 11 | 30 | 6 | 1 | 0 | 20 | 22 | 23 | 44 | 86 |
| QUI TOURING | 567 | 6 | 7 | 1 | 16 | 8 | 22 | 5 | 2 | 10 | 9 | 9 | 71 | 110 | 76 |
| RAKAM | 37 | 5 | 0 | 3 | 6 | 2 | 8 | 1 | 0 | 6 | 3 | 4 | 8 | 4 | 3 |
| SALE & PEPE | 175 | 7 | 0 | 5 | 16 | 3 | 13 | 3 | 0 | 0 | 7 | 7 | 26 | 22 | 32 |
| SALVE | 123 | 6 | 0 | 0 | 0 | 1 | 10 | 4 | 0 | 2 | 2 | 13 | 22 | 40 | 28 |
| SCIENZA & VITA | 165 | 2 | 4 | 6 | 3 | 3 | 3 | 4 | 1 | 0 | 8 | 10 | 34 | 34 | 34 |
| LE SCIENZE | 298 | 7 | 4 | 6 | 11 | 13 | 29 | 4 | 0 | 3 | 2 | 11 | 27 | 86 | 43 |
| SELEZIONE READER'S DIGEST | 629 | 17 | 12 | 15 | 33 | 30 | 56 | 9 | 2 | 2 | 34 | 32 | 104 | 121 | 181 |
| SILHOUETTE DONNA | 149 | 16 | 3 | 11 | 18 | 5 | 15 | 2 | 4 | 0 | 18 | 10 | 30 | 41 | 50 |
| SPEAK UP | 130 | 1 | 9 | 0 | 4 | 8 | 11 | 1 | 0 | 0 | 0 | 3 | 12 | 28 | 36 |
| STARBENE | 592 | 19 | 8 | 21 | 27 | 17 | 46 | 17 | 5 | 3 | 24 | 53 | 134 | 171 | 174 |
| STARTER | 143 | 3 | 5 | 7 | 1 | 8 | 14 | 1 | 1 | 0 | 23 | 8 | 14 | 13 | 57 |
| TUTTI FOTOGRAFI | 175 | 7 | 6 | 9 | 8 | 1 | 22 | 0 | 0 | 5 | 4 | 7 | 20 | 56 | 40 |
| TUTTO | 404 | 6 | 10 | 6 | 4 | 23 | 28 | 4 | 8 | 2 | 33 | 34 | 62 | 80 | 177 |
| TUTTOMOTO | 922 | 31 | 19 | 30 | 22 | 57 | 63 | 6 | 6 | 2 | 203 | 49 | 106 | 129 | 301 |
| TUTTOTURISMO | 201 | 8 | 0 | 13 | 9 | 19 | 22 | 6 | 1 | 2 | 7 | 13 | 30 | 29 | 73 |
| VERA | 203 | 14 | 4 | 4 | 21 | 11 | 21 | 9 | 6 | 0 | 7 | 27 | 49 | 26 | 91 |
| VIAGGIARE | 221 | 12 | 0 | 12 | 11 | 7 | 19 | 2 | 1 | 3 | 18 | 21 | 34 | 60 | 74 |
| VITALITY | 54 | 9 | 0 | 0 | 9 | 0 | 2 | 0 | 0 | 0 | 6 | 8 | 8 | 7 | 12 |
| VOGUE ITALIA | 295 | 21 | 3 | 7 | 26 | 20 | 26 | 8 | 2 | 3 | 22 | 50 | 59 | 83 | 95 |
| WEEKEND VIAGGI | 115 | 4 | 0 | 8 | 5 | 6 | 6 | 7 | 0 | 2 | 9 | 11 | 14 | 26 | 35 |
| DIANA (QUATTORDICINALE) | 296 | 3 | 0 | 11 | 2 | 9 | 25 | 3 | 0 | 1 | 11 | 13 | 39 | 50 | 89 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | Stop | Telepiù | Telesette | Topolino | Visto | Viversani & Belli | D La Repubblica delle Donne Suppl. | Diario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Venerdì Suppl. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **23775** | **206** | **1021** | **1103** | **1362** | **273** | **523** | **683** | **96** | **1996** | **703** | **1329** | **657** | **1332** | **2262** |
| AMICA | **191** | 4 | 17 | 18 | 33 | 10 | 28 | 20 | 1 | 35 | 30 | 18 | 12 | 27 | 50 |
| ANNA | **219** | 4 | 19 | 12 | 29 | 1 | 22 | 27 | 0 | 29 | 34 | 30 | 22 | 34 | 58 |
| AUTO OGGI | **726** | 18 | 78 | 64 | 113 | 26 | 59 | 28 | 0 | 161 | 25 | 57 | 46 | 60 | 111 |
| AUTOSPRINT | **639** | 17 | 66 | 38 | 84 | 15 | 47 | 33 | 2 | 171 | 16 | 50 | 22 | 55 | 108 |
| BELLA | **86** | 4 | 7 | 5 | 5 | 2 | 13 | 9 | 0 | 18 | 11 | 3 | 3 | 10 | 11 |
| CHI | **503** | 20 | 45 | 47 | 72 | 36 | 26 | 28 | 2 | 112 | 50 | 61 | 39 | 62 | 78 |
| CONFIDENZE | **165** | 3 | 17 | 22 | 28 | 2 | 17 | 5 | 2 | 23 | 12 | 5 | 11 | 17 | 16 |
| DOMENICA QUIZ | **203** | 1 | 16 | 25 | 37 | 1 | 4 | 14 | 6 | 38 | 16 | 28 | 24 | 25 | 47 |
| DONNA MODERNA | **839** | 11 | 45 | 40 | 111 | 22 | 90 | 46 | 13 | 151 | 85 | 95 | 48 | 106 | 151 |
| L'ESPRESSO | **1550** | 25 | 103 | 127 | 189 | 42 | 65 | 185 | 29 | 236 | 111 | 215 | 121 | 194 | 535 |
| EVA EXPRESS TREMILA | **364** | 22 | 34 | 56 | 39 | 29 | 24 | 6 | 0 | 80 | 14 | 20 | 15 | 32 | 51 |
| FAMIGLIA CRISTIANA | **2160** | 28 | 122 | 126 | 209 | 36 | 79 | 70 | 4 | 260 | 104 | 171 | 99 | 174 | 271 |
| FILM TV | **177** | 0 | 24 | 20 | 20 | 1 | 14 | 13 | 0 | 30 | 7 | 17 | 21 | 18 | 25 |
| GENTE | **1640** | 45 | 115 | 129 | 183 | 50 | 103 | 78 | 10 | 256 | 96 | 150 | 76 | 140 | 238 |
| GIOIA | **265** | 6 | 32 | 28 | 37 | 12 | 22 | 16 | 0 | 61 | 36 | 34 | 17 | 38 | 61 |
| IL GIORNALINO | **190** | 0 | 17 | 19 | 58 | 2 | 5 | 11 | 0 | 35 | 17 | 22 | 13 | 29 | 24 |
| GRAND HOTEL | **403** | 25 | 23 | 33 | 44 | 23 | 24 | 14 | 0 | 57 | 8 | 18 | 17 | 20 | 36 |
| GRAZIA | **300** | 7 | 30 | 30 | 43 | 6 | 32 | 15 | 0 | 41 | 41 | 38 | 22 | 41 | 52 |
| GUERIN SPORTIVO | **442** | 16 | 62 | 51 | 46 | 9 | 18 | 21 | 2 | 120 | 12 | 34 | 22 | 36 | 78 |
| GUIDA TV | **859** | 21 | 72 | 72 | 112 | 15 | 41 | 27 | 4 | 138 | 22 | 37 | 34 | 46 | 129 |
| INTIMITA' | **192** | 9 | 11 | 14 | 37 | 3 | 16 | 6 | 0 | 30 | 10 | 10 | 8 | 15 | 32 |
| MAGAZINE BEAUTIFUL | **63** | 0 | 11 | 4 | 18 | 0 | 3 | 1 | 2 | 7 | 2 | 4 | 2 | 2 | 5 |
| IL MONDO | **78** | 0 | 7 | 2 | 13 | 1 | 2 | 16 | 3 | 11 | 10 | 20 | 9 | 13 | 30 |
| MOTOSPRINT | **494** | 14 | 58 | 51 | 68 | 11 | 25 | 13 | 4 | 144 | 15 | 36 | 22 | 41 | 50 |
| NOVELLA 2000 | **600** | 39 | 63 | 69 | 65 | 24 | 49 | 11 | 2 | 121 | 18 | 29 | 33 | 45 | 77 |
| OGGI | **1713** | 58 | 127 | 133 | 174 | 64 | 76 | 83 | 2 | 252 | 111 | 177 | 84 | 179 | 268 |
| PANORAMA | **2126** | 27 | 142 | 176 | 252 | 59 | 115 | 126 | 18 | 324 | 155 | 287 | 119 | 257 | 475 |
| SORRISI E CANZONI TV | **3947** | 65 | 292 | 241 | 421 | 77 | 173 | 110 | 9 | 674 | 112 | 211 | 160 | 208 | 428 |
| STOP | **206** | 206 | 17 | 12 | 17 | 19 | 19 | 8 | 0 | 26 | 7 | 8 | 12 | 8 | 19 |
| TELEPIU' | **1021** | 17 | 1021 | 93 | 107 | 18 | 45 | 36 | 2 | 193 | 33 | 70 | 64 | 76 | 108 |
| TELESETTE | **1103** | 12 | 93 | 1103 | 107 | 21 | 44 | 41 | 2 | 140 | 33 | 58 | 56 | 81 | 160 |
| TOPOLINO | **1362** | 17 | 107 | 107 | 1362 | 33 | 59 | 104 | 9 | 231 | 92 | 132 | 79 | 141 | 279 |
| VISTO | **273** | 19 | 18 | 21 | 33 | 273 | 25 | 3 | 2 | 49 | 12 | 9 | 13 | 14 | 14 |
| VIVERSANI & BELLI | **523** | 19 | 45 | 44 | 59 | 25 | 523 | 27 | 2 | 91 | 25 | 44 | 34 | 60 | 109 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 8 | 36 | 41 | 104 | 3 | 27 | 683 | 27 | 100 | 112 | 137 | 64 | 123 | 565 |
| DIARIO DELLA SETTIMANA | **96** | 0 | 2 | 2 | 9 | 2 | 2 | 27 | 96 | 15 | 10 | 25 | 23 | 22 | 50 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 26 | 193 | 140 | 231 | 49 | 91 | 100 | 15 | 1996 | 110 | 230 | 117 | 240 | 376 |
| IO DONNA | **703** | 7 | 33 | 33 | 92 | 12 | 25 | 112 | 10 | 110 | 703 | 476 | 51 | 480 | 206 |
| SETTE | **1329** | 8 | 70 | 58 | 132 | 9 | 44 | 137 | 25 | 230 | 476 | 1329 | 89 | 972 | 374 |
| SPECCHIO DELLA STAMPA | **657** | 12 | 64 | 56 | 79 | 13 | 34 | 64 | 23 | 117 | 51 | 89 | 657 | 99 | 189 |
| TV SETTE | **1332** | 8 | 76 | 81 | 141 | 14 | 60 | 123 | 22 | 240 | 480 | 972 | 99 | 1332 | 351 |
| IL VENERDI' | **2262** | 19 | 108 | 160 | 279 | 14 | 109 | 565 | 50 | 376 | 206 | 374 | 189 | 351 | 2262 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Stop | Telepiù | Tele-sette | Topolino | Visto | Viver-sani & Belli | D La Re-pubblica delle Donne Suppl. | Diario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Ve-nerdì Suppl. |
| **POPOLAZIONE** | **23775** | **206** | **1021** | **1103** | **1362** | **273** | **523** | **683** | **96** | **1996** | **703** | **1329** | **657** | **1332** | **2262** |
| ABITARE | 259 | 0 | 25 | 17 | 41 | 6 | 9 | 29 | 4 | 33 | 36 | 50 | 23 | 41 | 70 |
| AD | 301 | 2 | 30 | 11 | 26 | 5 | 17 | 39 | 4 | 35 | 45 | 48 | 24 | 39 | 83 |
| AIRONE | 640 | 9 | 47 | 51 | 110 | 6 | 28 | 53 | 6 | 105 | 63 | 99 | 54 | 92 | 162 |
| AMADEUS | 114 | 1 | 13 | 9 | 8 | 1 | 4 | 18 | 2 | 5 | 9 | 6 | 2 | 9 | 40 |
| ARCHEO | 182 | 1 | 2 | 8 | 28 | 1 | 16 | 17 | 2 | 23 | 19 | 24 | 13 | 26 | 46 |
| ASTRA | 135 | 3 | 14 | 12 | 30 | 3 | 9 | 5 | 0 | 24 | 5 | 14 | 7 | 9 | 27 |
| A TAVOLA | 66 | 0 | 11 | 11 | 11 | 6 | 6 | 10 | 2 | 11 | 6 | 15 | 4 | 12 | 17 |
| AUTO | 1134 | 34 | 117 | 90 | 130 | 25 | 63 | 47 | 6 | 266 | 47 | 86 | 62 | 98 | 167 |
| L'AUTOMOBILE | 964 | 24 | 74 | 77 | 118 | 6 | 57 | 66 | 7 | 163 | 62 | 90 | 50 | 106 | 157 |
| BELL'EUROPA | 164 | 0 | 16 | 14 | 13 | 3 | 3 | 26 | 2 | 25 | 27 | 42 | 12 | 36 | 57 |
| BELL'ITALIA | 420 | 6 | 31 | 20 | 40 | 1 | 25 | 52 | 6 | 68 | 47 | 66 | 37 | 69 | 129 |
| BENISSIMO | 33 | 1 | 1 | 8 | 3 | 2 | 2 | 0 | 0 | 5 | 4 | 0 | 6 | 0 | 3 |
| BIMBI SANI E BELLI | 284 | 5 | 22 | 38 | 28 | 5 | 37 | 15 | 3 | 40 | 4 | 22 | 8 | 19 | 44 |
| BRAVA CASA | 361 | 3 | 24 | 25 | 44 | 10 | 15 | 35 | 3 | 65 | 39 | 61 | 31 | 49 | 74 |
| BUONA CUCINA | 135 | 5 | 15 | 11 | 27 | 2 | 5 | 8 | 0 | 28 | 12 | 13 | 18 | 10 | 30 |
| BURDA | 110 | 0 | 10 | 11 | 18 | 1 | 7 | 11 | 3 | 17 | 10 | 12 | 3 | 11 | 20 |
| CAPITAL | 324 | 11 | 29 | 25 | 63 | 6 | 26 | 45 | 2 | 72 | 44 | 68 | 29 | 47 | 110 |
| CARNET | 117 | 2 | 6 | 3 | 9 | 3 | 4 | 14 | 5 | 14 | 27 | 26 | 17 | 30 | 31 |
| CASAVIVA | 611 | 12 | 34 | 48 | 76 | 9 | 42 | 67 | 4 | 71 | 48 | 75 | 45 | 53 | 146 |
| CENTO COSE ENERGY | 174 | 5 | 15 | 17 | 27 | 5 | 25 | 24 | 1 | 47 | 15 | 18 | 15 | 21 | 49 |
| CIAK | 547 | 14 | 69 | 73 | 88 | 15 | 36 | 40 | 4 | 134 | 41 | 62 | 34 | 57 | 120 |
| CIPRIA | 25 | 0 | 5 | 2 | 9 | 0 | 2 | 5 | 0 | 3 | 6 | 6 | 6 | 4 | 4 |
| CLASS | 226 | 2 | 20 | 16 | 40 | 5 | 13 | 37 | 0 | 54 | 30 | 54 | 27 | 44 | 66 |
| CLUB 3 | 80 | 0 | 2 | 7 | 6 | 1 | 4 | 2 | 3 | 5 | 6 | 13 | 3 | 13 | 15 |
| COME STAI | 87 | 2 | 12 | 23 | 8 | 3 | 19 | 9 | 0 | 10 | 5 | 8 | 8 | 13 | 17 |
| CONSIGLI PRATICI | 21 | 0 | 1 | 3 | 8 | 1 | 4 | 0 | 0 | 8 | 0 | 4 | 0 | 3 | 3 |
| COSE DI CASA | 570 | 5 | 45 | 46 | 90 | 15 | 31 | 41 | 0 | 91 | 65 | 88 | 45 | 88 | 121 |
| LA CUCINA ITALIANA | 297 | 1 | 31 | 28 | 58 | 8 | 18 | 16 | 5 | 44 | 43 | 55 | 36 | 60 | 64 |
| CUCINA MODERNA | 271 | 1 | 30 | 15 | 36 | 11 | 13 | 26 | 0 | 53 | 22 | 25 | 36 | 28 | 53 |
| DONNA | 201 | 2 | 22 | 10 | 35 | 6 | 12 | 15 | 0 | 52 | 18 | 11 | 16 | 14 | 42 |
| DONNA E MAMMA | 79 | 2 | 7 | 6 | 14 | 6 | 8 | 6 | 0 | 13 | 1 | 5 | 0 | 6 | 16 |
| DOVE | 277 | 1 | 29 | 3 | 26 | 6 | 13 | 39 | 0 | 52 | 58 | 67 | 35 | 55 | 78 |
| ELLE | 81 | 0 | 8 | 6 | 12 | 0 | 2 | 16 | 1 | 22 | 20 | 14 | 13 | 14 | 31 |
| ELLE DECOR | 34 | 2 | 0 | 4 | 6 | 0 | 1 | 9 | 0 | 5 | 9 | 4 | 2 | 1 | 9 |
| FOCUS | 2038 | 21 | 140 | 131 | 268 | 27 | 79 | 147 | 20 | 340 | 116 | 189 | 138 | 186 | 404 |
| GARDENIA | 174 | 1 | 13 | 10 | 28 | 0 | 4 | 25 | 0 | 30 | 25 | 39 | 8 | 29 | 62 |
| GENTE MESE | 589 | 17 | 46 | 56 | 76 | 25 | 33 | 27 | 9 | 118 | 35 | 53 | 38 | 48 | 101 |
| GENTE MONEY | 232 | 4 | 23 | 22 | 34 | 3 | 19 | 21 | 0 | 54 | 15 | 34 | 18 | 28 | 98 |
| GENTE MOTORI | 1527 | 37 | 145 | 123 | 191 | 33 | 98 | 47 | 14 | 303 | 78 | 120 | 67 | 153 | 216 |
| GENTE VIAGGI | 510 | 22 | 73 | 50 | 88 | 15 | 27 | 36 | 6 | 123 | 49 | 80 | 39 | 67 | 140 |
| GLAMOUR | 70 | 0 | 10 | 3 | 7 | 3 | 8 | 8 | 1 | 11 | 6 | 7 | 5 | 11 | 20 |
| GULLIVER | 200 | 0 | 20 | 17 | 34 | 7 | 6 | 26 | 0 | 35 | 23 | 32 | 28 | 38 | 55 |
| IN CASA | 62 | 4 | 9 | 6 | 9 | 0 | 5 | 7 | 2 | 13 | 11 | 12 | 7 | 15 | 15 |
| INSIEME | 89 | 2 | 9 | 12 | 11 | 2 | 4 | 4 | 3 | 13 | 3 | 11 | 4 | 6 | 24 |
| IO E IL MIO BAMBINO | 219 | 10 | 8 | 24 | 17 | 2 | 10 | 10 | 3 | 29 | 11 | 22 | 11 | 24 | 42 |
| JESUS | 88 | 0 | 9 | 7 | 7 | 1 | 5 | 2 | 2 | 13 | 3 | 8 | 10 | 3 | 13 |
| MADRE | 59 | 0 | 1 | 3 | 8 | 3 | 3 | 1 | 0 | 9 | 1 | 6 | 1 | 6 | 7 |
| MARIE CLAIRE | 196 | 5 | 21 | 13 | 27 | 11 | 21 | 26 | 6 | 58 | 31 | 27 | 24 | 29 | 56 |
| MAX | 1143 | 20 | 131 | 100 | 161 | 31 | 75 | 87 | 8 | 303 | 81 | 128 | 105 | 150 | 250 |
| MERIDIANI | 104 | 0 | 5 | 4 | 13 | 0 | 3 | 11 | 0 | 12 | 26 | 26 | 15 | 28 | 38 |
| MESSAGGERO DI S.ANTONIO | 636 | 9 | 36 | 46 | 63 | 3 | 16 | 18 | 9 | 61 | 17 | 52 | 20 | 46 | 100 |
| LA MIA BOUTIQUE | 27 | 2 | 0 | 5 | 2 | 2 | 0 | 0 | 0 | 4 | 2 | 1 | 0 | 1 | 2 |
| LA MIA CASA | 140 | 0 | 16 | 11 | 23 | 4 | 11 | 14 | 4 | 30 | 14 | 25 | 10 | 20 | 24 |
| MILLIONAIRE INTRAPRENDERE | 447 | 10 | 37 | 41 | 76 | 11 | 22 | 24 | 4 | 95 | 33 | 48 | 23 | 52 | 86 |
| NAUTICA | 221 | 3 | 16 | 18 | 22 | 2 | 15 | 10 | 2 | 24 | 6 | 14 | 13 | 14 | 29 |
| PESCARE | 487 | 6 | 39 | 38 | 78 | 23 | 32 | 4 | 4 | 95 | 19 | 33 | 22 | 43 | 51 |
| PRATICA | 68 | 1 | 4 | 5 | 12 | 3 | 7 | 7 | 0 | 13 | 3 | 13 | 3 | 15 | 16 |
| QUATTRORUOTE | 4458 | 66 | 296 | 312 | 481 | 71 | 197 | 159 | 21 | 782 | 201 | 354 | 200 | 392 | 652 |
| QUATTRO ZAMPE | 274 | 1 | 32 | 20 | 15 | 12 | 23 | 21 | 0 | 49 | 24 | 35 | 15 | 22 | 42 |
| QUI TOURING | 567 | 6 | 14 | 24 | 61 | 10 | 7 | 51 | 9 | 76 | 82 | 120 | 33 | 113 | 147 |
| RAKAM | 37 | 0 | 7 | 4 | 10 | 0 | 0 | 0 | 0 | 3 | 4 | 7 | 3 | 4 | 1 |
| SALE & PEPE | 175 | 5 | 11 | 24 | 32 | 0 | 3 | 29 | 2 | 21 | 20 | 36 | 9 | 32 | 59 |
| SALVE | 123 | 2 | 5 | 10 | 20 | 0 | 17 | 4 | 2 | 11 | 20 | 22 | 6 | 28 | 27 |
| SCIENZA & VITA | 165 | 3 | 10 | 4 | 28 | 8 | 6 | 11 | 0 | 30 | 13 | 18 | 15 | 21 | 29 |
| LE SCIENZE | 298 | 1 | 13 | 13 | 56 | 6 | 15 | 35 | 9 | 31 | 18 | 23 | 29 | 29 | 104 |
| SELEZIONE READER'S DIGEST | 629 | 14 | 42 | 43 | 85 | 20 | 47 | 17 | 4 | 108 | 26 | 59 | 37 | 60 | 92 |
| SILHOUETTE DONNA | 149 | 2 | 10 | 8 | 27 | 7 | 31 | 21 | 0 | 35 | 21 | 10 | 9 | 14 | 33 |
| SPEAK UP | 130 | 1 | 5 | 14 | 13 | 1 | 9 | 21 | 0 | 24 | 17 | 19 | 3 | 27 | 40 |
| STARBENE | 592 | 21 | 44 | 62 | 94 | 33 | 100 | 33 | 7 | 93 | 47 | 59 | 36 | 63 | 124 |
| STARTER | 143 | 1 | 18 | 22 | 5 | 0 | 10 | 5 | 0 | 36 | 12 | 11 | 12 | 8 | 25 |
| TUTTI FOTOGRAFI | 175 | 0 | 13 | 17 | 31 | 2 | 13 | 12 | 0 | 18 | 9 | 21 | 10 | 24 | 49 |
| TUTTO | 404 | 4 | 45 | 52 | 68 | 4 | 21 | 33 | 2 | 128 | 22 | 32 | 34 | 36 | 53 |
| TUTTOMOTO | 922 | 36 | 91 | 73 | 103 | 26 | 57 | 14 | 4 | 208 | 23 | 53 | 41 | 51 | 105 |
| TUTTOTURISMO | 201 | 0 | 20 | 16 | 27 | 2 | 5 | 14 | 1 | 51 | 16 | 23 | 7 | 27 | 42 |
| VERA | 203 | 0 | 20 | 34 | 24 | 1 | 15 | 11 | 1 | 29 | 22 | 23 | 12 | 24 | 38 |
| VIAGGIARE | 221 | 6 | 22 | 29 | 35 | 9 | 14 | 18 | 2 | 60 | 10 | 28 | 7 | 26 | 51 |
| VITALITY | 54 | 1 | 5 | 0 | 5 | 0 | 16 | 4 | 0 | 23 | 6 | 6 | 0 | 7 | 16 |
| VOGUE ITALIA | 295 | 10 | 44 | 23 | 58 | 3 | 24 | 28 | 5 | 80 | 28 | 51 | 27 | 44 | 69 |
| WEEKEND VIAGGI | 115 | 2 | 7 | 6 | 19 | 3 | 3 | 2 | 0 | 28 | 4 | 8 | 9 | 10 | 32 |
| DIANA (QUATTORDICINALE) | 296 | 1 | 17 | 18 | 34 | 4 | 7 | 10 | 4 | 66 | 15 | 15 | 11 | 21 | 32 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Automobile | Bell' Europa | Bell' Italia | Benissimo | Bimbisani & Belli | Brava Casa |
| **POPOLAZIONE** | **23775** | **259** | **301** | **640** | **114** | **182** | **135** | **66** | **1134** | **964** | **164** | **420** | **33** | **284** | **361** |
| AMICA | **191** | 14 | 19 | 15 | 3 | 4 | 1 | 9 | 21 | 18 | 5 | 17 | 3 | 5 | 15 |
| ANNA | **219** | 7 | 13 | 14 | 2 | 5 | 4 | 5 | 29 | 15 | 3 | 15 | 0 | 10 | 14 |
| AUTO OGGI | **726** | 17 | 12 | 42 | 3 | 3 | 18 | 5 | 231 | 100 | 11 | 18 | 0 | 12 | 21 |
| AUTOSPRINT | **639** | 11 | 16 | 59 | 4 | 9 | 10 | 6 | 177 | 89 | 7 | 23 | 7 | 8 | 17 |
| BELLA | **86** | 5 | 13 | 5 | 0 | 9 | 0 | 0 | 4 | 7 | 2 | 6 | 1 | 8 | 5 |
| CHI | **503** | 23 | 27 | 28 | 5 | 6 | 10 | 3 | 47 | 29 | 7 | 8 | 0 | 13 | 20 |
| CONFIDENZE | **165** | 1 | 6 | 9 | 3 | 7 | 5 | 8 | 17 | 13 | 1 | 7 | 0 | 2 | 5 |
| DOMENICA QUIZ | **203** | 0 | 2 | 11 | 4 | 0 | 3 | 9 | 22 | 23 | 4 | 4 | 0 | 5 | 6 |
| DONNA MODERNA | **839** | 20 | 26 | 42 | 2 | 25 | 14 | 12 | 78 | 69 | 11 | 31 | 0 | 33 | 34 |
| L'ESPRESSO | **1550** | 90 | 67 | 156 | 23 | 50 | 43 | 23 | 127 | 109 | 32 | 99 | 8 | 36 | 60 |
| EVA EXPRESS TREMILA | **364** | 6 | 6 | 13 | 0 | 3 | 16 | 2 | 53 | 22 | 7 | 9 | 0 | 14 | 6 |
| FAMIGLIA CRISTIANA | **2160** | 31 | 22 | 113 | 17 | 21 | 24 | 14 | 134 | 129 | 16 | 77 | 1 | 33 | 37 |
| FILM TV | **177** | 0 | 0 | 10 | 3 | 5 | 0 | 2 | 33 | 8 | 2 | 2 | 0 | 4 | 0 |
| GENTE | **1640** | 34 | 44 | 73 | 11 | 12 | 42 | 18 | 112 | 125 | 29 | 57 | 1 | 35 | 33 |
| GIOIA | **265** | 12 | 18 | 18 | 4 | 4 | 6 | 12 | 33 | 16 | 12 | 21 | 1 | 8 | 22 |
| IL GIORNALINO | **190** | 5 | 3 | 21 | 0 | 3 | 2 | 0 | 15 | 12 | 2 | 7 | 0 | 3 | 8 |
| GRAND HOTEL | **403** | 0 | 2 | 15 | 2 | 0 | 4 | 3 | 40 | 19 | 3 | 10 | 0 | 7 | 3 |
| GRAZIA | **300** | 13 | 16 | 15 | 6 | 6 | 13 | 15 | 36 | 27 | 13 | 22 | 1 | 13 | 24 |
| GUERIN SPORTIVO | **442** | 10 | 10 | 25 | 4 | 11 | 2 | 5 | 84 | 34 | 10 | 24 | 0 | 15 | 6 |
| GUIDA TV | **859** | 9 | 6 | 43 | 15 | 5 | 15 | 16 | 75 | 84 | 14 | 39 | 0 | 28 | 20 |
| INTIMITA' | **192** | 0 | 4 | 11 | 4 | 6 | 4 | 4 | 18 | 19 | 0 | 6 | 0 | 5 | 2 |
| MAGAZINE BEAUTIFUL | **63** | 1 | 1 | 10 | 0 | 0 | 0 | 0 | 4 | 4 | 1 | 1 | 0 | 3 | 0 |
| IL MONDO | **78** | 1 | 0 | 4 | 2 | 5 | 0 | 1 | 8 | 4 | 0 | 6 | 0 | 0 | 1 |
| MOTOSPRINT | **494** | 7 | 11 | 37 | 3 | 2 | 3 | 3 | 143 | 74 | 6 | 11 | 4 | 10 | 9 |
| NOVELLA 2000 | **600** | 3 | 15 | 16 | 8 | 6 | 13 | 12 | 64 | 48 | 4 | 13 | 3 | 14 | 16 |
| OGGI | **1713** | 37 | 29 | 119 | 15 | 27 | 35 | 21 | 152 | 129 | 21 | 64 | 1 | 27 | 44 |
| PANORAMA | **2126** | 75 | 82 | 155 | 18 | 38 | 27 | 18 | 191 | 146 | 46 | 128 | 1 | 40 | 76 |
| SORRISI E CANZONI TV | **3947** | 56 | 45 | 139 | 19 | 22 | 48 | 19 | 371 | 226 | 25 | 78 | 11 | 86 | 73 |
| STOP | **206** | 0 | 2 | 9 | 1 | 1 | 3 | 0 | 34 | 24 | 0 | 6 | 1 | 5 | 3 |
| TELEPIU' | **1021** | 25 | 30 | 47 | 13 | 2 | 14 | 11 | 117 | 74 | 16 | 31 | 1 | 22 | 24 |
| TELESETTE | **1103** | 17 | 11 | 51 | 9 | 8 | 12 | 11 | 90 | 77 | 14 | 20 | 8 | 38 | 25 |
| TOPOLINO | **1362** | 41 | 26 | 110 | 8 | 28 | 30 | 11 | 130 | 118 | 13 | 40 | 3 | 28 | 44 |
| VISTO | **273** | 6 | 5 | 6 | 1 | 1 | 3 | 6 | 25 | 6 | 3 | 1 | 2 | 5 | 10 |
| VIVERSANI & BELLI | **523** | 9 | 17 | 28 | 4 | 16 | 9 | 6 | 63 | 57 | 3 | 25 | 2 | 37 | 15 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 29 | 39 | 53 | 18 | 17 | 5 | 10 | 47 | 66 | 26 | 52 | 0 | 15 | 35 |
| DIARIO DELLA SETTIMANA | **96** | 4 | 4 | 6 | 2 | 2 | 0 | 2 | 6 | 7 | 2 | 6 | 0 | 3 | 3 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 33 | 35 | 105 | 5 | 23 | 24 | 11 | 266 | 163 | 25 | 68 | 5 | 40 | 65 |
| IO DONNA | **703** | 36 | 45 | 63 | 9 | 19 | 5 | 6 | 47 | 62 | 27 | 47 | 4 | 4 | 39 |
| SETTE | **1329** | 50 | 48 | 99 | 6 | 24 | 14 | 15 | 86 | 90 | 42 | 66 | 0 | 22 | 61 |
| SPECCHIO DELLA STAMPA | **657** | 23 | 24 | 54 | 2 | 13 | 7 | 4 | 62 | 50 | 12 | 37 | 6 | 8 | 31 |
| TV SETTE | **1332** | 41 | 39 | 92 | 9 | 26 | 9 | 12 | 98 | 106 | 36 | 69 | 0 | 19 | 49 |
| IL VENERDI' | **2262** | 70 | 83 | 162 | 40 | 46 | 27 | 17 | 167 | 157 | 57 | 129 | 3 | 44 | 74 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Auto-mobile | Bell' Europa | Bell' Italia | Benis-simo | Bimbisani & Belli | Brava Casa |
| **POPOLAZIONE** | **23775** | **259** | **301** | **640** | **114** | **182** | **135** | **66** | **1134** | **964** | **164** | **420** | **33** | **284** | **361** |
| ABITARE | 259 | 259 | 73 | 36 | 10 | 12 | 11 | 7 | 37 | 20 | 15 | 29 | 0 | 2 | 49 |
| AD | 301 | 73 | 301 | 31 | 3 | 11 | 2 | 9 | 22 | 15 | 35 | 36 | 0 | 5 | 64 |
| AIRONE | 640 | 36 | 31 | 640 | 24 | 43 | 26 | 4 | 69 | 63 | 38 | 76 | 5 | 19 | 24 |
| AMADEUS | 114 | 10 | 3 | 24 | 114 | 8 | 3 | 4 | 4 | 7 | 0 | 10 | 0 | 2 | 6 |
| ARCHEO | 182 | 12 | 11 | 43 | 8 | 182 | 0 | 0 | 9 | 11 | 14 | 38 | 5 | 0 | 0 |
| ASTRA | 135 | 11 | 2 | 26 | 3 | 0 | 135 | 0 | 8 | 11 | 5 | 6 | 2 | 7 | 2 |
| A TAVOLA | 66 | 7 | 9 | 4 | 4 | 0 | 0 | 66 | 8 | 15 | 8 | 7 | 2 | 2 | 18 |
| AUTO | 1134 | 37 | 22 | 69 | 4 | 9 | 8 | 8 | 1134 | 173 | 13 | 48 | 6 | 33 | 42 |
| L'AUTOMOBILE | 964 | 20 | 15 | 63 | 7 | 11 | 11 | 15 | 173 | 964 | 10 | 47 | 1 | 22 | 19 |
| BELL'EUROPA | 164 | 15 | 35 | 38 | 0 | 14 | 5 | 8 | 13 | 10 | 164 | 93 | 0 | 4 | 21 |
| BELL'ITALIA | 420 | 29 | 36 | 76 | 10 | 38 | 6 | 7 | 48 | 47 | 93 | 420 | 3 | 10 | 34 |
| BENISSIMO | 33 | 0 | 0 | 5 | 0 | 5 | 2 | 2 | 6 | 1 | 0 | 3 | 33 | 0 | 2 |
| BIMBI SANI E BELLI | 284 | 2 | 5 | 19 | 2 | 0 | 7 | 2 | 33 | 22 | 4 | 10 | 0 | 284 | 23 |
| BRAVA CASA | 361 | 49 | 64 | 24 | 6 | 0 | 2 | 18 | 42 | 19 | 21 | 34 | 2 | 23 | 361 |
| BUONA CUCINA | 135 | 4 | 3 | 5 | 3 | 3 | 2 | 12 | 18 | 25 | 4 | 7 | 3 | 6 | 14 |
| BURDA | 110 | 6 | 10 | 2 | 2 | 0 | 0 | 3 | 19 | 8 | 9 | 8 | 0 | 6 | 4 |
| CAPITAL | 324 | 20 | 30 | 40 | 8 | 12 | 4 | 6 | 58 | 32 | 7 | 18 | 3 | 16 | 14 |
| CARNET | 117 | 10 | 17 | 10 | 6 | 17 | 0 | 0 | 15 | 14 | 5 | 17 | 0 | 0 | 3 |
| CASAVIVA | 611 | 53 | 75 | 46 | 6 | 3 | 10 | 11 | 58 | 24 | 23 | 22 | 4 | 28 | 175 |
| CENTO COSE ENERGY | 174 | 11 | 9 | 19 | 2 | 2 | 10 | 0 | 21 | 13 | 4 | 9 | 0 | 6 | 1 |
| CIAK | 547 | 18 | 25 | 58 | 9 | 17 | 20 | 3 | 91 | 37 | 19 | 31 | 1 | 25 | 26 |
| CIPRIA | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 3 | 0 |
| CLASS | 226 | 19 | 23 | 30 | 7 | 12 | 3 | 6 | 42 | 27 | 20 | 19 | 3 | 13 | 17 |
| CLUB 3 | 80 | 2 | 0 | 3 | 0 | 0 | 2 | 2 | 2 | 5 | 0 | 2 | 0 | 2 | 2 |
| COME STAI | 87 | 0 | 2 | 0 | 0 | 2 | 0 | 0 | 12 | 6 | 0 | 2 | 1 | 8 | 0 |
| CONSIGLI PRATICI | 21 | 3 | 0 | 3 | 0 | 0 | 1 | 3 | 5 | 2 | 1 | 0 | 0 | 3 | 4 |
| COSE DI CASA | 570 | 46 | 38 | 33 | 3 | 7 | 12 | 12 | 56 | 42 | 13 | 30 | 10 | 21 | 82 |
| LA CUCINA ITALIANA | 297 | 21 | 20 | 20 | 3 | 8 | 10 | 28 | 25 | 27 | 10 | 25 | 10 | 6 | 37 |
| CUCINA MODERNA | 271 | 11 | 10 | 13 | 6 | 9 | 7 | 19 | 42 | 22 | 12 | 16 | 10 | 9 | 25 |
| DONNA | 201 | 3 | 5 | 18 | 5 | 0 | 5 | 11 | 33 | 14 | 6 | 11 | 3 | 19 | 13 |
| DONNA E MAMMA | 79 | 0 | 2 | 3 | 2 | 0 | 0 | 2 | 14 | 13 | 2 | 8 | 0 | 19 | 5 |
| DOVE | 277 | 23 | 54 | 40 | 4 | 18 | 0 | 6 | 30 | 23 | 27 | 43 | 3 | 7 | 29 |
| ELLE | 81 | 7 | 17 | 5 | 3 | 0 | 0 | 5 | 15 | 12 | 5 | 4 | 0 | 4 | 4 |
| ELLE DECOR | 34 | 8 | 11 | 5 | 0 | 0 | 0 | 4 | 2 | 1 | 5 | 2 | 0 | 4 | 11 |
| FOCUS | 2038 | 53 | 67 | 200 | 30 | 72 | 45 | 7 | 236 | 140 | 39 | 84 | 7 | 51 | 45 |
| GARDENIA | 174 | 13 | 13 | 37 | 4 | 8 | 2 | 2 | 26 | 18 | 11 | 38 | 0 | 9 | 9 |
| GENTE MESE | 589 | 11 | 15 | 52 | 7 | 7 | 18 | 2 | 87 | 49 | 5 | 22 | 1 | 23 | 15 |
| GENTE MONEY | 232 | 19 | 10 | 22 | 5 | 12 | 7 | 2 | 25 | 19 | 11 | 26 | 2 | 2 | 10 |
| GENTE MOTORI | 1527 | 50 | 42 | 114 | 10 | 19 | 34 | 7 | 408 | 211 | 18 | 56 | 1 | 48 | 60 |
| GENTE VIAGGI | 510 | 21 | 16 | 88 | 9 | 23 | 10 | 8 | 95 | 59 | 21 | 39 | 6 | 26 | 25 |
| GLAMOUR | 70 | 2 | 6 | 1 | 0 | 0 | 0 | 2 | 4 | 3 | 0 | 0 | 0 | 5 | 3 |
| GULLIVER | 200 | 14 | 10 | 44 | 5 | 12 | 3 | 3 | 35 | 14 | 5 | 20 | 3 | 8 | 7 |
| IN CASA | 62 | 7 | 9 | 2 | 4 | 0 | 0 | 3 | 12 | 7 | 7 | 4 | 0 | 2 | 13 |
| INSIEME | 89 | 3 | 3 | 8 | 2 | 0 | 0 | 2 | 12 | 4 | 1 | 13 | 0 | 16 | 11 |
| IO E IL MIO BAMBINO | 219 | 8 | 10 | 5 | 3 | 0 | 2 | 0 | 14 | 17 | 10 | 14 | 0 | 59 | 20 |
| JESUS | 88 | 0 | 3 | 12 | 4 | 0 | 0 | 2 | 8 | 7 | 0 | 5 | 0 | 5 | 6 |
| MADRE | 59 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 5 | 9 | 0 | 3 | 0 | 2 | 0 |
| MARIE CLAIRE | 196 | 11 | 16 | 14 | 0 | 9 | 9 | 5 | 29 | 22 | 11 | 9 | 0 | 11 | 12 |
| MAX | 1143 | 41 | 53 | 109 | 1 | 25 | 28 | 8 | 206 | 79 | 26 | 46 | 3 | 19 | 37 |
| MERIDIANI | 104 | 11 | 11 | 25 | 0 | 8 | 5 | 0 | 18 | 15 | 23 | 27 | 0 | 0 | 10 |
| MESSAGGERO DI S.ANTONIO | 636 | 7 | 3 | 33 | 6 | 2 | 0 | 12 | 35 | 44 | 0 | 24 | 1 | 17 | 11 |
| LA MIA BOUTIQUE | 27 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 0 | 1 | 0 | 0 | 0 |
| LA MIA CASA | 140 | 23 | 20 | 11 | 4 | 2 | 0 | 9 | 21 | 22 | 7 | 7 | 2 | 8 | 47 |
| MILLIONAIRE INTRAPRENDERE | 447 | 27 | 17 | 32 | 9 | 12 | 18 | 7 | 55 | 38 | 4 | 25 | 2 | 16 | 20 |
| NAUTICA | 221 | 8 | 9 | 11 | 1 | 3 | 2 | 0 | 33 | 13 | 0 | 5 | 2 | 4 | 6 |
| PESCARE | 487 | 13 | 8 | 35 | 3 | 7 | 5 | 12 | 66 | 35 | 5 | 18 | 0 | 10 | 13 |
| PRATICA | 68 | 3 | 3 | 5 | 0 | 4 | 2 | 3 | 7 | 9 | 3 | 3 | 2 | 7 | 11 |
| QUATTRORUOTE | 4458 | 92 | 94 | 256 | 35 | 46 | 62 | 21 | 676 | 424 | 47 | 139 | 10 | 88 | 148 |
| QUATTRO ZAMPE | 274 | 4 | 10 | 17 | 7 | 3 | 11 | 0 | 46 | 25 | 3 | 11 | 5 | 7 | 12 |
| QUI TOURING | 567 | 37 | 29 | 58 | 15 | 26 | 9 | 11 | 44 | 60 | 20 | 49 | 0 | 12 | 34 |
| RAKAM | 37 | 2 | 2 | 4 | 3 | 0 | 0 | 3 | 3 | 6 | 2 | 0 | 0 | 2 | 2 |
| SALE & PEPE | 175 | 12 | 17 | 22 | 3 | 10 | 6 | 18 | 14 | 16 | 9 | 6 | 2 | 3 | 22 |
| SALVE | 123 | 7 | 6 | 18 | 0 | 2 | 0 | 0 | 20 | 14 | 0 | 7 | 0 | 2 | 2 |
| SCIENZA & VITA | 165 | 7 | 6 | 25 | 0 | 11 | 7 | 0 | 26 | 19 | 5 | 15 | 0 | 8 | 3 |
| LE SCIENZE | 298 | 9 | 14 | 60 | 14 | 22 | 3 | 4 | 12 | 15 | 9 | 37 | 2 | 3 | 8 |
| SELEZIONE READER'S DIGEST | 629 | 10 | 18 | 45 | 13 | 20 | 6 | 9 | 55 | 70 | 8 | 17 | 1 | 36 | 29 |
| SILHOUETTE DONNA | 149 | 8 | 9 | 12 | 0 | 2 | 8 | 0 | 21 | 11 | 0 | 1 | 0 | 14 | 6 |
| SPEAK UP | 130 | 0 | 3 | 14 | 7 | 8 | 4 | 2 | 5 | 14 | 4 | 12 | 0 | 3 | 2 |
| STARBENE | 592 | 8 | 15 | 56 | 12 | 9 | 27 | 10 | 58 | 47 | 17 | 41 | 5 | 35 | 22 |
| STARTER | 143 | 2 | 7 | 7 | 0 | 0 | 0 | 0 | 55 | 28 | 0 | 7 | 6 | 4 | 2 |
| TUTTI FOTOGRAFI | 175 | 7 | 17 | 21 | 4 | 3 | 7 | 3 | 25 | 14 | 5 | 11 | 2 | 5 | 11 |
| TUTTO | 404 | 8 | 6 | 35 | 16 | 6 | 8 | 0 | 46 | 31 | 5 | 8 | 0 | 11 | 6 |
| TUTTOMOTO | 922 | 14 | 10 | 41 | 6 | 3 | 21 | 3 | 220 | 108 | 4 | 14 | 2 | 31 | 23 |
| TUTTOTURISMO | 201 | 5 | 3 | 20 | 4 | 10 | 5 | 10 | 43 | 19 | 7 | 15 | 2 | 4 | 6 |
| VERA | 203 | 7 | 4 | 20 | 5 | 2 | 3 | 5 | 37 | 10 | 5 | 7 | 3 | 14 | 13 |
| VIAGGIARE | 221 | 19 | 4 | 34 | 5 | 5 | 6 | 4 | 54 | 26 | 8 | 26 | 1 | 13 | 9 |
| VITALITY | 54 | 0 | 2 | 2 | 0 | 0 | 2 | 2 | 6 | 4 | 0 | 0 | 2 | 2 | 8 |
| VOGUE ITALIA | 295 | 15 | 29 | 37 | 10 | 8 | 14 | 3 | 64 | 37 | 8 | 12 | 1 | 11 | 22 |
| WEEKEND VIAGGI | 115 | 9 | 5 | 26 | 5 | 7 | 5 | 2 | 17 | 6 | 9 | 14 | 2 | 5 | 7 |
| DIANA (QUATTORDICINALE) | 296 | 8 | 5 | 32 | 0 | 1 | 3 | 3 | 31 | 24 | 5 | 7 | 0 | 11 | 7 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **23775** | **135** | **110** | **324** | **117** | **611** | **174** | **547** | **25** | **226** | **80** | **87** | **21** | **570** | **297** |
| AMICA | 191 | 7 | 3 | 13 | 2 | 27 | 13 | 12 | 3 | 9 | 1 | 0 | 1 | 18 | 12 |
| ANNA | 219 | 12 | 0 | 15 | 3 | 17 | 9 | 9 | 6 | 10 | 1 | 5 | 1 | 18 | 5 |
| AUTO OGGI | 726 | 11 | 11 | 41 | 4 | 33 | 19 | 50 | 3 | 28 | 0 | 7 | 7 | 25 | 15 |
| AUTOSPRINT | 639 | 11 | 13 | 30 | 1 | 24 | 18 | 37 | 3 | 18 | 0 | 3 | 3 | 22 | 21 |
| BELLA | 86 | 8 | 0 | 7 | 0 | 7 | 2 | 4 | 0 | 3 | 1 | 6 | 0 | 2 | 5 |
| CHI | 503 | 17 | 4 | 21 | 15 | 39 | 15 | 43 | 5 | 8 | 5 | 7 | 5 | 31 | 15 |
| CONFIDENZE | 165 | 6 | 0 | 2 | 0 | 16 | 0 | 3 | 0 | 1 | 2 | 3 | 3 | 11 | 9 |
| DOMENICA QUIZ | 203 | 8 | 5 | 6 | 2 | 10 | 0 | 9 | 3 | 5 | 5 | 0 | 1 | 6 | 17 |
| DONNA MODERNA | 839 | 18 | 14 | 40 | 15 | 60 | 46 | 41 | 9 | 30 | 8 | 19 | 8 | 74 | 23 |
| L'ESPRESSO | 1550 | 16 | 13 | 102 | 20 | 120 | 38 | 104 | 6 | 44 | 4 | 8 | 5 | 82 | 46 |
| EVA EXPRESS TREMILA | 364 | 5 | 1 | 13 | 3 | 16 | 13 | 23 | 5 | 9 | 0 | 3 | 0 | 8 | 7 |
| FAMIGLIA CRISTIANA | 2160 | 29 | 11 | 39 | 14 | 94 | 27 | 45 | 5 | 34 | 41 | 17 | 3 | 79 | 40 |
| FILM TV | 177 | 9 | 0 | 4 | 2 | 4 | 2 | 29 | 0 | 4 | 0 | 0 | 0 | 7 | 9 |
| GENTE | 1640 | 28 | 18 | 57 | 22 | 81 | 27 | 83 | 3 | 39 | 15 | 14 | 9 | 67 | 53 |
| GIOIA | 265 | 12 | 11 | 12 | 2 | 21 | 8 | 22 | 2 | 14 | 2 | 3 | 1 | 18 | 8 |
| IL GIORNALINO | 190 | 0 | 0 | 3 | 0 | 7 | 2 | 6 | 0 | 2 | 0 | 0 | 3 | 14 | 0 |
| GRAND HOTEL | 403 | 8 | 5 | 3 | 3 | 15 | 6 | 10 | 2 | 2 | 0 | 5 | 1 | 16 | 7 |
| GRAZIA | 300 | 22 | 5 | 11 | 2 | 19 | 15 | 18 | 9 | 13 | 6 | 5 | 1 | 25 | 18 |
| GUERIN SPORTIVO | 442 | 10 | 5 | 22 | 0 | 19 | 12 | 30 | 3 | 19 | 0 | 2 | 4 | 26 | 3 |
| GUIDA TV | 859 | 23 | 6 | 1 | 2 | 21 | 19 | 32 | 4 | 16 | 1 | 4 | 7 | 37 | 26 |
| INTIMITA' | 192 | 0 | 3 | 0 | 0 | 10 | 1 | 6 | 0 | 0 | 0 | 0 | 2 | 5 | 4 |
| MAGAZINE BEAUTIFUL | 63 | 1 | 0 | 0 | 0 | 1 | 5 | 6 | 0 | 0 | 0 | 0 | 0 | 3 | 4 |
| IL MONDO | 78 | 0 | 3 | 19 | 0 | 1 | 0 | 11 | 3 | 5 | 1 | 0 | 0 | 3 | 2 |
| MOTOSPRINT | 494 | 10 | 10 | 22 | 4 | 13 | 11 | 48 | 0 | 12 | 0 | 1 | 3 | 11 | 12 |
| NOVELLA 2000 | 600 | 11 | 1 | 22 | 3 | 41 | 19 | 27 | 9 | 8 | 0 | 3 | 4 | 35 | 13 |
| OGGI | 1713 | 27 | 6 | 55 | 15 | 74 | 36 | 81 | 6 | 34 | 10 | 26 | 9 | 70 | 37 |
| PANORAMA | 2126 | 7 | 14 | 104 | 28 | 131 | 36 | 122 | 5 | 83 | 13 | 11 | 5 | 82 | 45 |
| SORRISI E CANZONI TV | 3947 | 51 | 22 | 89 | 21 | 138 | 55 | 229 | 8 | 71 | 13 | 18 | 11 | 108 | 60 |
| STOP | 206 | 5 | 0 | 11 | 2 | 12 | 5 | 14 | 0 | 2 | 0 | 2 | 0 | 5 | 1 |
| TELEPIU' | 1021 | 15 | 10 | 29 | 6 | 34 | 15 | 69 | 5 | 20 | 2 | 12 | 1 | 45 | 31 |
| TELESETTE | 1103 | 11 | 11 | 25 | 3 | 48 | 17 | 73 | 2 | 16 | 7 | 23 | 3 | 46 | 28 |
| TOPOLINO | 1362 | 27 | 18 | 63 | 9 | 76 | 27 | 88 | 9 | 40 | 6 | 8 | 8 | 90 | 58 |
| VISTO | 273 | 2 | 1 | 6 | 3 | 9 | 5 | 15 | 0 | 5 | 1 | 3 | 1 | 15 | 8 |
| VIVERSANI & BELLI | 523 | 5 | 7 | 26 | 4 | 42 | 25 | 36 | 2 | 13 | 4 | 19 | 4 | 31 | 18 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 8 | 11 | 45 | 14 | 67 | 24 | 40 | 5 | 37 | 2 | 9 | 0 | 41 | 16 |
| DIARIO DELLA SETTIMANA | 96 | 0 | 3 | 2 | 5 | 4 | 1 | 4 | 0 | 0 | 3 | 0 | 0 | 0 | 5 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 26 | 17 | 72 | 14 | 71 | 47 | 134 | 3 | 54 | 5 | 10 | 8 | 91 | 44 |
| IO DONNA | 703 | 12 | 10 | 44 | 27 | 48 | 15 | 41 | 6 | 30 | 6 | 5 | 0 | 65 | 43 |
| SETTE | 1329 | 13 | 12 | 68 | 26 | 75 | 18 | 62 | 6 | 54 | 13 | 8 | 4 | 88 | 55 |
| SPECCHIO DELLA STAMPA | 657 | 18 | 3 | 29 | 17 | 45 | 15 | 34 | 6 | 27 | 3 | 8 | 0 | 45 | 36 |
| TV SETTE | 1332 | 10 | 11 | 47 | 30 | 53 | 21 | 57 | 4 | 44 | 13 | 13 | 3 | 88 | 60 |
| IL VENERDI' | 2262 | 30 | 20 | 110 | 31 | 146 | 49 | 120 | 4 | 66 | 15 | 17 | 3 | 121 | 64 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **23775** | **135** | **110** | **324** | **117** | **611** | **174** | **547** | **25** | **226** | **80** | **87** | **21** | **570** | **297** |
| ABITARE | 259 | 4 | 6 | 20 | 10 | 53 | 11 | 18 | 0 | 19 | 2 | 0 | 3 | 46 | 21 |
| AD | 301 | 3 | 10 | 30 | 17 | 75 | 9 | 25 | 0 | 23 | 0 | 2 | 0 | 38 | 20 |
| AIRONE | 640 | 5 | 2 | 40 | 10 | 46 | 19 | 58 | 0 | 30 | 3 | 0 | 3 | 33 | 20 |
| AMADEUS | 114 | 3 | 2 | 8 | 6 | 6 | 2 | 9 | 0 | 7 | 0 | 0 | 0 | 3 | 3 |
| ARCHEO | 182 | 3 | 0 | 12 | 17 | 3 | 2 | 17 | 0 | 12 | 0 | 2 | 0 | 7 | 8 |
| ASTRA | 135 | 2 | 0 | 4 | 0 | 10 | 10 | 20 | 0 | 3 | 2 | 0 | 1 | 12 | 10 |
| A TAVOLA | 66 | 12 | 3 | 6 | 0 | 11 | 0 | 3 | 0 | 6 | 2 | 0 | 3 | 12 | 28 |
| AUTO | 1134 | 18 | 19 | 58 | 15 | 58 | 21 | 91 | 4 | 42 | 2 | 12 | 5 | 56 | 25 |
| L'AUTOMOBILE | 964 | 25 | 8 | 32 | 14 | 24 | 13 | 37 | 0 | 27 | 5 | 6 | 2 | 42 | 27 |
| BELL'EUROPA | 164 | 4 | 9 | 7 | 5 | 23 | 4 | 19 | 0 | 20 | 0 | 0 | 1 | 13 | 10 |
| BELL'ITALIA | 420 | 7 | 8 | 18 | 17 | 22 | 9 | 31 | 0 | 19 | 2 | 2 | 0 | 30 | 25 |
| BENISSIMO | 33 | 3 | 0 | 3 | 0 | 4 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 10 | 10 |
| BIMBI SANI E BELLI | 284 | 6 | 6 | 16 | 0 | 28 | 6 | 25 | 3 | 13 | 2 | 8 | 3 | 21 | 6 |
| BRAVA CASA | 361 | 14 | 4 | 14 | 3 | 175 | 1 | 26 | 0 | 17 | 2 | 0 | 4 | 82 | 37 |
| BUONA CUCINA | 135 | 135 | 6 | 9 | 3 | 8 | 0 | 7 | 3 | 3 | 0 | 0 | 0 | 18 | 31 |
| BURDA | 110 | 6 | 110 | 8 | 2 | 9 | 2 | 11 | 3 | 9 | 0 | 0 | 0 | 5 | 6 |
| CAPITAL | 324 | 9 | 8 | 324 | 7 | 45 | 18 | 39 | 3 | 81 | 5 | 1 | 0 | 24 | 18 |
| CARNET | 117 | 3 | 2 | 7 | 117 | 15 | 9 | 11 | 0 | 5 | 3 | 3 | 0 | 7 | 2 |
| CASAVIVA | 611 | 8 | 9 | 45 | 15 | 611 | 27 | 41 | 2 | 27 | 2 | 4 | 4 | 97 | 34 |
| CENTO COSE ENERGY | 174 | 0 | 2 | 18 | 9 | 27 | 174 | 20 | 0 | 14 | 0 | 12 | 0 | 14 | 7 |
| CIAK | 547 | 7 | 11 | 39 | 11 | 41 | 20 | 547 | 3 | 21 | 0 | 8 | 0 | 41 | 11 |
| CIPRIA | 25 | 3 | 3 | 3 | 0 | 2 | 0 | 3 | 25 | 4 | 0 | 2 | 0 | 6 | 0 |
| CLASS | 226 | 3 | 9 | 81 | 5 | 27 | 14 | 21 | 4 | 226 | 0 | 0 | 0 | 18 | 22 |
| CLUB 3 | 80 | 0 | 0 | 5 | 3 | 2 | 0 | 0 | 0 | 0 | 80 | 0 | 0 | 6 | 2 |
| COME STAI | 87 | 0 | 0 | 1 | 3 | 4 | 12 | 8 | 2 | 0 | 0 | 87 | 0 | 10 | 1 |
| CONSIGLI PRATICI | 21 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 21 | 0 | 1 |
| COSE DI CASA | 570 | 18 | 5 | 24 | 7 | 97 | 14 | 41 | 6 | 18 | 6 | 10 | 0 | 570 | 30 |
| LA CUCINA ITALIANA | 297 | 31 | 6 | 18 | 2 | 34 | 7 | 11 | 0 | 22 | 2 | 1 | 1 | 30 | 297 |
| CUCINA MODERNA | 271 | 40 | 4 | 13 | 10 | 26 | 8 | 14 | 3 | 13 | 2 | 8 | 4 | 25 | 57 |
| DONNA | 201 | 15 | 7 | 6 | 0 | 9 | 7 | 21 | 3 | 7 | 0 | 4 | 1 | 13 | 10 |
| DONNA E MAMMA | 79 | 2 | 0 | 0 | 0 | 4 | 0 | 7 | 0 | 0 | 0 | 0 | 1 | 5 | 2 |
| DOVE | 277 | 3 | 9 | 22 | 21 | 33 | 7 | 21 | 0 | 17 | 3 | 1 | 1 | 20 | 23 |
| ELLE | 81 | 6 | 6 | 14 | 4 | 11 | 8 | 14 | 6 | 17 | 0 | 3 | 0 | 12 | 9 |
| ELLE DECOR | 34 | 0 | 0 | 6 | 4 | 16 | 4 | 4 | 0 | 3 | 0 | 0 | 0 | 6 | 6 |
| FOCUS | 2038 | 10 | 14 | 65 | 35 | 106 | 81 | 143 | 8 | 50 | 6 | 26 | 2 | 102 | 48 |
| GARDENIA | 174 | 0 | 3 | 11 | 4 | 19 | 16 | 20 | 0 | 8 | 3 | 0 | 0 | 17 | 7 |
| GENTE MESE | 589 | 9 | 12 | 32 | 10 | 47 | 10 | 41 | 4 | 27 | 2 | 5 | 5 | 28 | 17 |
| GENTE MONEY | 232 | 5 | 3 | 59 | 0 | 18 | 2 | 17 | 3 | 32 | 3 | 2 | 0 | 22 | 9 |
| GENTE MOTORI | 1527 | 15 | 17 | 73 | 15 | 118 | 33 | 116 | 4 | 52 | 3 | 22 | 7 | 69 | 24 |
| GENTE VIAGGI | 510 | 20 | 11 | 54 | 13 | 41 | 6 | 49 | 6 | 34 | 3 | 2 | 2 | 44 | 31 |
| GLAMOUR | 70 | 0 | 0 | 2 | 0 | 2 | 11 | 6 | 0 | 5 | 0 | 0 | 0 | 5 | 4 |
| GULLIVER | 200 | 6 | 3 | 19 | 7 | 9 | 7 | 21 | 0 | 10 | 0 | 3 | 0 | 15 | 17 |
| IN CASA | 62 | 8 | 3 | 7 | 4 | 26 | 2 | 12 | 3 | 5 | 0 | 0 | 0 | 18 | 3 |
| INSIEME | 89 | 1 | 4 | 3 | 0 | 11 | 0 | 3 | 0 | 1 | 0 | 1 | 3 | 10 | 0 |
| IO E IL MIO BAMBINO | 219 | 5 | 4 | 9 | 2 | 23 | 5 | 10 | 0 | 5 | 2 | 3 | 3 | 13 | 9 |
| JESUS | 88 | 4 | 0 | 0 | 0 | 6 | 2 | 0 | 0 | 2 | 5 | 0 | 0 | 1 | 7 |
| MADRE | 59 | 2 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 3 | 0 |
| MARIE CLAIRE | 196 | 3 | 5 | 21 | 8 | 35 | 28 | 16 | 6 | 25 | 6 | 5 | 0 | 19 | 11 |
| MAX | 1143 | 12 | 12 | 71 | 20 | 61 | 56 | 131 | 3 | 56 | 0 | 11 | 1 | 62 | 31 |
| MERIDIANI | 104 | 0 | 2 | 6 | 5 | 14 | 0 | 4 | 0 | 11 | 0 | 0 | 1 | 4 | 10 |
| MESSAGGERO DI S.ANTONIO | 636 | 16 | 3 | 14 | 3 | 16 | 1 | 16 | 4 | 5 | 14 | 1 | 0 | 14 | 17 |
| LA MIA BOUTIQUE | 27 | 2 | 8 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| LA MIA CASA | 140 | 10 | 6 | 7 | 2 | 62 | 5 | 12 | 0 | 5 | 0 | 2 | 1 | 36 | 14 |
| MILLIONAIRE INTRAPRENDERE | 447 | 9 | 7 | 46 | 12 | 38 | 19 | 33 | 3 | 39 | 3 | 0 | 1 | 30 | 25 |
| NAUTICA | 221 | 2 | 5 | 16 | 2 | 14 | 6 | 4 | 2 | 9 | 0 | 2 | 0 | 13 | 3 |
| PESCARE | 487 | 18 | 9 | 5 | 0 | 12 | 8 | 14 | 0 | 14 | 0 | 2 | 0 | 26 | 24 |
| PRATICA | 68 | 4 | 3 | 7 | 2 | 9 | 0 | 3 | 0 | 3 | 0 | 2 | 3 | 14 | 6 |
| QUATTRORUOTE | 4458 | 61 | 49 | 155 | 34 | 223 | 74 | 221 | 12 | 85 | 15 | 23 | 11 | 189 | 96 |
| QUATTRO ZAMPE | 274 | 8 | 5 | 11 | 10 | 12 | 5 | 26 | 0 | 7 | 4 | 2 | 1 | 21 | 10 |
| QUI TOURING | 567 | 4 | 1 | 30 | 19 | 39 | 7 | 21 | 0 | 13 | 9 | 0 | 3 | 35 | 24 |
| RAKAM | 37 | 3 | 7 | 5 | 0 | 2 | 0 | 4 | 0 | 2 | 0 | 0 | 0 | 4 | 3 |
| SALE & PEPE | 175 | 18 | 5 | 8 | 1 | 29 | 3 | 8 | 0 | 8 | 0 | 5 | 3 | 18 | 35 |
| SALVE | 123 | 0 | 7 | 2 | 0 | 7 | 0 | 3 | 0 | 0 | 2 | 0 | 2 | 4 | 10 |
| SCIENZA & VITA | 165 | 1 | 0 | 7 | 7 | 7 | 7 | 16 | 0 | 4 | 3 | 10 | 0 | 15 | 14 |
| LE SCIENZE | 298 | 5 | 0 | 8 | 8 | 9 | 9 | 12 | 0 | 5 | 6 | 7 | 0 | 15 | 9 |
| SELEZIONE READER'S DIGEST | 629 | 10 | 21 | 14 | 15 | 34 | 8 | 46 | 0 | 10 | 17 | 3 | 4 | 36 | 29 |
| SILHOUETTE DONNA | 149 | 2 | 3 | 9 | 5 | 13 | 22 | 18 | 2 | 8 | 2 | 10 | 0 | 24 | 4 |
| SPEAK UP | 130 | 0 | 0 | 6 | 2 | 4 | 2 | 18 | 0 | 8 | 4 | 1 | 0 | 11 | 8 |
| STARBENE | 592 | 16 | 12 | 25 | 6 | 39 | 13 | 36 | 6 | 15 | 4 | 22 | 3 | 39 | 32 |
| STARTER | 143 | 3 | 0 | 9 | 1 | 6 | 5 | 12 | 0 | 14 | 0 | 4 | 0 | 16 | 11 |
| TUTTI FOTOGRAFI | 175 | 3 | 2 | 7 | 2 | 14 | 8 | 12 | 2 | 4 | 1 | 0 | 0 | 14 | 14 |
| TUTTO | 404 | 0 | 0 | 12 | 10 | 16 | 22 | 111 | 0 | 18 | 0 | 3 | 0 | 19 | 2 |
| TUTTOMOTO | 922 | 13 | 10 | 28 | 4 | 37 | 27 | 73 | 0 | 14 | 0 | 6 | 1 | 51 | 12 |
| TUTTOTURISMO | 201 | 12 | 6 | 13 | 8 | 3 | 0 | 17 | 0 | 17 | 1 | 2 | 5 | 12 | 7 |
| VERA | 203 | 10 | 0 | 14 | 5 | 16 | 5 | 26 | 3 | 6 | 1 | 3 | 1 | 19 | 5 |
| VIAGGIARE | 221 | 3 | 5 | 20 | 2 | 18 | 17 | 21 | 0 | 13 | 0 | 2 | 0 | 13 | 18 |
| VITALITY | 54 | 2 | 4 | 6 | 10 | 8 | 9 | 7 | 0 | 6 | 0 | 0 | 0 | 8 | 2 |
| VOGUE ITALIA | 295 | 6 | 7 | 42 | 6 | 50 | 20 | 30 | 10 | 35 | 0 | 3 | 3 | 27 | 11 |
| WEEKEND VIAGGI | 115 | 4 | 1 | 7 | 3 | 7 | 8 | 8 | 0 | 4 | 2 | 0 | 1 | 2 | 3 |
| DIANA (QUATTORDICINALE) | 296 | 1 | 4 | 4 | 0 | 12 | 0 | 12 | 0 | 3 | 0 | 2 | 0 | 9 | 21 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Garde-nia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **23775** | **271** | **201** | **79** | **277** | **81** | **34** | **2038** | **174** | **589** | **232** | **1527** | **510** | **70** | **200** |
| AMICA | **191** | 6 | 28 | 3 | 20 | 22 | 6 | 33 | 3 | 15 | 7 | 25 | 11 | 4 | 8 |
| ANNA | **219** | 10 | 28 | 4 | 12 | 24 | 6 | 50 | 3 | 22 | 11 | 29 | 16 | 2 | 6 |
| AUTO OGGI | **726** | 20 | 16 | 9 | 14 | 6 | 4 | 163 | 18 | 46 | 17 | 282 | 51 | 5 | 26 |
| AUTOSPRINT | **639** | 15 | 34 | 6 | 15 | 8 | 2 | 132 | 12 | 49 | 15 | 217 | 45 | 5 | 12 |
| BELLA | **86** | 4 | 6 | 0 | 3 | 5 | 5 | 12 | 0 | 5 | 3 | 19 | 4 | 2 | 3 |
| CHI | **503** | 20 | 21 | 1 | 17 | 15 | 5 | 111 | 2 | 57 | 14 | 64 | 30 | 14 | 11 |
| CONFIDENZE | **165** | 6 | 6 | 2 | 0 | 2 | 0 | 20 | 1 | 17 | 2 | 27 | 11 | 0 | 0 |
| DOMENICA QUIZ | **203** | 3 | 5 | 3 | 0 | 1 | 0 | 21 | 2 | 16 | 6 | 15 | 13 | 0 | 5 |
| DONNA MODERNA | **839** | 59 | 33 | 8 | 20 | 25 | 5 | 165 | 18 | 60 | 29 | 140 | 36 | 19 | 12 |
| L'ESPRESSO | **1550** | 49 | 30 | 15 | 47 | 31 | 12 | 298 | 39 | 103 | 68 | 239 | 113 | 15 | 40 |
| EVA EXPRESS TREMILA | **364** | 13 | 17 | 4 | 0 | 7 | 2 | 58 | 0 | 40 | 4 | 78 | 19 | 5 | 2 |
| FAMIGLIA CRISTIANA | **2160** | 52 | 42 | 16 | 28 | 8 | 5 | 269 | 32 | 117 | 37 | 213 | 72 | 9 | 24 |
| FILM TV | **177** | 10 | 0 | 2 | 0 | 2 | 0 | 29 | 0 | 9 | 7 | 26 | 10 | 1 | 6 |
| GENTE | **1640** | 41 | 39 | 8 | 29 | 12 | 5 | 240 | 25 | 195 | 47 | 225 | 103 | 10 | 26 |
| GIOIA | **265** | 9 | 25 | 5 | 10 | 21 | 9 | 37 | 3 | 38 | 11 | 51 | 30 | 5 | 2 |
| IL GIORNALINO | **190** | 5 | 3 | 1 | 4 | 0 | 0 | 32 | 2 | 7 | 8 | 28 | 5 | 0 | 9 |
| GRAND HOTEL | **403** | 9 | 10 | 1 | 0 | 2 | 0 | 49 | 8 | 22 | 3 | 37 | 8 | 2 | 6 |
| GRAZIA | **300** | 16 | 28 | 5 | 12 | 29 | 2 | 61 | 11 | 24 | 10 | 58 | 22 | 9 | 2 |
| GUERIN SPORTIVO | **442** | 14 | 14 | 3 | 7 | 10 | 2 | 83 | 7 | 39 | 18 | 90 | 24 | 1 | 8 |
| GUIDA TV | **859** | 23 | 19 | 13 | 12 | 5 | 2 | 110 | 1 | 40 | 12 | 116 | 57 | 6 | 18 |
| INTIMITA' | **192** | 4 | 10 | 2 | 5 | 0 | 0 | 36 | 5 | 10 | 0 | 29 | 10 | 3 | 0 |
| MAGAZINE BEAUTIFUL | **63** | 2 | 5 | 0 | 0 | 1 | 0 | 5 | 2 | 4 | 1 | 2 | 2 | 1 | 3 |
| IL MONDO | **78** | 0 | 4 | 0 | 5 | 0 | 3 | 13 | 6 | 3 | 11 | 6 | 13 | 0 | 4 |
| MOTOSPRINT | **494** | 15 | 15 | 12 | 11 | 4 | 0 | 86 | 8 | 29 | 4 | 145 | 35 | 4 | 17 |
| NOVELLA 2000 | **600** | 13 | 27 | 6 | 9 | 18 | 2 | 104 | 3 | 62 | 5 | 107 | 33 | 12 | 8 |
| OGGI | **1713** | 37 | 45 | 10 | 31 | 22 | 3 | 273 | 28 | 134 | 35 | 227 | 82 | 6 | 37 |
| PANORAMA | **2126** | 52 | 33 | 16 | 86 | 26 | 10 | 424 | 50 | 97 | 76 | 268 | 126 | 17 | 60 |
| SORRISI E CANZONI TV | **3947** | 79 | 75 | 26 | 45 | 27 | 4 | 511 | 25 | 203 | 49 | 463 | 146 | 35 | 41 |
| STOP | **206** | 1 | 2 | 2 | 1 | 0 | 2 | 21 | 1 | 17 | 4 | 37 | 22 | 0 | 0 |
| TELEPIU' | **1021** | 30 | 22 | 7 | 29 | 8 | 0 | 140 | 13 | 46 | 23 | 145 | 73 | 10 | 20 |
| TELESETTE | **1103** | 15 | 10 | 6 | 3 | 6 | 4 | 131 | 10 | 56 | 22 | 123 | 50 | 3 | 17 |
| TOPOLINO | **1362** | 36 | 35 | 14 | 26 | 12 | 6 | 268 | 28 | 76 | 34 | 191 | 88 | 7 | 34 |
| VISTO | **273** | 11 | 6 | 6 | 6 | 0 | 0 | 27 | 0 | 25 | 3 | 33 | 15 | 3 | 7 |
| VIVERSANI & BELLI | **523** | 13 | 12 | 8 | 13 | 2 | 1 | 79 | 4 | 33 | 19 | 98 | 27 | 8 | 6 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 26 | 15 | 6 | 39 | 16 | 9 | 147 | 25 | 27 | 21 | 47 | 36 | 8 | 26 |
| DIARIO DELLA SETTIMANA | **96** | 0 | 0 | 0 | 0 | 1 | 0 | 20 | 0 | 9 | 0 | 14 | 6 | 1 | 0 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 53 | 52 | 13 | 52 | 22 | 5 | 340 | 30 | 118 | 54 | 303 | 123 | 11 | 35 |
| IO DONNA | **703** | 22 | 18 | 1 | 58 | 20 | 9 | 116 | 25 | 35 | 15 | 78 | 49 | 6 | 23 |
| SETTE | **1329** | 25 | 11 | 5 | 67 | 14 | 4 | 189 | 39 | 53 | 34 | 120 | 80 | 7 | 32 |
| SPECCHIO DELLA STAMPA | **657** | 36 | 16 | 0 | 35 | 13 | 2 | 138 | 8 | 38 | 18 | 67 | 39 | 5 | 28 |
| TV SETTE | **1332** | 28 | 14 | 6 | 55 | 14 | 1 | 186 | 29 | 48 | 28 | 153 | 67 | 11 | 38 |
| IL VENERDI' | **2262** | 53 | 42 | 16 | 78 | 31 | 9 | 404 | 62 | 101 | 98 | 216 | 140 | 20 | 55 |

Lettori numero medio
Analisi secondo: • **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Garde-nia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **23775** | **271** | **201** | **79** | **277** | **81** | **34** | **2038** | **174** | **589** | **232** | **1527** | **510** | **70** | **200** |
| ABITARE | 259 | 11 | 3 | 0 | 23 | 7 | 8 | 53 | 13 | 11 | 19 | 50 | 21 | 2 | 14 |
| AD | 301 | 10 | 5 | 2 | 54 | 17 | 11 | 67 | 13 | 15 | 10 | 42 | 16 | 6 | 10 |
| AIRONE | 640 | 13 | 18 | 3 | 40 | 5 | 5 | 200 | 37 | 52 | 22 | 114 | 88 | 1 | 44 |
| AMADEUS | 114 | 6 | 5 | 2 | 4 | 3 | 0 | 30 | 4 | 7 | 5 | 10 | 9 | 0 | 5 |
| ARCHEO | 182 | 9 | 0 | 0 | 18 | 0 | 0 | 72 | 8 | 7 | 12 | 19 | 23 | 0 | 12 |
| ASTRA | 135 | 7 | 5 | 0 | 0 | 0 | 0 | 45 | 2 | 18 | 7 | 34 | 10 | 0 | 3 |
| A TAVOLA | 66 | 19 | 11 | 2 | 6 | 5 | 4 | 7 | 2 | 2 | 2 | 7 | 8 | 2 | 3 |
| AUTO | 1134 | 42 | 33 | 14 | 30 | 15 | 2 | 236 | 26 | 87 | 25 | 408 | 95 | 4 | 35 |
| L'AUTOMOBILE | 964 | 22 | 14 | 13 | 23 | 12 | 1 | 140 | 18 | 49 | 19 | 211 | 59 | 3 | 14 |
| BELL'EUROPA | 164 | 12 | 6 | 2 | 27 | 5 | 5 | 39 | 11 | 5 | 11 | 18 | 21 | 0 | 5 |
| BELL'ITALIA | 420 | 16 | 11 | 8 | 43 | 4 | 2 | 84 | 38 | 22 | 26 | 56 | 39 | 0 | 20 |
| BENISSIMO | 33 | 10 | 3 | 0 | 3 | 0 | 0 | 7 | 0 | 1 | 2 | 1 | 6 | 0 | 3 |
| BIMBI SANI E BELLI | 284 | 9 | 19 | 19 | 7 | 4 | 4 | 51 | 9 | 23 | 2 | 48 | 26 | 5 | 8 |
| BRAVA CASA | 361 | 25 | 13 | 5 | 29 | 4 | 11 | 45 | 9 | 15 | 10 | 60 | 25 | 3 | 7 |
| BUONA CUCINA | 135 | 40 | 15 | 2 | 3 | 6 | 0 | 10 | 0 | 9 | 5 | 15 | 20 | 0 | 6 |
| BURDA | 110 | 4 | 7 | 0 | 9 | 6 | 0 | 14 | 3 | 12 | 3 | 17 | 11 | 0 | 3 |
| CAPITAL | 324 | 13 | 6 | 0 | 22 | 14 | 6 | 65 | 11 | 32 | 59 | 73 | 54 | 2 | 19 |
| CARNET | 117 | 10 | 0 | 0 | 21 | 4 | 4 | 35 | 4 | 10 | 0 | 15 | 13 | 0 | 7 |
| CASAVIVA | 611 | 26 | 9 | 4 | 33 | 11 | 16 | 106 | 19 | 47 | 18 | 118 | 41 | 2 | 9 |
| CENTO COSE ENERGY | 174 | 8 | 7 | 0 | 7 | 8 | 4 | 81 | 16 | 10 | 2 | 33 | 6 | 11 | 7 |
| CIAK | 547 | 14 | 21 | 7 | 21 | 14 | 4 | 143 | 20 | 41 | 17 | 116 | 49 | 6 | 21 |
| CIPRIA | 25 | 3 | 3 | 0 | 0 | 6 | 0 | 8 | 0 | 4 | 3 | 4 | 6 | 0 | 0 |
| CLASS | 226 | 13 | 7 | 0 | 17 | 17 | 3 | 50 | 8 | 27 | 32 | 52 | 34 | 5 | 10 |
| CLUB 3 | 80 | 2 | 0 | 0 | 3 | 0 | 0 | 6 | 3 | 2 | 3 | 3 | 3 | 0 | 0 |
| COME STAI | 87 | 8 | 4 | 0 | 1 | 3 | 0 | 26 | 0 | 5 | 2 | 22 | 2 | 0 | 3 |
| CONSIGLI PRATICI | 21 | 4 | 1 | 1 | 1 | 0 | 0 | 2 | 0 | 5 | 0 | 7 | 2 | 0 | 0 |
| COSE DI CASA | 570 | 25 | 13 | 5 | 20 | 12 | 6 | 102 | 17 | 28 | 22 | 69 | 44 | 5 | 15 |
| LA CUCINA ITALIANA | 297 | 57 | 10 | 2 | 23 | 9 | 6 | 48 | 7 | 17 | 9 | 24 | 31 | 4 | 17 |
| CUCINA MODERNA | 271 | 271 | 23 | 6 | 16 | 11 | 6 | 62 | 9 | 22 | 10 | 42 | 33 | 2 | 9 |
| DONNA | 201 | 23 | 201 | 7 | 8 | 11 | 5 | 26 | 2 | 32 | 1 | 38 | 21 | 5 | 0 |
| DONNA E MAMMA | 79 | 6 | 7 | 79 | 5 | 0 | 0 | 12 | 2 | 6 | 0 | 7 | 9 | 0 | 0 |
| DOVE | 277 | 16 | 8 | 5 | 277 | 12 | 8 | 67 | 13 | 11 | 10 | 34 | 49 | 3 | 26 |
| ELLE | 81 | 11 | 11 | 0 | 12 | 81 | 8 | 23 | 0 | 13 | 8 | 19 | 13 | 7 | 3 |
| ELLE DECOR | 34 | 6 | 5 | 0 | 8 | 8 | 34 | 5 | 2 | 0 | 1 | 7 | 4 | 2 | 1 |
| FOCUS | 2038 | 62 | 26 | 12 | 67 | 23 | 5 | 2038 | 33 | 110 | 61 | 291 | 102 | 22 | 72 |
| GARDENIA | 174 | 9 | 2 | 2 | 13 | 0 | 2 | 33 | 174 | 8 | 10 | 31 | 26 | 0 | 10 |
| GENTE MESE | 589 | 22 | 32 | 6 | 11 | 13 | 0 | 110 | 8 | 589 | 26 | 156 | 50 | 2 | 4 |
| GENTE MONEY | 232 | 10 | 1 | 0 | 10 | 8 | 1 | 61 | 10 | 26 | 232 | 67 | 38 | 3 | 12 |
| GENTE MOTORI | 1527 | 42 | 38 | 7 | 34 | 19 | 7 | 291 | 31 | 156 | 67 | 1527 | 133 | 4 | 43 |
| GENTE VIAGGI | 510 | 33 | 21 | 9 | 49 | 13 | 4 | 102 | 26 | 50 | 38 | 133 | 510 | 4 | 50 |
| GLAMOUR | 70 | 2 | 5 | 0 | 3 | 7 | 2 | 22 | 0 | 2 | 3 | 4 | 4 | 70 | 2 |
| GULLIVER | 200 | 9 | 0 | 0 | 26 | 3 | 1 | 72 | 10 | 4 | 12 | 43 | 50 | 2 | 200 |
| IN CASA | 62 | 7 | 6 | 1 | 7 | 6 | 4 | 10 | 2 | 2 | 0 | 12 | 13 | 0 | 4 |
| INSIEME | 89 | 5 | 9 | 3 | 3 | 1 | 2 | 18 | 2 | 6 | 0 | 21 | 8 | 0 | 1 |
| IO E IL MIO BAMBINO | 219 | 4 | 0 | 13 | 2 | 4 | 5 | 23 | 6 | 13 | 5 | 34 | 7 | 5 | 5 |
| JESUS | 88 | 2 | 5 | 7 | 3 | 1 | 0 | 21 | 0 | 8 | 0 | 4 | 10 | 0 | 1 |
| MADRE | 59 | 2 | 2 | 6 | 2 | 0 | 0 | 12 | 3 | 2 | 0 | 6 | 6 | 3 | 1 |
| MARIE CLAIRE | 196 | 13 | 13 | 0 | 14 | 30 | 11 | 50 | 5 | 15 | 10 | 48 | 19 | 18 | 6 |
| MAX | 1143 | 34 | 34 | 2 | 48 | 28 | 7 | 321 | 11 | 82 | 55 | 228 | 96 | 23 | 56 |
| MERIDIANI | 104 | 11 | 1 | 3 | 14 | 4 | 0 | 26 | 8 | 2 | 9 | 24 | 25 | 0 | 9 |
| MESSAGGERO DI S.ANTONIO | 636 | 7 | 15 | 8 | 8 | 3 | 2 | 54 | 7 | 62 | 22 | 50 | 36 | 2 | 3 |
| LA MIA BOUTIQUE | 27 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 3 | 0 | 0 |
| LA MIA CASA | 140 | 8 | 6 | 3 | 7 | 4 | 4 | 17 | 9 | 13 | 2 | 34 | 7 | 1 | 2 |
| MILLIONAIRE INTRAPRENDERE | 447 | 20 | 14 | 4 | 24 | 14 | 8 | 98 | 8 | 44 | 55 | 97 | 42 | 7 | 15 |
| NAUTICA | 221 | 7 | 0 | 0 | 18 | 2 | 2 | 28 | 3 | 3 | 4 | 60 | 19 | 0 | 3 |
| PESCARE | 487 | 18 | 10 | 7 | 12 | 5 | 0 | 63 | 11 | 29 | 9 | 100 | 33 | 2 | 20 |
| PRATICA | 68 | 11 | 4 | 2 | 4 | 3 | 0 | 17 | 0 | 6 | 0 | 8 | 7 | 3 | 0 |
| QUATTRORUOTE | 4458 | 113 | 70 | 25 | 92 | 34 | 12 | 670 | 68 | 212 | 111 | 954 | 278 | 21 | 77 |
| QUATTRO ZAMPE | 274 | 24 | 7 | 4 | 7 | 4 | 2 | 53 | 3 | 14 | 12 | 60 | 23 | 4 | 11 |
| QUI TOURING | 567 | 12 | 7 | 11 | 63 | 0 | 3 | 80 | 15 | 16 | 26 | 63 | 46 | 1 | 14 |
| RAKAM | 37 | 1 | 6 | 0 | 2 | 1 | 2 | 5 | 0 | 3 | 2 | 6 | 11 | 0 | 2 |
| SALE & PEPE | 175 | 33 | 5 | 0 | 9 | 6 | 5 | 42 | 0 | 11 | 3 | 20 | 11 | 2 | 3 |
| SALVE | 123 | 4 | 7 | 0 | 10 | 1 | 2 | 16 | 5 | 10 | 8 | 20 | 23 | 2 | 10 |
| SCIENZA & VITA | 165 | 9 | 1 | 0 | 4 | 0 | 0 | 56 | 14 | 12 | 10 | 38 | 25 | 1 | 14 |
| LE SCIENZE | 298 | 6 | 4 | 2 | 20 | 3 | 0 | 93 | 11 | 11 | 11 | 19 | 23 | 0 | 9 |
| SELEZIONE READER'S DIGEST | 629 | 15 | 8 | 14 | 20 | 8 | 5 | 92 | 10 | 39 | 11 | 95 | 38 | 7 | 18 |
| SILHOUETTE DONNA | 149 | 6 | 13 | 0 | 5 | 12 | 2 | 49 | 2 | 16 | 11 | 27 | 10 | 5 | 4 |
| SPEAK UP | 130 | 3 | 0 | 0 | 4 | 0 | 0 | 35 | 7 | 4 | 17 | 10 | 6 | 1 | 2 |
| STARBENE | 592 | 22 | 25 | 8 | 19 | 4 | 4 | 131 | 14 | 49 | 22 | 109 | 46 | 7 | 19 |
| STARTER | 143 | 9 | 8 | 4 | 6 | 1 | 0 | 30 | 0 | 8 | 4 | 57 | 18 | 4 | 6 |
| TUTTI FOTOGRAFI | 175 | 4 | 3 | 2 | 7 | 5 | 5 | 34 | 5 | 8 | 3 | 36 | 13 | 2 | 7 |
| TUTTO | 404 | 11 | 19 | 2 | 6 | 7 | 1 | 146 | 7 | 47 | 6 | 73 | 20 | 6 | 14 |
| TUTTOMOTO | 922 | 23 | 30 | 10 | 15 | 7 | 3 | 173 | 17 | 60 | 18 | 302 | 58 | 6 | 21 |
| TUTTOTURISMO | 201 | 14 | 10 | 6 | 16 | 7 | 2 | 28 | 11 | 19 | 4 | 38 | 44 | 1 | 6 |
| VERA | 203 | 7 | 20 | 0 | 6 | 9 | 1 | 39 | 5 | 31 | 7 | 48 | 15 | 7 | 6 |
| VIAGGIARE | 221 | 10 | 9 | 2 | 14 | 2 | 2 | 44 | 13 | 15 | 12 | 35 | 43 | 4 | 16 |
| VITALITY | 54 | 2 | 1 | 0 | 0 | 2 | 0 | 16 | 0 | 7 | 2 | 5 | 1 | 5 | 0 |
| VOGUE ITALIA | 295 | 19 | 14 | 2 | 19 | 30 | 6 | 68 | 5 | 41 | 27 | 101 | 35 | 13 | 14 |
| WEEKEND VIAGGI | 115 | 3 | 9 | 2 | 12 | 0 | 2 | 29 | 6 | 11 | 0 | 18 | 29 | 0 | 6 |
| DIANA (QUATTORDICINALE) | 296 | 7 | 7 | 0 | 3 | 5 | 0 | 35 | 15 | 14 | 8 | 66 | 26 | 2 | 13 |

# Uomini

Lettori numero medio

Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In Casa | Insieme | Io e Il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Milionaire Intraprendere | Nautica | Pescare |
| **POPOLAZIONE** | **23775** | **62** | **89** | **219** | **88** | **59** | **196** | **1143** | **104** | **636** | **27** | **140** | **447** | **221** | **487** |
| AMICA | **191** | 3 | 3 | 3 | 0 | 1 | 21 | 34 | 1 | 6 | 0 | 7 | 20 | 6 | 8 |
| ANNA | **219** | 3 | 4 | 5 | 2 | 2 | 24 | 35 | 0 | 9 | 0 | 4 | 16 | 4 | 11 |
| AUTO OGGI | **726** | 4 | 7 | 14 | 3 | 6 | 23 | 110 | 10 | 28 | 4 | 13 | 52 | 24 | 46 |
| AUTOSPRINT | **639** | 10 | 7 | 14 | 3 | 5 | 29 | 92 | 0 | 15 | 0 | 25 | 43 | 29 | 47 |
| BELLA | **86** | 4 | 1 | 2 | 0 | 0 | 5 | 6 | 0 | 1 | 0 | 2 | 6 | 0 | 1 |
| CHI | **503** | 12 | 0 | 7 | 0 | 1 | 14 | 95 | 4 | 17 | 2 | 7 | 15 | 8 | 23 |
| CONFIDENZE | **165** | 0 | 4 | 0 | 4 | 0 | 0 | 17 | 0 | 7 | 0 | 3 | 7 | 1 | 17 |
| DOMENICA QUIZ | **203** | 1 | 2 | 0 | 2 | 4 | 7 | 17 | 0 | 20 | 3 | 5 | 6 | 3 | 25 |
| DONNA MODERNA | **839** | 7 | 2 | 19 | 1 | 1 | 42 | 98 | 13 | 26 | 0 | 22 | 44 | 8 | 33 |
| L'ESPRESSO | **1550** | 5 | 21 | 33 | 6 | 8 | 57 | 174 | 27 | 54 | 0 | 29 | 99 | 45 | 56 |
| EVA EXPRESS TREMILA | **364** | 1 | 5 | 13 | 0 | 0 | 14 | 56 | 7 | 5 | 2 | 5 | 14 | 7 | 23 |
| FAMIGLIA CRISTIANA | **2160** | 10 | 9 | 20 | 58 | 37 | 44 | 105 | 7 | 187 | 7 | 11 | 59 | 26 | 60 |
| FILM TV | **177** | 0 | 0 | 5 | 3 | 0 | 3 | 18 | 2 | 6 | 0 | 0 | 10 | 4 | 2 |
| GENTE | **1640** | 15 | 10 | 24 | 16 | 0 | 34 | 139 | 18 | 69 | 4 | 17 | 73 | 22 | 77 |
| GIOIA | **265** | 5 | 6 | 8 | 7 | 0 | 34 | 42 | 0 | 11 | 1 | 11 | 23 | 5 | 12 |
| IL GIORNALINO | **190** | 0 | 5 | 3 | 8 | 4 | 3 | 21 | 0 | 13 | 0 | 4 | 10 | 0 | 5 |
| GRAND HOTEL | **403** | 4 | 2 | 4 | 0 | 3 | 3 | 25 | 0 | 20 | 0 | 5 | 18 | 6 | 17 |
| GRAZIA | **300** | 6 | 4 | 5 | 2 | 4 | 38 | 43 | 4 | 21 | 4 | 6 | 18 | 5 | 17 |
| GUERIN SPORTIVO | **442** | 5 | 5 | 10 | 9 | 0 | 15 | 71 | 3 | 21 | 0 | 8 | 33 | 8 | 23 |
| GUIDA TV | **859** | 10 | 13 | 21 | 6 | 6 | 13 | 62 | 5 | 42 | 2 | 17 | 26 | 11 | 35 |
| INTIMITA' | **192** | 0 | 4 | 2 | 2 | 4 | 0 | 22 | 0 | 10 | 0 | 4 | 5 | 0 | 10 |
| MAGAZINE BEAUTIFUL | **63** | 0 | 2 | 0 | 0 | 0 | 0 | 6 | 0 | 8 | 0 | 0 | 4 | 0 | 3 |
| IL MONDO | **78** | 0 | 0 | 1 | 0 | 0 | 5 | 5 | 0 | 8 | 0 | 3 | 5 | 2 | 0 |
| MOTOSPRINT | **494** | 8 | 9 | 10 | 2 | 3 | 17 | 69 | 0 | 11 | 0 | 4 | 32 | 20 | 34 |
| NOVELLA 2000 | **600** | 9 | 6 | 17 | 3 | 5 | 18 | 113 | 2 | 14 | 0 | 16 | 32 | 12 | 31 |
| OGGI | **1713** | 10 | 14 | 19 | 11 | 9 | 44 | 164 | 14 | 95 | 4 | 24 | 90 | 25 | 67 |
| PANORAMA | **2126** | 13 | 16 | 48 | 24 | 3 | 68 | 232 | 34 | 73 | 2 | 21 | 128 | 47 | 86 |
| SORRISI E CANZONI TV | **3947** | 19 | 20 | 75 | 23 | 7 | 63 | 370 | 18 | 128 | 9 | 42 | 130 | 40 | 135 |
| STOP | **206** | 4 | 2 | 10 | 0 | 0 | 5 | 20 | 0 | 9 | 2 | 0 | 10 | 3 | 6 |
| TELEPIU' | **1021** | 9 | 9 | 8 | 9 | 1 | 21 | 131 | 5 | 36 | 0 | 16 | 37 | 16 | 39 |
| TELESETTE | **1103** | 6 | 12 | 24 | 7 | 3 | 13 | 100 | 4 | 46 | 5 | 11 | 41 | 18 | 38 |
| TOPOLINO | **1362** | 9 | 11 | 17 | 7 | 8 | 27 | 161 | 13 | 63 | 2 | 23 | 76 | 22 | 78 |
| VISTO | **273** | 0 | 2 | 2 | 1 | 3 | 11 | 31 | 0 | 3 | 2 | 4 | 11 | 2 | 23 |
| VIVERSANI & BELLI | **523** | 5 | 4 | 10 | 5 | 3 | 21 | 75 | 3 | 16 | 0 | 11 | 22 | 15 | 32 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 7 | 4 | 10 | 2 | 1 | 26 | 87 | 11 | 18 | 0 | 14 | 24 | 10 | 4 |
| DIARIO DELLA SETTIMANA | **96** | 2 | 3 | 3 | 2 | 0 | 6 | 8 | 0 | 9 | 0 | 4 | 4 | 2 | 4 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 13 | 13 | 29 | 13 | 9 | 58 | 303 | 12 | 61 | 4 | 30 | 95 | 24 | 95 |
| IO DONNA | **703** | 11 | 3 | 11 | 3 | 1 | 31 | 81 | 26 | 17 | 2 | 14 | 33 | 6 | 19 |
| SETTE | **1329** | 12 | 11 | 22 | 8 | 6 | 27 | 128 | 26 | 52 | 1 | 25 | 48 | 14 | 33 |
| SPECCHIO DELLA STAMPA | **657** | 7 | 4 | 11 | 10 | 1 | 24 | 105 | 15 | 20 | 0 | 10 | 23 | 13 | 22 |
| TV SETTE | **1332** | 15 | 6 | 24 | 3 | 6 | 29 | 150 | 28 | 46 | 1 | 20 | 52 | 14 | 43 |
| IL VENERDI' | **2262** | 15 | 24 | 42 | 13 | 7 | 56 | 250 | 38 | 100 | 2 | 24 | 86 | 29 | 51 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In Casa | Insieme | Io e il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Milionaire Intraprendere | Nautica | Pescare |
| **POPOLAZIONE** | **23775** | **62** | **89** | **219** | **88** | **59** | **196** | **1143** | **104** | **636** | **27** | **140** | **447** | **221** | **487** |
| ABITARE | 259 | 7 | 3 | 8 | 0 | 0 | 11 | 41 | 11 | 7 | 0 | 23 | 27 | 8 | 13 |
| AD | 301 | 9 | 3 | 10 | 3 | 0 | 16 | 53 | 11 | 3 | 0 | 20 | 17 | 9 | 8 |
| AIRONE | 640 | 2 | 8 | 5 | 12 | 2 | 14 | 109 | 25 | 33 | 0 | 11 | 32 | 11 | 35 |
| AMADEUS | 114 | 4 | 2 | 3 | 4 | 0 | 0 | 1 | 0 | 6 | 0 | 4 | 9 | 1 | 3 |
| ARCHEO | 182 | 0 | 0 | 0 | 0 | 0 | 9 | 25 | 8 | 2 | 0 | 2 | 12 | 3 | 7 |
| ASTRA | 135 | 0 | 0 | 2 | 0 | 0 | 9 | 28 | 5 | 0 | 0 | 0 | 18 | 2 | 5 |
| A TAVOLA | 66 | 3 | 2 | 0 | 2 | 0 | 5 | 8 | 0 | 12 | 0 | 9 | 7 | 0 | 12 |
| AUTO | 1134 | 12 | 12 | 14 | 8 | 5 | 29 | 206 | 18 | 35 | 2 | 21 | 55 | 33 | 66 |
| L'AUTOMOBILE | 964 | 7 | 4 | 17 | 7 | 9 | 22 | 79 | 15 | 44 | 4 | 22 | 38 | 13 | 35 |
| BELL'EUROPA | 164 | 7 | 1 | 10 | 0 | 0 | 11 | 26 | 23 | 0 | 0 | 7 | 4 | 0 | 5 |
| BELL'ITALIA | 420 | 4 | 13 | 14 | 5 | 3 | 9 | 46 | 27 | 24 | 1 | 7 | 25 | 5 | 18 |
| BENISSIMO | 33 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 1 | 0 | 2 | 2 | 2 | 0 |
| BIMBI SANI E BELLI | 284 | 2 | 16 | 59 | 5 | 2 | 11 | 19 | 0 | 17 | 0 | 8 | 16 | 4 | 10 |
| BRAVA CASA | 361 | 13 | 11 | 20 | 6 | 0 | 12 | 37 | 10 | 11 | 0 | 47 | 20 | 6 | 13 |
| BUONA CUCINA | 135 | 8 | 1 | 5 | 4 | 2 | 3 | 12 | 0 | 16 | 2 | 10 | 9 | 2 | 18 |
| BURDA | 110 | 3 | 4 | 4 | 0 | 0 | 5 | 12 | 2 | 3 | 8 | 6 | 7 | 5 | 9 |
| CAPITAL | 324 | 7 | 3 | 9 | 0 | 0 | 21 | 71 | 6 | 14 | 2 | 7 | 46 | 16 | 5 |
| CARNET | 117 | 4 | 0 | 2 | 0 | 0 | 8 | 20 | 5 | 3 | 0 | 2 | 12 | 2 | 0 |
| CASAVIVA | 611 | 26 | 11 | 23 | 6 | 0 | 35 | 61 | 14 | 16 | 1 | 62 | 38 | 14 | 12 |
| CENTO COSE ENERGY | 174 | 2 | 0 | 5 | 2 | 0 | 28 | 56 | 0 | 1 | 0 | 5 | 19 | 6 | 8 |
| CIAK | 547 | 12 | 3 | 10 | 0 | 3 | 16 | 131 | 4 | 16 | 0 | 12 | 33 | 4 | 14 |
| CIPRIA | 25 | 3 | 0 | 0 | 0 | 0 | 6 | 3 | 0 | 4 | 0 | 0 | 3 | 2 | 0 |
| CLASS | 226 | 5 | 1 | 5 | 2 | 0 | 25 | 56 | 11 | 5 | 1 | 5 | 39 | 9 | 14 |
| CLUB 3 | 80 | 0 | 0 | 2 | 5 | 0 | 6 | 0 | 0 | 14 | 0 | 0 | 3 | 0 | 0 |
| COME STAI | 87 | 0 | 1 | 3 | 0 | 0 | 5 | 11 | 0 | 1 | 0 | 2 | 0 | 2 | 2 |
| CONSIGLI PRATICI | 21 | 0 | 3 | 3 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 |
| COSE DI CASA | 570 | 18 | 10 | 13 | 1 | 3 | 19 | 62 | 4 | 14 | 0 | 36 | 30 | 13 | 26 |
| LA CUCINA ITALIANA | 297 | 3 | 0 | 9 | 7 | 0 | 11 | 31 | 10 | 17 | 0 | 14 | 25 | 3 | 24 |
| CUCINA MODERNA | 271 | 7 | 5 | 4 | 2 | 2 | 13 | 34 | 11 | 7 | 0 | 8 | 20 | 7 | 18 |
| DONNA | 201 | 6 | 9 | 0 | 5 | 2 | 13 | 34 | 1 | 15 | 2 | 6 | 14 | 0 | 10 |
| DONNA E MAMMA | 79 | 1 | 3 | 13 | 7 | 6 | 0 | 2 | 3 | 8 | 0 | 3 | 4 | 0 | 7 |
| DOVE | 277 | 7 | 3 | 2 | 3 | 2 | 14 | 48 | 14 | 8 | 0 | 7 | 24 | 18 | 12 |
| ELLE | 81 | 6 | 1 | 4 | 1 | 0 | 30 | 28 | 4 | 3 | 0 | 4 | 14 | 2 | 5 |
| ELLE DECOR | 34 | 4 | 2 | 5 | 0 | 0 | 11 | 7 | 0 | 2 | 0 | 4 | 8 | 2 | 0 |
| FOCUS | 2038 | 10 | 18 | 23 | 21 | 12 | 50 | 321 | 26 | 54 | 0 | 17 | 98 | 28 | 63 |
| GARDENIA | 174 | 2 | 2 | 6 | 0 | 3 | 5 | 11 | 8 | 7 | 0 | 9 | 8 | 3 | 11 |
| GENTE MESE | 589 | 2 | 6 | 13 | 8 | 2 | 15 | 82 | 2 | 62 | 2 | 13 | 44 | 3 | 29 |
| GENTE MONEY | 232 | 0 | 0 | 5 | 0 | 0 | 10 | 55 | 9 | 22 | 0 | 2 | 55 | 4 | 9 |
| GENTE MOTORI | 1527 | 12 | 21 | 34 | 4 | 6 | 48 | 228 | 24 | 50 | 0 | 34 | 97 | 60 | 100 |
| GENTE VIAGGI | 510 | 13 | 8 | 7 | 10 | 6 | 19 | 96 | 25 | 36 | 3 | 7 | 42 | 19 | 33 |
| GLAMOUR | 70 | 0 | 0 | 5 | 0 | 3 | 18 | 23 | 0 | 2 | 0 | 1 | 7 | 0 | 2 |
| GULLIVER | 200 | 4 | 1 | 5 | 1 | 1 | 6 | 56 | 9 | 3 | 0 | 2 | 15 | 3 | 20 |
| IN CASA | 62 | 62 | 1 | 2 | 0 | 0 | 7 | 12 | 2 | 1 | 0 | 14 | 8 | 4 | 0 |
| INSIEME | 89 | 1 | 89 | 17 | 2 | 0 | 0 | 3 | 1 | 2 | 0 | 3 | 1 | 5 | 6 |
| IO E IL MIO BAMBINO | 219 | 2 | 17 | 219 | 0 | 0 | 9 | 14 | 0 | 0 | 0 | 5 | 6 | 5 | 5 |
| JESUS | 88 | 0 | 2 | 0 | 88 | 0 | 2 | 2 | 0 | 23 | 0 | 1 | 7 | 4 | 2 |
| MADRE | 59 | 0 | 0 | 0 | 0 | 59 | 8 | 3 | 0 | 6 | 0 | 0 | 0 | 0 | 1 |
| MARIE CLAIRE | 196 | 7 | 0 | 9 | 2 | 8 | 196 | 64 | 3 | 9 | 0 | 9 | 21 | 2 | 11 |
| MAX | 1143 | 12 | 3 | 14 | 2 | 3 | 64 | 1143 | 12 | 25 | 0 | 15 | 108 | 29 | 49 |
| MERIDIANI | 104 | 2 | 1 | 0 | 0 | 0 | 3 | 12 | 104 | 2 | 0 | 5 | 9 | 2 | 8 |
| MESSAGGERO DI S.ANTONIO | 636 | 1 | 2 | 0 | 23 | 6 | 9 | 25 | 2 | 636 | 5 | 4 | 23 | 2 | 17 |
| LA MIA BOUTIQUE | 27 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 27 | 0 | 0 | 1 | 2 |
| LA MIA CASA | 140 | 14 | 3 | 5 | 1 | 0 | 9 | 15 | 5 | 4 | 0 | 140 | 6 | 6 | 10 |
| MILLIONAIRE INTRAPRENDERE | 447 | 8 | 1 | 6 | 7 | 0 | 21 | 108 | 9 | 23 | 0 | 6 | 447 | 15 | 26 |
| NAUTICA | 221 | 4 | 5 | 5 | 4 | 0 | 2 | 29 | 2 | 2 | 1 | 6 | 15 | 221 | 50 |
| PESCARE | 487 | 0 | 6 | 5 | 2 | 1 | 11 | 49 | 8 | 17 | 2 | 10 | 26 | 50 | 487 |
| PRATICA | 68 | 3 | 1 | 5 | 0 | 3 | 10 | 9 | 1 | 3 | 0 | 7 | 5 | 0 | 1 |
| QUATTRORUOTE | 4458 | 22 | 28 | 84 | 30 | 23 | 73 | 471 | 45 | 163 | 5 | 48 | 222 | 112 | 203 |
| QUATTRO ZAMPE | 274 | 2 | 4 | 1 | 0 | 1 | 8 | 36 | 3 | 10 | 0 | 9 | 14 | 17 | 19 |
| QUI TOURING | 567 | 2 | 4 | 2 | 0 | 7 | 7 | 34 | 22 | 26 | 0 | 1 | 19 | 17 | 19 |
| RAKAM | 37 | 0 | 0 | 0 | 0 | 0 | 6 | 5 | 0 | 5 | 0 | 3 | 0 | 0 | 5 |
| SALE & PEPE | 175 | 3 | 0 | 0 | 3 | 0 | 9 | 17 | 5 | 7 | 0 | 8 | 21 | 1 | 9 |
| SALVE | 123 | 0 | 5 | 5 | 5 | 0 | 2 | 11 | 5 | 8 | 1 | 0 | 13 | 4 | 19 |
| SCIENZA & VITA | 165 | 0 | 1 | 5 | 5 | 1 | 0 | 35 | 7 | 4 | 0 | 2 | 9 | 5 | 9 |
| LE SCIENZE | 298 | 0 | 0 | 7 | 12 | 2 | 5 | 24 | 9 | 11 | 0 | 3 | 12 | 6 | 11 |
| SELEZIONE READER'S DIGEST | 629 | 0 | 13 | 26 | 15 | 7 | 23 | 50 | 2 | 46 | 2 | 6 | 22 | 16 | 28 |
| SILHOUETTE DONNA | 149 | 0 | 7 | 5 | 0 | 1 | 19 | 36 | 0 | 18 | 0 | 2 | 11 | 2 | 6 |
| SPEAK UP | 130 | 0 | 0 | 3 | 0 | 0 | 1 | 23 | 0 | 6 | 0 | 0 | 12 | 6 | 3 |
| STARBENE | 592 | 2 | 13 | 23 | 5 | 4 | 17 | 75 | 7 | 36 | 5 | 10 | 49 | 27 | 42 |
| STARTER | 143 | 0 | 0 | 3 | 0 | 3 | 7 | 32 | 0 | 1 | 0 | 3 | 5 | 11 | 5 |
| TUTTI FOTOGRAFI | 175 | 2 | 1 | 2 | 2 | 0 | 6 | 17 | 3 | 9 | 0 | 5 | 15 | 8 | 13 |
| TUTTO | 404 | 0 | 2 | 10 | 0 | 2 | 14 | 100 | 3 | 7 | 2 | 2 | 29 | 6 | 31 |
| TUTTOMOTO | 922 | 3 | 6 | 13 | 5 | 6 | 28 | 122 | 5 | 21 | 2 | 21 | 48 | 37 | 71 |
| TUTTOTURISMO | 201 | 3 | 3 | 5 | 6 | 8 | 7 | 31 | 9 | 6 | 1 | 7 | 12 | 11 | 13 |
| VERA | 203 | 8 | 6 | 9 | 2 | 0 | 7 | 26 | 5 | 14 | 0 | 6 | 8 | 5 | 16 |
| VIAGGIARE | 221 | 5 | 4 | 7 | 2 | 2 | 16 | 50 | 6 | 11 | 1 | 7 | 41 | 16 | 22 |
| VITALITY | 54 | 0 | 0 | 0 | 0 | 0 | 7 | 9 | 2 | 0 | 2 | 0 | 5 | 2 | 4 |
| VOGUE ITALIA | 295 | 14 | 5 | 5 | 2 | 0 | 39 | 106 | 5 | 13 | 2 | 12 | 43 | 11 | 13 |
| WEEKEND VIAGGI | 115 | 0 | 3 | 5 | 0 | 3 | 6 | 30 | 4 | 4 | 3 | 8 | 7 | 5 | 6 |
| DIANA (QUATTORDICINALE) | 296 | 0 | 9 | 8 | 0 | 0 | 9 | 30 | 8 | 7 | 0 | 6 | 7 | 6 | 47 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Selezione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **23775** | **68** | **4458** | **274** | **567** | **37** | **175** | **123** | **165** | **298** | **629** | **149** | **130** | **592** | **143** |
| AMICA | 191 | 7 | 55 | 7 | 6 | 2 | 5 | 1 | 0 | 2 | 9 | 18 | 0 | 12 | 2 |
| ANNA | 219 | 4 | 75 | 10 | 5 | 0 | 3 | 2 | 2 | 1 | 12 | 20 | 0 | 15 | 0 |
| AUTO OGGI | 726 | 3 | 429 | 19 | 37 | 3 | 7 | 7 | 21 | 6 | 39 | 19 | 2 | 47 | 38 |
| AUTOSPRINT | 639 | 10 | 379 | 17 | 18 | 2 | 3 | 6 | 11 | 7 | 36 | 17 | 4 | 32 | 35 |
| BELLA | 86 | 0 | 27 | 0 | 3 | 0 | 5 | 3 | 0 | 0 | 4 | 6 | 2 | 9 | 0 |
| CHI | 503 | 5 | 159 | 11 | 20 | 3 | 14 | 5 | 9 | 7 | 32 | 13 | 9 | 40 | 7 |
| CONFIDENZE | 165 | 2 | 55 | 8 | 2 | 3 | 6 | 4 | 0 | 2 | 7 | 2 | 0 | 21 | 3 |
| DOMENICA QUIZ | 203 | 0 | 75 | 2 | 14 | 3 | 6 | 2 | 4 | 3 | 20 | 0 | 3 | 16 | 2 |
| DONNA MODERNA | 839 | 15 | 299 | 28 | 33 | 10 | 25 | 13 | 12 | 14 | 67 | 43 | 7 | 61 | 16 |
| L'ESPRESSO | 1550 | 7 | 509 | 50 | 92 | 9 | 33 | 17 | 38 | 46 | 73 | 29 | 25 | 108 | 11 |
| EVA EXPRESS TREMILA | 364 | 0 | 135 | 18 | 7 | 1 | 5 | 10 | 6 | 5 | 13 | 5 | 3 | 32 | 6 |
| FAMIGLIA CRISTIANA | 2160 | 9 | 558 | 29 | 98 | 2 | 14 | 32 | 26 | 55 | 141 | 31 | 27 | 110 | 16 |
| FILM TV | 177 | 2 | 59 | 10 | 12 | 0 | 3 | 0 | 1 | 6 | 12 | 2 | 0 | 4 | 4 |
| GENTE | 1640 | 23 | 533 | 38 | 49 | 10 | 21 | 22 | 24 | 33 | 74 | 29 | 12 | 117 | 14 |
| GIOIA | 265 | 10 | 100 | 5 | 6 | 5 | 7 | 6 | 2 | 7 | 17 | 16 | 1 | 19 | 3 |
| IL GIORNALINO | 190 | 0 | 54 | 9 | 7 | 0 | 0 | 0 | 4 | 4 | 12 | 3 | 9 | 8 | 5 |
| GRAND HOTEL | 403 | 3 | 94 | 12 | 1 | 3 | 5 | 0 | 6 | 6 | 15 | 11 | 0 | 21 | 7 |
| GRAZIA | 300 | 7 | 111 | 14 | 16 | 6 | 16 | 0 | 3 | 11 | 33 | 18 | 4 | 27 | 1 |
| GUERIN SPORTIVO | 442 | 4 | 143 | 11 | 8 | 2 | 3 | 1 | 3 | 13 | 30 | 5 | 8 | 17 | 8 |
| GUIDA TV | 859 | 3 | 273 | 30 | 22 | 8 | 13 | 10 | 3 | 29 | 56 | 15 | 11 | 46 | 14 |
| INTIMITA' | 192 | 1 | 69 | 6 | 5 | 1 | 3 | 4 | 4 | 4 | 9 | 2 | 1 | 17 | 1 |
| MAGAZINE BEAUTIFUL | 63 | 0 | 18 | 1 | 2 | 0 | 0 | 0 | 1 | 0 | 2 | 4 | 0 | 5 | 1 |
| IL MONDO | 78 | 0 | 26 | 0 | 10 | 6 | 0 | 2 | 0 | 3 | 2 | 0 | 0 | 3 | 0 |
| MOTOSPRINT | 494 | 5 | 253 | 20 | 9 | 3 | 7 | 2 | 8 | 2 | 34 | 18 | 0 | 24 | 23 |
| NOVELLA 2000 | 600 | 0 | 242 | 22 | 9 | 4 | 7 | 13 | 10 | 11 | 32 | 10 | 3 | 53 | 8 |
| OGGI | 1713 | 20 | 531 | 23 | 71 | 8 | 26 | 22 | 34 | 27 | 104 | 30 | 12 | 134 | 14 |
| PANORAMA | 2126 | 12 | 738 | 44 | 110 | 4 | 22 | 40 | 34 | 86 | 121 | 41 | 28 | 171 | 13 |
| SORRISI E CANZONI TV | 3947 | 20 | 1181 | 86 | 76 | 3 | 32 | 28 | 34 | 43 | 181 | 50 | 36 | 174 | 57 |
| STOP | 206 | 1 | 66 | 1 | 6 | 0 | 5 | 2 | 3 | 1 | 14 | 2 | 1 | 21 | 1 |
| TELEPIU' | 1021 | 4 | 296 | 32 | 14 | 7 | 11 | 5 | 10 | 13 | 42 | 10 | 5 | 44 | 18 |
| TELESETTE | 1103 | 5 | 312 | 20 | 24 | 4 | 24 | 10 | 4 | 13 | 43 | 8 | 14 | 62 | 22 |
| TOPOLINO | 1362 | 12 | 481 | 15 | 61 | 10 | 32 | 20 | 28 | 56 | 85 | 27 | 13 | 94 | 5 |
| VISTO | 273 | 3 | 71 | 12 | 10 | 0 | 0 | 0 | 8 | 6 | 20 | 7 | 1 | 33 | 0 |
| VIVERSANI & BELLI | 523 | 7 | 197 | 23 | 7 | 0 | 3 | 17 | 6 | 15 | 47 | 31 | 9 | 100 | 10 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 7 | 159 | 21 | 51 | 0 | 29 | 4 | 11 | 35 | 17 | 21 | 21 | 33 | 5 |
| DIARIO DELLA SETTIMANA | 96 | 0 | 21 | 0 | 9 | 0 | 2 | 2 | 0 | 9 | 4 | 0 | 0 | 7 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 13 | 782 | 49 | 76 | 3 | 21 | 11 | 30 | 31 | 108 | 35 | 24 | 93 | 36 |
| IO DONNA | 703 | 3 | 201 | 24 | 82 | 4 | 20 | 20 | 13 | 18 | 26 | 21 | 17 | 47 | 12 |
| SETTE | 1329 | 13 | 354 | 35 | 120 | 7 | 36 | 22 | 18 | 23 | 59 | 10 | 19 | 59 | 11 |
| SPECCHIO DELLA STAMPA | 657 | 3 | 200 | 15 | 33 | 3 | 9 | 6 | 15 | 29 | 37 | 9 | 3 | 36 | 12 |
| TV SETTE | 1332 | 15 | 392 | 22 | 113 | 4 | 32 | 28 | 21 | 29 | 60 | 14 | 27 | 63 | 8 |
| IL VENERDI' | 2262 | 16 | 652 | 42 | 147 | 1 | 59 | 27 | 29 | 104 | 92 | 33 | 40 | 124 | 25 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Sele-zione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **23775** | **68** | **4458** | **274** | **567** | **37** | **175** | **123** | **165** | **298** | **629** | **149** | **130** | **592** | **143** |
| ABITARE | **259** | 3 | 92 | 4 | 37 | 2 | 12 | 7 | 7 | 9 | 10 | 8 | 0 | 8 | 2 |
| AD | **301** | 3 | 94 | 10 | 29 | 2 | 17 | 6 | 6 | 14 | 18 | 9 | 3 | 15 | 7 |
| AIRONE | **640** | 5 | 256 | 17 | 58 | 4 | 22 | 18 | 25 | 60 | 45 | 12 | 14 | 56 | 7 |
| AMADEUS | **114** | 0 | 35 | 7 | 15 | 3 | 3 | 0 | 0 | 14 | 13 | 0 | 7 | 12 | 0 |
| ARCHEO | **182** | 4 | 46 | 3 | 26 | 0 | 10 | 2 | 11 | 22 | 20 | 2 | 8 | 9 | 0 |
| ASTRA | **135** | 2 | 62 | 11 | 9 | 0 | 6 | 0 | 7 | 3 | 6 | 8 | 4 | 27 | 0 |
| A TAVOLA | **66** | 3 | 21 | 0 | 11 | 3 | 18 | 0 | 0 | 4 | 9 | 0 | 2 | 10 | 0 |
| AUTO | **1134** | 7 | 676 | 46 | 44 | 3 | 14 | 20 | 26 | 12 | 55 | 21 | 5 | 58 | 55 |
| L'AUTOMOBILE | **964** | 9 | 424 | 25 | 60 | 6 | 16 | 14 | 19 | 15 | 70 | 11 | 14 | 47 | 28 |
| BELL'EUROPA | **164** | 3 | 47 | 3 | 20 | 2 | 9 | 0 | 5 | 9 | 8 | 0 | 4 | 17 | 0 |
| BELL'ITALIA | **420** | 3 | 139 | 11 | 49 | 0 | 6 | 7 | 15 | 37 | 17 | 1 | 12 | 41 | 7 |
| BENISSIMO | **33** | 2 | 10 | 5 | 0 | 0 | 2 | 0 | 0 | 2 | 1 | 0 | 0 | 5 | 6 |
| BIMBI SANI E BELLI | **284** | 7 | 88 | 7 | 12 | 2 | 3 | 2 | 8 | 3 | 36 | 14 | 3 | 35 | 4 |
| BRAVA CASA | **361** | 11 | 148 | 12 | 34 | 2 | 22 | 2 | 3 | 8 | 29 | 6 | 2 | 22 | 2 |
| BUONA CUCINA | **135** | 4 | 61 | 8 | 4 | 3 | 18 | 0 | 1 | 5 | 10 | 2 | 0 | 16 | 3 |
| BURDA | **110** | 3 | 49 | 5 | 1 | 7 | 5 | 7 | 0 | 0 | 21 | 3 | 0 | 12 | 0 |
| CAPITAL | **324** | 7 | 155 | 11 | 30 | 5 | 8 | 2 | 7 | 8 | 14 | 9 | 6 | 25 | 9 |
| CARNET | **117** | 2 | 34 | 10 | 19 | 0 | 1 | 0 | 7 | 8 | 15 | 5 | 2 | 6 | 1 |
| CASAVIVA | **611** | 9 | 223 | 12 | 39 | 2 | 29 | 7 | 7 | 9 | 34 | 13 | 4 | 39 | 6 |
| CENTO COSE ENERGY | **174** | 0 | 74 | 5 | 7 | 0 | 3 | 0 | 7 | 9 | 8 | 22 | 2 | 13 | 5 |
| CIAK | **547** | 3 | 221 | 26 | 21 | 4 | 8 | 3 | 16 | 12 | 46 | 18 | 18 | 36 | 12 |
| CIPRIA | **25** | 0 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 6 | 0 |
| CLASS | **226** | 3 | 85 | 7 | 13 | 2 | 8 | 0 | 4 | 5 | 10 | 8 | 8 | 15 | 14 |
| CLUB 3 | **80** | 0 | 15 | 4 | 9 | 0 | 0 | 2 | 3 | 6 | 17 | 2 | 4 | 4 | 0 |
| COME STAI | **87** | 2 | 23 | 2 | 0 | 0 | 5 | 0 | 10 | 7 | 3 | 10 | 1 | 22 | 4 |
| CONSIGLI PRATICI | **21** | 3 | 11 | 1 | 3 | 0 | 3 | 2 | 0 | 0 | 4 | 0 | 0 | 3 | 0 |
| COSE DI CASA | **570** | 14 | 189 | 21 | 35 | 4 | 18 | 4 | 15 | 15 | 36 | 24 | 11 | 39 | 16 |
| LA CUCINA ITALIANA | **297** | 6 | 96 | 10 | 24 | 3 | 35 | 10 | 14 | 9 | 29 | 4 | 8 | 32 | 11 |
| CUCINA MODERNA | **271** | 11 | 113 | 24 | 12 | 1 | 33 | 4 | 9 | 6 | 15 | 6 | 3 | 22 | 9 |
| DONNA | **201** | 4 | 70 | 7 | 7 | 6 | 5 | 7 | 1 | 4 | 8 | 13 | 0 | 25 | 8 |
| DONNA E MAMMA | **79** | 2 | 25 | 4 | 11 | 0 | 0 | 0 | 0 | 2 | 14 | 0 | 0 | 8 | 4 |
| DOVE | **277** | 4 | 92 | 7 | 63 | 2 | 9 | 10 | 4 | 20 | 20 | 5 | 4 | 19 | 6 |
| ELLE | **81** | 3 | 34 | 4 | 0 | 1 | 6 | 1 | 0 | 3 | 8 | 12 | 0 | 4 | 1 |
| ELLE DECOR | **34** | 0 | 12 | 2 | 3 | 2 | 5 | 2 | 0 | 0 | 5 | 2 | 0 | 4 | 0 |
| FOCUS | **2038** | 17 | 670 | 53 | 80 | 5 | 42 | 16 | 56 | 93 | 92 | 49 | 35 | 131 | 30 |
| GARDENIA | **174** | 0 | 68 | 3 | 15 | 0 | 0 | 5 | 14 | 11 | 10 | 2 | 7 | 14 | 0 |
| GENTE MESE | **589** | 6 | 212 | 14 | 16 | 3 | 11 | 10 | 12 | 11 | 39 | 16 | 4 | 49 | 8 |
| GENTE MONEY | **232** | 0 | 111 | 12 | 26 | 2 | 3 | 8 | 10 | 11 | 11 | 11 | 17 | 22 | 4 |
| GENTE MOTORI | **1527** | 8 | 954 | 60 | 63 | 6 | 20 | 20 | 38 | 19 | 95 | 27 | 10 | 109 | 57 |
| GENTE VIAGGI | **510** | 7 | 278 | 23 | 46 | 11 | 11 | 23 | 25 | 23 | 38 | 10 | 6 | 46 | 18 |
| GLAMOUR | **70** | 3 | 21 | 4 | 1 | 0 | 2 | 2 | 1 | 0 | 7 | 5 | 1 | 7 | 4 |
| GULLIVER | **200** | 0 | 77 | 11 | 14 | 2 | 3 | 10 | 14 | 9 | 18 | 4 | 2 | 19 | 6 |
| IN CASA | **62** | 3 | 22 | 2 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| INSIEME | **89** | 1 | 28 | 4 | 4 | 0 | 0 | 5 | 1 | 0 | 13 | 7 | 0 | 13 | 0 |
| IO E IL MIO BAMBINO | **219** | 5 | 84 | 1 | 2 | 0 | 0 | 5 | 5 | 7 | 26 | 5 | 3 | 23 | 3 |
| JESUS | **88** | 0 | 30 | 0 | 0 | 0 | 3 | 5 | 5 | 12 | 15 | 0 | 0 | 5 | 0 |
| MADRE | **59** | 3 | 23 | 1 | 7 | 0 | 0 | 0 | 1 | 2 | 7 | 1 | 0 | 4 | 3 |
| MARIE CLAIRE | **196** | 10 | 73 | 8 | 7 | 6 | 9 | 2 | 0 | 5 | 23 | 19 | 1 | 17 | 7 |
| MAX | **1143** | 9 | 471 | 36 | 34 | 5 | 17 | 11 | 35 | 24 | 50 | 36 | 23 | 75 | 32 |
| MERIDIANI | **104** | 1 | 45 | 3 | 22 | 0 | 5 | 5 | 7 | 9 | 2 | 0 | 0 | 7 | 0 |
| MESSAGGERO DI S.ANTONIO | **636** | 3 | 163 | 10 | 26 | 5 | 7 | 8 | 4 | 11 | 46 | 18 | 6 | 36 | 1 |
| LA MIA BOUTIQUE | **27** | 0 | 5 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 5 | 0 |
| LA MIA CASA | **140** | 7 | 48 | 9 | 1 | 3 | 8 | 0 | 2 | 3 | 6 | 2 | 0 | 10 | 3 |
| MILLIONAIRE INTRAPRENDERE | **447** | 5 | 222 | 14 | 19 | 0 | 21 | 13 | 9 | 12 | 22 | 11 | 12 | 49 | 5 |
| NAUTICA | **221** | 0 | 112 | 17 | 17 | 0 | 1 | 4 | 5 | 6 | 16 | 2 | 6 | 27 | 11 |
| PESCARE | **487** | 1 | 203 | 19 | 19 | 5 | 9 | 19 | 9 | 11 | 28 | 6 | 3 | 42 | 5 |
| PRATICA | **68** | 68 | 28 | 4 | 6 | 2 | 10 | 2 | 0 | 4 | 4 | 0 | 0 | 7 | 2 |
| QUATTRORUOTE | **4458** | 28 | 4458 | 126 | 167 | 13 | 53 | 54 | 67 | 81 | 233 | 64 | 53 | 218 | 94 |
| QUATTRO ZAMPE | **274** | 4 | 126 | 274 | 15 | 6 | 10 | 3 | 3 | 8 | 25 | 8 | 6 | 28 | 15 |
| QUI TOURING | **567** | 6 | 167 | 15 | 567 | 3 | 10 | 16 | 15 | 32 | 35 | 3 | 9 | 19 | 6 |
| RAKAM | **37** | 2 | 13 | 6 | 3 | 37 | 7 | 0 | 0 | 0 | 8 | 1 | 0 | 3 | 1 |
| SALE & PEPE | **175** | 10 | 53 | 10 | 10 | 7 | 175 | 2 | 0 | 14 | 14 | 3 | 0 | 10 | 6 |
| SALVE | **123** | 2 | 54 | 3 | 16 | 0 | 2 | 123 | 16 | 12 | 12 | 6 | 0 | 36 | 0 |
| SCIENZA & VITA | **165** | 0 | 67 | 3 | 15 | 0 | 0 | 16 | 165 | 32 | 19 | 5 | 4 | 26 | 1 |
| LE SCIENZE | **298** | 4 | 81 | 8 | 32 | 0 | 14 | 12 | 32 | 298 | 20 | 5 | 12 | 31 | 1 |
| SELEZIONE READER'S DIGEST | **629** | 4 | 233 | 25 | 35 | 8 | 14 | 12 | 19 | 20 | 629 | 20 | 1 | 41 | 6 |
| SILHOUETTE DONNA | **149** | 0 | 64 | 8 | 3 | 1 | 3 | 6 | 5 | 5 | 20 | 149 | 2 | 45 | 6 |
| SPEAK UP | **130** | 0 | 53 | 6 | 9 | 0 | 0 | 0 | 4 | 12 | 1 | 2 | 130 | 20 | 2 |
| STARBENE | **592** | 7 | 218 | 28 | 19 | 3 | 10 | 36 | 26 | 31 | 41 | 45 | 20 | 592 | 19 |
| STARTER | **143** | 2 | 94 | 15 | 6 | 1 | 6 | 0 | 1 | 1 | 6 | 6 | 2 | 19 | 143 |
| TUTTI FOTOGRAFI | **175** | 0 | 51 | 6 | 10 | 3 | 9 | 4 | 3 | 10 | 9 | 5 | 3 | 19 | 2 |
| TUTTO | **404** | 4 | 138 | 12 | 3 | 5 | 3 | 4 | 7 | 13 | 24 | 12 | 13 | 33 | 13 |
| TUTTOMOTO | **922** | 7 | 511 | 51 | 14 | 6 | 6 | 8 | 14 | 5 | 39 | 31 | 9 | 78 | 41 |
| TUTTOTURISMO | **201** | 3 | 97 | 7 | 17 | 2 | 5 | 1 | 5 | 6 | 17 | 6 | 4 | 7 | 2 |
| VERA | **203** | 8 | 92 | 6 | 8 | 2 | 5 | 7 | 1 | 3 | 25 | 9 | 0 | 24 | 4 |
| VIAGGIARE | **221** | 0 | 97 | 13 | 15 | 0 | 5 | 6 | 7 | 5 | 17 | 8 | 7 | 25 | 12 |
| VITALITY | **54** | 4 | 22 | 5 | 4 | 2 | 2 | 4 | 0 | 4 | 8 | 13 | 0 | 17 | 5 |
| VOGUE ITALIA | **295** | 4 | 138 | 15 | 14 | 0 | 5 | 5 | 13 | 4 | 18 | 7 | 5 | 37 | 7 |
| WEEKEND VIAGGI | **115** | 0 | 44 | 4 | 11 | 2 | 4 | 2 | 5 | 13 | 8 | 3 | 0 | 11 | 5 |
| DIANA (QUATTORDICINALE) | **296** | 0 | 87 | 22 | 13 | 2 | 0 | 6 | 8 | 7 | 29 | 2 | 0 | 14 | 4 |

# Uomini

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viaggiare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **23775** | **175** | **404** | **922** | **201** | **203** | **221** | **54** | **295** | **115** | **296** |
| AMICA | **191** | 3 | 2 | 12 | 10 | 14 | 6 | 4 | 24 | 1 | 3 |
| ANNA | **219** | 5 | 9 | 15 | 4 | 12 | 11 | 4 | 23 | 6 | 2 |
| AUTO OGGI | **726** | 23 | 42 | 152 | 14 | 19 | 45 | 7 | 30 | 9 | 15 |
| AUTOSPRINT | **639** | 9 | 30 | 164 | 30 | 12 | 31 | 6 | 41 | 9 | 25 |
| BELLA | **86** | 2 | 1 | 6 | 2 | 2 | 4 | 6 | 9 | 0 | 0 |
| CHI | **503** | 4 | 26 | 41 | 3 | 23 | 15 | 7 | 30 | 10 | 8 |
| CONFIDENZE | **165** | 5 | 6 | 12 | 9 | 6 | 2 | 0 | 10 | 2 | 1 |
| DOMENICA QUIZ | **203** | 7 | 3 | 17 | 0 | 7 | 2 | 0 | 6 | 2 | 0 |
| DONNA MODERNA | **839** | 14 | 35 | 57 | 17 | 44 | 21 | 19 | 43 | 11 | 16 |
| L'ESPRESSO | **1550** | 47 | 50 | 105 | 42 | 25 | 52 | 6 | 82 | 27 | 22 |
| EVA EXPRESS TREMILA | **364** | 6 | 16 | 36 | 5 | 17 | 8 | 1 | 15 | 5 | 11 |
| FAMIGLIA CRISTIANA | **2160** | 27 | 57 | 96 | 34 | 50 | 33 | 5 | 38 | 9 | 32 |
| FILM TV | **177** | 5 | 15 | 11 | 4 | 2 | 2 | 0 | 3 | 2 | 2 |
| GENTE | **1640** | 16 | 50 | 112 | 25 | 41 | 30 | 12 | 63 | 12 | 35 |
| GIOIA | **265** | 7 | 6 | 31 | 8 | 14 | 12 | 9 | 21 | 4 | 3 |
| IL GIORNALINO | **190** | 6 | 10 | 19 | 0 | 4 | 0 | 0 | 3 | 0 | 0 |
| GRAND HOTEL | **403** | 9 | 6 | 30 | 13 | 4 | 12 | 0 | 7 | 8 | 11 |
| GRAZIA | **300** | 8 | 4 | 22 | 9 | 21 | 11 | 9 | 26 | 5 | 2 |
| GUERIN SPORTIVO | **442** | 1 | 23 | 57 | 19 | 11 | 7 | 0 | 20 | 6 | 9 |
| GUIDA TV | **859** | 22 | 28 | 63 | 22 | 21 | 19 | 2 | 26 | 6 | 25 |
| INTIMITA' | **192** | 0 | 4 | 6 | 6 | 9 | 2 | 0 | 8 | 7 | 3 |
| MAGAZINE BEAUTIFUL | **63** | 0 | 8 | 6 | 1 | 6 | 1 | 0 | 2 | 0 | 0 |
| IL MONDO | **78** | 5 | 2 | 2 | 2 | 0 | 3 | 0 | 3 | 2 | 1 |
| MOTOSPRINT | **494** | 4 | 33 | 203 | 7 | 7 | 18 | 6 | 22 | 9 | 11 |
| NOVELLA 2000 | **600** | 7 | 34 | 49 | 13 | 27 | 21 | 8 | 50 | 11 | 13 |
| OGGI | **1713** | 20 | 62 | 106 | 30 | 49 | 34 | 8 | 59 | 14 | 39 |
| PANORAMA | **2126** | 56 | 80 | 129 | 29 | 26 | 60 | 7 | 83 | 26 | 50 |
| SORRISI E CANZONI TV | **3947** | 40 | 177 | 301 | 73 | 91 | 74 | 12 | 95 | 35 | 89 |
| STOP | **206** | 0 | 4 | 36 | 0 | 0 | 6 | 1 | 10 | 2 | 1 |
| TELEPIU' | **1021** | 13 | 45 | 91 | 20 | 20 | 22 | 5 | 44 | 7 | 17 |
| TELESETTE | **1103** | 17 | 52 | 73 | 16 | 34 | 29 | 0 | 23 | 6 | 18 |
| TOPOLINO | **1362** | 31 | 68 | 103 | 27 | 24 | 35 | 5 | 58 | 19 | 34 |
| VISTO | **273** | 2 | 4 | 26 | 2 | 1 | 9 | 0 | 3 | 3 | 4 |
| VIVERSANI & BELLI | **523** | 13 | 21 | 57 | 5 | 15 | 14 | 16 | 24 | 3 | 7 |
| **SUPPLEMENTI** | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 12 | 33 | 14 | 14 | 11 | 18 | 4 | 28 | 2 | 10 |
| DIARIO DELLA SETTIMANA | **96** | 0 | 2 | 4 | 1 | 1 | 2 | 0 | 5 | 0 | 4 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 18 | 128 | 208 | 51 | 29 | 60 | 23 | 80 | 28 | 66 |
| IO DONNA | **703** | 9 | 22 | 23 | 16 | 22 | 10 | 6 | 28 | 4 | 15 |
| SETTE | **1329** | 21 | 32 | 53 | 23 | 23 | 28 | 6 | 51 | 8 | 15 |
| SPECCHIO DELLA STAMPA | **657** | 10 | 34 | 41 | 7 | 12 | 7 | 0 | 27 | 9 | 11 |
| TV SETTE | **1332** | 24 | 36 | 51 | 27 | 24 | 26 | 7 | 44 | 10 | 21 |
| IL VENERDI' | **2262** | 49 | 53 | 105 | 42 | 38 | 51 | 16 | 69 | 32 | 32 |

Lettori numero medio
Analisi secondo: **• duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viaggiare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **23775** | **175** | **404** | **922** | **201** | **203** | **221** | **54** | **295** | **115** | **296** |
| ABITARE | 259 | 7 | 8 | 14 | 5 | 7 | 19 | 0 | 15 | 9 | 8 |
| AD | 301 | 17 | 6 | 10 | 3 | 4 | 4 | 2 | 29 | 5 | 5 |
| AIRONE | 640 | 21 | 35 | 41 | 20 | 20 | 34 | 2 | 37 | 26 | 32 |
| AMADEUS | 114 | 4 | 16 | 6 | 4 | 5 | 5 | 0 | 10 | 5 | 0 |
| ARCHEO | 182 | 3 | 6 | 3 | 10 | 2 | 5 | 0 | 8 | 7 | 1 |
| ASTRA | 135 | 7 | 8 | 21 | 5 | 3 | 6 | 2 | 14 | 5 | 3 |
| A TAVOLA | 66 | 3 | 0 | 3 | 10 | 5 | 4 | 2 | 3 | 2 | 3 |
| AUTO | 1134 | 25 | 46 | 220 | 43 | 37 | 54 | 6 | 64 | 17 | 31 |
| L'AUTOMOBILE | 964 | 14 | 31 | 108 | 19 | 10 | 26 | 4 | 37 | 6 | 24 |
| BELL'EUROPA | 164 | 5 | 5 | 4 | 7 | 5 | 8 | 0 | 8 | 9 | 5 |
| BELL'ITALIA | 420 | 11 | 8 | 14 | 15 | 7 | 26 | 0 | 12 | 14 | 7 |
| BENISSIMO | 33 | 2 | 0 | 2 | 2 | 3 | 1 | 2 | 1 | 2 | 0 |
| BIMBI SANI E BELLI | 284 | 5 | 11 | 31 | 4 | 14 | 13 | 2 | 11 | 5 | 11 |
| BRAVA CASA | 361 | 11 | 6 | 23 | 6 | 13 | 9 | 8 | 22 | 7 | 7 |
| BUONA CUCINA | 135 | 3 | 0 | 13 | 12 | 10 | 3 | 2 | 6 | 4 | 1 |
| BURDA | 110 | 2 | 0 | 10 | 6 | 0 | 5 | 4 | 7 | 1 | 4 |
| CAPITAL | 324 | 7 | 12 | 28 | 13 | 14 | 20 | 6 | 42 | 7 | 4 |
| CARNET | 117 | 2 | 10 | 4 | 8 | 5 | 2 | 10 | 6 | 3 | 0 |
| CASAVIVA | 611 | 14 | 16 | 37 | 3 | 16 | 18 | 8 | 50 | 7 | 12 |
| CENTO COSE ENERGY | 174 | 8 | 22 | 27 | 0 | 5 | 17 | 9 | 20 | 8 | 0 |
| CIAK | 547 | 12 | 111 | 73 | 17 | 26 | 21 | 7 | 30 | 8 | 12 |
| CIPRIA | 25 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 10 | 0 | 0 |
| CLASS | 226 | 4 | 18 | 14 | 17 | 6 | 13 | 6 | 35 | 4 | 3 |
| CLUB 3 | 80 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 2 | 0 |
| COME STAI | 87 | 0 | 3 | 6 | 2 | 3 | 2 | 0 | 3 | 0 | 2 |
| CONSIGLI PRATICI | 21 | 0 | 0 | 1 | 5 | 1 | 0 | 0 | 3 | 1 | 0 |
| COSE DI CASA | 570 | 14 | 19 | 51 | 12 | 19 | 13 | 8 | 27 | 2 | 9 |
| LA CUCINA ITALIANA | 297 | 14 | 2 | 12 | 7 | 5 | 18 | 2 | 11 | 3 | 21 |
| CUCINA MODERNA | 271 | 4 | 11 | 23 | 14 | 7 | 10 | 2 | 19 | 3 | 7 |
| DONNA | 201 | 3 | 19 | 30 | 10 | 20 | 9 | 1 | 14 | 9 | 7 |
| DONNA E MAMMA | 79 | 2 | 2 | 10 | 6 | 0 | 2 | 0 | 2 | 2 | 0 |
| DOVE | 277 | 7 | 6 | 15 | 16 | 6 | 14 | 0 | 19 | 12 | 3 |
| ELLE | 81 | 5 | 7 | 7 | 7 | 9 | 2 | 2 | 30 | 0 | 5 |
| ELLE DECOR | 34 | 5 | 1 | 3 | 2 | 1 | 2 | 0 | 6 | 2 | 0 |
| FOCUS | 2038 | 34 | 146 | 173 | 28 | 39 | 44 | 16 | 68 | 29 | 35 |
| GARDENIA | 174 | 5 | 7 | 17 | 11 | 5 | 13 | 0 | 5 | 6 | 15 |
| GENTE MESE | 589 | 8 | 47 | 60 | 19 | 31 | 15 | 7 | 41 | 11 | 14 |
| GENTE MONEY | 232 | 3 | 6 | 18 | 4 | 7 | 12 | 2 | 27 | 0 | 8 |
| GENTE MOTORI | 1527 | 36 | 73 | 302 | 38 | 48 | 35 | 5 | 101 | 18 | 66 |
| GENTE VIAGGI | 510 | 13 | 20 | 58 | 44 | 15 | 43 | 1 | 35 | 29 | 26 |
| GLAMOUR | 70 | 2 | 6 | 6 | 1 | 7 | 4 | 5 | 13 | 0 | 2 |
| GULLIVER | 200 | 7 | 14 | 21 | 6 | 6 | 16 | 0 | 14 | 6 | 13 |
| IN CASA | 62 | 2 | 0 | 3 | 3 | 8 | 5 | 0 | 14 | 0 | 0 |
| INSIEME | 89 | 1 | 2 | 6 | 3 | 6 | 4 | 0 | 5 | 3 | 9 |
| IO E IL MIO BAMBINO | 219 | 2 | 10 | 13 | 5 | 9 | 7 | 0 | 5 | 5 | 8 |
| JESUS | 88 | 2 | 0 | 5 | 6 | 2 | 2 | 0 | 2 | 0 | 0 |
| MADRE | 59 | 0 | 2 | 6 | 8 | 0 | 2 | 0 | 0 | 3 | 0 |
| MARIE CLAIRE | 196 | 6 | 14 | 28 | 7 | 7 | 16 | 7 | 39 | 6 | 9 |
| MAX | 1143 | 17 | 100 | 122 | 31 | 26 | 50 | 9 | 106 | 30 | 30 |
| MERIDIANI | 104 | 3 | 3 | 5 | 9 | 5 | 6 | 2 | 5 | 4 | 8 |
| MESSAGGERO DI S.ANTONIO | 636 | 9 | 7 | 21 | 6 | 14 | 11 | 0 | 13 | 4 | 7 |
| LA MIA BOUTIQUE | 27 | 0 | 2 | 2 | 1 | 0 | 1 | 2 | 2 | 3 | 0 |
| LA MIA CASA | 140 | 5 | 2 | 21 | 7 | 6 | 7 | 0 | 12 | 8 | 6 |
| MILLIONAIRE INTRAPRENDERE | 447 | 15 | 29 | 48 | 12 | 8 | 41 | 5 | 43 | 7 | 7 |
| NAUTICA | 221 | 8 | 6 | 37 | 11 | 5 | 16 | 2 | 11 | 5 | 6 |
| PESCARE | 487 | 13 | 31 | 71 | 13 | 16 | 22 | 4 | 13 | 6 | 47 |
| PRATICA | 68 | 0 | 4 | 7 | 3 | 8 | 0 | 4 | 4 | 0 | 0 |
| QUATTRORUOTE | 4458 | 51 | 138 | 511 | 97 | 92 | 97 | 22 | 138 | 44 | 87 |
| QUATTRO ZAMPE | 274 | 6 | 12 | 51 | 7 | 6 | 13 | 5 | 15 | 4 | 22 |
| QUI TOURING | 567 | 10 | 3 | 14 | 17 | 8 | 15 | 4 | 14 | 11 | 13 |
| RAKAM | 37 | 3 | 5 | 6 | 2 | 2 | 0 | 2 | 0 | 2 | 2 |
| SALE & PEPE | 175 | 9 | 3 | 6 | 5 | 5 | 5 | 2 | 5 | 4 | 0 |
| SALVE | 123 | 4 | 4 | 8 | 1 | 7 | 6 | 4 | 5 | 2 | 6 |
| SCIENZA & VITA | 165 | 3 | 7 | 14 | 5 | 1 | 7 | 0 | 13 | 5 | 8 |
| LE SCIENZE | 298 | 10 | 13 | 5 | 6 | 3 | 5 | 4 | 4 | 13 | 7 |
| SELEZIONE READER'S DIGEST | 629 | 9 | 24 | 39 | 17 | 25 | 17 | 8 | 18 | 8 | 29 |
| SILHOUETTE DONNA | 149 | 5 | 12 | 31 | 6 | 9 | 8 | 13 | 7 | 3 | 2 |
| SPEAK UP | 130 | 3 | 13 | 9 | 4 | 0 | 7 | 0 | 5 | 0 | 0 |
| STARBENE | 592 | 19 | 33 | 78 | 7 | 24 | 25 | 17 | 37 | 11 | 14 |
| STARTER | 143 | 2 | 13 | 41 | 2 | 4 | 12 | 5 | 7 | 5 | 4 |
| TUTTI FOTOGRAFI | 175 | 175 | 4 | 13 | 5 | 2 | 13 | 2 | 7 | 8 | 2 |
| TUTTO | 404 | 4 | 404 | 68 | 8 | 19 | 15 | 9 | 23 | 0 | 7 |
| TUTTOMOTO | 922 | 13 | 68 | 922 | 34 | 11 | 24 | 19 | 33 | 14 | 22 |
| TUTTOTURISMO | 201 | 5 | 8 | 34 | 201 | 3 | 31 | 0 | 11 | 26 | 1 |
| VERA | 203 | 2 | 19 | 11 | 3 | 203 | 3 | 8 | 25 | 0 | 7 |
| VIAGGIARE | 221 | 13 | 15 | 24 | 31 | 3 | 221 | 8 | 13 | 23 | 13 |
| VITALITY | 54 | 2 | 9 | 19 | 0 | 8 | 8 | 54 | 2 | 2 | 1 |
| VOGUE ITALIA | 295 | 7 | 23 | 33 | 11 | 25 | 13 | 2 | 295 | 9 | 11 |
| WEEKEND VIAGGI | 115 | 8 | 0 | 14 | 26 | 0 | 23 | 2 | 9 | 115 | 6 |
| DIANA (QUATTORDICINALE) | 296 | 2 | 7 | 22 | 1 | 7 | 13 | 1 | 11 | 6 | 296 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confidenze | Domenica Quiz | Donna Moderna | L'Espresso | Eva Express Tremila | Famiglia Cristiana | Film TV | Gente |
| **POPOLAZIONE** | **25670** | **1044** | **1178** | **140** | **119** | **635** | **1209** | **872** | **189** | **3220** | **771** | **419** | **3054** | **140** | **2747** |
| AMICA | **1044** | 1044 | 371 | 17 | 11 | 133 | 151 | 71 | 9 | 433 | 84 | 77 | 173 | 11 | 287 |
| ANNA | **1178** | 371 | 1178 | 24 | 16 | 167 | 183 | 86 | 14 | 469 | 92 | 77 | 184 | 18 | 299 |
| AUTO OGGI | **140** | 17 | 24 | 140 | 18 | 11 | 14 | 9 | 4 | 43 | 0 | 12 | 30 | 2 | 33 |
| AUTOSPRINT | **119** | 11 | 16 | 18 | 119 | 5 | 8 | 5 | 0 | 38 | 9 | 8 | 26 | 5 | 22 |
| BELLA | **635** | 133 | 167 | 11 | 5 | 635 | 84 | 86 | 18 | 290 | 35 | 41 | 119 | 14 | 165 |
| CHI | **1209** | 151 | 183 | 14 | 8 | 84 | 1209 | 124 | 12 | 366 | 64 | 136 | 160 | 24 | 410 |
| CONFIDENZE | **872** | 71 | 86 | 9 | 5 | 86 | 124 | 872 | 28 | 215 | 40 | 46 | 163 | 4 | 208 |
| DOMENICA QUIZ | **189** | 9 | 14 | 4 | 0 | 18 | 12 | 28 | 189 | 66 | 12 | 9 | 27 | 0 | 48 |
| DONNA MODERNA | **3220** | 433 | 469 | 43 | 38 | 290 | 366 | 215 | 66 | 3220 | 177 | 138 | 487 | 33 | 693 |
| L'ESPRESSO | **771** | 84 | 92 | 0 | 9 | 35 | 64 | 40 | 12 | 177 | 771 | 21 | 124 | 13 | 142 |
| EVA EXPRESS TREMILA | **419** | 77 | 77 | 12 | 8 | 41 | 136 | 46 | 9 | 138 | 21 | 419 | 61 | 5 | 163 |
| FAMIGLIA CRISTIANA | **3054** | 173 | 184 | 30 | 26 | 119 | 160 | 163 | 27 | 487 | 124 | 61 | 3054 | 13 | 510 |
| FILM TV | **140** | 11 | 18 | 2 | 5 | 14 | 24 | 4 | 0 | 33 | 13 | 5 | 13 | 140 | 18 |
| GENTE | **2747** | 287 | 299 | 33 | 22 | 165 | 410 | 208 | 48 | 693 | 142 | 163 | 510 | 18 | 2747 |
| GIOIA | **1223** | 281 | 324 | 18 | 9 | 125 | 181 | 84 | 21 | 474 | 76 | 69 | 217 | 13 | 423 |
| IL GIORNALINO | **211** | 17 | 22 | 6 | 3 | 4 | 18 | 12 | 0 | 36 | 14 | 10 | 115 | 1 | 41 |
| GRAND HOTEL | **835** | 67 | 60 | 14 | 10 | 70 | 96 | 110 | 11 | 168 | 19 | 48 | 131 | 12 | 163 |
| GRAZIA | **1510** | 355 | 359 | 27 | 33 | 139 | 193 | 120 | 25 | 584 | 98 | 83 | 247 | 15 | 370 |
| GUERIN SPORTIVO | **41** | 0 | 2 | 2 | 6 | 4 | 9 | 1 | 2 | 4 | 4 | 5 | 7 | 0 | 11 |
| GUIDA TV | **870** | 55 | 63 | 3 | 10 | 38 | 70 | 50 | 22 | 167 | 54 | 30 | 110 | 14 | 138 |
| INTIMITA' | **1001** | 73 | 66 | 14 | 6 | 80 | 102 | 301 | 16 | 213 | 47 | 52 | 173 | 8 | 225 |
| MAGAZINE BEAUTIFUL | **288** | 31 | 27 | 10 | 8 | 9 | 48 | 21 | 4 | 68 | 10 | 13 | 54 | 5 | 58 |
| IL MONDO | **35** | 9 | 7 | 0 | 0 | 3 | 0 | 5 | 6 | 10 | 17 | 0 | 11 | 0 | 3 |
| MOTOSPRINT | **91** | 10 | 18 | 12 | 16 | 2 | 9 | 8 | 2 | 27 | 1 | 6 | 12 | 3 | 16 |
| NOVELLA 2000 | **865** | 152 | 144 | 13 | 15 | 67 | 233 | 75 | 13 | 255 | 48 | 194 | 130 | 16 | 274 |
| OGGI | **2717** | 275 | 331 | 39 | 18 | 162 | 423 | 197 | 49 | 695 | 158 | 157 | 484 | 27 | 1141 |
| PANORAMA | **1381** | 146 | 176 | 22 | 27 | 69 | 133 | 81 | 30 | 388 | 281 | 49 | 214 | 23 | 300 |
| SORRISI E CANZONI TV | **4639** | 314 | 335 | 36 | 38 | 202 | 440 | 289 | 38 | 949 | 178 | 166 | 623 | 26 | 730 |
| STOP | **545** | 48 | 59 | 10 | 4 | 62 | 115 | 56 | 13 | 127 | 27 | 86 | 78 | 7 | 171 |
| TELEPIU' | **1136** | 90 | 95 | 19 | 5 | 41 | 107 | 83 | 18 | 227 | 53 | 40 | 122 | 20 | 193 |
| TELESETTE | **1193** | 63 | 68 | 19 | 17 | 46 | 92 | 75 | 23 | 193 | 61 | 51 | 152 | 19 | 176 |
| TOPOLINO | **1312** | 91 | 105 | 25 | 6 | 42 | 114 | 80 | 33 | 289 | 103 | 47 | 205 | 11 | 233 |
| VISTO | **468** | 66 | 68 | 9 | 7 | 41 | 95 | 64 | 10 | 126 | 28 | 63 | 85 | 6 | 146 |
| VIVERSANI & BELLI | **1406** | 170 | 158 | 24 | 5 | 157 | 162 | 100 | 16 | 495 | 66 | 71 | 236 | 14 | 267 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 100 | 103 | 17 | 5 | 52 | 83 | 35 | 21 | 231 | 164 | 19 | 108 | 11 | 163 |
| DIARIO DELLA SETTIMANA | **68** | 10 | 3 | 1 | 0 | 3 | 2 | 4 | 0 | 14 | 17 | 1 | 4 | 0 | 10 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 28 | 41 | 23 | 13 | 11 | 65 | 38 | 10 | 103 | 26 | 21 | 78 | 9 | 72 |
| IO DONNA | **1368** | 170 | 192 | 17 | 6 | 76 | 120 | 62 | 25 | 383 | 128 | 36 | 202 | 16 | 230 |
| SETTE | **1181** | 111 | 138 | 9 | 11 | 53 | 106 | 45 | 19 | 302 | 133 | 31 | 166 | 19 | 216 |
| SPECCHIO DELLA STAMPA | **650** | 55 | 70 | 5 | 8 | 28 | 54 | 41 | 6 | 137 | 81 | 26 | 103 | 2 | 122 |
| TV SETTE | **1364** | 124 | 165 | 10 | 12 | 61 | 116 | 60 | 25 | 342 | 131 | 35 | 198 | 19 | 262 |
| IL VENERDI' | **1763** | 165 | 146 | 19 | 17 | 68 | 130 | 75 | 30 | 411 | 277 | 43 | 209 | 17 | 324 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confidenze | Domenica Quiz | Donna Moderna | L'Espresso | Eva Express Tremila | Famiglia Cristiana | Film TV | Gente |
| **POPOLAZIONE** | **25670** | **1044** | **1178** | **140** | **119** | **635** | **1209** | **872** | **189** | **3220** | **771** | **419** | **3054** | **140** | **2747** |
| ABITARE | 189 | 11 | 12 | 0 | 2 | 8 | 15 | 1 | 2 | 53 | 43 | 5 | 43 | 5 | 27 |
| AD | 376 | 65 | 53 | 4 | 3 | 23 | 35 | 9 | 5 | 98 | 55 | 7 | 45 | 4 | 55 |
| AIRONE | 451 | 58 | 60 | 2 | 11 | 21 | 56 | 23 | 4 | 127 | 55 | 11 | 85 | 5 | 71 |
| AMADEUS | 72 | 12 | 10 | 0 | 0 | 6 | 6 | 5 | 2 | 19 | 16 | 4 | 9 | 2 | 8 |
| ARCHEO | 140 | 11 | 11 | 0 | 3 | 0 | 1 | 1 | 2 | 26 | 24 | 0 | 26 | 3 | 17 |
| ASTRA | 418 | 64 | 66 | 0 | 3 | 29 | 45 | 23 | 8 | 126 | 26 | 33 | 39 | 2 | 76 |
| A TAVOLA | 156 | 20 | 18 | 0 | 0 | 3 | 17 | 9 | 3 | 54 | 19 | 9 | 20 | 6 | 44 |
| AUTO | 155 | 15 | 21 | 31 | 4 | 7 | 14 | 5 | 0 | 36 | 17 | 9 | 8 | 6 | 11 |
| L'AUTOMOBILE | 373 | 33 | 30 | 13 | 13 | 23 | 27 | 18 | 0 | 84 | 12 | 10 | 81 | 9 | 58 |
| BELL'EUROPA | 209 | 21 | 21 | 4 | 8 | 12 | 19 | 9 | 7 | 59 | 20 | 2 | 51 | 3 | 44 |
| BELL'ITALIA | 326 | 26 | 40 | 3 | 1 | 16 | 22 | 17 | 4 | 89 | 42 | 1 | 64 | 8 | 64 |
| BENISSIMO | 407 | 51 | 44 | 3 | 7 | 57 | 53 | 47 | 12 | 146 | 25 | 13 | 77 | 5 | 94 |
| BIMBI SANI E BELLI | 925 | 67 | 67 | 19 | 9 | 55 | 76 | 73 | 13 | 235 | 44 | 33 | 129 | 10 | 156 |
| BRAVA CASA | 803 | 89 | 90 | 13 | 7 | 41 | 79 | 29 | 9 | 227 | 55 | 20 | 153 | 4 | 146 |
| BUONA CUCINA | 488 | 66 | 54 | 8 | 2 | 67 | 60 | 45 | 15 | 139 | 32 | 11 | 103 | 10 | 100 |
| BURDA | 1176 | 101 | 71 | 18 | 21 | 50 | 96 | 79 | 18 | 256 | 38 | 28 | 195 | 6 | 183 |
| CAPITAL | 145 | 22 | 29 | 4 | 2 | 10 | 18 | 10 | 0 | 36 | 34 | 4 | 22 | 2 | 23 |
| CARNET | 123 | 14 | 6 | 0 | 3 | 0 | 4 | 3 | 2 | 21 | 19 | 3 | 17 | 8 | 14 |
| CASAVIVA | 1236 | 160 | 122 | 14 | 6 | 53 | 93 | 69 | 24 | 387 | 95 | 41 | 183 | 9 | 226 |
| CENTO COSE ENERGY | 610 | 87 | 117 | 23 | 6 | 55 | 90 | 47 | 16 | 248 | 45 | 36 | 64 | 2 | 119 |
| CIAK | 393 | 39 | 44 | 8 | 12 | 23 | 37 | 19 | 8 | 100 | 33 | 19 | 59 | 22 | 62 |
| CIPRIA | 369 | 43 | 54 | 9 | 10 | 20 | 39 | 21 | 7 | 126 | 22 | 10 | 63 | 0 | 66 |
| CLASS | 89 | 7 | 10 | 2 | 0 | 7 | 16 | 9 | 4 | 26 | 20 | 2 | 12 | 0 | 17 |
| CLUB 3 | 139 | 14 | 9 | 0 | 0 | 7 | 4 | 2 | 0 | 31 | 6 | 0 | 77 | 0 | 31 |
| COME STAI | 267 | 20 | 33 | 9 | 0 | 30 | 31 | 24 | 8 | 97 | 25 | 8 | 44 | 0 | 63 |
| CONSIGLI PRATICI | 257 | 14 | 18 | 0 | 0 | 29 | 36 | 47 | 5 | 86 | 19 | 6 | 51 | 3 | 55 |
| COSE DI CASA | 1372 | 98 | 119 | 25 | 2 | 98 | 113 | 75 | 16 | 451 | 82 | 48 | 188 | 17 | 226 |
| LA CUCINA ITALIANA | 698 | 57 | 68 | 5 | 3 | 59 | 71 | 34 | 11 | 151 | 31 | 23 | 120 | 10 | 111 |
| CUCINA MODERNA | 805 | 49 | 64 | 10 | 11 | 79 | 85 | 72 | 14 | 262 | 52 | 33 | 138 | 15 | 142 |
| DONNA | 820 | 143 | 118 | 17 | 8 | 55 | 101 | 56 | 9 | 199 | 44 | 32 | 142 | 11 | 190 |
| DONNA E MAMMA | 383 | 28 | 29 | 5 | 3 | 20 | 20 | 30 | 10 | 80 | 14 | 11 | 53 | 4 | 62 |
| DOVE | 248 | 40 | 37 | 5 | 5 | 12 | 21 | 7 | 2 | 88 | 28 | 10 | 37 | 10 | 47 |
| ELLE | 529 | 117 | 126 | 12 | 11 | 27 | 69 | 17 | 8 | 182 | 43 | 23 | 66 | 4 | 116 |
| ELLE DECOR | 166 | 42 | 30 | 3 | 0 | 1 | 18 | 6 | 2 | 49 | 15 | 2 | 26 | 2 | 28 |
| FOCUS | 1351 | 89 | 108 | 18 | 16 | 60 | 123 | 58 | 20 | 359 | 121 | 25 | 190 | 24 | 193 |
| GARDENIA | 199 | 16 | 16 | 3 | 4 | 21 | 17 | 4 | 0 | 58 | 17 | 6 | 47 | 2 | 32 |
| GENTE MESE | 894 | 93 | 110 | 6 | 15 | 27 | 162 | 77 | 17 | 257 | 61 | 50 | 168 | 8 | 317 |
| GENTE MONEY | 82 | 12 | 13 | 1 | 3 | 3 | 10 | 7 | 0 | 30 | 19 | 0 | 8 | 0 | 21 |
| GENTE MOTORI | 238 | 24 | 34 | 29 | 20 | 7 | 30 | 15 | 4 | 82 | 19 | 12 | 33 | 2 | 39 |
| GENTE VIAGGI | 362 | 61 | 61 | 0 | 4 | 22 | 44 | 15 | 1 | 101 | 40 | 10 | 70 | 10 | 72 |
| GLAMOUR | 362 | 64 | 65 | 1 | 4 | 15 | 58 | 9 | 6 | 127 | 14 | 22 | 39 | 0 | 75 |
| GULLIVER | 137 | 24 | 23 | 1 | 5 | 18 | 16 | 7 | 0 | 48 | 18 | 5 | 19 | 9 | 27 |
| IN CASA | 147 | 27 | 16 | 6 | 0 | 8 | 8 | 11 | 0 | 51 | 8 | 5 | 30 | 5 | 46 |
| INSIEME | 355 | 29 | 31 | 1 | 2 | 33 | 29 | 27 | 7 | 98 | 21 | 16 | 62 | 7 | 80 |
| IO E IL MIO BAMBINO | 771 | 47 | 50 | 10 | 0 | 42 | 51 | 52 | 7 | 162 | 28 | 24 | 105 | 12 | 122 |
| JESUS | 119 | 14 | 9 | 0 | 0 | 3 | 9 | 8 | 3 | 13 | 4 | 9 | 88 | 0 | 33 |
| MADRE | 159 | 7 | 6 | 0 | 0 | 0 | 10 | 7 | 3 | 35 | 6 | 3 | 70 | 0 | 34 |
| MARIE CLAIRE | 870 | 173 | 154 | 18 | 13 | 49 | 104 | 36 | 9 | 345 | 44 | 35 | 100 | 10 | 169 |
| MAX | 582 | 78 | 84 | 10 | 13 | 26 | 74 | 31 | 10 | 184 | 56 | 36 | 86 | 8 | 116 |
| MERIDIANI | 107 | 22 | 17 | 7 | 4 | 6 | 7 | 3 | 7 | 39 | 18 | 4 | 13 | 0 | 26 |
| MESSAGGERO DI S.ANTONIO | 1135 | 48 | 42 | 3 | 5 | 40 | 70 | 53 | 11 | 160 | 31 | 14 | 343 | 2 | 195 |
| LA MIA BOUTIQUE | 433 | 41 | 40 | 9 | 3 | 17 | 27 | 8 | 7 | 114 | 32 | 4 | 66 | 7 | 73 |
| LA MIA CASA | 269 | 31 | 29 | 11 | 2 | 20 | 13 | 13 | 0 | 73 | 20 | 8 | 27 | 3 | 52 |
| MILLIONAIRE INTRAPRENDERE | 219 | 16 | 33 | 8 | 0 | 11 | 25 | 5 | 4 | 81 | 13 | 6 | 26 | 0 | 26 |
| NAUTICA | 57 | 7 | 6 | 2 | 2 | 0 | 4 | 0 | 4 | 17 | 6 | 4 | 5 | 0 | 7 |
| PESCARE | 92 | 2 | 14 | 2 | 0 | 5 | 10 | 3 | 2 | 27 | 6 | 0 | 15 | 0 | 20 |
| PRATICA | 402 | 50 | 66 | 5 | 5 | 54 | 45 | 46 | 6 | 161 | 28 | 25 | 55 | 7 | 89 |
| QUATTRORUOTE | 1204 | 91 | 93 | 47 | 43 | 29 | 92 | 48 | 11 | 241 | 91 | 29 | 183 | 8 | 203 |
| QUATTRO ZAMPE | 243 | 21 | 22 | 4 | 3 | 21 | 23 | 17 | 7 | 69 | 20 | 4 | 29 | 1 | 31 |
| QUI TOURING | 437 | 34 | 25 | 10 | 10 | 18 | 27 | 13 | 9 | 119 | 52 | 10 | 80 | 7 | 86 |
| RAKAM | 575 | 48 | 40 | 9 | 9 | 36 | 29 | 37 | 18 | 140 | 34 | 25 | 134 | 8 | 110 |
| SALE & PEPE | 565 | 60 | 71 | 15 | 6 | 55 | 80 | 36 | 7 | 186 | 42 | 30 | 120 | 10 | 101 |
| SALVE | 309 | 58 | 70 | 5 | 5 | 31 | 28 | 20 | 7 | 135 | 29 | 10 | 44 | 9 | 75 |
| SCIENZA & VITA | 83 | 5 | 5 | 2 | 0 | 17 | 3 | 3 | 2 | 29 | 10 | 1 | 24 | 3 | 16 |
| LE SCIENZE | 172 | 6 | 12 | 0 | 0 | 14 | 9 | 4 | 10 | 45 | 19 | 2 | 42 | 5 | 26 |
| SELEZIONE READER'S DIGEST | 593 | 51 | 28 | 12 | 7 | 46 | 41 | 36 | 12 | 151 | 36 | 13 | 140 | 6 | 121 |
| SILHOUETTE DONNA | 1326 | 159 | 150 | 20 | 17 | 93 | 158 | 104 | 25 | 473 | 63 | 62 | 183 | 16 | 253 |
| SPEAK UP | 142 | 15 | 14 | 0 | 6 | 9 | 12 | 7 | 4 | 37 | 24 | 3 | 12 | 0 | 29 |
| STARBENE | 1543 | 146 | 166 | 27 | 24 | 99 | 180 | 114 | 23 | 507 | 104 | 48 | 221 | 16 | 337 |
| STARTER | 14 | 2 | 2 | 3 | 0 | 2 | 0 | 2 | 0 | 2 | 5 | 0 | 4 | 2 | 2 |
| TUTTI FOTOGRAFI | 56 | 2 | 4 | 1 | 1 | 5 | 6 | 3 | 5 | 13 | 11 | 4 | 8 | 0 | 11 |
| TUTTO | 489 | 35 | 45 | 6 | 4 | 21 | 61 | 22 | 10 | 103 | 24 | 13 | 79 | 5 | 77 |
| TUTTOMOTO | 131 | 22 | 19 | 10 | 6 | 3 | 20 | 6 | 2 | 40 | 10 | 5 | 15 | 0 | 26 |
| TUTTOTURISMO | 136 | 21 | 16 | 3 | 1 | 11 | 20 | 5 | 2 | 56 | 14 | 3 | 29 | 4 | 32 |
| VERA | 1057 | 112 | 142 | 14 | 4 | 122 | 157 | 91 | 21 | 433 | 41 | 61 | 164 | 15 | 246 |
| VIAGGIARE | 140 | 15 | 17 | 5 | 5 | 14 | 18 | 12 | 3 | 49 | 27 | 0 | 21 | 6 | 24 |
| VITALITY | 220 | 36 | 41 | 5 | 1 | 21 | 28 | 20 | 4 | 103 | 11 | 8 | 29 | 4 | 50 |
| VOGUE ITALIA | 729 | 113 | 100 | 22 | 17 | 42 | 74 | 42 | 19 | 225 | 59 | 34 | 106 | 10 | 160 |
| WEEKEND VIAGGI | 140 | 16 | 20 | 6 | 3 | 10 | 17 | 10 | 3 | 54 | 21 | 4 | 16 | 8 | 37 |
| DIANA (QUATTORDICINALE) | 53 | 11 | 9 | 0 | 0 | 10 | 8 | 5 | 0 | 19 | 5 | 2 | 7 | 0 | 12 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Gulda TV | Intimità | Magazine Beautiful | Il Mondo | Motosprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| **POPOLAZIONE** | **25670** | **1223** | **211** | **835** | **1510** | **41** | **870** | **1001** | **288** | **35** | **91** | **865** | **2717** | **1381** | **4639** |
| AMICA | 1044 | 281 | 17 | 67 | 355 | 0 | 55 | 73 | 31 | 9 | 10 | 152 | 275 | 146 | 314 |
| ANNA | 1178 | 324 | 22 | 60 | 359 | 2 | 63 | 66 | 27 | 7 | 18 | 144 | 331 | 176 | 335 |
| AUTO OGGI | 140 | 18 | 6 | 14 | 27 | 2 | 3 | 14 | 10 | 0 | 12 | 13 | 39 | 22 | 36 |
| AUTOSPRINT | 119 | 9 | 3 | 10 | 33 | 6 | 10 | 6 | 8 | 0 | 16 | 15 | 18 | 27 | 38 |
| BELLA | 635 | 125 | 4 | 70 | 139 | 4 | 38 | 80 | 9 | 3 | 2 | 67 | 162 | 69 | 202 |
| CHI | 1209 | 181 | 18 | 96 | 193 | 9 | 70 | 102 | 48 | 0 | 9 | 233 | 423 | 133 | 440 |
| CONFIDENZE | 872 | 84 | 12 | 110 | 120 | 1 | 50 | 301 | 21 | 5 | 8 | 75 | 197 | 81 | 289 |
| DOMENICA QUIZ | 189 | 21 | 0 | 11 | 25 | 2 | 22 | 16 | 4 | 6 | 2 | 13 | 49 | 30 | 38 |
| DONNA MODERNA | 3220 | 474 | 36 | 168 | 584 | 4 | 167 | 213 | 68 | 10 | 27 | 255 | 695 | 388 | 949 |
| L'ESPRESSO | 771 | 76 | 14 | 19 | 98 | 4 | 54 | 47 | 10 | 17 | 1 | 48 | 158 | 281 | 178 |
| EVA EXPRESS TREMILA | 419 | 69 | 10 | 48 | 83 | 5 | 30 | 52 | 13 | 0 | 6 | 194 | 157 | 49 | 166 |
| FAMIGLIA CRISTIANA | 3054 | 217 | 115 | 131 | 247 | 7 | 110 | 173 | 54 | 11 | 12 | 130 | 484 | 214 | 623 |
| FILM TV | 140 | 13 | 1 | 12 | 15 | 0 | 14 | 8 | 5 | 0 | 3 | 16 | 27 | 23 | 26 |
| GENTE | 2747 | 423 | 41 | 163 | 370 | 11 | 138 | 225 | 58 | 3 | 16 | 274 | 1141 | 300 | 730 |
| GIOIA | 1223 | 1223 | 22 | 75 | 420 | 3 | 66 | 78 | 27 | 3 | 10 | 145 | 320 | 182 | 408 |
| IL GIORNALINO | 211 | 22 | 211 | 8 | 21 | 0 | 13 | 14 | 21 | 0 | 5 | 8 | 36 | 29 | 53 |
| GRAND HOTEL | 835 | 75 | 8 | 835 | 73 | 1 | 62 | 128 | 15 | 5 | 10 | 89 | 157 | 45 | 284 |
| GRAZIA | 1510 | 420 | 21 | 73 | 1510 | 1 | 69 | 85 | 35 | 5 | 14 | 163 | 378 | 228 | 430 |
| GUERIN SPORTIVO | 41 | 3 | 0 | 1 | 1 | 41 | 0 | 4 | 3 | 0 | 1 | 7 | 8 | 6 | 19 |
| GUIDA TV | 870 | 66 | 13 | 62 | 69 | 0 | 870 | 49 | 26 | 2 | 12 | 62 | 145 | 62 | 202 |
| INTIMITA' | 1001 | 78 | 14 | 128 | 85 | 4 | 49 | 1001 | 19 | 0 | 7 | 86 | 214 | 65 | 261 |
| MAGAZINE BEAUTIFUL | 288 | 27 | 21 | 15 | 35 | 3 | 26 | 19 | 288 | 0 | 11 | 20 | 60 | 21 | 115 |
| IL MONDO | 35 | 3 | 0 | 5 | 5 | 0 | 2 | 0 | 0 | 35 | 0 | 3 | 7 | 17 | 10 |
| MOTOSPRINT | 91 | 10 | 5 | 10 | 14 | 1 | 12 | 7 | 11 | 0 | 91 | 12 | 21 | 11 | 46 |
| NOVELLA 2000 | 865 | 145 | 8 | 89 | 163 | 7 | 62 | 86 | 20 | 3 | 12 | 865 | 282 | 109 | 338 |
| OGGI | 2717 | 320 | 36 | 157 | 378 | 8 | 145 | 214 | 60 | 7 | 21 | 282 | 2717 | 288 | 710 |
| PANORAMA | 1381 | 182 | 29 | 45 | 228 | 6 | 62 | 65 | 21 | 17 | 11 | 109 | 288 | 1381 | 431 |
| SORRISI E CANZONI TV | 4639 | 408 | 53 | 284 | 430 | 19 | 202 | 261 | 115 | 10 | 46 | 338 | 710 | 431 | 4639 |
| STOP | 545 | 49 | 14 | 95 | 62 | 0 | 51 | 75 | 14 | 0 | 2 | 106 | 168 | 42 | 143 |
| TELEPIU' | 1136 | 87 | 24 | 88 | 136 | 5 | 74 | 60 | 33 | 2 | 14 | 102 | 158 | 103 | 284 |
| TELESETTE | 1193 | 92 | 27 | 72 | 72 | 1 | 80 | 106 | 26 | 7 | 10 | 80 | 185 | 74 | 230 |
| TOPOLINO | 1312 | 128 | 58 | 87 | 144 | 7 | 106 | 89 | 58 | 9 | 17 | 79 | 216 | 185 | 410 |
| VISTO | 468 | 63 | 12 | 55 | 68 | 2 | 31 | 56 | 14 | 2 | 2 | 106 | 168 | 56 | 166 |
| VIVERSANI & BELLI | 1406 | 200 | 18 | 98 | 212 | 4 | 87 | 104 | 34 | 6 | 13 | 123 | 269 | 151 | 433 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 78 | 15 | 22 | 151 | 0 | 26 | 42 | 8 | 5 | 7 | 37 | 162 | 158 | 188 |
| DIARIO DELLA SETTIMANA | 68 | 7 | 0 | 0 | 16 | 0 | 4 | 4 | 0 | 2 | 0 | 1 | 11 | 15 | 10 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 63 | 19 | 37 | 56 | 17 | 29 | 39 | 21 | 2 | 9 | 26 | 88 | 63 | 173 |
| IO DONNA | 1368 | 151 | 26 | 42 | 214 | 1 | 32 | 51 | 17 | 21 | 5 | 68 | 278 | 199 | 283 |
| SETTE | 1181 | 101 | 20 | 25 | 115 | 8 | 35 | 50 | 15 | 18 | 3 | 45 | 232 | 172 | 200 |
| SPECCHIO DELLA STAMPA | 650 | 62 | 13 | 48 | 77 | 3 | 39 | 39 | 21 | 2 | 4 | 32 | 133 | 101 | 189 |
| TV SETTE | 1364 | 111 | 40 | 52 | 142 | 8 | 52 | 70 | 29 | 11 | 8 | 69 | 260 | 190 | 275 |
| IL VENERDI' | 1763 | 155 | 17 | 55 | 224 | 4 | 57 | 94 | 14 | 12 | 12 | 67 | 309 | 272 | 334 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Guida TV | Intimità | Magazine Beautiful | Il Mondo | Moto-sprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| POPOLAZIONE | 25670 | 1223 | 211 | 835 | 1510 | 41 | 870 | 1001 | 288 | 35 | 91 | 865 | 2717 | 1381 | 4639 |
| ABITARE | 189 | 17 | 2 | 4 | 34 | 0 | 13 | 2 | 0 | 0 | 2 | 9 | 36 | 36 | 36 |
| AD | 376 | 48 | 12 | 4 | 79 | 0 | 21 | 6 | 3 | 3 | 0 | 19 | 56 | 90 | 59 |
| AIRONE | 451 | 39 | 10 | 22 | 72 | 2 | 28 | 21 | 12 | 2 | 2 | 25 | 103 | 86 | 100 |
| AMADEUS | 72 | 7 | 0 | 2 | 13 | 0 | 4 | 1 | 0 | 3 | 0 | 9 | 11 | 21 | 12 |
| ARCHEO | 140 | 13 | 4 | 1 | 13 | 0 | 11 | 6 | 0 | 0 | 0 | 3 | 27 | 24 | 19 |
| ASTRA | 418 | 54 | 9 | 25 | 71 | 0 | 34 | 28 | 16 | 2 | 2 | 47 | 71 | 42 | 149 |
| A TAVOLA | 156 | 34 | 5 | 6 | 29 | 0 | 8 | 13 | 1 | 0 | 0 | 14 | 24 | 23 | 48 |
| AUTO | 155 | 20 | 1 | 3 | 26 | 2 | 12 | 15 | 0 | 0 | 3 | 23 | 18 | 32 | 49 |
| L'AUTOMOBILE | 373 | 16 | 4 | 22 | 43 | 1 | 12 | 29 | 6 | 0 | 10 | 27 | 71 | 38 | 111 |
| BELL'EUROPA | 209 | 24 | 4 | 12 | 36 | 0 | 6 | 12 | 3 | 2 | 2 | 8 | 33 | 43 | 47 |
| BELL'ITALIA | 326 | 25 | 3 | 9 | 29 | 0 | 11 | 13 | 8 | 5 | 2 | 14 | 64 | 48 | 66 |
| BENISSIMO | 407 | 54 | 0 | 27 | 63 | 0 | 14 | 42 | 3 | 0 | 3 | 35 | 81 | 47 | 134 |
| BIMBI SANI E BELLI | 925 | 98 | 7 | 57 | 101 | 2 | 70 | 73 | 11 | 3 | 8 | 78 | 133 | 92 | 303 |
| BRAVA CASA | 803 | 84 | 18 | 37 | 114 | 2 | 42 | 48 | 23 | 9 | 6 | 57 | 147 | 89 | 196 |
| BUONA CUCINA | 488 | 65 | 2 | 48 | 84 | 0 | 40 | 46 | 5 | 0 | 4 | 48 | 112 | 45 | 149 |
| BURDA | 1176 | 77 | 23 | 91 | 134 | 1 | 54 | 71 | 18 | 5 | 5 | 73 | 179 | 77 | 342 |
| CAPITAL | 145 | 20 | 4 | 5 | 27 | 2 | 3 | 6 | 2 | 3 | 0 | 18 | 32 | 44 | 28 |
| CARNET | 123 | 6 | 0 | 1 | 19 | 0 | 2 | 6 | 0 | 2 | 0 | 3 | 17 | 24 | 30 |
| CASAVIVA | 1236 | 124 | 22 | 45 | 197 | 1 | 63 | 68 | 14 | 4 | 8 | 74 | 233 | 161 | 289 |
| CENTO COSE ENERGY | 610 | 89 | 8 | 37 | 144 | 4 | 23 | 36 | 22 | 3 | 13 | 59 | 132 | 90 | 246 |
| CIAK | 393 | 36 | 5 | 17 | 72 | 6 | 21 | 22 | 34 | 2 | 7 | 27 | 81 | 54 | 204 |
| CIPRIA | 369 | 51 | 7 | 10 | 81 | 0 | 24 | 17 | 3 | 3 | 2 | 8 | 57 | 75 | 100 |
| CLASS | 89 | 5 | 2 | 1 | 13 | 0 | 4 | 3 | 0 | 3 | 0 | 7 | 18 | 32 | 20 |
| CLUB 3 | 139 | 14 | 3 | 2 | 15 | 0 | 8 | 4 | 0 | 0 | 0 | 4 | 27 | 16 | 16 |
| COME STAI | 267 | 14 | 4 | 20 | 32 | 2 | 12 | 11 | 18 | 3 | 1 | 12 | 58 | 27 | 59 |
| CONSIGLI PRATICI | 257 | 21 | 7 | 26 | 21 | 1 | 22 | 54 | 7 | 3 | 0 | 18 | 55 | 23 | 57 |
| COSE DI CASA | 1372 | 126 | 20 | 70 | 172 | 8 | 64 | 69 | 21 | 5 | 11 | 95 | 221 | 127 | 399 |
| LA CUCINA ITALIANA | 698 | 60 | 10 | 44 | 93 | 1 | 42 | 54 | 4 | 0 | 3 | 56 | 120 | 62 | 177 |
| CUCINA MODERNA | 805 | 80 | 9 | 78 | 122 | 3 | 52 | 64 | 6 | 2 | 5 | 68 | 164 | 90 | 285 |
| DONNA | 820 | 98 | 17 | 32 | 152 | 6 | 45 | 50 | 41 | 4 | 6 | 86 | 164 | 84 | 252 |
| DONNA E MAMMA | 383 | 39 | 4 | 11 | 38 | 0 | 26 | 29 | 3 | 0 | 0 | 23 | 43 | 32 | 102 |
| DOVE | 248 | 28 | 1 | 2 | 42 | 1 | 11 | 7 | 3 | 8 | 7 | 8 | 52 | 56 | 84 |
| ELLE | 529 | 93 | 10 | 19 | 145 | 0 | 14 | 27 | 3 | 2 | 5 | 62 | 113 | 115 | 152 |
| ELLE DECOR | 166 | 26 | 4 | 5 | 27 | 0 | 5 | 7 | 1 | 5 | 0 | 12 | 36 | 27 | 34 |
| FOCUS | 1351 | 110 | 27 | 46 | 174 | 3 | 81 | 67 | 27 | 3 | 13 | 69 | 229 | 215 | 394 |
| GARDENIA | 199 | 18 | 0 | 5 | 27 | 0 | 16 | 4 | 5 | 0 | 0 | 16 | 28 | 23 | 25 |
| GENTE MESE | 894 | 115 | 22 | 46 | 143 | 3 | 47 | 85 | 21 | 3 | 10 | 115 | 286 | 113 | 294 |
| GENTE MONEY | 82 | 14 | 0 | 2 | 16 | 0 | 0 | 5 | 2 | 5 | 1 | 2 | 11 | 24 | 30 |
| GENTE MOTORI | 238 | 26 | 8 | 10 | 41 | 2 | 12 | 23 | 7 | 3 | 15 | 21 | 42 | 32 | 72 |
| GENTE VIAGGI | 362 | 64 | 1 | 2 | 75 | 0 | 33 | 18 | 3 | 0 | 2 | 15 | 84 | 81 | 140 |
| GLAMOUR | 362 | 53 | 5 | 11 | 82 | 2 | 11 | 17 | 9 | 3 | 4 | 46 | 64 | 64 | 117 |
| GULLIVER | 137 | 15 | 0 | 2 | 42 | 1 | 10 | 4 | 3 | 6 | 3 | 9 | 24 | 49 | 39 |
| IN CASA | 147 | 15 | 3 | 5 | 14 | 0 | 13 | 19 | 5 | 5 | 0 | 14 | 39 | 18 | 51 |
| INSIEME | 355 | 37 | 8 | 25 | 36 | 1 | 35 | 30 | 7 | 2 | 0 | 38 | 74 | 26 | 127 |
| IO E IL MIO BAMBINO | 771 | 79 | 9 | 38 | 69 | 0 | 71 | 46 | 12 | 0 | 4 | 51 | 106 | 52 | 206 |
| JESUS | 119 | 15 | 20 | 3 | 9 | 3 | 6 | 4 | 8 | 0 | 2 | 6 | 43 | 16 | 20 |
| MADRE | 159 | 16 | 13 | 5 | 4 | 0 | 10 | 13 | 3 | 0 | 0 | 8 | 28 | 10 | 40 |
| MARIE CLAIRE | 870 | 151 | 8 | 46 | 222 | 2 | 36 | 38 | 14 | 3 | 9 | 100 | 165 | 148 | 287 |
| MAX | 582 | 82 | 9 | 28 | 99 | 7 | 31 | 39 | 14 | 0 | 13 | 59 | 122 | 100 | 207 |
| MERIDIANI | 107 | 12 | 0 | 3 | 19 | 0 | 5 | 0 | 2 | 0 | 1 | 6 | 22 | 17 | 33 |
| MESSAGGERO DI S.ANTONIO | 1135 | 57 | 16 | 53 | 81 | 4 | 49 | 51 | 9 | 5 | 11 | 24 | 150 | 62 | 236 |
| LA MIA BOUTIQUE | 433 | 23 | 11 | 33 | 43 | 0 | 13 | 14 | 5 | 0 | 2 | 16 | 59 | 46 | 142 |
| LA MIA CASA | 269 | 25 | 3 | 17 | 40 | 2 | 30 | 6 | 9 | 3 | 1 | 31 | 58 | 33 | 84 |
| MILLIONAIRE INTRAPRENDERE | 219 | 36 | 10 | 6 | 39 | 1 | 14 | 9 | 5 | 0 | 6 | 20 | 33 | 25 | 74 |
| NAUTICA | 57 | 6 | 0 | 0 | 11 | 0 | 5 | 2 | 0 | 0 | 0 | 1 | 9 | 7 | 13 |
| PESCARE | 92 | 9 | 0 | 7 | 15 | 0 | 10 | 8 | 2 | 0 | 2 | 6 | 29 | 14 | 33 |
| PRATICA | 402 | 50 | 4 | 14 | 60 | 0 | 31 | 37 | 8 | 3 | 2 | 17 | 65 | 29 | 117 |
| QUATTRORUOTE | 1204 | 117 | 22 | 65 | 167 | 8 | 50 | 57 | 37 | 3 | 32 | 66 | 214 | 166 | 365 |
| QUATTRO ZAMPE | 243 | 27 | 10 | 21 | 30 | 3 | 22 | 11 | 8 | 2 | 4 | 20 | 55 | 34 | 89 |
| QUI TOURING | 437 | 20 | 13 | 9 | 52 | 5 | 12 | 8 | 5 | 5 | 5 | 9 | 86 | 78 | 86 |
| RAKAM | 575 | 74 | 6 | 30 | 69 | 1 | 21 | 30 | 10 | 4 | 0 | 26 | 116 | 69 | 115 |
| SALE & PEPE | 565 | 62 | 5 | 29 | 106 | 0 | 26 | 49 | 12 | 0 | 4 | 46 | 119 | 74 | 181 |
| SALVE | 309 | 41 | 6 | 12 | 54 | 1 | 20 | 23 | 12 | 4 | 4 | 29 | 77 | 70 | 88 |
| SCIENZA & VITA | 83 | 9 | 3 | 2 | 9 | 3 | 2 | 5 | 2 | 0 | 0 | 4 | 13 | 8 | 11 |
| LE SCIENZE | 172 | 12 | 3 | 2 | 14 | 0 | 4 | 6 | 5 | 0 | 3 | 8 | 36 | 23 | 38 |
| SELEZIONE READER'S DIGEST | 593 | 55 | 9 | 19 | 46 | 3 | 34 | 37 | 9 | 0 | 5 | 31 | 112 | 83 | 154 |
| SILHOUETTE DONNA | 1326 | 171 | 22 | 88 | 236 | 5 | 87 | 100 | 59 | 7 | 23 | 100 | 220 | 171 | 474 |
| SPEAK UP | 142 | 20 | 5 | 3 | 14 | 2 | 0 | 6 | 4 | 0 | 2 | 2 | 19 | 33 | 52 |
| STARBENE | 1543 | 172 | 26 | 68 | 215 | 7 | 91 | 110 | 38 | 7 | 20 | 114 | 283 | 176 | 505 |
| STARTER | 14 | 2 | 0 | 3 | 6 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 8 | 2 | 7 |
| TUTTI FOTOGRAFI | 56 | 5 | 0 | 3 | 3 | 0 | 11 | 2 | 0 | 3 | 1 | 3 | 11 | 9 | 12 |
| TUTTO | 489 | 68 | 15 | 16 | 70 | 6 | 19 | 30 | 71 | 0 | 5 | 34 | 67 | 67 | 247 |
| TUTTOMOTO | 131 | 18 | 5 | 7 | 19 | 1 | 11 | 10 | 15 | 0 | 22 | 14 | 22 | 25 | 62 |
| TUTTOTURISMO | 136 | 15 | 0 | 10 | 20 | 0 | 8 | 2 | 6 | 0 | 6 | 5 | 40 | 23 | 72 |
| VERA | 1057 | 153 | 22 | 69 | 182 | 5 | 62 | 86 | 31 | 6 | 14 | 106 | 262 | 92 | 370 |
| VIAGGIARE | 140 | 14 | 2 | 9 | 27 | 2 | 4 | 2 | 4 | 3 | 0 | 7 | 42 | 31 | 53 |
| VITALITY | 220 | 35 | 5 | 13 | 54 | 0 | 19 | 18 | 6 | 3 | 5 | 15 | 59 | 40 | 82 |
| VOGUE ITALIA | 729 | 109 | 13 | 24 | 162 | 5 | 47 | 47 | 19 | 0 | 17 | 78 | 143 | 105 | 238 |
| WEEKEND VIAGGI | 140 | 26 | 0 | 6 | 18 | 3 | 15 | 5 | 3 | 3 | 0 | 5 | 41 | 21 | 47 |
| DIANA (QUATTORDICINALE) | 53 | 8 | 0 | 4 | 13 | 0 | 3 | 3 | 0 | 0 | 0 | 13 | 21 | 2 | 15 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Stop | Telepiù | Tele-sette | Topolino | Visto | Viver-sani & Belli | D La Re-pubblica delle Donne Suppl. | Diario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Ve-nerdì Suppl. |
| **POPOLAZIONE** | **25670** | **545** | **1136** | **1193** | **1312** | **468** | **1406** | **1008** | **68** | **455** | **1368** | **1181** | **650** | **1364** | **1763** |
| AMICA | **1044** | 48 | 90 | 63 | 91 | 66 | 170 | 100 | 10 | 28 | 170 | 111 | 55 | 124 | 165 |
| ANNA | **1178** | 59 | 95 | 68 | 105 | 68 | 158 | 103 | 3 | 41 | 192 | 138 | 70 | 165 | 146 |
| AUTO OGGI | **140** | 10 | 19 | 19 | 25 | 9 | 24 | 17 | 1 | 23 | 17 | 9 | 5 | 10 | 19 |
| AUTOSPRINT | **119** | 4 | 5 | 17 | 6 | 7 | 5 | 5 | 0 | 13 | 6 | 11 | 8 | 12 | 17 |
| BELLA | **635** | 62 | 41 | 46 | 42 | 41 | 157 | 52 | 3 | 11 | 76 | 53 | 28 | 61 | 68 |
| CHI | **1209** | 115 | 107 | 92 | 114 | 95 | 162 | 83 | 2 | 65 | 120 | 106 | 54 | 116 | 130 |
| CONFIDENZE | **872** | 56 | 83 | 75 | 80 | 64 | 100 | 35 | 4 | 38 | 62 | 45 | 41 | 60 | 75 |
| DOMENICA QUIZ | **189** | 13 | 18 | 23 | 33 | 10 | 16 | 21 | 0 | 10 | 25 | 19 | 6 | 25 | 30 |
| DONNA MODERNA | **3220** | 127 | 227 | 193 | 289 | 126 | 495 | 231 | 14 | 103 | 383 | 302 | 137 | 342 | 411 |
| L'ESPRESSO | **771** | 27 | 53 | 61 | 103 | 28 | 66 | 164 | 17 | 26 | 128 | 133 | 81 | 131 | 277 |
| EVA EXPRESS TREMILA | **419** | 86 | 40 | 51 | 47 | 63 | 71 | 19 | 1 | 21 | 36 | 31 | 26 | 35 | 43 |
| FAMIGLIA CRISTIANA | **3054** | 78 | 122 | 152 | 205 | 85 | 236 | 108 | 4 | 78 | 202 | 166 | 103 | 198 | 209 |
| FILM TV | **140** | 7 | 20 | 19 | 11 | 6 | 14 | 11 | 0 | 9 | 16 | 19 | 2 | 19 | 17 |
| GENTE | **2747** | 171 | 193 | 176 | 233 | 146 | 267 | 163 | 10 | 72 | 230 | 216 | 122 | 262 | 324 |
| GIOIA | **1223** | 49 | 87 | 92 | 128 | 63 | 200 | 78 | 7 | 63 | 151 | 101 | 62 | 111 | 155 |
| IL GIORNALINO | **211** | 14 | 24 | 27 | 58 | 12 | 18 | 15 | 0 | 19 | 26 | 20 | 13 | 40 | 17 |
| GRAND HOTEL | **835** | 95 | 88 | 72 | 87 | 55 | 98 | 22 | 0 | 37 | 42 | 25 | 48 | 52 | 55 |
| GRAZIA | **1510** | 62 | 136 | 72 | 144 | 68 | 212 | 151 | 16 | 56 | 214 | 115 | 77 | 142 | 224 |
| GUERIN SPORTIVO | **41** | 0 | 5 | 1 | 7 | 2 | 4 | 0 | 0 | 17 | 1 | 8 | 3 | 8 | 4 |
| GUIDA TV | **870** | 51 | 74 | 80 | 106 | 31 | 87 | 26 | 4 | 29 | 32 | 35 | 39 | 52 | 57 |
| INTIMITA' | **1001** | 75 | 60 | 106 | 89 | 56 | 104 | 42 | 4 | 39 | 51 | 50 | 39 | 70 | 94 |
| MAGAZINE BEAUTIFUL | **288** | 14 | 33 | 26 | 58 | 14 | 34 | 8 | 0 | 21 | 17 | 15 | 21 | 29 | 14 |
| IL MONDO | **35** | 0 | 2 | 7 | 9 | 2 | 6 | 5 | 2 | 2 | 21 | 18 | 2 | 11 | 12 |
| MOTOSPRINT | **91** | 2 | 14 | 10 | 17 | 2 | 13 | 7 | 0 | 9 | 5 | 3 | 4 | 8 | 12 |
| NOVELLA 2000 | **865** | 106 | 102 | 80 | 79 | 106 | 123 | 37 | 1 | 26 | 68 | 45 | 32 | 69 | 67 |
| OGGI | **2717** | 168 | 158 | 185 | 216 | 168 | 269 | 162 | 11 | 88 | 278 | 232 | 133 | 260 | 309 |
| PANORAMA | **1381** | 42 | 103 | 74 | 185 | 56 | 151 | 158 | 15 | 63 | 199 | 172 | 101 | 190 | 272 |
| SORRISI E CANZONI TV | **4639** | 143 | 284 | 230 | 410 | 166 | 433 | 188 | 10 | 173 | 283 | 200 | 189 | 275 | 334 |
| STOP | **545** | 545 | 41 | 32 | 39 | 99 | 47 | 17 | 0 | 21 | 48 | 34 | 16 | 58 | 41 |
| TELEPIU' | **1136** | 41 | 1136 | 133 | 119 | 42 | 107 | 73 | 3 | 65 | 57 | 68 | 32 | 81 | 121 |
| TELESETTE | **1193** | 32 | 133 | 1193 | 114 | 41 | 115 | 56 | 3 | 46 | 55 | 49 | 53 | 80 | 128 |
| TOPOLINO | **1312** | 39 | 119 | 114 | 1312 | 50 | 141 | 106 | 13 | 88 | 160 | 128 | 105 | 173 | 193 |
| VISTO | **468** | 99 | 42 | 41 | 50 | 468 | 84 | 9 | 0 | 20 | 39 | 28 | 28 | 44 | 36 |
| VIVERSANI & BELLI | **1406** | 47 | 107 | 115 | 141 | 84 | 1406 | 107 | 0 | 48 | 95 | 74 | 102 | 105 | 155 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 17 | 73 | 56 | 106 | 9 | 107 | 1008 | 33 | 42 | 232 | 168 | 85 | 143 | 720 |
| DIARIO DELLA SETTIMANA | **68** | 0 | 3 | 3 | 13 | 0 | 0 | 33 | 68 | 4 | 18 | 19 | 14 | 16 | 38 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 21 | 65 | 46 | 88 | 20 | 48 | 42 | 4 | 455 | 81 | 75 | 27 | 84 | 96 |
| IO DONNA | **1368** | 48 | 57 | 55 | 160 | 39 | 95 | 232 | 18 | 81 | 1368 | 758 | 117 | 715 | 337 |
| SETTE | **1181** | 34 | 68 | 49 | 128 | 28 | 74 | 168 | 19 | 75 | 758 | 1181 | 102 | 937 | 299 |
| SPECCHIO DELLA STAMPA | **650** | 16 | 32 | 53 | 105 | 28 | 102 | 85 | 14 | 27 | 117 | 102 | 650 | 106 | 187 |
| TV SETTE | **1364** | 58 | 81 | 80 | 173 | 44 | 105 | 143 | 16 | 84 | 715 | 937 | 106 | 1364 | 298 |
| IL VENERDI' | **1763** | 41 | 121 | 128 | 193 | 36 | 155 | 720 | 38 | 96 | 337 | 299 | 187 | 298 | 1763 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Stop | Telepiù | Tele-sette | Topolino | Visto | Viver-sani & Belli | D La Re-pubblica delle Donne Suppl. | Diario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Ve-nerdì Suppl. |
| POPOLAZIONE | 25670 | 545 | 1136 | 1193 | 1312 | 468 | 1406 | 1008 | 68 | 455 | 1368 | 1181 | 650 | 1364 | 1763 |
| ABITARE | 189 | 9 | 17 | 6 | 24 | 9 | 22 | 36 | 1 | 7 | 40 | 35 | 18 | 39 | 52 |
| AD | 376 | 11 | 24 | 13 | 57 | 5 | 32 | 62 | 0 | 15 | 63 | 52 | 16 | 44 | 85 |
| AIRONE | 451 | 2 | 24 | 27 | 66 | 15 | 61 | 67 | 5 | 15 | 90 | 93 | 59 | 84 | 119 |
| AMADEUS | 72 | 3 | 7 | 3 | 18 | 2 | 5 | 15 | 5 | 3 | 23 | 21 | 13 | 20 | 23 |
| ARCHEO | 140 | 0 | 2 | 8 | 15 | 1 | 8 | 38 | 2 | 3 | 35 | 30 | 17 | 28 | 53 |
| ASTRA | 418 | 21 | 41 | 39 | 45 | 17 | 50 | 32 | 2 | 23 | 39 | 34 | 31 | 41 | 60 |
| A TAVOLA | 156 | 8 | 12 | 20 | 13 | 4 | 15 | 9 | 0 | 13 | 26 | 15 | 10 | 22 | 11 |
| AUTO | 155 | 4 | 13 | 27 | 23 | 16 | 14 | 11 | 0 | 24 | 18 | 14 | 13 | 15 | 34 |
| L'AUTOMOBILE | 373 | 11 | 33 | 34 | 49 | 11 | 31 | 28 | 2 | 18 | 44 | 49 | 23 | 61 | 55 |
| BELL'EUROPA | 209 | 4 | 6 | 9 | 30 | 5 | 16 | 38 | 0 | 6 | 61 | 49 | 23 | 45 | 64 |
| BELL'ITALIA | 326 | 5 | 8 | 9 | 38 | 10 | 23 | 49 | 3 | 3 | 77 | 71 | 41 | 72 | 82 |
| BENISSIMO | 407 | 20 | 45 | 40 | 49 | 20 | 77 | 27 | 4 | 18 | 42 | 35 | 21 | 34 | 48 |
| BIMBI SANI E BELLI | 925 | 23 | 80 | 97 | 126 | 43 | 195 | 50 | 2 | 46 | 81 | 65 | 39 | 84 | 108 |
| BRAVA CASA | 803 | 21 | 51 | 63 | 105 | 32 | 110 | 50 | 6 | 31 | 89 | 84 | 52 | 80 | 117 |
| BUONA CUCINA | 488 | 34 | 47 | 56 | 45 | 26 | 67 | 23 | 1 | 25 | 33 | 30 | 29 | 35 | 46 |
| BURDA | 1176 | 29 | 79 | 92 | 107 | 39 | 155 | 56 | 4 | 27 | 73 | 48 | 64 | 56 | 98 |
| CAPITAL | 145 | 5 | 14 | 11 | 16 | 10 | 28 | 15 | 0 | 7 | 24 | 24 | 21 | 26 | 39 |
| CARNET | 123 | 3 | 8 | 4 | 18 | 2 | 4 | 22 | 9 | 3 | 35 | 34 | 14 | 26 | 31 |
| CASAVIVA | 1236 | 37 | 78 | 87 | 147 | 26 | 141 | 84 | 11 | 32 | 158 | 118 | 66 | 112 | 162 |
| CENTO COSE ENERGY | 610 | 22 | 52 | 46 | 71 | 32 | 112 | 65 | 4 | 48 | 93 | 52 | 48 | 54 | 92 |
| CIAK | 393 | 9 | 37 | 27 | 70 | 16 | 31 | 57 | 7 | 34 | 62 | 49 | 27 | 54 | 77 |
| CIPRIA | 369 | 10 | 35 | 25 | 28 | 9 | 59 | 47 | 8 | 20 | 68 | 48 | 27 | 43 | 78 |
| CLASS | 89 | 0 | 1 | 1 | 14 | 4 | 12 | 14 | 0 | 3 | 19 | 13 | 9 | 12 | 26 |
| CLUB 3 | 139 | 0 | 11 | 9 | 12 | 2 | 8 | 13 | 0 | 2 | 31 | 32 | 2 | 21 | 25 |
| COME STAI | 267 | 10 | 15 | 22 | 28 | 9 | 85 | 22 | 0 | 7 | 13 | 18 | 17 | 16 | 37 |
| CONSIGLI PRATICI | 257 | 27 | 22 | 28 | 39 | 20 | 28 | 2 | 0 | 16 | 19 | 17 | 15 | 12 | 33 |
| COSE DI CASA | 1372 | 46 | 92 | 117 | 133 | 39 | 186 | 102 | 6 | 56 | 160 | 127 | 84 | 148 | 179 |
| LA CUCINA ITALIANA | 698 | 31 | 40 | 54 | 80 | 25 | 65 | 77 | 8 | 40 | 82 | 74 | 39 | 79 | 93 |
| CUCINA MODERNA | 805 | 30 | 73 | 66 | 80 | 42 | 120 | 60 | 0 | 39 | 70 | 54 | 57 | 60 | 106 |
| DONNA | 820 | 34 | 87 | 59 | 81 | 30 | 128 | 62 | 5 | 60 | 49 | 54 | 36 | 73 | 85 |
| DONNA E MAMMA | 383 | 2 | 20 | 48 | 46 | 9 | 55 | 11 | 0 | 19 | 38 | 26 | 14 | 29 | 43 |
| DOVE | 248 | 8 | 13 | 10 | 27 | 6 | 19 | 38 | 6 | 11 | 74 | 61 | 32 | 51 | 70 |
| ELLE | 529 | 17 | 39 | 31 | 56 | 15 | 61 | 86 | 12 | 29 | 79 | 56 | 27 | 55 | 116 |
| ELLE DECOR | 166 | 2 | 9 | 18 | 11 | 13 | 18 | 33 | 6 | 11 | 57 | 40 | 16 | 25 | 49 |
| FOCUS | 1351 | 32 | 96 | 100 | 200 | 32 | 144 | 128 | 6 | 77 | 141 | 126 | 95 | 132 | 199 |
| GARDENIA | 199 | 4 | 12 | 10 | 14 | 8 | 21 | 32 | 5 | 3 | 31 | 21 | 8 | 21 | 38 |
| GENTE MESE | 894 | 55 | 100 | 85 | 148 | 65 | 113 | 43 | 0 | 36 | 81 | 90 | 62 | 91 | 128 |
| GENTE MONEY | 82 | 2 | 8 | 1 | 19 | 2 | 8 | 12 | 2 | 1 | 18 | 19 | 13 | 20 | 41 |
| GENTE MOTORI | 238 | 6 | 26 | 40 | 41 | 19 | 34 | 12 | 1 | 13 | 25 | 16 | 17 | 21 | 20 |
| GENTE VIAGGI | 362 | 6 | 41 | 24 | 46 | 14 | 52 | 62 | 4 | 20 | 59 | 55 | 44 | 59 | 93 |
| GLAMOUR | 362 | 12 | 28 | 13 | 30 | 13 | 58 | 40 | 3 | 15 | 37 | 33 | 23 | 39 | 43 |
| GULLIVER | 137 | 4 | 10 | 9 | 23 | 4 | 24 | 20 | 4 | 10 | 29 | 34 | 15 | 30 | 43 |
| IN CASA | 147 | 6 | 6 | 13 | 11 | 4 | 24 | 21 | 2 | 12 | 25 | 24 | 7 | 18 | 35 |
| INSIEME | 355 | 14 | 36 | 26 | 59 | 27 | 64 | 28 | 0 | 16 | 32 | 19 | 16 | 28 | 41 |
| IO E IL MIO BAMBINO | 771 | 15 | 45 | 75 | 84 | 34 | 123 | 43 | 2 | 20 | 38 | 30 | 34 | 39 | 89 |
| JESUS | 119 | 5 | 9 | 18 | 16 | 4 | 11 | 3 | 0 | 6 | 19 | 15 | 16 | 17 | 15 |
| MADRE | 159 | 3 | 4 | 19 | 12 | 0 | 1 | 2 | 0 | 9 | 10 | 13 | 8 | 11 | 15 |
| MARIE CLAIRE | 870 | 23 | 75 | 49 | 93 | 37 | 105 | 94 | 9 | 51 | 138 | 89 | 51 | 109 | 134 |
| MAX | 582 | 21 | 46 | 38 | 69 | 30 | 83 | 71 | 3 | 35 | 96 | 90 | 48 | 101 | 111 |
| MERIDIANI | 107 | 4 | 4 | 2 | 18 | 7 | 4 | 18 | 1 | 2 | 29 | 23 | 14 | 18 | 22 |
| MESSAGGERO DI S.ANTONIO | 1135 | 37 | 79 | 62 | 83 | 40 | 81 | 39 | 7 | 29 | 87 | 60 | 48 | 78 | 72 |
| LA MIA BOUTIQUE | 433 | 5 | 20 | 41 | 27 | 9 | 57 | 20 | 2 | 12 | 44 | 38 | 37 | 38 | 43 |
| LA MIA CASA | 269 | 9 | 27 | 18 | 26 | 11 | 58 | 14 | 2 | 16 | 54 | 34 | 13 | 46 | 19 |
| MILLIONAIRE INTRAPRENDERE | 219 | 3 | 22 | 17 | 27 | 3 | 38 | 15 | 0 | 10 | 35 | 15 | 18 | 17 | 38 |
| NAUTICA | 57 | 0 | 3 | 2 | 5 | 0 | 5 | 2 | 0 | 0 | 4 | 5 | 4 | 5 | 5 |
| PESCARE | 92 | 5 | 15 | 8 | 20 | 5 | 17 | 6 | 2 | 3 | 6 | 6 | 2 | 1 | 8 |
| PRATICA | 402 | 17 | 30 | 31 | 52 | 10 | 76 | 36 | 0 | 17 | 62 | 36 | 29 | 29 | 66 |
| QUATTRORUOTE | 1204 | 31 | 78 | 84 | 190 | 38 | 119 | 62 | 4 | 87 | 120 | 119 | 62 | 135 | 134 |
| QUATTRO ZAMPE | 243 | 16 | 18 | 28 | 41 | 8 | 31 | 26 | 4 | 18 | 37 | 31 | 30 | 39 | 43 |
| QUI TOURING | 437 | 13 | 30 | 19 | 40 | 4 | 27 | 51 | 6 | 20 | 126 | 110 | 34 | 95 | 83 |
| RAKAM | 575 | 16 | 34 | 40 | 42 | 13 | 68 | 48 | 2 | 21 | 70 | 64 | 25 | 55 | 73 |
| SALE & PEPE | 565 | 21 | 49 | 41 | 89 | 29 | 61 | 52 | 8 | 37 | 65 | 58 | 44 | 71 | 79 |
| SALVE | 309 | 17 | 23 | 18 | 31 | 18 | 64 | 42 | 6 | 9 | 58 | 64 | 26 | 60 | 64 |
| SCIENZA & VITA | 83 | 2 | 3 | 6 | 9 | 2 | 19 | 11 | 0 | 5 | 16 | 16 | 8 | 12 | 21 |
| LE SCIENZE | 172 | 3 | 13 | 12 | 34 | 0 | 19 | 32 | 3 | 11 | 24 | 32 | 20 | 31 | 48 |
| SELEZIONE READER'S DIGEST | 593 | 16 | 41 | 59 | 74 | 12 | 52 | 44 | 3 | 18 | 49 | 48 | 19 | 53 | 94 |
| SILHOUETTE DONNA | 1326 | 27 | 146 | 105 | 145 | 47 | 355 | 117 | 7 | 54 | 132 | 97 | 72 | 123 | 173 |
| SPEAK UP | 142 | 0 | 14 | 10 | 12 | 2 | 9 | 28 | 2 | 3 | 37 | 30 | 11 | 34 | 41 |
| STARBENE | 1543 | 40 | 119 | 129 | 162 | 62 | 404 | 112 | 1 | 60 | 138 | 87 | 88 | 117 | 193 |
| STARTER | 14 | 0 | 5 | 2 | 0 | 0 | 4 | 8 | 0 | 2 | 0 | 0 | 0 | 2 | 6 |
| TUTTI FOTOGRAFI | 56 | 0 | 3 | 0 | 6 | 3 | 9 | 3 | 0 | 1 | 9 | 13 | 6 | 12 | 15 |
| TUTTO | 489 | 16 | 50 | 35 | 84 | 12 | 37 | 58 | 2 | 46 | 61 | 57 | 29 | 74 | 66 |
| TUTTOMOTO | 131 | 7 | 22 | 10 | 36 | 12 | 19 | 12 | 1 | 14 | 10 | 6 | 11 | 14 | 13 |
| TUTTOTURISMO | 136 | 5 | 9 | 9 | 18 | 0 | 23 | 22 | 2 | 6 | 28 | 23 | 13 | 23 | 28 |
| VERA | 1057 | 45 | 80 | 96 | 98 | 55 | 180 | 51 | 3 | 33 | 92 | 68 | 64 | 70 | 109 |
| VIAGGIARE | 140 | 0 | 9 | 14 | 15 | 8 | 21 | 22 | 3 | 19 | 23 | 25 | 15 | 24 | 44 |
| VITALITY | 220 | 6 | 19 | 17 | 33 | 10 | 77 | 23 | 0 | 17 | 45 | 24 | 19 | 40 | 40 |
| VOGUE ITALIA | 729 | 28 | 52 | 46 | 87 | 37 | 116 | 60 | 8 | 41 | 80 | 50 | 28 | 77 | 80 |
| WEEKEND VIAGGI | 140 | 2 | 13 | 4 | 24 | 2 | 30 | 19 | 0 | 7 | 20 | 18 | 9 | 18 | 29 |
| DIANA (QUATTORDICINALE) | 53 | 2 | 2 | 1 | 5 | 4 | 7 | 5 | 0 | 6 | 9 | 4 | 3 | 8 | 8 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Auto-mobile | Bell' Europa | Bell' Italia | Benis-simo | Bimbisani & Belli | Brava Casa |
| **POPOLAZIONE** | **25670** | **189** | **376** | **451** | **72** | **140** | **418** | **156** | **155** | **373** | **209** | **326** | **407** | **925** | **803** |
| AMICA | **1044** | 11 | 65 | 58 | 12 | 11 | 64 | 20 | 15 | 33 | 21 | 26 | 51 | 67 | 89 |
| ANNA | **1178** | 12 | 53 | 60 | 10 | 11 | 66 | 18 | 21 | 30 | 21 | 40 | 44 | 67 | 90 |
| AUTO OGGI | **140** | 0 | 4 | 2 | 0 | 0 | 0 | 0 | 31 | 13 | 4 | 3 | 3 | 19 | 13 |
| AUTOSPRINT | **119** | 2 | 3 | 11 | 0 | 3 | 3 | 0 | 4 | 13 | 8 | 1 | 7 | 9 | 7 |
| BELLA | **635** | 8 | 23 | 21 | 6 | 0 | 29 | 3 | 7 | 23 | 12 | 16 | 57 | 55 | 41 |
| CHI | **1209** | 15 | 35 | 56 | 6 | 1 | 45 | 17 | 14 | 27 | 19 | 22 | 53 | 76 | 79 |
| CONFIDENZE | **872** | 1 | 9 | 23 | 5 | 1 | 23 | 9 | 5 | 18 | 9 | 17 | 47 | 73 | 29 |
| DOMENICA QUIZ | **189** | 2 | 5 | 4 | 2 | 2 | 8 | 3 | 0 | 0 | 7 | 4 | 12 | 13 | 9 |
| DONNA MODERNA | **3220** | 53 | 98 | 127 | 19 | 26 | 126 | 54 | 36 | 84 | 59 | 89 | 146 | 235 | 227 |
| L'ESPRESSO | **771** | 43 | 55 | 55 | 16 | 24 | 26 | 19 | 17 | 12 | 20 | 42 | 25 | 44 | 55 |
| EVA EXPRESS TREMILA | **419** | 5 | 7 | 11 | 4 | 0 | 33 | 9 | 9 | 10 | 2 | 1 | 13 | 33 | 20 |
| FAMIGLIA CRISTIANA | **3054** | 43 | 45 | 85 | 9 | 26 | 39 | 20 | 8 | 81 | 51 | 64 | 77 | 129 | 153 |
| FILM TV | **140** | 5 | 4 | 5 | 2 | 3 | 2 | 6 | 6 | 9 | 3 | 8 | 5 | 10 | 4 |
| GENTE | **2747** | 27 | 55 | 71 | 8 | 17 | 76 | 44 | 11 | 58 | 44 | 64 | 94 | 156 | 146 |
| GIOIA | **1223** | 17 | 48 | 39 | 7 | 13 | 54 | 34 | 20 | 16 | 24 | 25 | 54 | 98 | 84 |
| IL GIORNALINO | **211** | 2 | 12 | 10 | 0 | 4 | 9 | 5 | 1 | 4 | 4 | 3 | 0 | 7 | 18 |
| GRAND HOTEL | **835** | 4 | 4 | 22 | 2 | 1 | 25 | 6 | 3 | 22 | 12 | 9 | 27 | 57 | 37 |
| GRAZIA | **1510** | 34 | 79 | 72 | 13 | 13 | 71 | 29 | 26 | 43 | 36 | 29 | 63 | 101 | 114 |
| GUERIN SPORTIVO | **41** | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 2 | 2 |
| GUIDA TV | **870** | 13 | 21 | 28 | 4 | 11 | 34 | 8 | 12 | 12 | 6 | 11 | 14 | 70 | 42 |
| INTIMITA' | **1001** | 2 | 6 | 21 | 1 | 6 | 28 | 13 | 15 | 29 | 12 | 13 | 42 | 73 | 48 |
| MAGAZINE BEAUTIFUL | **288** | 0 | 3 | 12 | 0 | 0 | 16 | 1 | 0 | 6 | 3 | 8 | 3 | 11 | 23 |
| IL MONDO | **35** | 0 | 3 | 2 | 3 | 0 | 2 | 0 | 0 | 0 | 2 | 5 | 0 | 3 | 9 |
| MOTOSPRINT | **91** | 2 | 0 | 2 | 0 | 0 | 2 | 0 | 3 | 10 | 2 | 2 | 3 | 8 | 6 |
| NOVELLA 2000 | **865** | 9 | 19 | 25 | 9 | 3 | 47 | 14 | 23 | 27 | 8 | 14 | 35 | 78 | 57 |
| OGGI | **2717** | 36 | 56 | 103 | 11 | 27 | 71 | 24 | 18 | 71 | 33 | 64 | 81 | 133 | 147 |
| PANORAMA | **1381** | 36 | 90 | 86 | 21 | 24 | 42 | 23 | 32 | 38 | 43 | 48 | 47 | 92 | 89 |
| SORRISI E CANZONI TV | **4639** | 36 | 59 | 100 | 12 | 19 | 149 | 48 | 49 | 111 | 47 | 66 | 134 | 303 | 196 |
| STOP | **545** | 9 | 11 | 2 | 3 | 0 | 21 | 8 | 4 | 11 | 4 | 5 | 20 | 23 | 21 |
| TELEPIU' | **1136** | 17 | 24 | 24 | 7 | 2 | 41 | 12 | 13 | 33 | 6 | 8 | 45 | 80 | 51 |
| TELESETTE | **1193** | 6 | 13 | 27 | 3 | 8 | 39 | 20 | 27 | 34 | 9 | 9 | 40 | 97 | 63 |
| TOPOLINO | **1312** | 24 | 57 | 66 | 18 | 15 | 45 | 13 | 23 | 49 | 30 | 38 | 49 | 126 | 105 |
| VISTO | **468** | 9 | 5 | 15 | 2 | 1 | 17 | 4 | 16 | 11 | 5 | 10 | 20 | 43 | 32 |
| VIVERSANI & BELLI | **1406** | 22 | 32 | 61 | 5 | 8 | 50 | 15 | 14 | 31 | 16 | 23 | 77 | 195 | 110 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 36 | 62 | 67 | 15 | 38 | 32 | 9 | 11 | 28 | 38 | 49 | 27 | 50 | 50 |
| DIARIO DELLA SETTIMANA | **68** | 1 | 0 | 5 | 5 | 2 | 2 | 0 | 0 | 2 | 0 | 3 | 4 | 2 | 6 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 7 | 15 | 15 | 3 | 3 | 23 | 13 | 24 | 18 | 6 | 3 | 18 | 46 | 31 |
| IO DONNA | **1368** | 40 | 63 | 90 | 23 | 35 | 39 | 26 | 18 | 44 | 61 | 77 | 42 | 81 | 89 |
| SETTE | **1181** | 35 | 52 | 93 | 21 | 30 | 34 | 15 | 14 | 49 | 49 | 71 | 35 | 65 | 84 |
| SPECCHIO DELLA STAMPA | **650** | 18 | 16 | 59 | 13 | 17 | 31 | 10 | 13 | 23 | 23 | 41 | 21 | 39 | 52 |
| TV SETTE | **1364** | 39 | 44 | 84 | 20 | 28 | 41 | 22 | 15 | 61 | 45 | 72 | 34 | 84 | 80 |
| IL VENERDI' | **1763** | 52 | 85 | 119 | 23 | 53 | 60 | 11 | 34 | 55 | 64 | 82 | 48 | 108 | 117 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

## MENSILI

| MENSILI | Totale | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Automobile | Bell'Europa | Bell'Italia | Benissimo | Bimbisani & Belli | Brava Casa |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **25670** | **189** | **376** | **451** | **72** | **140** | **418** | **156** | **155** | **373** | **209** | **326** | **407** | **925** | **803** |
| ABITARE | 189 | 189 | 45 | 11 | 2 | 7 | 12 | 10 | 2 | 4 | 14 | 16 | 7 | 15 | 52 |
| AD | 376 | 45 | 376 | 35 | 9 | 20 | 16 | 16 | 6 | 18 | 24 | 36 | 20 | 27 | 71 |
| AIRONE | 451 | 11 | 35 | 451 | 7 | 28 | 30 | 3 | 12 | 29 | 46 | 65 | 22 | 34 | 35 |
| AMADEUS | 72 | 2 | 9 | 7 | 72 | 2 | 4 | 0 | 1 | 7 | 3 | 14 | 6 | 7 | 9 |
| ARCHEO | 140 | 7 | 20 | 28 | 2 | 140 | 4 | 4 | 0 | 5 | 19 | 15 | 5 | 6 | 8 |
| ASTRA | 418 | 12 | 16 | 30 | 4 | 4 | 418 | 14 | 4 | 4 | 5 | 13 | 21 | 45 | 38 |
| A TAVOLA | 156 | 10 | 16 | 3 | 0 | 4 | 14 | 156 | 12 | 3 | 7 | 7 | 11 | 23 | 31 |
| AUTO | 155 | 2 | 6 | 12 | 1 | 0 | 4 | 12 | 155 | 41 | 3 | 5 | 7 | 33 | 14 |
| L'AUTOMOBILE | 373 | 4 | 18 | 29 | 7 | 5 | 4 | 3 | 41 | 373 | 10 | 21 | 6 | 33 | 26 |
| BELL'EUROPA | 209 | 14 | 24 | 46 | 3 | 19 | 5 | 7 | 3 | 10 | 209 | 116 | 2 | 10 | 18 |
| BELL'ITALIA | 326 | 16 | 36 | 65 | 14 | 15 | 13 | 7 | 5 | 21 | 116 | 326 | 14 | 24 | 49 |
| BENISSIMO | 407 | 7 | 20 | 22 | 6 | 5 | 21 | 11 | 7 | 6 | 2 | 14 | 407 | 61 | 33 |
| BIMBI SANI E BELLI | 925 | 15 | 27 | 34 | 7 | 6 | 45 | 23 | 33 | 33 | 10 | 24 | 61 | 925 | 108 |
| BRAVA CASA | 803 | 52 | 71 | 35 | 9 | 8 | 38 | 31 | 14 | 26 | 18 | 49 | 33 | 108 | 803 |
| BUONA CUCINA | 488 | 6 | 12 | 16 | 2 | 5 | 16 | 48 | 17 | 18 | 12 | 21 | 37 | 55 | 72 |
| BURDA | 1176 | 6 | 19 | 40 | 9 | 7 | 39 | 8 | 16 | 35 | 24 | 39 | 71 | 129 | 62 |
| CAPITAL | 145 | 4 | 20 | 23 | 5 | 2 | 20 | 2 | 6 | 7 | 1 | 14 | 14 | 24 | 20 |
| CARNET | 123 | 3 | 14 | 7 | 8 | 3 | 6 | 1 | 0 | 8 | 12 | 9 | 1 | 3 | 9 |
| CASAVIVA | 1236 | 46 | 91 | 51 | 12 | 16 | 28 | 32 | 21 | 42 | 31 | 46 | 72 | 105 | 336 |
| CENTO COSE ENERGY | 610 | 10 | 36 | 37 | 9 | 8 | 38 | 11 | 28 | 19 | 16 | 22 | 48 | 65 | 66 |
| CIAK | 393 | 4 | 13 | 33 | 6 | 20 | 38 | 5 | 11 | 20 | 21 | 29 | 11 | 24 | 19 |
| CIPRIA | 369 | 6 | 30 | 14 | 6 | 8 | 24 | 0 | 4 | 9 | 7 | 19 | 14 | 24 | 40 |
| CLASS | 89 | 9 | 14 | 7 | 6 | 1 | 3 | 0 | 1 | 3 | 3 | 8 | 8 | 8 | 12 |
| CLUB 3 | 139 | 2 | 2 | 3 | 0 | 0 | 4 | 3 | 0 | 4 | 8 | 0 | 2 | 8 | 5 |
| COME STAI | 267 | 1 | 3 | 10 | 5 | 3 | 8 | 8 | 3 | 2 | 8 | 12 | 15 | 53 | 24 |
| CONSIGLI PRATICI | 257 | 2 | 3 | 12 | 3 | 5 | 9 | 14 | 5 | 8 | 7 | 9 | 36 | 41 | 20 |
| COSE DI CASA | 1372 | 42 | 64 | 42 | 3 | 8 | 42 | 24 | 28 | 39 | 27 | 38 | 78 | 146 | 262 |
| LA CUCINA ITALIANA | 698 | 14 | 38 | 22 | 9 | 7 | 20 | 44 | 12 | 11 | 12 | 30 | 40 | 81 | 78 |
| CUCINA MODERNA | 805 | 13 | 25 | 31 | 5 | 4 | 31 | 30 | 11 | 17 | 19 | 27 | 47 | 91 | 84 |
| DONNA | 820 | 14 | 19 | 33 | 6 | 4 | 51 | 19 | 26 | 22 | 15 | 23 | 34 | 80 | 65 |
| DONNA E MAMMA | 383 | 9 | 12 | 8 | 4 | 3 | 15 | 17 | 14 | 4 | 3 | 9 | 24 | 178 | 36 |
| DOVE | 248 | 12 | 20 | 34 | 10 | 10 | 13 | 16 | 7 | 15 | 25 | 28 | 12 | 17 | 25 |
| ELLE | 529 | 21 | 57 | 40 | 4 | 13 | 43 | 11 | 12 | 19 | 15 | 22 | 24 | 50 | 75 |
| ELLE DECOR | 166 | 9 | 35 | 9 | 9 | 0 | 12 | 10 | 3 | 6 | 7 | 11 | 6 | 15 | 52 |
| FOCUS | 1351 | 18 | 55 | 103 | 18 | 13 | 35 | 19 | 46 | 52 | 37 | 39 | 36 | 72 | 92 |
| GARDENIA | 199 | 13 | 27 | 30 | 4 | 5 | 8 | 5 | 6 | 5 | 4 | 4 | 17 | 12 | 30 |
| GENTE MESE | 894 | 20 | 19 | 53 | 5 | 10 | 48 | 16 | 14 | 36 | 17 | 44 | 53 | 103 | 102 |
| GENTE MONEY | 82 | 1 | 3 | 12 | 6 | 5 | 12 | 0 | 0 | 4 | 5 | 7 | 3 | 16 | 14 |
| GENTE MOTORI | 238 | 6 | 7 | 12 | 4 | 2 | 16 | 1 | 29 | 28 | 2 | 9 | 9 | 24 | 16 |
| GENTE VIAGGI | 362 | 9 | 22 | 47 | 8 | 12 | 25 | 4 | 7 | 20 | 28 | 42 | 21 | 34 | 61 |
| GLAMOUR | 362 | 9 | 17 | 22 | 4 | 4 | 32 | 1 | 13 | 12 | 3 | 15 | 10 | 33 | 27 |
| GULLIVER | 137 | 6 | 8 | 30 | 8 | 12 | 9 | 2 | 0 | 0 | 16 | 19 | 7 | 15 | 14 |
| IN CASA | 147 | 7 | 16 | 11 | 5 | 0 | 13 | 4 | 6 | 10 | 4 | 9 | 17 | 25 | 44 |
| INSIEME | 355 | 8 | 9 | 9 | 2 | 2 | 12 | 16 | 9 | 17 | 9 | 5 | 34 | 117 | 41 |
| IO E IL MIO BAMBINO | 771 | 13 | 14 | 22 | 3 | 13 | 28 | 13 | 15 | 19 | 9 | 20 | 44 | 334 | 68 |
| JESUS | 119 | 0 | 2 | 8 | 2 | 0 | 6 | 0 | 0 | 2 | 11 | 8 | 6 | 3 | 5 |
| MADRE | 159 | 4 | 9 | 10 | 0 | 0 | 6 | 5 | 5 | 4 | 2 | 14 | 5 | 15 | 16 |
| MARIE CLAIRE | 870 | 24 | 56 | 67 | 10 | 5 | 61 | 23 | 29 | 40 | 28 | 29 | 54 | 98 | 98 |
| MAX | 582 | 18 | 16 | 34 | 5 | 13 | 35 | 3 | 16 | 32 | 17 | 17 | 17 | 43 | 30 |
| MERIDIANI | 107 | 11 | 11 | 18 | 3 | 4 | 5 | 2 | 0 | 4 | 22 | 20 | 4 | 4 | 19 |
| MESSAGGERO DI S.ANTONIO | 1135 | 3 | 11 | 28 | 4 | 6 | 18 | 9 | 5 | 26 | 11 | 23 | 32 | 40 | 21 |
| LA MIA BOUTIQUE | 433 | 6 | 15 | 12 | 9 | 5 | 16 | 8 | 11 | 12 | 2 | 12 | 43 | 35 | 18 |
| LA MIA CASA | 269 | 8 | 21 | 18 | 2 | 0 | 16 | 15 | 10 | 18 | 14 | 14 | 18 | 43 | 50 |
| MILLIONAIRE INTRAPRENDERE | 219 | 5 | 17 | 13 | 2 | 5 | 17 | 2 | 7 | 4 | 2 | 11 | 6 | 30 | 25 |
| NAUTICA | 57 | 1 | 4 | 7 | 0 | 0 | 3 | 3 | 4 | 2 | 0 | 0 | 1 | 1 | 5 |
| PESCARE | 92 | 8 | 9 | 14 | 0 | 2 | 2 | 0 | 6 | 6 | 0 | 0 | 8 | 13 | 8 |
| PRATICA | 402 | 12 | 24 | 25 | 5 | 4 | 26 | 7 | 4 | 15 | 10 | 17 | 55 | 41 | 39 |
| QUATTRORUOTE | 1204 | 13 | 37 | 52 | 11 | 15 | 37 | 11 | 79 | 92 | 22 | 25 | 48 | 103 | 91 |
| QUATTRO ZAMPE | 243 | 6 | 8 | 15 | 5 | 0 | 19 | 1 | 6 | 3 | 6 | 13 | 14 | 26 | 13 |
| QUI TOURING | 437 | 14 | 26 | 41 | 12 | 12 | 6 | 7 | 7 | 37 | 39 | 63 | 12 | 9 | 32 |
| RAKAM | 575 | 27 | 38 | 34 | 5 | 8 | 17 | 14 | 4 | 9 | 14 | 24 | 69 | 49 | 58 |
| SALE & PEPE | 565 | 10 | 33 | 28 | 2 | 3 | 15 | 26 | 18 | 21 | 18 | 28 | 34 | 58 | 58 |
| SALVE | 309 | 12 | 12 | 26 | 6 | 0 | 30 | 7 | 6 | 5 | 1 | 16 | 24 | 35 | 30 |
| SCIENZA & VITA | 83 | 7 | 6 | 12 | 0 | 4 | 6 | 12 | 8 | 3 | 3 | 6 | 4 | 11 | 8 |
| LE SCIENZE | 172 | 2 | 8 | 24 | 1 | 9 | 5 | 7 | 3 | 11 | 2 | 12 | 7 | 7 | 7 |
| SELEZIONE READER'S DIGEST | 593 | 11 | 18 | 30 | 7 | 5 | 22 | 7 | 15 | 20 | 14 | 15 | 29 | 43 | 37 |
| SILHOUETTE DONNA | 1326 | 12 | 22 | 62 | 12 | 14 | 88 | 21 | 20 | 31 | 9 | 24 | 86 | 145 | 96 |
| SPEAK UP | 142 | 6 | 17 | 20 | 2 | 14 | 2 | 1 | 0 | 9 | 12 | 12 | 15 | 15 | 8 |
| STARBENE | 1543 | 24 | 49 | 79 | 9 | 10 | 76 | 48 | 30 | 31 | 25 | 40 | 86 | 169 | 134 |
| STARTER | 14 | 0 | 2 | 2 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 |
| TUTTI FOTOGRAFI | 56 | 6 | 3 | 8 | 5 | 0 | 4 | 0 | 1 | 0 | 4 | 10 | 0 | 7 | 11 |
| TUTTO | 489 | 9 | 14 | 28 | 5 | 3 | 38 | 6 | 10 | 16 | 12 | 18 | 9 | 24 | 27 |
| TUTTOMOTO | 131 | 4 | 0 | 11 | 1 | 0 | 1 | 0 | 20 | 14 | 1 | 0 | 13 | 15 | 14 |
| TUTTOTURISMO | 136 | 5 | 7 | 13 | 0 | 0 | 8 | 3 | 2 | 16 | 15 | 30 | 9 | 19 | 21 |
| VERA | 1057 | 19 | 23 | 33 | 10 | 4 | 55 | 23 | 18 | 27 | 4 | 18 | 89 | 100 | 102 |
| VIAGGIARE | 140 | 1 | 11 | 25 | 11 | 2 | 8 | 4 | 5 | 7 | 11 | 21 | 15 | 20 | 13 |
| VITALITY | 220 | 4 | 16 | 16 | 7 | 0 | 22 | 5 | 6 | 12 | 5 | 10 | 14 | 33 | 33 |
| VOGUE ITALIA | 729 | 19 | 46 | 39 | 11 | 5 | 43 | 15 | 32 | 28 | 12 | 15 | 34 | 83 | 61 |
| WEEKEND VIAGGI | 140 | 4 | 22 | 23 | 7 | 5 | 9 | 5 | 9 | 10 | 11 | 35 | 14 | 21 | 19 |
| DIANA (QUATTORDICINALE) | 53 | 3 | 0 | 3 | 0 | 0 | 3 | 0 | 0 | 0 | 3 | 3 | 5 | 6 | 4 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **25670** | **488** | **1176** | **145** | **123** | **1236** | **610** | **393** | **369** | **89** | **139** | **267** | **257** | **1372** | **698** |
| AMICA | **1044** | 66 | 101 | 22 | 14 | 160 | 87 | 39 | 43 | 7 | 14 | 20 | 14 | 98 | 57 |
| ANNA | **1178** | 54 | 71 | 29 | 6 | 122 | 117 | 44 | 54 | 10 | 9 | 33 | 18 | 119 | 68 |
| AUTO OGGI | **140** | 8 | 18 | 4 | 0 | 14 | 23 | 8 | 9 | 2 | 0 | 9 | 0 | 25 | 5 |
| AUTOSPRINT | **119** | 2 | 21 | 2 | 3 | 6 | 6 | 12 | 10 | 0 | 0 | 0 | 0 | 2 | 3 |
| BELLA | **635** | 67 | 50 | 10 | 0 | 53 | 55 | 23 | 20 | 7 | 7 | 30 | 29 | 98 | 59 |
| CHI | **1209** | 60 | 96 | 18 | 4 | 93 | 90 | 37 | 39 | 16 | 4 | 31 | 36 | 113 | 71 |
| CONFIDENZE | **872** | 45 | 79 | 10 | 3 | 69 | 47 | 19 | 21 | 9 | 2 | 24 | 47 | 75 | 34 |
| DOMENICA QUIZ | **189** | 15 | 18 | 0 | 2 | 24 | 16 | 8 | 7 | 4 | 0 | 8 | 5 | 16 | 11 |
| DONNA MODERNA | **3220** | 139 | 256 | 36 | 21 | 387 | 248 | 100 | 126 | 26 | 31 | 97 | 86 | 451 | 151 |
| L'ESPRESSO | **771** | 32 | 38 | 34 | 19 | 95 | 45 | 33 | 22 | 20 | 6 | 25 | 19 | 82 | 31 |
| EVA EXPRESS TREMILA | **419** | 11 | 28 | 4 | 3 | 41 | 36 | 19 | 10 | 2 | 0 | 8 | 6 | 48 | 23 |
| FAMIGLIA CRISTIANA | **3054** | 103 | 195 | 22 | 17 | 183 | 64 | 59 | 63 | 12 | 77 | 44 | 51 | 188 | 120 |
| FILM TV | **140** | 10 | 6 | 2 | 8 | 9 | 2 | 22 | 0 | 0 | 0 | 0 | 3 | 17 | 10 |
| GENTE | **2747** | 100 | 183 | 23 | 14 | 226 | 119 | 62 | 66 | 17 | 31 | 63 | 55 | 226 | 111 |
| GIOIA | **1223** | 65 | 77 | 20 | 6 | 124 | 89 | 36 | 51 | 5 | 14 | 14 | 21 | 126 | 60 |
| IL GIORNALINO | **211** | 2 | 23 | 4 | 0 | 22 | 8 | 5 | 7 | 2 | 3 | 4 | 7 | 20 | 10 |
| GRAND HOTEL | **835** | 48 | 91 | 5 | 1 | 45 | 37 | 17 | 10 | 1 | 2 | 20 | 26 | 70 | 44 |
| GRAZIA | **1510** | 84 | 134 | 27 | 19 | 197 | 144 | 72 | 81 | 13 | 15 | 32 | 21 | 172 | 93 |
| GUERIN SPORTIVO | **41** | 0 | 1 | 2 | 0 | 1 | 4 | 6 | 0 | 0 | 0 | 2 | 1 | 8 | 1 |
| GUIDA TV | **870** | 40 | 54 | 3 | 2 | 63 | 23 | 21 | 24 | 4 | 8 | 12 | 22 | 64 | 42 |
| INTIMITA' | **1001** | 46 | 71 | 6 | 6 | 68 | 36 | 22 | 17 | 3 | 4 | 11 | 54 | 69 | 54 |
| MAGAZINE BEAUTIFUL | **288** | 5 | 18 | 2 | 0 | 14 | 22 | 34 | 3 | 0 | 0 | 18 | 7 | 21 | 4 |
| IL MONDO | **35** | 0 | 5 | 3 | 2 | 4 | 3 | 2 | 3 | 3 | 0 | 3 | 3 | 5 | 0 |
| MOTOSPRINT | **91** | 4 | 5 | 0 | 0 | 8 | 13 | 7 | 2 | 0 | 0 | 1 | 0 | 11 | 3 |
| NOVELLA 2000 | **865** | 48 | 73 | 18 | 3 | 74 | 59 | 27 | 8 | 7 | 4 | 12 | 18 | 95 | 56 |
| OGGI | **2717** | 112 | 179 | 32 | 17 | 233 | 132 | 81 | 57 | 18 | 27 | 58 | 55 | 221 | 120 |
| PANORAMA | **1381** | 45 | 77 | 44 | 24 | 161 | 90 | 54 | 75 | 32 | 16 | 27 | 23 | 127 | 62 |
| SORRISI E CANZONI TV | **4639** | 149 | 342 | 28 | 30 | 289 | 246 | 204 | 100 | 20 | 16 | 59 | 57 | 399 | 177 |
| STOP | **545** | 34 | 29 | 5 | 3 | 37 | 22 | 9 | 10 | 0 | 0 | 10 | 27 | 46 | 31 |
| TELEPIU' | **1136** | 47 | 79 | 14 | 8 | 78 | 52 | 37 | 35 | 1 | 11 | 15 | 22 | 92 | 40 |
| TELESETTE | **1193** | 56 | 92 | 11 | 4 | 87 | 46 | 27 | 25 | 1 | 9 | 22 | 28 | 117 | 54 |
| TOPOLINO | **1312** | 45 | 107 | 16 | 18 | 147 | 71 | 70 | 28 | 14 | 12 | 28 | 39 | 133 | 80 |
| VISTO | **468** | 26 | 39 | 10 | 2 | 26 | 32 | 16 | 9 | 4 | 2 | 9 | 20 | 39 | 25 |
| VIVERSANI & BELLI | **1406** | 67 | 155 | 28 | 4 | 141 | 112 | 31 | 59 | 12 | 8 | 85 | 28 | 186 | 65 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 23 | 56 | 15 | 22 | 84 | 65 | 57 | 47 | 14 | 13 | 22 | 2 | 102 | 77 |
| DIARIO DELLA SETTIMANA | **68** | 1 | 4 | 0 | 9 | 11 | 4 | 7 | 8 | 0 | 0 | 0 | 0 | 6 | 8 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 25 | 27 | 7 | 3 | 32 | 48 | 34 | 20 | 3 | 2 | 7 | 16 | 56 | 40 |
| IO DONNA | **1368** | 33 | 73 | 24 | 35 | 158 | 93 | 62 | 68 | 19 | 31 | 13 | 19 | 160 | 82 |
| SETTE | **1181** | 30 | 48 | 24 | 34 | 118 | 52 | 49 | 48 | 13 | 32 | 18 | 17 | 127 | 74 |
| SPECCHIO DELLA STAMPA | **650** | 29 | 64 | 21 | 14 | 66 | 48 | 27 | 27 | 9 | 2 | 17 | 15 | 84 | 39 |
| TV SETTE | **1364** | 35 | 56 | 26 | 26 | 112 | 54 | 54 | 43 | 12 | 21 | 16 | 12 | 148 | 79 |
| IL VENERDI' | **1763** | 46 | 98 | 39 | 31 | 162 | 92 | 77 | 78 | 26 | 25 | 37 | 33 | 179 | 93 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **25670** | **488** | **1176** | **145** | **123** | **1236** | **610** | **393** | **369** | **89** | **139** | **267** | **257** | **1372** | **698** |
| ABITARE | 189 | 6 | 6 | 4 | 3 | 46 | 10 | 4 | 6 | 9 | 2 | 1 | 2 | 42 | 14 |
| AD | 376 | 12 | 19 | 20 | 14 | 91 | 36 | 13 | 30 | 14 | 2 | 3 | 3 | 64 | 38 |
| AIRONE | 451 | 16 | 40 | 23 | 7 | 51 | 37 | 33 | 14 | 7 | 3 | 10 | 12 | 42 | 22 |
| AMADEUS | 72 | 2 | 9 | 5 | 8 | 12 | 9 | 6 | 6 | 6 | 0 | 5 | 3 | 3 | 9 |
| ARCHEO | 140 | 5 | 7 | 2 | 3 | 16 | 8 | 20 | 8 | 1 | 0 | 3 | 5 | 8 | 7 |
| ASTRA | 418 | 16 | 39 | 20 | 6 | 28 | 38 | 38 | 24 | 3 | 4 | 8 | 9 | 42 | 20 |
| A TAVOLA | 156 | 48 | 8 | 2 | 1 | 32 | 11 | 5 | 0 | 0 | 3 | 8 | 14 | 24 | 44 |
| AUTO | 155 | 17 | 16 | 6 | 0 | 21 | 28 | 11 | 4 | 1 | 0 | 3 | 5 | 28 | 12 |
| L'AUTOMOBILE | 373 | 18 | 35 | 7 | 8 | 42 | 19 | 20 | 9 | 3 | 4 | 2 | 8 | 39 | 11 |
| BELL'EUROPA | 209 | 12 | 24 | 1 | 12 | 31 | 16 | 21 | 7 | 3 | 8 | 8 | 7 | 27 | 12 |
| BELL'ITALIA | 326 | 21 | 39 | 14 | 9 | 46 | 22 | 29 | 19 | 8 | 0 | 12 | 9 | 38 | 30 |
| BENISSIMO | 407 | 37 | 71 | 14 | 1 | 72 | 48 | 11 | 14 | 8 | 2 | 15 | 36 | 78 | 40 |
| BIMBI SANI E BELLI | 925 | 55 | 129 | 24 | 3 | 105 | 65 | 24 | 24 | 8 | 8 | 53 | 41 | 146 | 81 |
| BRAVA CASA | 803 | 72 | 62 | 20 | 9 | 336 | 66 | 19 | 40 | 12 | 5 | 24 | 20 | 262 | 78 |
| BUONA CUCINA | 488 | 488 | 67 | 10 | 4 | 73 | 34 | 19 | 6 | 4 | 6 | 10 | 35 | 83 | 97 |
| BURDA | 1176 | 67 | 1176 | 12 | 15 | 117 | 77 | 36 | 36 | 9 | 8 | 37 | 48 | 161 | 66 |
| CAPITAL | 145 | 10 | 12 | 145 | 3 | 31 | 14 | 8 | 10 | 13 | 9 | 5 | 8 | 21 | 11 |
| CARNET | 123 | 4 | 15 | 3 | 123 | 15 | 5 | 13 | 4 | 2 | 0 | 1 | 3 | 16 | 10 |
| CASAVIVA | 1236 | 73 | 117 | 31 | 15 | 1236 | 88 | 29 | 43 | 10 | 11 | 19 | 38 | 341 | 117 |
| CENTO COSE ENERGY | 610 | 34 | 77 | 14 | 5 | 88 | 610 | 56 | 50 | 17 | 1 | 45 | 25 | 91 | 33 |
| CIAK | 393 | 19 | 36 | 8 | 13 | 29 | 56 | 393 | 10 | 1 | 7 | 19 | 14 | 47 | 31 |
| CIPRIA | 369 | 6 | 36 | 10 | 4 | 43 | 50 | 10 | 369 | 12 | 1 | 32 | 16 | 66 | 24 |
| CLASS | 89 | 4 | 9 | 13 | 2 | 10 | 17 | 1 | 12 | 89 | 2 | 11 | 7 | 15 | 2 |
| CLUB 3 | 139 | 6 | 8 | 9 | 0 | 11 | 1 | 7 | 1 | 2 | 139 | 6 | 4 | 9 | 9 |
| COME STAI | 267 | 10 | 37 | 5 | 1 | 19 | 45 | 19 | 32 | 11 | 6 | 267 | 22 | 55 | 20 |
| CONSIGLI PRATICI | 257 | 35 | 48 | 8 | 3 | 38 | 25 | 14 | 16 | 7 | 4 | 22 | 257 | 45 | 30 |
| COSE DI CASA | 1372 | 83 | 161 | 21 | 16 | 341 | 91 | 47 | 66 | 15 | 9 | 55 | 45 | 1372 | 101 |
| LA CUCINA ITALIANA | 698 | 97 | 66 | 11 | 10 | 117 | 33 | 31 | 24 | 2 | 9 | 20 | 30 | 101 | 698 |
| CUCINA MODERNA | 805 | 118 | 65 | 16 | 7 | 119 | 60 | 48 | 27 | 6 | 6 | 37 | 49 | 170 | 152 |
| DONNA | 820 | 50 | 87 | 9 | 1 | 96 | 61 | 46 | 31 | 2 | 7 | 22 | 15 | 103 | 65 |
| DONNA E MAMMA | 383 | 28 | 43 | 2 | 0 | 39 | 35 | 7 | 8 | 6 | 2 | 14 | 17 | 64 | 32 |
| DOVE | 248 | 8 | 19 | 13 | 21 | 43 | 28 | 12 | 17 | 11 | 7 | 8 | 4 | 32 | 14 |
| ELLE | 529 | 15 | 77 | 20 | 12 | 84 | 102 | 28 | 52 | 13 | 2 | 21 | 13 | 49 | 46 |
| ELLE DECOR | 166 | 7 | 22 | 5 | 9 | 57 | 24 | 5 | 10 | 11 | 4 | 6 | 13 | 23 | 19 |
| FOCUS | 1351 | 43 | 121 | 26 | 28 | 117 | 129 | 76 | 51 | 14 | 4 | 61 | 33 | 143 | 66 |
| GARDENIA | 199 | 8 | 26 | 5 | 3 | 20 | 13 | 7 | 5 | 3 | 5 | 9 | 1 | 34 | 20 |
| GENTE MESE | 894 | 58 | 118 | 12 | 3 | 133 | 62 | 61 | 40 | 14 | 19 | 34 | 36 | 107 | 77 |
| GENTE MONEY | 82 | 0 | 16 | 22 | 4 | 14 | 10 | 3 | 11 | 14 | 0 | 4 | 9 | 8 | 3 |
| GENTE MOTORI | 238 | 15 | 33 | 16 | 2 | 33 | 35 | 13 | 12 | 15 | 0 | 6 | 6 | 34 | 12 |
| GENTE VIAGGI | 362 | 27 | 19 | 20 | 9 | 54 | 46 | 28 | 19 | 7 | 6 | 5 | 12 | 47 | 31 |
| GLAMOUR | 362 | 13 | 36 | 10 | 4 | 41 | 74 | 23 | 25 | 6 | 0 | 11 | 9 | 33 | 25 |
| GULLIVER | 137 | 4 | 8 | 8 | 5 | 18 | 20 | 9 | 11 | 7 | 1 | 4 | 7 | 12 | 6 |
| IN CASA | 147 | 7 | 36 | 5 | 0 | 43 | 15 | 10 | 6 | 3 | 2 | 8 | 3 | 46 | 16 |
| INSIEME | 355 | 27 | 46 | 7 | 2 | 43 | 17 | 18 | 7 | 6 | 1 | 11 | 29 | 67 | 30 |
| IO E IL MIO BAMBINO | 771 | 43 | 77 | 12 | 1 | 70 | 46 | 14 | 20 | 7 | 3 | 34 | 27 | 104 | 51 |
| JESUS | 119 | 7 | 14 | 0 | 3 | 7 | 1 | 7 | 6 | 0 | 4 | 6 | 5 | 8 | 8 |
| MADRE | 159 | 12 | 7 | 3 | 0 | 16 | 3 | 4 | 8 | 0 | 7 | 7 | 4 | 22 | 8 |
| MARIE CLAIRE | 870 | 40 | 101 | 18 | 11 | 143 | 139 | 45 | 48 | 16 | 6 | 41 | 17 | 117 | 54 |
| MAX | 582 | 18 | 48 | 11 | 9 | 59 | 64 | 58 | 44 | 5 | 2 | 20 | 15 | 67 | 25 |
| MERIDIANI | 107 | 0 | 9 | 2 | 5 | 15 | 10 | 10 | 4 | 4 | 3 | 1 | 0 | 14 | 3 |
| MESSAGGERO DI S.ANTONIO | 1135 | 39 | 100 | 6 | 4 | 64 | 26 | 15 | 18 | 1 | 23 | 23 | 28 | 68 | 41 |
| LA MIA BOUTIQUE | 433 | 22 | 216 | 6 | 0 | 51 | 34 | 25 | 14 | 0 | 11 | 18 | 12 | 65 | 11 |
| LA MIA CASA | 269 | 25 | 41 | 6 | 2 | 85 | 23 | 15 | 10 | 0 | 4 | 12 | 0 | 82 | 23 |
| MILLIONAIRE INTRAPRENDERE | 219 | 14 | 31 | 12 | 4 | 25 | 36 | 9 | 18 | 4 | 0 | 5 | 0 | 32 | 15 |
| NAUTICA | 57 | 0 | 3 | 1 | 1 | 17 | 1 | 0 | 2 | 2 | 2 | 1 | 0 | 6 | 2 |
| PESCARE | 92 | 15 | 7 | 5 | 3 | 12 | 7 | 3 | 3 | 0 | 0 | 4 | 0 | 5 | 5 |
| PRATICA | 402 | 42 | 44 | 10 | 5 | 56 | 54 | 12 | 36 | 7 | 4 | 22 | 44 | 101 | 29 |
| QUATTRORUOTE | 1204 | 52 | 110 | 36 | 14 | 121 | 93 | 49 | 49 | 17 | 17 | 33 | 35 | 126 | 44 |
| QUATTRO ZAMPE | 243 | 24 | 22 | 4 | 0 | 21 | 27 | 16 | 10 | 3 | 2 | 17 | 11 | 42 | 27 |
| QUI TOURING | 437 | 3 | 24 | 14 | 16 | 62 | 33 | 11 | 17 | 10 | 11 | 10 | 14 | 47 | 34 |
| RAKAM | 575 | 25 | 144 | 15 | 2 | 71 | 32 | 11 | 31 | 9 | 7 | 15 | 25 | 69 | 43 |
| SALE & PEPE | 565 | 97 | 60 | 12 | 11 | 109 | 40 | 32 | 26 | 9 | 3 | 18 | 19 | 92 | 122 |
| SALVE | 309 | 14 | 25 | 6 | 9 | 61 | 23 | 4 | 25 | 9 | 4 | 37 | 15 | 56 | 31 |
| SCIENZA & VITA | 83 | 16 | 18 | 3 | 3 | 9 | 4 | 3 | 0 | 3 | 3 | 6 | 2 | 8 | 5 |
| LE SCIENZE | 172 | 9 | 6 | 4 | 5 | 18 | 13 | 23 | 10 | 1 | 7 | 3 | 0 | 20 | 16 |
| SELEZIONE READER'S DIGEST | 593 | 35 | 50 | 16 | 5 | 54 | 37 | 17 | 24 | 6 | 9 | 23 | 33 | 56 | 37 |
| SILHOUETTE DONNA | 1326 | 46 | 158 | 12 | 10 | 141 | 198 | 71 | 96 | 17 | 1 | 94 | 37 | 200 | 51 |
| SPEAK UP | 142 | 3 | 17 | 6 | 8 | 13 | 31 | 18 | 11 | 3 | 0 | 2 | 0 | 22 | 3 |
| STARBENE | 1543 | 77 | 131 | 30 | 10 | 199 | 162 | 68 | 79 | 12 | 13 | 116 | 41 | 218 | 108 |
| STARTER | 14 | 0 | 3 | 2 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| TUTTI FOTOGRAFI | 56 | 2 | 11 | 3 | 0 | 6 | 4 | 3 | 3 | 3 | 0 | 3 | 3 | 5 | 1 |
| TUTTO | 489 | 19 | 37 | 7 | 9 | 27 | 78 | 114 | 11 | 4 | 0 | 13 | 11 | 51 | 18 |
| TUTTOMOTO | 131 | 12 | 20 | 0 | 0 | 21 | 23 | 11 | 4 | 3 | 0 | 3 | 11 | 27 | 5 |
| TUTTOTURISMO | 136 | 13 | 17 | 12 | 8 | 21 | 20 | 10 | 6 | 1 | 4 | 6 | 2 | 29 | 13 |
| VERA | 1057 | 71 | 103 | 17 | 9 | 139 | 145 | 42 | 51 | 5 | 7 | 54 | 74 | 183 | 73 |
| VIAGGIARE | 140 | 10 | 12 | 17 | 4 | 23 | 16 | 8 | 13 | 11 | 4 | 11 | 16 | 18 | 9 |
| VITALITY | 220 | 6 | 27 | 8 | 7 | 34 | 62 | 16 | 34 | 8 | 1 | 24 | 13 | 36 | 10 |
| VOGUE ITALIA | 729 | 28 | 108 | 15 | 8 | 111 | 80 | 27 | 32 | 19 | 4 | 19 | 22 | 103 | 38 |
| WEEKEND VIAGGI | 140 | 9 | 15 | 10 | 4 | 20 | 17 | 11 | 9 | 8 | 2 | 16 | 7 | 20 | 10 |
| DIANA (QUATTORDICINALE) | 53 | 0 | 4 | 0 | 0 | 4 | 5 | 3 | 2 | 0 | 0 | 0 | 0 | 8 | 5 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Garde-nia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **25670** | **805** | **820** | **383** | **248** | **529** | **166** | **1351** | **199** | **894** | **82** | **238** | **362** | **362** | **137** |
| AMICA | **1044** | 49 | 143 | 28 | 40 | 117 | 42 | 89 | 16 | 93 | 12 | 24 | 61 | 64 | 24 |
| ANNA | **1178** | 64 | 118 | 29 | 37 | 126 | 30 | 108 | 16 | 110 | 13 | 34 | 61 | 65 | 23 |
| AUTO OGGI | **140** | 10 | 17 | 5 | 5 | 12 | 3 | 18 | 3 | 6 | 1 | 29 | 0 | 1 | 1 |
| AUTOSPRINT | **119** | 11 | 8 | 3 | 5 | 11 | 0 | 16 | 4 | 15 | 3 | 20 | 4 | 4 | 5 |
| BELLA | **635** | 79 | 55 | 20 | 12 | 27 | 1 | 60 | 21 | 27 | 3 | 7 | 22 | 15 | 18 |
| CHI | **1209** | 85 | 101 | 20 | 21 | 69 | 18 | 123 | 17 | 162 | 10 | 30 | 44 | 58 | 16 |
| CONFIDENZE | **872** | 72 | 56 | 30 | 7 | 17 | 6 | 58 | 4 | 77 | 7 | 15 | 15 | 9 | 7 |
| DOMENICA QUIZ | **189** | 14 | 9 | 10 | 2 | 8 | 2 | 20 | 0 | 17 | 0 | 4 | 1 | 6 | 0 |
| DONNA MODERNA | **3220** | 262 | 199 | 80 | 88 | 182 | 49 | 359 | 58 | 257 | 30 | 82 | 101 | 127 | 48 |
| L'ESPRESSO | **771** | 52 | 44 | 14 | 28 | 43 | 15 | 121 | 17 | 61 | 19 | 19 | 40 | 14 | 18 |
| EVA EXPRESS TREMILA | **419** | 33 | 32 | 11 | 10 | 23 | 2 | 25 | 6 | 50 | 0 | 12 | 10 | 22 | 5 |
| FAMIGLIA CRISTIANA | **3054** | 138 | 142 | 53 | 37 | 66 | 26 | 190 | 47 | 168 | 8 | 33 | 70 | 39 | 19 |
| FILM TV | **140** | 15 | 11 | 4 | 10 | 4 | 2 | 24 | 2 | 8 | 0 | 2 | 10 | 0 | 9 |
| GENTE | **2747** | 142 | 190 | 62 | 47 | 116 | 28 | 193 | 32 | 317 | 21 | 39 | 72 | 75 | 27 |
| GIOIA | **1223** | 80 | 98 | 39 | 28 | 93 | 26 | 110 | 18 | 115 | 14 | 26 | 64 | 53 | 15 |
| IL GIORNALINO | **211** | 9 | 17 | 4 | 1 | 10 | 4 | 27 | 0 | 22 | 0 | 8 | 1 | 5 | 0 |
| GRAND HOTEL | **835** | 78 | 32 | 11 | 2 | 19 | 5 | 46 | 5 | 46 | 2 | 10 | 2 | 11 | 2 |
| GRAZIA | **1510** | 122 | 152 | 38 | 42 | 145 | 27 | 174 | 27 | 143 | 16 | 41 | 75 | 82 | 42 |
| GUERIN SPORTIVO | **41** | 3 | 6 | 0 | 1 | 0 | 0 | 3 | 0 | 3 | 0 | 2 | 0 | 2 | 1 |
| GUIDA TV | **870** | 52 | 45 | 26 | 11 | 14 | 5 | 81 | 16 | 47 | 0 | 12 | 33 | 11 | 10 |
| INTIMITA' | **1001** | 64 | 50 | 29 | 7 | 27 | 7 | 67 | 4 | 85 | 5 | 23 | 18 | 17 | 4 |
| MAGAZINE BEAUTIFUL | **288** | 6 | 41 | 3 | 3 | 3 | 1 | 27 | 5 | 21 | 2 | 7 | 3 | 9 | 3 |
| IL MONDO | **35** | 2 | 4 | 0 | 8 | 2 | 5 | 3 | 0 | 3 | 5 | 3 | 0 | 3 | 6 |
| MOTOSPRINT | **91** | 5 | 6 | 0 | 7 | 5 | 0 | 13 | 0 | 10 | 1 | 15 | 2 | 4 | 3 |
| NOVELLA 2000 | **865** | 68 | 86 | 23 | 8 | 62 | 12 | 69 | 16 | 115 | 2 | 21 | 15 | 46 | 9 |
| OGGI | **2717** | 164 | 164 | 43 | 52 | 113 | 36 | 229 | 28 | 286 | 11 | 42 | 84 | 64 | 24 |
| PANORAMA | **1381** | 90 | 84 | 32 | 56 | 115 | 27 | 215 | 23 | 113 | 24 | 32 | 81 | 64 | 49 |
| SORRISI E CANZONI TV | **4639** | 285 | 252 | 102 | 84 | 152 | 34 | 394 | 25 | 294 | 30 | 72 | 140 | 117 | 39 |
| STOP | **545** | 30 | 34 | 2 | 8 | 17 | 2 | 32 | 4 | 55 | 2 | 6 | 6 | 12 | 4 |
| TELEPIU' | **1136** | 73 | 87 | 20 | 13 | 39 | 9 | 96 | 12 | 100 | 8 | 26 | 41 | 28 | 10 |
| TELESETTE | **1193** | 66 | 59 | 48 | 10 | 31 | 18 | 100 | 10 | 85 | 1 | 40 | 24 | 13 | 9 |
| TOPOLINO | **1312** | 80 | 81 | 46 | 27 | 56 | 11 | 200 | 14 | 148 | 19 | 41 | 46 | 30 | 23 |
| VISTO | **468** | 42 | 30 | 9 | 6 | 15 | 13 | 32 | 8 | 65 | 2 | 19 | 14 | 13 | 4 |
| VIVERSANI & BELLI | **1406** | 120 | 128 | 55 | 19 | 61 | 18 | 144 | 21 | 113 | 8 | 34 | 52 | 58 | 24 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 60 | 62 | 11 | 38 | 86 | 33 | 128 | 32 | 43 | 12 | 12 | 62 | 40 | 20 |
| DIARIO DELLA SETTIMANA | **68** | 0 | 5 | 0 | 6 | 12 | 6 | 6 | 5 | 0 | 2 | 1 | 4 | 3 | 4 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 39 | 60 | 19 | 11 | 29 | 11 | 77 | 3 | 36 | 1 | 13 | 20 | 15 | 10 |
| IO DONNA | **1368** | 70 | 49 | 38 | 74 | 79 | 57 | 141 | 31 | 81 | 18 | 25 | 59 | 37 | 29 |
| SETTE | **1181** | 54 | 54 | 26 | 61 | 56 | 40 | 126 | 21 | 90 | 19 | 16 | 55 | 33 | 34 |
| SPECCHIO DELLA STAMPA | **650** | 57 | 36 | 14 | 32 | 27 | 16 | 95 | 8 | 62 | 13 | 17 | 44 | 23 | 15 |
| TV SETTE | **1364** | 60 | 73 | 29 | 51 | 55 | 25 | 132 | 21 | 91 | 20 | 21 | 59 | 39 | 30 |
| IL VENERDI' | **1763** | 106 | 85 | 43 | 70 | 116 | 49 | 199 | 38 | 128 | 41 | 20 | 93 | 43 | 43 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Gardenia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **25670** | **805** | **820** | **383** | **248** | **529** | **166** | **1351** | **199** | **894** | **82** | **238** | **362** | **362** | **137** |
| ABITARE | 189 | 13 | 14 | 9 | 12 | 21 | 9 | 18 | 13 | 20 | 1 | 6 | 9 | 9 | 6 |
| AD | 376 | 25 | 19 | 12 | 20 | 57 | 35 | 55 | 27 | 19 | 3 | 7 | 22 | 17 | 8 |
| AIRONE | 451 | 31 | 33 | 8 | 34 | 40 | 9 | 103 | 30 | 53 | 12 | 12 | 47 | 22 | 30 |
| AMADEUS | 72 | 5 | 6 | 4 | 10 | 4 | 9 | 18 | 4 | 5 | 6 | 4 | 8 | 4 | 8 |
| ARCHEO | 140 | 4 | 4 | 3 | 10 | 13 | 0 | 13 | 5 | 10 | 5 | 2 | 12 | 4 | 12 |
| ASTRA | 418 | 31 | 51 | 15 | 13 | 43 | 12 | 35 | 8 | 48 | 12 | 16 | 25 | 32 | 9 |
| A TAVOLA | 156 | 30 | 19 | 17 | 16 | 11 | 10 | 19 | 5 | 16 | 0 | 1 | 4 | 1 | 2 |
| AUTO | 155 | 11 | 26 | 14 | 7 | 12 | 3 | 46 | 6 | 14 | 0 | 29 | 7 | 13 | 0 |
| L'AUTOMOBILE | 373 | 17 | 22 | 4 | 15 | 19 | 6 | 52 | 5 | 36 | 4 | 28 | 20 | 12 | 0 |
| BELL'EUROPA | 209 | 19 | 15 | 3 | 25 | 15 | 7 | 37 | 4 | 17 | 5 | 2 | 28 | 3 | 16 |
| BELL'ITALIA | 326 | 27 | 23 | 9 | 28 | 22 | 11 | 39 | 4 | 44 | 7 | 9 | 42 | 15 | 19 |
| BENISSIMO | 407 | 47 | 34 | 24 | 12 | 24 | 6 | 36 | 17 | 53 | 3 | 9 | 21 | 10 | 7 |
| BIMBI SANI E BELLI | 925 | 91 | 80 | 178 | 17 | 50 | 15 | 72 | 12 | 103 | 16 | 24 | 34 | 33 | 15 |
| BRAVA CASA | 803 | 84 | 65 | 36 | 25 | 75 | 52 | 92 | 30 | 102 | 14 | 16 | 61 | 27 | 14 |
| BUONA CUCINA | 488 | 118 | 50 | 28 | 8 | 15 | 7 | 43 | 8 | 58 | 0 | 15 | 27 | 13 | 4 |
| BURDA | 1176 | 65 | 87 | 43 | 19 | 77 | 22 | 121 | 26 | 118 | 16 | 33 | 19 | 36 | 8 |
| CAPITAL | 145 | 16 | 9 | 2 | 13 | 20 | 5 | 26 | 5 | 12 | 22 | 16 | 20 | 10 | 8 |
| CARNET | 123 | 7 | 1 | 0 | 21 | 12 | 9 | 28 | 3 | 3 | 4 | 2 | 9 | 4 | 5 |
| CASAVIVA | 1236 | 119 | 96 | 39 | 43 | 84 | 57 | 117 | 20 | 133 | 14 | 33 | 54 | 41 | 18 |
| CENTO COSE ENERGY | 610 | 60 | 61 | 35 | 28 | 102 | 24 | 129 | 13 | 62 | 10 | 35 | 46 | 74 | 20 |
| CIAK | 393 | 48 | 46 | 7 | 12 | 28 | 5 | 76 | 7 | 61 | 3 | 13 | 28 | 23 | 9 |
| CIPRIA | 369 | 27 | 31 | 8 | 17 | 52 | 10 | 51 | 5 | 40 | 11 | 12 | 19 | 25 | 11 |
| CLASS | 89 | 6 | 2 | 6 | 11 | 13 | 11 | 14 | 3 | 14 | 14 | 15 | 7 | 6 | 7 |
| CLUB 3 | 139 | 6 | 7 | 2 | 7 | 2 | 4 | 4 | 5 | 19 | 0 | 0 | 6 | 0 | 1 |
| COME STAI | 267 | 37 | 22 | 14 | 8 | 21 | 6 | 61 | 9 | 34 | 4 | 6 | 5 | 11 | 4 |
| CONSIGLI PRATICI | 257 | 49 | 15 | 17 | 4 | 13 | 13 | 33 | 1 | 36 | 9 | 6 | 12 | 9 | 7 |
| COSE DI CASA | 1372 | 170 | 103 | 64 | 32 | 49 | 23 | 143 | 34 | 107 | 8 | 34 | 47 | 33 | 12 |
| LA CUCINA ITALIANA | 698 | 152 | 65 | 32 | 14 | 46 | 19 | 66 | 20 | 77 | 3 | 12 | 31 | 25 | 6 |
| CUCINA MODERNA | 805 | 805 | 48 | 32 | 17 | 28 | 5 | 113 | 10 | 64 | 2 | 8 | 39 | 16 | 15 |
| DONNA | 820 | 48 | 820 | 29 | 20 | 112 | 25 | 76 | 15 | 116 | 6 | 24 | 35 | 49 | 15 |
| DONNA E MAMMA | 383 | 32 | 29 | 383 | 7 | 7 | 5 | 35 | 4 | 35 | 1 | 9 | 9 | 6 | 2 |
| DOVE | 248 | 17 | 20 | 7 | 248 | 44 | 26 | 39 | 11 | 34 | 14 | 15 | 42 | 25 | 26 |
| ELLE | 529 | 28 | 112 | 7 | 44 | 529 | 71 | 61 | 20 | 75 | 11 | 15 | 57 | 88 | 24 |
| ELLE DECOR | 166 | 5 | 25 | 5 | 26 | 71 | 166 | 15 | 8 | 5 | 3 | 9 | 19 | 19 | 8 |
| FOCUS | 1351 | 113 | 76 | 35 | 39 | 61 | 15 | 1351 | 25 | 101 | 18 | 28 | 53 | 58 | 21 |
| GARDENIA | 199 | 10 | 15 | 4 | 11 | 20 | 8 | 25 | 199 | 12 | 0 | 2 | 14 | 6 | 8 |
| GENTE MESE | 894 | 64 | 116 | 35 | 34 | 75 | 5 | 101 | 12 | 894 | 20 | 35 | 51 | 43 | 16 |
| GENTE MONEY | 82 | 2 | 6 | 1 | 14 | 11 | 3 | 18 | 0 | 20 | 82 | 9 | 16 | 11 | 6 |
| GENTE MOTORI | 238 | 8 | 24 | 9 | 15 | 15 | 9 | 28 | 2 | 35 | 9 | 238 | 10 | 16 | 7 |
| GENTE VIAGGI | 362 | 39 | 35 | 9 | 42 | 57 | 19 | 53 | 14 | 51 | 16 | 10 | 362 | 23 | 38 |
| GLAMOUR | 362 | 16 | 49 | 6 | 25 | 88 | 19 | 58 | 6 | 43 | 11 | 16 | 23 | 362 | 12 |
| GULLIVER | 137 | 15 | 15 | 2 | 26 | 24 | 8 | 21 | 8 | 16 | 6 | 7 | 38 | 12 | 137 |
| IN CASA | 147 | 13 | 31 | 9 | 13 | 19 | 13 | 12 | 7 | 20 | 3 | 3 | 8 | 12 | 10 |
| INSIEME | 355 | 59 | 34 | 83 | 7 | 15 | 3 | 35 | 10 | 34 | 4 | 13 | 8 | 2 | 1 |
| IO E IL MIO BAMBINO | 771 | 50 | 55 | 219 | 6 | 31 | 4 | 61 | 11 | 70 | 4 | 19 | 25 | 0 | 6 |
| JESUS | 119 | 6 | 11 | 0 | 6 | 2 | 0 | 7 | 6 | 8 | 0 | 0 | 2 | 0 | 4 |
| MADRE | 159 | 12 | 13 | 9 | 4 | 9 | 0 | 12 | 7 | 8 | 0 | 3 | 6 | 0 | 4 |
| MARIE CLAIRE | 870 | 47 | 120 | 25 | 41 | 196 | 53 | 110 | 43 | 106 | 14 | 36 | 67 | 105 | 28 |
| MAX | 582 | 35 | 53 | 13 | 23 | 72 | 19 | 105 | 11 | 75 | 10 | 30 | 38 | 41 | 10 |
| MERIDIANI | 107 | 7 | 7 | 0 | 20 | 13 | 5 | 26 | 9 | 10 | 2 | 1 | 12 | 8 | 8 |
| MESSAGGERO DI S.ANTONIO | 1135 | 69 | 47 | 16 | 7 | 24 | 3 | 56 | 13 | 67 | 5 | 26 | 9 | 9 | 8 |
| LA MIA BOUTIQUE | 433 | 22 | 27 | 13 | 5 | 28 | 11 | 42 | 11 | 36 | 3 | 9 | 18 | 20 | 14 |
| LA MIA CASA | 269 | 28 | 42 | 29 | 13 | 31 | 9 | 23 | 20 | 30 | 2 | 10 | 25 | 6 | 5 |
| MILLIONAIRE INTRAPRENDERE | 219 | 21 | 15 | 9 | 9 | 26 | 1 | 38 | 4 | 25 | 14 | 11 | 13 | 7 | 2 |
| NAUTICA | 57 | 6 | 4 | 0 | 12 | 0 | 1 | 11 | 3 | 4 | 1 | 4 | 2 | 0 | 1 |
| PESCARE | 92 | 16 | 10 | 1 | 0 | 4 | 0 | 14 | 5 | 18 | 1 | 5 | 7 | 1 | 1 |
| PRATICA | 402 | 55 | 16 | 11 | 16 | 24 | 10 | 53 | 10 | 50 | 12 | 7 | 20 | 23 | 16 |
| QUATTRORUOTE | 1204 | 77 | 96 | 28 | 52 | 70 | 26 | 188 | 30 | 111 | 18 | 112 | 53 | 40 | 33 |
| QUATTRO ZAMPE | 243 | 22 | 15 | 13 | 8 | 10 | 4 | 32 | 2 | 26 | 0 | 14 | 16 | 7 | 2 |
| QUI TOURING | 437 | 18 | 17 | 5 | 55 | 20 | 8 | 60 | 6 | 24 | 9 | 11 | 31 | 16 | 17 |
| RAKAM | 575 | 52 | 42 | 18 | 8 | 34 | 12 | 42 | 27 | 46 | 3 | 4 | 20 | 11 | 9 |
| SALE & PEPE | 565 | 111 | 40 | 16 | 10 | 43 | 8 | 80 | 10 | 67 | 3 | 13 | 30 | 18 | 15 |
| SALVE | 309 | 29 | 37 | 15 | 23 | 33 | 11 | 37 | 13 | 44 | 9 | 8 | 15 | 25 | 12 |
| SCIENZA & VITA | 83 | 8 | 8 | 7 | 2 | 3 | 0 | 32 | 4 | 3 | 0 | 0 | 5 | 3 | 3 |
| LE SCIENZE | 172 | 16 | 10 | 4 | 4 | 4 | 2 | 51 | 2 | 7 | 1 | 1 | 0 | 7 | 2 |
| SELEZIONE READER'S DIGEST | 593 | 46 | 60 | 17 | 16 | 21 | 8 | 98 | 31 | 64 | 0 | 7 | 21 | 9 | 6 |
| SILHOUETTE DONNA | 1326 | 103 | 163 | 38 | 19 | 97 | 15 | 184 | 25 | 150 | 17 | 42 | 56 | 74 | 23 |
| SPEAK UP | 142 | 12 | 3 | 4 | 14 | 14 | 3 | 27 | 3 | 15 | 6 | 3 | 10 | 6 | 5 |
| STARBENE | 1543 | 145 | 133 | 54 | 26 | 93 | 25 | 179 | 24 | 187 | 13 | 35 | 64 | 62 | 16 |
| STARTER | 14 | 5 | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 2 | 4 | 0 | 0 |
| TUTTI FOTOGRAFI | 56 | 5 | 8 | 3 | 5 | 4 | 3 | 12 | 0 | 11 | 3 | 3 | 1 | 3 | 5 |
| TUTTO | 489 | 37 | 62 | 7 | 17 | 30 | 3 | 127 | 3 | 58 | 0 | 15 | 21 | 43 | 6 |
| TUTTOMOTO | 131 | 10 | 28 | 0 | 3 | 14 | 7 | 17 | 7 | 25 | 4 | 26 | 13 | 12 | 5 |
| TUTTOTURISMO | 136 | 8 | 4 | 3 | 10 | 4 | 2 | 19 | 3 | 25 | 0 | 2 | 39 | 5 | 14 |
| VERA | 1057 | 112 | 116 | 35 | 27 | 60 | 21 | 108 | 18 | 141 | 13 | 25 | 41 | 49 | 31 |
| VIAGGIARE | 140 | 13 | 6 | 2 | 20 | 11 | 6 | 24 | 7 | 25 | 5 | 11 | 46 | 3 | 21 |
| VITALITY | 220 | 22 | 21 | 10 | 11 | 46 | 8 | 34 | 12 | 35 | 12 | 10 | 13 | 21 | 14 |
| VOGUE ITALIA | 729 | 41 | 113 | 30 | 26 | 116 | 38 | 77 | 10 | 111 | 2 | 41 | 39 | 72 | 22 |
| WEEKEND VIAGGI | 140 | 11 | 22 | 5 | 21 | 19 | 13 | 22 | 7 | 30 | 4 | 10 | 42 | 4 | 12 |
| DIANA (QUATTORDICINALE) | 53 | 11 | 3 | 3 | 2 | 5 | 0 | 0 | 4 | 5 | 0 | 0 | 2 | 0 | 0 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In Casa | Insieme | Io e il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Milliona-ire Intra-prendere | Nautica | Pescare |
| **POPOLAZIONE** | **25670** | **147** | **355** | **771** | **119** | **159** | **870** | **582** | **107** | **1135** | **433** | **269** | **219** | **57** | **92** |
| AMICA | 1044 | 27 | 29 | 47 | 14 | 7 | 173 | 78 | 22 | 48 | 41 | 31 | 16 | 7 | 2 |
| ANNA | 1178 | 16 | 31 | 50 | 9 | 6 | 154 | 84 | 17 | 42 | 40 | 29 | 33 | 6 | 14 |
| AUTO OGGI | 140 | 6 | 1 | 10 | 0 | 0 | 18 | 10 | 7 | 3 | 9 | 11 | 8 | 2 | 2 |
| AUTOSPRINT | 119 | 0 | 2 | 0 | 0 | 0 | 13 | 13 | 4 | 5 | 3 | 2 | 0 | 2 | 0 |
| BELLA | 635 | 8 | 33 | 42 | 3 | 0 | 49 | 26 | 6 | 40 | 17 | 20 | 11 | 0 | 5 |
| CHI | 1209 | 8 | 29 | 51 | 9 | 10 | 104 | 74 | 7 | 70 | 27 | 13 | 25 | 4 | 10 |
| CONFIDENZE | 872 | 11 | 27 | 52 | 8 | 7 | 36 | 31 | 3 | 53 | 8 | 13 | 5 | 0 | 3 |
| DOMENICA QUIZ | 189 | 0 | 7 | 7 | 3 | 3 | 9 | 10 | 7 | 11 | 7 | 0 | 4 | 4 | 2 |
| DONNA MODERNA | 3220 | 51 | 98 | 162 | 13 | 35 | 345 | 184 | 39 | 160 | 114 | 73 | 81 | 17 | 27 |
| L'ESPRESSO | 771 | 8 | 21 | 28 | 4 | 6 | 44 | 56 | 18 | 31 | 32 | 20 | 13 | 6 | 6 |
| EVA EXPRESS TREMILA | 419 | 5 | 16 | 24 | 9 | 3 | 35 | 36 | 4 | 14 | 4 | 8 | 6 | 4 | 0 |
| FAMIGLIA CRISTIANA | 3054 | 30 | 62 | 105 | 88 | 70 | 100 | 86 | 13 | 343 | 66 | 27 | 26 | 5 | 15 |
| FILM TV | 140 | 5 | 7 | 12 | 0 | 0 | 10 | 8 | 0 | 2 | 7 | 3 | 0 | 0 | 0 |
| GENTE | 2747 | 46 | 80 | 122 | 33 | 34 | 169 | 116 | 26 | 195 | 73 | 52 | 26 | 7 | 20 |
| GIOIA | 1223 | 15 | 37 | 79 | 15 | 16 | 151 | 82 | 12 | 57 | 23 | 25 | 36 | 6 | 9 |
| IL GIORNALINO | 211 | 3 | 8 | 9 | 20 | 13 | 8 | 9 | 0 | 16 | 11 | 3 | 10 | 0 | 0 |
| GRAND HOTEL | 835 | 5 | 25 | 38 | 3 | 5 | 46 | 28 | 3 | 53 | 33 | 17 | 6 | 0 | 7 |
| GRAZIA | 1510 | 14 | 36 | 69 | 9 | 4 | 222 | 99 | 19 | 81 | 43 | 40 | 39 | 11 | 15 |
| GUERIN SPORTIVO | 41 | 0 | 1 | 0 | 3 | 0 | 2 | 7 | 0 | 4 | 0 | 2 | 1 | 0 | 0 |
| GUIDA TV | 870 | 13 | 35 | 71 | 6 | 10 | 36 | 31 | 5 | 49 | 13 | 30 | 14 | 5 | 10 |
| INTIMITA' | 1001 | 19 | 30 | 46 | 4 | 13 | 38 | 39 | 0 | 51 | 14 | 6 | 9 | 2 | 8 |
| MAGAZINE BEAUTIFUL | 288 | 5 | 7 | 12 | 8 | 3 | 14 | 14 | 2 | 9 | 5 | 9 | 5 | 0 | 2 |
| IL MONDO | 35 | 5 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 5 | 0 | 3 | 0 | 0 | 0 |
| MOTOSPRINT | 91 | 0 | 0 | 4 | 2 | 0 | 9 | 13 | 1 | 11 | 2 | 1 | 6 | 0 | 2 |
| NOVELLA 2000 | 865 | 14 | 38 | 51 | 6 | 8 | 100 | 59 | 6 | 24 | 16 | 31 | 20 | 1 | 6 |
| OGGI | 2717 | 39 | 74 | 106 | 43 | 28 | 165 | 122 | 22 | 150 | 59 | 58 | 33 | 9 | 29 |
| PANORAMA | 1381 | 18 | 26 | 52 | 16 | 10 | 148 | 100 | 17 | 62 | 46 | 33 | 25 | 7 | 14 |
| SORRISI E CANZONI TV | 4639 | 51 | 127 | 206 | 20 | 40 | 287 | 207 | 33 | 236 | 142 | 84 | 74 | 13 | 33 |
| STOP | 545 | 6 | 14 | 15 | 5 | 3 | 23 | 21 | 4 | 37 | 5 | 9 | 3 | 0 | 5 |
| TELEPIU' | 1136 | 6 | 36 | 45 | 9 | 4 | 75 | 46 | 4 | 79 | 20 | 27 | 22 | 3 | 15 |
| TELESETTE | 1193 | 13 | 26 | 75 | 18 | 19 | 49 | 38 | 2 | 62 | 41 | 18 | 17 | 2 | 8 |
| TOPOLINO | 1312 | 11 | 59 | 84 | 16 | 12 | 93 | 69 | 18 | 83 | 27 | 26 | 27 | 5 | 20 |
| VISTO | 468 | 4 | 27 | 34 | 4 | 0 | 37 | 30 | 7 | 40 | 9 | 11 | 3 | 0 | 5 |
| VIVERSANI & BELLI | 1406 | 24 | 64 | 123 | 11 | 1 | 105 | 83 | 4 | 81 | 57 | 58 | 38 | 5 | 17 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 21 | 28 | 43 | 3 | 2 | 94 | 71 | 18 | 39 | 20 | 14 | 15 | 2 | 6 |
| DIARIO DELLA SETTIMANA | 68 | 2 | 0 | 2 | 0 | 0 | 9 | 3 | 1 | 7 | 2 | 2 | 0 | 0 | 2 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 12 | 16 | 20 | 6 | 9 | 51 | 35 | 2 | 29 | 12 | 16 | 10 | 0 | 3 |
| IO DONNA | 1368 | 25 | 32 | 38 | 19 | 10 | 138 | 96 | 29 | 87 | 44 | 54 | 35 | 4 | 6 |
| SETTE | 1181 | 24 | 19 | 30 | 15 | 13 | 89 | 90 | 23 | 60 | 38 | 34 | 15 | 5 | 6 |
| SPECCHIO DELLA STAMPA | 650 | 7 | 16 | 34 | 16 | 8 | 51 | 48 | 14 | 48 | 37 | 13 | 18 | 4 | 2 |
| TV SETTE | 1364 | 18 | 28 | 39 | 17 | 11 | 109 | 101 | 18 | 78 | 38 | 46 | 17 | 5 | 1 |
| IL VENERDI' | 1763 | 35 | 41 | 89 | 15 | 15 | 134 | 111 | 22 | 72 | 43 | 19 | 38 | 5 | 8 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In Casa | Insieme | Io e Il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Milionaire Intraprendere | Nautica | Pescare |
| **POPOLAZIONE** | **25670** | **147** | **355** | **771** | **119** | **159** | **870** | **582** | **107** | **1135** | **433** | **269** | **219** | **57** | **92** |
| ABITARE | 189 | 7 | 8 | 13 | 0 | 4 | 24 | 18 | 11 | 3 | 6 | 8 | 5 | 1 | 8 |
| AD | 376 | 16 | 9 | 14 | 2 | 9 | 56 | 16 | 11 | 11 | 15 | 21 | 17 | 4 | 9 |
| AIRONE | 451 | 11 | 9 | 22 | 8 | 10 | 67 | 34 | 18 | 28 | 12 | 18 | 13 | 7 | 14 |
| AMADEUS | 72 | 5 | 2 | 3 | 2 | 0 | 10 | 5 | 3 | 4 | 9 | 2 | 2 | 0 | 0 |
| ARCHEO | 140 | 0 | 2 | 13 | 0 | 0 | 5 | 13 | 4 | 6 | 5 | 0 | 5 | 0 | 2 |
| ASTRA | 418 | 13 | 12 | 28 | 6 | 6 | 61 | 35 | 5 | 18 | 16 | 16 | 17 | 3 | 2 |
| A TAVOLA | 156 | 4 | 16 | 13 | 0 | 5 | 23 | 3 | 2 | 9 | 8 | 15 | 2 | 3 | 0 |
| AUTO | 155 | 6 | 9 | 15 | 0 | 5 | 29 | 16 | 0 | 5 | 11 | 10 | 7 | 4 | 6 |
| L'AUTOMOBILE | 373 | 10 | 17 | 19 | 2 | 4 | 40 | 32 | 4 | 26 | 12 | 18 | 4 | 2 | 6 |
| BELL'EUROPA | 209 | 4 | 9 | 9 | 11 | 2 | 28 | 17 | 22 | 11 | 2 | 14 | 2 | 0 | 0 |
| BELL'ITALIA | 326 | 9 | 5 | 20 | 8 | 14 | 29 | 17 | 20 | 23 | 12 | 14 | 11 | 0 | 0 |
| BENISSIMO | 407 | 17 | 34 | 44 | 6 | 5 | 54 | 17 | 4 | 32 | 43 | 18 | 6 | 1 | 8 |
| BIMBI SANI E BELLI | 925 | 25 | 117 | 334 | 3 | 15 | 98 | 43 | 4 | 40 | 35 | 43 | 30 | 1 | 13 |
| BRAVA CASA | 803 | 44 | 41 | 68 | 5 | 16 | 98 | 30 | 19 | 21 | 18 | 50 | 25 | 5 | 8 |
| BUONA CUCINA | 488 | 7 | 27 | 43 | 7 | 12 | 40 | 18 | 0 | 39 | 22 | 25 | 14 | 0 | 15 |
| BURDA | 1176 | 36 | 46 | 77 | 14 | 7 | 101 | 48 | 9 | 100 | 216 | 41 | 31 | 3 | 7 |
| CAPITAL | 145 | 5 | 7 | 12 | 0 | 3 | 18 | 11 | 2 | 6 | 6 | 6 | 12 | 1 | 5 |
| CARNET | 123 | 0 | 2 | 1 | 3 | 0 | 11 | 9 | 5 | 4 | 0 | 2 | 4 | 1 | 3 |
| CASAVIVA | 1236 | 43 | 43 | 70 | 7 | 16 | 143 | 59 | 15 | 64 | 51 | 85 | 25 | 17 | 12 |
| CENTO COSE ENERGY | 610 | 15 | 17 | 46 | 1 | 3 | 139 | 64 | 10 | 26 | 34 | 23 | 36 | 1 | 7 |
| CIAK | 393 | 10 | 18 | 14 | 7 | 4 | 45 | 58 | 10 | 15 | 25 | 15 | 9 | 0 | 3 |
| CIPRIA | 369 | 6 | 7 | 20 | 6 | 8 | 48 | 44 | 4 | 18 | 14 | 10 | 18 | 2 | 3 |
| CLASS | 89 | 3 | 6 | 7 | 0 | 0 | 16 | 5 | 4 | 1 | 0 | 0 | 4 | 2 | 0 |
| CLUB 3 | 139 | 2 | 1 | 3 | 4 | 7 | 6 | 2 | 3 | 23 | 11 | 4 | 0 | 2 | 0 |
| COME STAI | 267 | 8 | 11 | 34 | 6 | 7 | 41 | 20 | 1 | 23 | 18 | 12 | 5 | 1 | 4 |
| CONSIGLI PRATICI | 257 | 3 | 29 | 27 | 5 | 4 | 17 | 15 | 0 | 28 | 12 | 0 | 0 | 0 | 0 |
| COSE DI CASA | 1372 | 46 | 67 | 104 | 8 | 22 | 117 | 67 | 14 | 68 | 65 | 82 | 32 | 6 | 5 |
| LA CUCINA ITALIANA | 698 | 16 | 30 | 51 | 8 | 8 | 54 | 25 | 3 | 41 | 11 | 23 | 15 | 2 | 5 |
| CUCINA MODERNA | 805 | 13 | 59 | 50 | 6 | 12 | 47 | 35 | 7 | 69 | 22 | 28 | 21 | 6 | 16 |
| DONNA | 820 | 31 | 34 | 55 | 11 | 13 | 120 | 53 | 7 | 47 | 27 | 42 | 15 | 4 | 10 |
| DONNA E MAMMA | 383 | 9 | 83 | 219 | 0 | 9 | 25 | 13 | 0 | 16 | 13 | 29 | 9 | 0 | 1 |
| DOVE | 248 | 13 | 7 | 6 | 6 | 4 | 41 | 23 | 20 | 7 | 5 | 13 | 9 | 12 | 0 |
| ELLE | 529 | 19 | 15 | 31 | 2 | 9 | 196 | 72 | 13 | 24 | 28 | 31 | 26 | 0 | 4 |
| ELLE DECOR | 166 | 13 | 3 | 4 | 0 | 0 | 53 | 19 | 5 | 3 | 11 | 9 | 1 | 1 | 0 |
| FOCUS | 1351 | 12 | 35 | 61 | 7 | 12 | 110 | 105 | 26 | 56 | 42 | 23 | 38 | 11 | 14 |
| GARDENIA | 199 | 7 | 10 | 11 | 6 | 7 | 43 | 11 | 9 | 13 | 11 | 20 | 4 | 3 | 5 |
| GENTE MESE | 894 | 20 | 34 | 70 | 8 | 8 | 106 | 75 | 10 | 67 | 36 | 30 | 25 | 4 | 18 |
| GENTE MONEY | 82 | 3 | 4 | 4 | 0 | 0 | 14 | 10 | 2 | 5 | 3 | 2 | 14 | 1 | 1 |
| GENTE MOTORI | 238 | 3 | 13 | 19 | 0 | 3 | 36 | 30 | 1 | 26 | 9 | 10 | 11 | 4 | 5 |
| GENTE VIAGGI | 362 | 8 | 8 | 25 | 2 | 6 | 67 | 38 | 12 | 9 | 18 | 25 | 13 | 2 | 7 |
| GLAMOUR | 362 | 12 | 2 | 0 | 0 | 0 | 105 | 41 | 8 | 9 | 20 | 6 | 7 | 0 | 1 |
| GULLIVER | 137 | 10 | 1 | 6 | 4 | 4 | 28 | 10 | 8 | 8 | 14 | 5 | 2 | 1 | 1 |
| IN CASA | 147 | 147 | 13 | 16 | 5 | 3 | 24 | 5 | 4 | 9 | 12 | 31 | 4 | 1 | 0 |
| INSIEME | 355 | 13 | 355 | 138 | 3 | 16 | 33 | 7 | 0 | 28 | 5 | 26 | 8 | 0 | 3 |
| IO E IL MIO BAMBINO | 771 | 16 | 138 | 771 | 5 | 12 | 55 | 27 | 2 | 27 | 17 | 44 | 30 | 2 | 11 |
| JESUS | 119 | 5 | 3 | 5 | 119 | 14 | 6 | 8 | 4 | 22 | 9 | 3 | 6 | 0 | 0 |
| MADRE | 159 | 3 | 16 | 12 | 14 | 159 | 9 | 0 | 2 | 25 | 5 | 5 | 1 | 0 | 0 |
| MARIE CLAIRE | 870 | 24 | 33 | 55 | 6 | 9 | 870 | 110 | 13 | 46 | 46 | 36 | 29 | 4 | 9 |
| MAX | 582 | 5 | 7 | 27 | 8 | 0 | 110 | 582 | 9 | 27 | 17 | 21 | 18 | 1 | 7 |
| MERIDIANI | 107 | 4 | 0 | 2 | 4 | 2 | 13 | 9 | 107 | 5 | 5 | 9 | 2 | 2 | 0 |
| MESSAGGERO DI S.ANTONIO | 1135 | 9 | 28 | 27 | 22 | 25 | 46 | 27 | 5 | 1135 | 33 | 9 | 9 | 0 | 7 |
| LA MIA BOUTIQUE | 433 | 12 | 5 | 17 | 9 | 5 | 46 | 17 | 5 | 33 | 433 | 12 | 7 | 0 | 0 |
| LA MIA CASA | 269 | 31 | 26 | 44 | 3 | 5 | 36 | 21 | 9 | 9 | 12 | 269 | 6 | 3 | 8 |
| MILLIONAIRE INTRAPRENDERE | 219 | 4 | 8 | 30 | 6 | 1 | 29 | 18 | 2 | 9 | 7 | 6 | 219 | 2 | 10 |
| NAUTICA | 57 | 1 | 0 | 2 | 0 | 0 | 4 | 1 | 2 | 0 | 0 | 3 | 2 | 57 | 1 |
| PESCARE | 92 | 0 | 3 | 11 | 0 | 0 | 9 | 7 | 0 | 7 | 0 | 8 | 10 | 1 | 92 |
| PRATICA | 402 | 10 | 13 | 24 | 5 | 3 | 51 | 20 | 8 | 21 | 23 | 15 | 10 | 1 | 13 |
| QUATTRORUOTE | 1204 | 13 | 29 | 67 | 10 | 11 | 116 | 102 | 16 | 62 | 39 | 39 | 39 | 13 | 18 |
| QUATTRO ZAMPE | 243 | 0 | 16 | 14 | 2 | 0 | 29 | 23 | 5 | 10 | 17 | 25 | 12 | 2 | 6 |
| QUI TOURING | 437 | 8 | 6 | 5 | 10 | 10 | 34 | 22 | 24 | 33 | 10 | 13 | 0 | 3 | 0 |
| RAKAM | 575 | 24 | 28 | 48 | 4 | 8 | 55 | 21 | 6 | 43 | 39 | 27 | 14 | 0 | 7 |
| SALE & PEPE | 565 | 4 | 33 | 37 | 4 | 5 | 68 | 23 | 3 | 28 | 35 | 8 | 16 | 8 | 11 |
| SALVE | 309 | 12 | 15 | 24 | 9 | 11 | 42 | 22 | 4 | 24 | 10 | 12 | 9 | 0 | 2 |
| SCIENZA & VITA | 83 | 0 | 7 | 0 | 3 | 5 | 12 | 1 | 2 | 10 | 8 | 4 | 2 | 0 | 6 |
| LE SCIENZE | 172 | 0 | 2 | 2 | 9 | 2 | 9 | 18 | 6 | 11 | 14 | 4 | 5 | 1 | 0 |
| SELEZIONE READER'S DIGEST | 593 | 16 | 26 | 42 | 17 | 15 | 55 | 37 | 5 | 53 | 20 | 19 | 17 | 1 | 1 |
| SILHOUETTE DONNA | 1326 | 26 | 50 | 77 | 11 | 6 | 191 | 132 | 7 | 70 | 73 | 39 | 60 | 7 | 18 |
| SPEAK UP | 142 | 0 | 5 | 11 | 0 | 3 | 12 | 19 | 8 | 6 | 3 | 2 | 13 | 0 | 0 |
| STARBENE | 1543 | 26 | 74 | 113 | 14 | 18 | 166 | 104 | 7 | 121 | 43 | 59 | 56 | 12 | 16 |
| STARTER | 14 | 2 | 2 | 2 | 0 | 0 | 2 | 0 | 0 | 0 | 3 | 2 | 0 | 0 | 0 |
| TUTTI FOTOGRAFI | 56 | 7 | 4 | 9 | 0 | 0 | 4 | 4 | 7 | 2 | 0 | 0 | 7 | 0 | 0 |
| TUTTO | 489 | 1 | 0 | 13 | 4 | 2 | 56 | 62 | 14 | 25 | 16 | 13 | 12 | 2 | 3 |
| TUTTOMOTO | 131 | 10 | 7 | 7 | 0 | 1 | 25 | 12 | 1 | 12 | 10 | 11 | 7 | 0 | 3 |
| TUTTOTURISMO | 136 | 4 | 3 | 10 | 3 | 3 | 19 | 20 | 14 | 9 | 5 | 8 | 12 | 1 | 0 |
| VERA | 1057 | 23 | 57 | 70 | 7 | 8 | 141 | 60 | 0 | 52 | 44 | 28 | 38 | 1 | 15 |
| VIAGGIARE | 140 | 6 | 4 | 13 | 2 | 4 | 23 | 10 | 10 | 8 | 9 | 17 | 6 | 6 | 0 |
| VITALITY | 220 | 5 | 4 | 20 | 3 | 5 | 55 | 43 | 1 | 13 | 10 | 18 | 23 | 1 | 0 |
| VOGUE ITALIA | 729 | 12 | 23 | 58 | 5 | 5 | 177 | 75 | 9 | 40 | 50 | 28 | 24 | 5 | 8 |
| WEEKEND VIAGGI | 140 | 9 | 7 | 23 | 3 | 6 | 22 | 17 | 12 | 7 | 4 | 12 | 13 | 2 | 3 |
| DIANA (QUATTORDICINALE) | 53 | 0 | 2 | 3 | 7 | 0 | 6 | 5 | 3 | 5 | 1 | 3 | 2 | 0 | 2 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Selezione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **25670** | **402** | **1204** | **243** | **437** | **575** | **565** | **309** | **83** | **172** | **593** | **1326** | **142** | **1543** | **14** |
| AMICA | 1044 | 50 | 91 | 21 | 34 | 48 | 60 | 58 | 5 | 6 | 51 | 159 | 15 | 146 | 2 |
| ANNA | 1178 | 66 | 93 | 22 | 25 | 40 | 71 | 70 | 5 | 12 | 28 | 150 | 14 | 166 | 2 |
| AUTO OGGI | 140 | 5 | 47 | 4 | 10 | 9 | 15 | 5 | 2 | 0 | 12 | 20 | 0 | 27 | 3 |
| AUTOSPRINT | 119 | 5 | 43 | 3 | 10 | 9 | 6 | 5 | 0 | 0 | 7 | 17 | 6 | 24 | 0 |
| BELLA | 635 | 54 | 29 | 21 | 18 | 36 | 55 | 31 | 17 | 14 | 46 | 93 | 9 | 99 | 2 |
| CHI | 1209 | 45 | 92 | 23 | 27 | 29 | 80 | 28 | 3 | 9 | 41 | 158 | 12 | 180 | 0 |
| CONFIDENZE | 872 | 46 | 48 | 17 | 13 | 37 | 36 | 20 | 3 | 4 | 36 | 104 | 7 | 114 | 2 |
| DOMENICA QUIZ | 189 | 6 | 11 | 7 | 9 | 18 | 7 | 7 | 2 | 10 | 12 | 25 | 4 | 23 | 0 |
| DONNA MODERNA | 3220 | 161 | 241 | 69 | 119 | 140 | 186 | 135 | 29 | 45 | 151 | 473 | 37 | 507 | 2 |
| L'ESPRESSO | 771 | 28 | 91 | 20 | 52 | 34 | 42 | 29 | 10 | 19 | 36 | 63 | 24 | 104 | 5 |
| EVA EXPRESS TREMILA | 419 | 25 | 29 | 4 | 10 | 25 | 30 | 10 | 1 | 2 | 13 | 62 | 3 | 48 | 0 |
| FAMIGLIA CRISTIANA | 3054 | 55 | 183 | 29 | 80 | 134 | 120 | 44 | 24 | 42 | 140 | 183 | 12 | 221 | 4 |
| FILM TV | 140 | 7 | 8 | 1 | 7 | 8 | 10 | 9 | 3 | 5 | 6 | 16 | 0 | 16 | 2 |
| GENTE | 2747 | 89 | 203 | 31 | 86 | 110 | 101 | 75 | 16 | 26 | 121 | 253 | 29 | 337 | 2 |
| GIOIA | 1223 | 50 | 117 | 27 | 20 | 74 | 62 | 41 | 9 | 12 | 55 | 171 | 20 | 172 | 2 |
| IL GIORNALINO | 211 | 4 | 22 | 10 | 13 | 6 | 5 | 6 | 3 | 3 | 9 | 22 | 5 | 26 | 0 |
| GRAND HOTEL | 835 | 14 | 65 | 21 | 9 | 30 | 29 | 12 | 2 | 2 | 19 | 88 | 3 | 68 | 3 |
| GRAZIA | 1510 | 60 | 167 | 30 | 52 | 69 | 106 | 54 | 9 | 14 | 46 | 236 | 14 | 215 | 6 |
| GUERIN SPORTIVO | 41 | 0 | 8 | 3 | 5 | 1 | 0 | 1 | 3 | 0 | 3 | 5 | 2 | 7 | 0 |
| GUIDA TV | 870 | 31 | 50 | 22 | 12 | 21 | 26 | 20 | 2 | 4 | 34 | 87 | 0 | 91 | 2 |
| INTIMITA' | 1001 | 37 | 57 | 11 | 8 | 30 | 49 | 23 | 5 | 6 | 37 | 100 | 6 | 110 | 0 |
| MAGAZINE BEAUTIFUL | 288 | 8 | 37 | 8 | 5 | 10 | 12 | 12 | 2 | 5 | 9 | 59 | 4 | 38 | 0 |
| IL MONDO | 35 | 3 | 3 | 2 | 5 | 4 | 0 | 4 | 0 | 0 | 0 | 7 | 0 | 7 | 0 |
| MOTOSPRINT | 91 | 2 | 32 | 4 | 5 | 0 | 4 | 4 | 0 | 3 | 5 | 23 | 2 | 20 | 0 |
| NOVELLA 2000 | 865 | 17 | 66 | 20 | 9 | 26 | 46 | 29 | 4 | 8 | 31 | 100 | 2 | 114 | 0 |
| OGGI | 2717 | 65 | 214 | 55 | 86 | 116 | 119 | 77 | 13 | 36 | 112 | 220 | 19 | 283 | 8 |
| PANORAMA | 1381 | 29 | 166 | 34 | 78 | 69 | 74 | 70 | 8 | 23 | 83 | 171 | 33 | 176 | 2 |
| SORRISI E CANZONI TV | 4639 | 117 | 365 | 89 | 86 | 115 | 181 | 88 | 11 | 38 | 154 | 474 | 52 | 505 | 7 |
| STOP | 545 | 17 | 31 | 16 | 13 | 16 | 21 | 17 | 2 | 3 | 16 | 27 | 0 | 40 | 0 |
| TELEPIU' | 1136 | 30 | 78 | 18 | 30 | 34 | 49 | 23 | 3 | 13 | 41 | 146 | 14 | 119 | 5 |
| TELESETTE | 1193 | 31 | 84 | 28 | 19 | 40 | 41 | 18 | 6 | 12 | 59 | 105 | 10 | 129 | 2 |
| TOPOLINO | 1312 | 52 | 190 | 41 | 40 | 42 | 89 | 31 | 9 | 34 | 74 | 145 | 12 | 162 | 0 |
| VISTO | 468 | 10 | 38 | 8 | 4 | 13 | 29 | 18 | 2 | 0 | 12 | 47 | 2 | 62 | 0 |
| VIVERSANI & BELLI | 1406 | 76 | 119 | 31 | 27 | 68 | 61 | 64 | 19 | 19 | 52 | 355 | 9 | 404 | 4 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 36 | 62 | 26 | 51 | 48 | 52 | 42 | 11 | 32 | 44 | 117 | 28 | 112 | 8 |
| DIARIO DELLA SETTIMANA | 68 | 0 | 4 | 4 | 6 | 2 | 8 | 6 | 0 | 3 | 3 | 7 | 2 | 1 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 17 | 87 | 18 | 20 | 21 | 37 | 9 | 5 | 11 | 18 | 54 | 3 | 60 | 2 |
| IO DONNA | 1368 | 62 | 120 | 37 | 126 | 70 | 65 | 58 | 16 | 24 | 49 | 132 | 37 | 138 | 0 |
| SETTE | 1181 | 36 | 119 | 31 | 110 | 64 | 58 | 64 | 16 | 32 | 48 | 97 | 30 | 87 | 0 |
| SPECCHIO DELLA STAMPA | 650 | 29 | 62 | 30 | 34 | 25 | 44 | 26 | 8 | 20 | 19 | 72 | 11 | 88 | 0 |
| TV SETTE | 1364 | 29 | 135 | 39 | 95 | 55 | 71 | 60 | 12 | 31 | 53 | 123 | 34 | 117 | 2 |
| IL VENERDI' | 1763 | 66 | 134 | 43 | 83 | 73 | 79 | 64 | 21 | 48 | 94 | 173 | 41 | 193 | 6 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Selezione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **25670** | **402** | **1204** | **243** | **437** | **575** | **565** | **309** | **83** | **172** | **593** | **1326** | **142** | **1543** | **14** |
| ABITARE | 189 | 12 | 13 | 6 | 14 | 27 | 10 | 12 | 7 | 2 | 11 | 12 | 6 | 24 | 0 |
| AD | 376 | 24 | 37 | 8 | 26 | 38 | 33 | 12 | 6 | 8 | 18 | 22 | 17 | 49 | 2 |
| AIRONE | 451 | 25 | 52 | 15 | 41 | 34 | 28 | 26 | 12 | 24 | 30 | 62 | 20 | 79 | 2 |
| AMADEUS | 72 | 5 | 11 | 5 | 12 | 5 | 2 | 6 | 0 | 1 | 7 | 12 | 2 | 9 | 0 |
| ARCHEO | 140 | 4 | 15 | 0 | 12 | 8 | 3 | 0 | 4 | 9 | 5 | 14 | 14 | 10 | 0 |
| ASTRA | 418 | 26 | 37 | 19 | 6 | 17 | 15 | 30 | 6 | 5 | 22 | 88 | 2 | 76 | 4 |
| A TAVOLA | 156 | 7 | 11 | 1 | 7 | 14 | 26 | 7 | 12 | 7 | 7 | 21 | 1 | 48 | 0 |
| AUTO | 155 | 4 | 79 | 6 | 7 | 4 | 18 | 6 | 8 | 3 | 15 | 20 | 0 | 30 | 0 |
| L'AUTOMOBILE | 373 | 15 | 92 | 3 | 37 | 9 | 21 | 5 | 3 | 11 | 20 | 31 | 9 | 31 | 0 |
| BELL'EUROPA | 209 | 10 | 22 | 6 | 39 | 14 | 18 | 1 | 3 | 2 | 14 | 9 | 12 | 25 | 0 |
| BELL'ITALIA | 326 | 17 | 25 | 13 | 63 | 24 | 28 | 16 | 6 | 12 | 15 | 24 | 12 | 40 | 0 |
| BENISSIMO | 407 | 55 | 48 | 14 | 12 | 69 | 34 | 24 | 4 | 7 | 29 | 86 | 15 | 86 | 2 |
| BIMBI SANI E BELLI | 925 | 41 | 103 | 26 | 9 | 49 | 58 | 35 | 11 | 7 | 43 | 145 | 15 | 169 | 2 |
| BRAVA CASA | 803 | 39 | 91 | 13 | 32 | 58 | 58 | 30 | 8 | 7 | 37 | 96 | 8 | 134 | 0 |
| BUONA CUCINA | 488 | 42 | 52 | 24 | 3 | 25 | 97 | 14 | 16 | 9 | 35 | 46 | 3 | 77 | 0 |
| BURDA | 1176 | 44 | 110 | 22 | 24 | 144 | 60 | 25 | 18 | 6 | 50 | 158 | 17 | 131 | 3 |
| CAPITAL | 145 | 10 | 36 | 4 | 14 | 15 | 12 | 6 | 3 | 4 | 16 | 12 | 6 | 30 | 2 |
| CARNET | 123 | 5 | 14 | 0 | 16 | 2 | 11 | 9 | 3 | 5 | 5 | 10 | 8 | 10 | 0 |
| CASAVIVA | 1236 | 56 | 121 | 21 | 62 | 71 | 109 | 61 | 9 | 18 | 54 | 141 | 13 | 199 | 0 |
| CENTO COSE ENERGY | 610 | 54 | 93 | 27 | 33 | 32 | 40 | 23 | 4 | 13 | 37 | 198 | 31 | 162 | 0 |
| CIAK | 393 | 12 | 49 | 16 | 11 | 11 | 32 | 4 | 3 | 23 | 17 | 71 | 18 | 68 | 2 |
| CIPRIA | 369 | 36 | 49 | 10 | 17 | 31 | 26 | 25 | 0 | 10 | 24 | 96 | 11 | 79 | 0 |
| CLASS | 89 | 7 | 17 | 3 | 10 | 9 | 9 | 9 | 3 | 1 | 6 | 17 | 3 | 12 | 0 |
| CLUB 3 | 139 | 4 | 17 | 2 | 11 | 7 | 3 | 4 | 3 | 7 | 9 | 1 | 0 | 13 | 0 |
| COME STAI | 267 | 22 | 33 | 17 | 10 | 15 | 18 | 37 | 6 | 3 | 23 | 94 | 2 | 116 | 0 |
| CONSIGLI PRATICI | 257 | 44 | 35 | 11 | 14 | 25 | 19 | 15 | 2 | 0 | 33 | 37 | 0 | 41 | 0 |
| COSE DI CASA | 1372 | 101 | 126 | 42 | 47 | 69 | 92 | 56 | 8 | 20 | 56 | 200 | 22 | 218 | 2 |
| LA CUCINA ITALIANA | 698 | 29 | 44 | 27 | 34 | 43 | 122 | 31 | 5 | 16 | 37 | 51 | 3 | 108 | 2 |
| CUCINA MODERNA | 805 | 55 | 77 | 22 | 18 | 52 | 111 | 29 | 8 | 16 | 46 | 103 | 12 | 145 | 5 |
| DONNA | 820 | 16 | 96 | 15 | 17 | 42 | 40 | 37 | 8 | 10 | 60 | 163 | 3 | 133 | 2 |
| DONNA E MAMMA | 383 | 11 | 28 | 13 | 5 | 18 | 16 | 15 | 7 | 4 | 17 | 38 | 4 | 54 | 0 |
| DOVE | 248 | 16 | 52 | 8 | 55 | 8 | 10 | 23 | 2 | 4 | 16 | 19 | 14 | 26 | 0 |
| ELLE | 529 | 24 | 70 | 10 | 20 | 34 | 43 | 33 | 3 | 4 | 21 | 97 | 14 | 93 | 0 |
| ELLE DECOR | 166 | 10 | 26 | 4 | 8 | 12 | 8 | 11 | 0 | 2 | 8 | 15 | 3 | 25 | 0 |
| FOCUS | 1351 | 53 | 188 | 32 | 60 | 42 | 80 | 37 | 32 | 51 | 98 | 184 | 27 | 179 | 0 |
| GARDENIA | 199 | 10 | 30 | 2 | 6 | 27 | 10 | 13 | 4 | 2 | 31 | 25 | 3 | 24 | 2 |
| GENTE MESE | 894 | 50 | 111 | 26 | 24 | 46 | 67 | 44 | 3 | 7 | 64 | 150 | 15 | 187 | 0 |
| GENTE MONEY | 82 | 12 | 18 | 0 | 9 | 3 | 3 | 9 | 0 | 1 | 0 | 17 | 6 | 13 | 0 |
| GENTE MOTORI | 238 | 7 | 112 | 14 | 11 | 4 | 13 | 8 | 0 | 1 | 7 | 42 | 3 | 35 | 2 |
| GENTE VIAGGI | 362 | 20 | 53 | 16 | 31 | 20 | 30 | 15 | 5 | 0 | 21 | 56 | 10 | 64 | 4 |
| GLAMOUR | 362 | 23 | 40 | 7 | 16 | 11 | 18 | 25 | 3 | 7 | 9 | 74 | 6 | 62 | 0 |
| GULLIVER | 137 | 16 | 33 | 2 | 17 | 9 | 15 | 12 | 3 | 2 | 6 | 23 | 5 | 16 | 0 |
| IN CASA | 147 | 10 | 13 | 0 | 8 | 24 | 4 | 12 | 0 | 0 | 16 | 26 | 0 | 26 | 2 |
| INSIEME | 355 | 13 | 29 | 16 | 6 | 28 | 33 | 15 | 7 | 2 | 26 | 50 | 5 | 74 | 2 |
| IO E IL MIO BAMBINO | 771 | 24 | 67 | 14 | 5 | 48 | 37 | 24 | 0 | 2 | 42 | 77 | 11 | 113 | 2 |
| JESUS | 119 | 5 | 10 | 2 | 10 | 4 | 4 | 9 | 3 | 9 | 17 | 11 | 0 | 14 | 0 |
| MADRE | 159 | 3 | 11 | 0 | 10 | 8 | 5 | 11 | 5 | 2 | 15 | 6 | 3 | 18 | 0 |
| MARIE CLAIRE | 870 | 51 | 116 | 29 | 34 | 55 | 68 | 42 | 12 | 9 | 55 | 191 | 12 | 166 | 2 |
| MAX | 582 | 20 | 102 | 23 | 22 | 21 | 23 | 22 | 1 | 18 | 37 | 132 | 19 | 104 | 0 |
| MERIDIANI | 107 | 8 | 16 | 5 | 24 | 6 | 3 | 4 | 2 | 6 | 5 | 7 | 8 | 7 | 0 |
| MESSAGGERO DI S.ANTONIO | 1135 | 21 | 62 | 10 | 33 | 43 | 28 | 24 | 10 | 11 | 53 | 70 | 6 | 121 | 0 |
| LA MIA BOUTIQUE | 433 | 23 | 39 | 17 | 10 | 39 | 35 | 10 | 8 | 14 | 20 | 73 | 3 | 43 | 3 |
| LA MIA CASA | 269 | 15 | 39 | 25 | 13 | 27 | 8 | 12 | 4 | 4 | 19 | 39 | 2 | 59 | 2 |
| MILLIONAIRE INTRAPRENDERE | 219 | 10 | 39 | 12 | 0 | 14 | 16 | 9 | 2 | 5 | 17 | 60 | 13 | 56 | 0 |
| NAUTICA | 57 | 1 | 13 | 2 | 3 | 0 | 8 | 0 | 0 | 1 | 1 | 7 | 0 | 12 | 0 |
| PESCARE | 92 | 13 | 18 | 6 | 0 | 7 | 11 | 2 | 6 | 0 | 1 | 18 | 0 | 16 | 0 |
| PRATICA | 402 | 402 | 41 | 14 | 27 | 24 | 38 | 23 | 4 | 4 | 18 | 77 | 4 | 79 | 0 |
| QUATTRORUOTE | 1204 | 41 | 1204 | 35 | 70 | 45 | 84 | 25 | 12 | 10 | 47 | 145 | 11 | 140 | 2 |
| QUATTRO ZAMPE | 243 | 14 | 35 | 243 | 10 | 12 | 20 | 14 | 8 | 4 | 24 | 33 | 7 | 31 | 0 |
| QUI TOURING | 437 | 27 | 70 | 10 | 437 | 9 | 31 | 19 | 14 | 15 | 28 | 28 | 23 | 41 | 0 |
| RAKAM | 575 | 24 | 45 | 12 | 9 | 575 | 46 | 25 | 13 | 13 | 45 | 72 | 8 | 64 | 5 |
| SALE & PEPE | 565 | 38 | 84 | 20 | 31 | 46 | 565 | 40 | 10 | 8 | 40 | 77 | 10 | 84 | 3 |
| SALVE | 309 | 23 | 25 | 14 | 19 | 25 | 40 | 309 | 3 | 2 | 21 | 66 | 2 | 144 | 0 |
| SCIENZA & VITA | 83 | 4 | 12 | 8 | 14 | 13 | 10 | 3 | 83 | 20 | 11 | 13 | 2 | 19 | 0 |
| LE SCIENZE | 172 | 4 | 10 | 4 | 15 | 13 | 8 | 2 | 20 | 172 | 21 | 11 | 12 | 17 | 0 |
| SELEZIONE READER'S DIGEST | 593 | 18 | 47 | 24 | 28 | 45 | 40 | 21 | 11 | 21 | 593 | 48 | 13 | 76 | 2 |
| SILHOUETTE DONNA | 1326 | 77 | 145 | 33 | 28 | 72 | 77 | 66 | 13 | 11 | 48 | 1326 | 15 | 442 | 2 |
| SPEAK UP | 142 | 4 | 11 | 7 | 23 | 8 | 10 | 2 | 2 | 12 | 13 | 15 | 142 | 28 | 0 |
| STARBENE | 1543 | 79 | 140 | 31 | 41 | 64 | 84 | 144 | 19 | 17 | 76 | 442 | 28 | 1543 | 0 |
| STARTER | 14 | 0 | 2 | 0 | 0 | 5 | 3 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 14 |
| TUTTI FOTOGRAFI | 56 | 3 | 12 | 5 | 5 | 9 | 0 | 5 | 0 | 0 | 0 | 10 | 3 | 11 | 0 |
| TUTTO | 489 | 9 | 71 | 27 | 15 | 4 | 22 | 12 | 7 | 14 | 31 | 113 | 10 | 80 | 0 |
| TUTTOMOTO | 131 | 4 | 55 | 11 | 3 | 10 | 12 | 9 | 0 | 1 | 10 | 31 | 3 | 39 | 0 |
| TUTTOTURISMO | 136 | 5 | 27 | 8 | 19 | 4 | 8 | 3 | 0 | 0 | 6 | 30 | 10 | 33 | 4 |
| VERA | 1057 | 130 | 109 | 23 | 27 | 63 | 61 | 49 | 10 | 13 | 66 | 232 | 19 | 258 | 0 |
| VIAGGIARE | 140 | 9 | 36 | 11 | 20 | 11 | 9 | 12 | 0 | 2 | 5 | 20 | 7 | 29 | 4 |
| VITALITY | 220 | 19 | 37 | 5 | 13 | 9 | 12 | 24 | 1 | 3 | 19 | 103 | 11 | 86 | 0 |
| VOGUE ITALIA | 729 | 10 | 131 | 32 | 32 | 49 | 51 | 34 | 7 | 4 | 44 | 165 | 12 | 153 | 2 |
| WEEKEND VIAGGI | 140 | 17 | 34 | 4 | 11 | 14 | 7 | 11 | 3 | 3 | 11 | 27 | 7 | 24 | 2 |
| DIANA (QUATTORDICINALE) | 53 | 4 | 5 | 3 | 0 | 2 | 1 | 6 | 2 | 0 | 2 | 9 | 5 | 9 | 0 |

# Donne

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viaggiare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **25670** | **56** | **489** | **131** | **136** | **1057** | **140** | **220** | **729** | **140** | **53** |
| AMICA | 1044 | 2 | 35 | 22 | 21 | 112 | 15 | 36 | 113 | 16 | 11 |
| ANNA | 1178 | 4 | 45 | 19 | 16 | 142 | 17 | 41 | 100 | 20 | 9 |
| AUTO OGGI | 140 | 1 | 6 | 10 | 3 | 14 | 5 | 5 | 22 | 6 | 0 |
| AUTOSPRINT | 119 | 1 | 4 | 6 | 1 | 4 | 5 | 1 | 17 | 3 | 0 |
| BELLA | 635 | 5 | 21 | 3 | 11 | 122 | 14 | 21 | 42 | 10 | 10 |
| CHI | 1209 | 6 | 61 | 20 | 20 | 157 | 18 | 28 | 74 | 17 | 8 |
| CONFIDENZE | 872 | 3 | 22 | 6 | 5 | 91 | 12 | 20 | 42 | 10 | 5 |
| DOMENICA QUIZ | 189 | 5 | 10 | 2 | 2 | 21 | 3 | 4 | 19 | 3 | 0 |
| DONNA MODERNA | 3220 | 13 | 103 | 40 | 56 | 433 | 49 | 103 | 225 | 54 | 19 |
| L'ESPRESSO | 771 | 11 | 24 | 10 | 14 | 41 | 27 | 11 | 59 | 21 | 5 |
| EVA EXPRESS TREMILA | 419 | 4 | 13 | 5 | 3 | 61 | 0 | 8 | 34 | 4 | 2 |
| FAMIGLIA CRISTIANA | 3054 | 8 | 79 | 15 | 29 | 164 | 21 | 29 | 106 | 16 | 7 |
| FILM TV | 140 | 0 | 5 | 0 | 4 | 15 | 6 | 4 | 10 | 8 | 0 |
| GENTE | 2747 | 11 | 77 | 26 | 32 | 246 | 24 | 50 | 160 | 37 | 12 |
| GIOIA | 1223 | 5 | 68 | 18 | 15 | 153 | 14 | 35 | 109 | 26 | 8 |
| IL GIORNALINO | 211 | 0 | 15 | 5 | 0 | 22 | 2 | 5 | 13 | 0 | 0 |
| GRAND HOTEL | 835 | 3 | 16 | 7 | 10 | 69 | 9 | 13 | 24 | 6 | 4 |
| GRAZIA | 1510 | 3 | 70 | 19 | 20 | 182 | 27 | 54 | 162 | 18 | 13 |
| GUERIN SPORTIVO | 41 | 0 | 6 | 1 | 0 | 5 | 2 | 0 | 5 | 3 | 0 |
| GUIDA TV | 870 | 11 | 19 | 11 | 8 | 62 | 4 | 19 | 47 | 15 | 3 |
| INTIMITA' | 1001 | 2 | 30 | 10 | 2 | 86 | 2 | 18 | 47 | 5 | 3 |
| MAGAZINE BEAUTIFUL | 288 | 0 | 71 | 15 | 6 | 31 | 4 | 6 | 19 | 3 | 0 |
| IL MONDO | 35 | 3 | 0 | 0 | 0 | 6 | 3 | 3 | 0 | 3 | 0 |
| MOTOSPRINT | 91 | 1 | 5 | 22 | 6 | 14 | 0 | 5 | 17 | 0 | 0 |
| NOVELLA 2000 | 865 | 3 | 34 | 14 | 5 | 106 | 7 | 15 | 78 | 5 | 13 |
| OGGI | 2717 | 11 | 67 | 22 | 40 | 262 | 42 | 59 | 143 | 41 | 21 |
| PANORAMA | 1381 | 9 | 67 | 25 | 23 | 92 | 31 | 40 | 105 | 21 | 2 |
| SORRISI E CANZONI TV | 4639 | 12 | 247 | 62 | 72 | 370 | 53 | 82 | 238 | 47 | 15 |
| STOP | 545 | 0 | 16 | 7 | 5 | 45 | 0 | 6 | 28 | 2 | 2 |
| TELEPIU' | 1136 | 3 | 50 | 22 | 9 | 80 | 9 | 19 | 52 | 13 | 2 |
| TELESETTE | 1193 | 0 | 35 | 10 | 9 | 96 | 14 | 17 | 46 | 4 | 1 |
| TOPOLINO | 1312 | 6 | 84 | 36 | 18 | 98 | 15 | 33 | 87 | 24 | 5 |
| VISTO | 468 | 3 | 12 | 12 | 0 | 55 | 8 | 10 | 37 | 2 | 4 |
| VIVERSANI & BELLI | 1406 | 9 | 37 | 19 | 23 | 180 | 21 | 77 | 116 | 30 | 7 |
| **SUPPLEMENTI** | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 3 | 58 | 12 | 22 | 51 | 22 | 23 | 60 | 19 | 5 |
| DIARIO DELLA SETTIMANA | 68 | 0 | 2 | 1 | 2 | 3 | 3 | 0 | 8 | 0 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 1 | 46 | 14 | 6 | 33 | 19 | 17 | 41 | 7 | 6 |
| IO DONNA | 1368 | 9 | 61 | 10 | 28 | 92 | 23 | 45 | 80 | 20 | 9 |
| SETTE | 1181 | 13 | 57 | 6 | 23 | 68 | 25 | 24 | 50 | 18 | 4 |
| SPECCHIO DELLA STAMPA | 650 | 6 | 29 | 11 | 13 | 64 | 15 | 19 | 28 | 9 | 3 |
| TV SETTE | 1364 | 12 | 74 | 14 | 23 | 70 | 24 | 40 | 77 | 18 | 8 |
| IL VENERDI' | 1763 | 15 | 66 | 13 | 28 | 109 | 44 | 40 | 80 | 29 | 8 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

## MENSILI

| | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viaggiare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **25670** | **56** | **489** | **131** | **136** | **1057** | **140** | **220** | **729** | **140** | **53** |
| ABITARE | 189 | 6 | 9 | 4 | 5 | 19 | 1 | 4 | 19 | 4 | 3 |
| AD | 376 | 3 | 14 | 0 | 7 | 23 | 11 | 16 | 46 | 22 | 0 |
| AIRONE | 451 | 8 | 28 | 11 | 13 | 33 | 25 | 16 | 39 | 23 | 3 |
| AMADEUS | 72 | 5 | 5 | 1 | 0 | 10 | 11 | 7 | 11 | 7 | 0 |
| ARCHEO | 140 | 0 | 3 | 0 | 0 | 4 | 2 | 0 | 5 | 5 | 0 |
| ASTRA | 418 | 4 | 38 | 1 | 8 | 55 | 8 | 22 | 43 | 9 | 3 |
| A TAVOLA | 156 | 0 | 6 | 0 | 3 | 23 | 4 | 5 | 15 | 5 | 0 |
| AUTO | 155 | 1 | 10 | 20 | 2 | 18 | 5 | 6 | 32 | 9 | 0 |
| L'AUTOMOBILE | 373 | 0 | 16 | 14 | 16 | 27 | 7 | 12 | 28 | 10 | 0 |
| BELL'EUROPA | 209 | 4 | 12 | 1 | 15 | 4 | 11 | 5 | 12 | 11 | 3 |
| BELL'ITALIA | 326 | 10 | 18 | 0 | 30 | 18 | 21 | 10 | 15 | 35 | 3 |
| BENISSIMO | 407 | 0 | 9 | 13 | 9 | 89 | 15 | 14 | 34 | 14 | 5 |
| BIMBI SANI E BELLI | 925 | 7 | 24 | 15 | 19 | 100 | 20 | 33 | 83 | 21 | 6 |
| BRAVA CASA | 803 | 11 | 27 | 14 | 21 | 102 | 13 | 33 | 61 | 19 | 4 |
| BUONA CUCINA | 488 | 2 | 19 | 12 | 13 | 71 | 10 | 6 | 28 | 9 | 0 |
| BURDA | 1176 | 11 | 37 | 20 | 17 | 103 | 12 | 27 | 108 | 15 | 4 |
| CAPITAL | 145 | 3 | 7 | 0 | 12 | 17 | 17 | 8 | 15 | 10 | 0 |
| CARNET | 123 | 0 | 9 | 0 | 8 | 9 | 4 | 7 | 8 | 4 | 0 |
| CASAVIVA | 1236 | 6 | 27 | 21 | 21 | 139 | 23 | 34 | 111 | 20 | 4 |
| CENTO COSE ENERGY | 610 | 4 | 78 | 23 | 20 | 145 | 16 | 62 | 80 | 17 | 5 |
| CIAK | 393 | 3 | 114 | 11 | 10 | 42 | 8 | 16 | 27 | 11 | 3 |
| CIPRIA | 369 | 3 | 11 | 4 | 6 | 51 | 13 | 34 | 32 | 9 | 2 |
| CLASS | 89 | 3 | 4 | 3 | 1 | 5 | 11 | 8 | 19 | 8 | 0 |
| CLUB 3 | 139 | 0 | 0 | 0 | 4 | 7 | 4 | 1 | 4 | 2 | 0 |
| COME STAI | 267 | 3 | 13 | 3 | 6 | 54 | 11 | 24 | 19 | 16 | 0 |
| CONSIGLI PRATICI | 257 | 3 | 11 | 11 | 2 | 74 | 16 | 13 | 22 | 7 | 0 |
| COSE DI CASA | 1372 | 5 | 51 | 27 | 29 | 183 | 18 | 36 | 103 | 20 | 8 |
| LA CUCINA ITALIANA | 698 | 1 | 18 | 5 | 13 | 73 | 9 | 10 | 38 | 10 | 5 |
| CUCINA MODERNA | 805 | 5 | 37 | 10 | 8 | 112 | 13 | 22 | 41 | 11 | 11 |
| DONNA | 820 | 8 | 62 | 28 | 4 | 116 | 6 | 21 | 113 | 22 | 3 |
| DONNA E MAMMA | 383 | 3 | 7 | 0 | 3 | 35 | 2 | 10 | 30 | 5 | 3 |
| DOVE | 248 | 5 | 17 | 3 | 10 | 27 | 20 | 11 | 26 | 21 | 2 |
| ELLE | 529 | 4 | 30 | 14 | 4 | 60 | 11 | 46 | 116 | 19 | 5 |
| ELLE DECOR | 166 | 3 | 3 | 7 | 2 | 21 | 6 | 8 | 38 | 13 | 0 |
| FOCUS | 1351 | 12 | 127 | 17 | 19 | 108 | 24 | 34 | 77 | 22 | 0 |
| GARDENIA | 199 | 0 | 3 | 7 | 3 | 18 | 7 | 12 | 10 | 7 | 4 |
| GENTE MESE | 894 | 11 | 58 | 25 | 25 | 141 | 25 | 35 | 111 | 30 | 5 |
| GENTE MONEY | 82 | 3 | 0 | 4 | 0 | 13 | 5 | 12 | 2 | 4 | 0 |
| GENTE MOTORI | 238 | 3 | 15 | 26 | 2 | 25 | 11 | 10 | 41 | 10 | 0 |
| GENTE VIAGGI | 362 | 1 | 21 | 13 | 39 | 41 | 46 | 13 | 39 | 42 | 2 |
| GLAMOUR | 362 | 3 | 43 | 12 | 5 | 49 | 3 | 21 | 72 | 4 | 0 |
| GULLIVER | 137 | 5 | 6 | 5 | 14 | 31 | 21 | 14 | 22 | 12 | 0 |
| IN CASA | 147 | 7 | 1 | 10 | 4 | 23 | 6 | 5 | 12 | 9 | 0 |
| INSIEME | 355 | 4 | 0 | 7 | 3 | 57 | 4 | 4 | 23 | 7 | 2 |
| IO E IL MIO BAMBINO | 771 | 9 | 13 | 7 | 10 | 70 | 13 | 20 | 58 | 23 | 3 |
| JESUS | 119 | 0 | 4 | 0 | 3 | 7 | 2 | 3 | 5 | 3 | 7 |
| MADRE | 159 | 0 | 2 | 1 | 3 | 8 | 4 | 5 | 5 | 6 | 0 |
| MARIE CLAIRE | 870 | 4 | 56 | 25 | 19 | 141 | 23 | 55 | 177 | 22 | 6 |
| MAX | 582 | 4 | 62 | 12 | 20 | 60 | 10 | 43 | 75 | 17 | 5 |
| MERIDIANI | 107 | 7 | 14 | 1 | 14 | 0 | 10 | 1 | 9 | 12 | 3 |
| MESSAGGERO DI S.ANTONIO | 1135 | 2 | 25 | 12 | 9 | 52 | 8 | 13 | 40 | 7 | 5 |
| LA MIA BOUTIQUE | 433 | 0 | 16 | 10 | 5 | 44 | 9 | 10 | 50 | 4 | 1 |
| LA MIA CASA | 269 | 0 | 13 | 11 | 8 | 28 | 17 | 18 | 28 | 12 | 3 |
| MILLIONAIRE INTRAPRENDERE | 219 | 7 | 12 | 7 | 12 | 38 | 6 | 23 | 24 | 13 | 2 |
| NAUTICA | 57 | 0 | 2 | 0 | 1 | 1 | 6 | 1 | 5 | 2 | 0 |
| PESCARE | 92 | 0 | 3 | 3 | 0 | 15 | 0 | 0 | 8 | 3 | 2 |
| PRATICA | 402 | 3 | 9 | 4 | 5 | 130 | 9 | 19 | 10 | 17 | 4 |
| QUATTRORUOTE | 1204 | 12 | 71 | 55 | 27 | 109 | 36 | 37 | 131 | 34 | 5 |
| QUATTRO ZAMPE | 243 | 5 | 27 | 11 | 8 | 23 | 11 | 5 | 32 | 4 | 3 |
| QUI TOURING | 437 | 5 | 15 | 3 | 19 | 27 | 20 | 13 | 32 | 11 | 0 |
| RAKAM | 575 | 9 | 4 | 10 | 4 | 63 | 11 | 9 | 49 | 14 | 2 |
| SALE & PEPE | 565 | 0 | 22 | 12 | 8 | 61 | 9 | 12 | 51 | 7 | 1 |
| SALVE | 309 | 5 | 12 | 9 | 3 | 49 | 12 | 24 | 34 | 11 | 6 |
| SCIENZA & VITA | 83 | 0 | 7 | 0 | 0 | 10 | 0 | 1 | 7 | 3 | 2 |
| LE SCIENZE | 172 | 0 | 14 | 1 | 0 | 13 | 2 | 3 | 4 | 3 | 0 |
| SELEZIONE READER'S DIGEST | 593 | 0 | 31 | 10 | 6 | 66 | 5 | 19 | 44 | 11 | 2 |
| SILHOUETTE DONNA | 1326 | 10 | 113 | 31 | 30 | 232 | 20 | 103 | 165 | 27 | 9 |
| SPEAK UP | 142 | 3 | 10 | 3 | 10 | 19 | 7 | 11 | 12 | 7 | 5 |
| STARBENE | 1543 | 11 | 80 | 39 | 33 | 258 | 29 | 86 | 153 | 24 | 9 |
| STARTER | 14 | 0 | 0 | 0 | 4 | 0 | 4 | 0 | 2 | 2 | 0 |
| TUTTI FOTOGRAFI | 56 | 56 | 4 | 1 | 4 | 6 | 3 | 3 | 2 | 10 | 3 |
| TUTTO | 489 | 4 | 489 | 13 | 10 | 63 | 6 | 14 | 60 | 16 | 4 |
| TUTTOMOTO | 131 | 1 | 13 | 131 | 6 | 22 | 0 | 7 | 40 | 4 | 0 |
| TUTTOTURISMO | 136 | 4 | 10 | 6 | 136 | 20 | 31 | 11 | 24 | 25 | 3 |
| VERA | 1057 | 6 | 63 | 22 | 20 | 1057 | 28 | 65 | 91 | 20 | 6 |
| VIAGGIARE | 140 | 3 | 6 | 0 | 31 | 28 | 140 | 23 | 19 | 29 | 0 |
| VITALITY | 220 | 3 | 14 | 7 | 11 | 65 | 23 | 220 | 30 | 13 | 0 |
| VOGUE ITALIA | 729 | 2 | 60 | 40 | 24 | 91 | 19 | 30 | 729 | 28 | 8 |
| WEEKEND VIAGGI | 140 | 10 | 16 | 4 | 25 | 20 | 29 | 13 | 28 | 140 | 3 |
| DIANA (QUATTORDICINALE) | 53 | 3 | 4 | 0 | 3 | 6 | 0 | 0 | 8 | 3 | 53 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confidenze | Domenica Quiz | Donna Moderna | L'Espresso | Eva Express Tremila | Famiglia Cristiana | Film TV | Gente |
| **POPOLAZIONE** | **20056** | **655** | **743** | **105** | **102** | **470** | **788** | **636** | **159** | **2059** | **656** | **293** | **2347** | **107** | **2009** |
| AMICA | **655** | 655 | 243 | 9 | 10 | 95 | 89 | 54 | 5 | 278 | 66 | 47 | 132 | 7 | 186 |
| ANNA | **743** | 243 | 743 | 13 | 11 | 113 | 113 | 51 | 13 | 297 | 58 | 51 | 113 | 10 | 190 |
| AUTO OGGI | **105** | 9 | 13 | 105 | 18 | 7 | 3 | 4 | 6 | 21 | 7 | 8 | 19 | 4 | 17 |
| AUTOSPRINT | **102** | 10 | 11 | 18 | 102 | 6 | 4 | 2 | 0 | 22 | 13 | 4 | 22 | 8 | 13 |
| BELLA | **470** | 95 | 113 | 7 | 6 | 470 | 62 | 63 | 11 | 212 | 23 | 30 | 97 | 8 | 132 |
| CHI | **788** | 89 | 113 | 3 | 4 | 62 | 788 | 77 | 11 | 219 | 38 | 86 | 111 | 11 | 274 |
| CONFIDENZE | **636** | 54 | 51 | 4 | 2 | 63 | 77 | 636 | 21 | 144 | 28 | 37 | 130 | 2 | 141 |
| DOMENICA QUIZ | **159** | 5 | 13 | 6 | 0 | 11 | 11 | 21 | 159 | 50 | 12 | 10 | 22 | 0 | 42 |
| DONNA MODERNA | **2059** | 278 | 297 | 21 | 22 | 212 | 219 | 144 | 50 | 2059 | 99 | 104 | 340 | 19 | 440 |
| L'ESPRESSO | **656** | 66 | 58 | 7 | 13 | 23 | 38 | 28 | 12 | 99 | 656 | 15 | 110 | 15 | 129 |
| EVA EXPRESS TREMILA | **293** | 47 | 51 | 8 | 4 | 30 | 86 | 37 | 10 | 104 | 15 | 293 | 43 | 5 | 111 |
| FAMIGLIA CRISTIANA | **2347** | 132 | 113 | 19 | 22 | 97 | 111 | 130 | 22 | 340 | 110 | 43 | 2347 | 11 | 373 |
| FILM TV | **107** | 7 | 10 | 4 | 8 | 8 | 11 | 2 | 0 | 19 | 15 | 5 | 11 | 107 | 15 |
| GENTE | **2009** | 186 | 190 | 17 | 13 | 132 | 274 | 141 | 42 | 440 | 129 | 111 | 373 | 15 | 2009 |
| GIOIA | **763** | 175 | 197 | 9 | 7 | 87 | 109 | 52 | 21 | 280 | 61 | 49 | 170 | 6 | 280 |
| IL GIORNALINO | **125** | 12 | 11 | 3 | 0 | 4 | 5 | 6 | 0 | 13 | 8 | 10 | 64 | 1 | 22 |
| GRAND HOTEL | **625** | 53 | 39 | 8 | 8 | 51 | 71 | 80 | 7 | 120 | 13 | 35 | 96 | 13 | 126 |
| GRAZIA | **883** | 209 | 192 | 8 | 17 | 91 | 106 | 77 | 19 | 315 | 59 | 50 | 149 | 6 | 235 |
| GUERIN SPORTIVO | **45** | 0 | 1 | 3 | 6 | 4 | 4 | 1 | 0 | 3 | 8 | 2 | 6 | 4 | 14 |
| GUIDA TV | **696** | 45 | 40 | 7 | 9 | 32 | 50 | 39 | 18 | 119 | 57 | 24 | 92 | 14 | 109 |
| INTIMITA' | **770** | 51 | 47 | 14 | 7 | 62 | 80 | 228 | 12 | 155 | 45 | 44 | 133 | 8 | 181 |
| MAGAZINE BEAUTIFUL | **61** | 14 | 7 | 2 | 2 | 2 | 9 | 6 | 0 | 22 | 1 | 5 | 12 | 0 | 12 |
| IL MONDO | **31** | 7 | 7 | 0 | 0 | 1 | 0 | 2 | 6 | 7 | 13 | 0 | 5 | 0 | 3 |
| MOTOSPRINT | **79** | 4 | 7 | 10 | 27 | 0 | 3 | 8 | 0 | 11 | 6 | 3 | 10 | 6 | 8 |
| NOVELLA 2000 | **572** | 94 | 88 | 9 | 11 | 47 | 138 | 53 | 8 | 158 | 36 | 114 | 80 | 12 | 185 |
| OGGI | **1988** | 179 | 231 | 14 | 18 | 124 | 273 | 147 | 40 | 467 | 131 | 100 | 348 | 22 | 854 |
| PANORAMA | **1035** | 95 | 120 | 13 | 10 | 46 | 85 | 52 | 28 | 224 | 244 | 37 | 177 | 18 | 231 |
| SORRISI E CANZONI TV | **3022** | 182 | 185 | 29 | 27 | 137 | 255 | 175 | 30 | 540 | 140 | 106 | 419 | 20 | 444 |
| STOP | **431** | 37 | 44 | 7 | 2 | 43 | 74 | 43 | 7 | 84 | 25 | 67 | 52 | 7 | 132 |
| TELEPIU' | **738** | 48 | 51 | 6 | 7 | 28 | 73 | 61 | 12 | 127 | 32 | 30 | 83 | 16 | 115 |
| TELESETTE | **870** | 37 | 41 | 14 | 14 | 30 | 52 | 34 | 12 | 125 | 45 | 35 | 112 | 16 | 113 |
| TOPOLINO | **819** | 55 | 54 | 15 | 8 | 22 | 57 | 43 | 26 | 152 | 61 | 30 | 128 | 6 | 147 |
| VISTO | **351** | 52 | 52 | 7 | 7 | 33 | 72 | 47 | 6 | 94 | 22 | 39 | 55 | 6 | 101 |
| VIVERSANI & BELLI | **924** | 113 | 97 | 19 | 6 | 109 | 88 | 64 | 11 | 301 | 48 | 53 | 144 | 13 | 177 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 66 | 56 | 7 | 3 | 22 | 51 | 25 | 9 | 138 | 127 | 14 | 63 | 10 | 93 |
| DIARIO DELLA SETTIMANA | **65** | 5 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 8 | 16 | 1 | 4 | 0 | 8 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 14 | 16 | 18 | 23 | 5 | 28 | 21 | 13 | 57 | 36 | 18 | 50 | 8 | 44 |
| IO DONNA | **882** | 91 | 105 | 3 | 0 | 56 | 63 | 46 | 20 | 205 | 76 | 24 | 139 | 10 | 153 |
| SETTE | **875** | 76 | 88 | 6 | 5 | 42 | 65 | 22 | 15 | 189 | 92 | 23 | 116 | 13 | 156 |
| SPECCHIO DELLA STAMPA | **428** | 32 | 40 | 3 | 2 | 19 | 26 | 25 | 6 | 87 | 57 | 8 | 77 | 0 | 69 |
| TV SETTE | **968** | 81 | 99 | 6 | 5 | 51 | 74 | 40 | 21 | 206 | 85 | 28 | 130 | 15 | 181 |
| IL VENERDI' | **1311** | 95 | 87 | 14 | 16 | 45 | 87 | 47 | 23 | 274 | 222 | 30 | 162 | 15 | 218 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Amica | Anna | Auto Oggi | Auto-sprint | Bella | Chi | Confidenze | Domenica Quiz | Donna Moderna | L'Espresso | Eva Express Tremila | Famiglia Cristiana | Film TV | Gente |
| **POPOLAZIONE** | **20056** | **655** | **743** | **105** | **102** | **470** | **788** | **636** | **159** | **2059** | **656** | **293** | **2347** | **107** | **2009** |
| ABITARE | 148 | 11 | 12 | 0 | 2 | 7 | 15 | 1 | 2 | 37 | 28 | 5 | 31 | 5 | 19 |
| AD | 257 | 32 | 32 | 2 | 3 | 12 | 26 | 4 | 5 | 55 | 36 | 7 | 30 | 0 | 36 |
| AIRONE | 331 | 33 | 37 | 2 | 10 | 15 | 28 | 10 | 5 | 80 | 35 | 14 | 53 | 2 | 37 |
| AMADEUS | 60 | 8 | 3 | 0 | 0 | 0 | 3 | 2 | 2 | 9 | 11 | 4 | 12 | 0 | 8 |
| ARCHEO | 105 | 5 | 6 | 0 | 0 | 0 | 4 | 1 | 2 | 18 | 22 | 1 | 15 | 0 | 10 |
| ASTRA | 210 | 30 | 33 | 0 | 1 | 20 | 16 | 15 | 6 | 59 | 20 | 15 | 19 | 0 | 30 |
| A TAVOLA | 137 | 19 | 16 | 0 | 0 | 3 | 14 | 8 | 3 | 35 | 20 | 7 | 17 | 3 | 40 |
| AUTO | 134 | 6 | 6 | 34 | 16 | 4 | 8 | 0 | 0 | 26 | 19 | 8 | 15 | 6 | 11 |
| L'AUTOMOBILE | 285 | 22 | 11 | 17 | 9 | 13 | 16 | 11 | 2 | 54 | 19 | 9 | 51 | 2 | 42 |
| BELL'EUROPA | 132 | 15 | 12 | 1 | 1 | 9 | 5 | 5 | 6 | 31 | 17 | 4 | 28 | 0 | 20 |
| BELL'ITALIA | 261 | 19 | 28 | 0 | 0 | 9 | 12 | 10 | 4 | 57 | 38 | 0 | 50 | 2 | 42 |
| BENISSIMO | 316 | 38 | 35 | 3 | 7 | 46 | 36 | 39 | 8 | 110 | 21 | 13 | 62 | 1 | 77 |
| BIMBI SANI E BELLI | 678 | 49 | 38 | 16 | 4 | 42 | 47 | 53 | 7 | 164 | 29 | 24 | 89 | 7 | 110 |
| BRAVA CASA | 557 | 50 | 62 | 3 | 4 | 31 | 45 | 18 | 10 | 151 | 41 | 12 | 109 | 4 | 106 |
| BUONA CUCINA | 398 | 51 | 43 | 10 | 3 | 57 | 48 | 44 | 12 | 112 | 32 | 10 | 88 | 7 | 83 |
| BURDA | 794 | 54 | 42 | 9 | 9 | 35 | 53 | 56 | 16 | 149 | 16 | 15 | 116 | 5 | 123 |
| CAPITAL | 118 | 16 | 20 | 4 | 2 | 6 | 14 | 5 | 1 | 20 | 38 | 2 | 18 | 0 | 23 |
| CARNET | 85 | 9 | 3 | 0 | 1 | 0 | 6 | 3 | 2 | 6 | 14 | 0 | 9 | 2 | 6 |
| CASAVIVA | 868 | 105 | 69 | 3 | 6 | 42 | 57 | 51 | 22 | 267 | 72 | 20 | 129 | 4 | 161 |
| CENTO COSE ENERGY | 205 | 32 | 57 | 6 | 2 | 23 | 35 | 20 | 4 | 92 | 12 | 17 | 25 | 2 | 47 |
| CIAK | 127 | 10 | 9 | 2 | 7 | 4 | 10 | 2 | 2 | 31 | 18 | 4 | 20 | 3 | 17 |
| CIPRIA | 180 | 15 | 22 | 4 | 0 | 7 | 15 | 11 | 5 | 55 | 13 | 8 | 28 | 0 | 29 |
| CLASS | 77 | 2 | 8 | 1 | 0 | 6 | 9 | 7 | 6 | 12 | 20 | 2 | 4 | 0 | 16 |
| CLUB 3 | 131 | 13 | 8 | 0 | 0 | 8 | 5 | 2 | 0 | 29 | 5 | 0 | 67 | 0 | 29 |
| COME STAI | 168 | 8 | 18 | 4 | 0 | 20 | 15 | 13 | 5 | 65 | 6 | 3 | 28 | 0 | 41 |
| CONSIGLI PRATICI | 171 | 12 | 10 | 3 | 0 | 25 | 18 | 30 | 5 | 57 | 9 | 5 | 33 | 0 | 38 |
| COSE DI CASA | 944 | 65 | 84 | 16 | 2 | 75 | 63 | 44 | 8 | 297 | 53 | 25 | 129 | 10 | 141 |
| LA CUCINA ITALIANA | 535 | 49 | 48 | 5 | 3 | 44 | 49 | 27 | 11 | 104 | 29 | 15 | 98 | 5 | 87 |
| CUCINA MODERNA | 562 | 33 | 43 | 5 | 10 | 51 | 56 | 55 | 11 | 163 | 34 | 23 | 98 | 9 | 104 |
| DONNA | 469 | 76 | 49 | 8 | 7 | 42 | 69 | 33 | 5 | 111 | 33 | 17 | 91 | 2 | 121 |
| DONNA E MAMMA | 325 | 23 | 25 | 5 | 3 | 16 | 14 | 25 | 5 | 63 | 12 | 12 | 45 | 4 | 53 |
| DOVE | 171 | 26 | 21 | 0 | 2 | 10 | 13 | 4 | 2 | 44 | 25 | 8 | 21 | 8 | 21 |
| ELLE | 271 | 51 | 80 | 5 | 2 | 19 | 37 | 8 | 5 | 95 | 25 | 7 | 45 | 2 | 61 |
| ELLE DECOR | 102 | 28 | 23 | 0 | 0 | 1 | 11 | 3 | 2 | 32 | 8 | 4 | 14 | 0 | 16 |
| FOCUS | 706 | 31 | 42 | 12 | 14 | 34 | 46 | 24 | 14 | 153 | 68 | 16 | 88 | 12 | 91 |
| GARDENIA | 154 | 16 | 15 | 3 | 10 | 17 | 15 | 2 | 0 | 42 | 18 | 3 | 33 | 0 | 27 |
| GENTE MESE | 585 | 52 | 69 | 5 | 6 | 20 | 108 | 53 | 18 | 139 | 41 | 23 | 106 | 1 | 221 |
| GENTE MONEY | 76 | 2 | 2 | 0 | 0 | 0 | 3 | 4 | 2 | 15 | 21 | 1 | 8 | 0 | 17 |
| GENTE MOTORI | 232 | 17 | 25 | 29 | 21 | 8 | 16 | 8 | 5 | 58 | 31 | 6 | 31 | 6 | 27 |
| GENTE VIAGGI | 236 | 33 | 31 | 7 | 8 | 14 | 29 | 12 | 1 | 55 | 34 | 7 | 54 | 6 | 47 |
| GLAMOUR | 122 | 22 | 26 | 0 | 0 | 3 | 20 | 5 | 3 | 31 | 6 | 11 | 10 | 0 | 35 |
| GULLIVER | 97 | 24 | 20 | 1 | 4 | 15 | 9 | 3 | 0 | 31 | 13 | 5 | 16 | 4 | 21 |
| IN CASA | 97 | 21 | 15 | 3 | 0 | 6 | 8 | 6 | 0 | 40 | 5 | 2 | 11 | 3 | 30 |
| INSIEME | 298 | 23 | 26 | 2 | 2 | 29 | 27 | 21 | 7 | 81 | 15 | 15 | 47 | 2 | 60 |
| IO E IL MIO BAMBINO | 673 | 44 | 42 | 11 | 5 | 40 | 45 | 44 | 5 | 140 | 33 | 23 | 90 | 10 | 104 |
| JESUS | 85 | 11 | 6 | 1 | 1 | 2 | 5 | 2 | 3 | 9 | 4 | 2 | 66 | 0 | 15 |
| MADRE | 135 | 7 | 6 | 0 | 0 | 0 | 8 | 7 | 3 | 32 | 4 | 0 | 64 | 0 | 21 |
| MARIE CLAIRE | 438 | 78 | 86 | 11 | 5 | 31 | 49 | 21 | 11 | 159 | 22 | 20 | 49 | 1 | 95 |
| MAX | 233 | 19 | 29 | 7 | 9 | 12 | 23 | 7 | 7 | 52 | 36 | 8 | 28 | 2 | 46 |
| MERIDIANI | 65 | 11 | 8 | 2 | 1 | 4 | 3 | 0 | 1 | 23 | 8 | 3 | 12 | 0 | 12 |
| MESSAGGERO DI S.ANTONIO | 875 | 37 | 29 | 4 | 2 | 24 | 46 | 41 | 5 | 105 | 33 | 16 | 252 | 5 | 147 |
| LA MIA BOUTIQUE | 294 | 35 | 29 | 6 | 0 | 14 | 22 | 5 | 7 | 77 | 17 | 3 | 43 | 2 | 52 |
| LA MIA CASA | 171 | 27 | 27 | 0 | 0 | 15 | 11 | 12 | 0 | 56 | 15 | 2 | 21 | 1 | 30 |
| MILLIONAIRE INTRAPRENDERE | 136 | 5 | 11 | 4 | 1 | 8 | 6 | 5 | 4 | 37 | 14 | 3 | 20 | 0 | 10 |
| NAUTICA | 60 | 5 | 3 | 5 | 3 | 0 | 4 | 0 | 4 | 8 | 13 | 4 | 5 | 2 | 12 |
| PESCARE | 96 | 3 | 12 | 3 | 0 | 7 | 12 | 3 | 2 | 22 | 11 | 0 | 16 | 0 | 15 |
| PRATICA | 254 | 38 | 50 | 5 | 5 | 39 | 21 | 22 | 6 | 107 | 17 | 18 | 42 | 4 | 59 |
| QUATTRORUOTE | 923 | 55 | 41 | 48 | 38 | 24 | 60 | 26 | 11 | 131 | 105 | 12 | 132 | 15 | 125 |
| QUATTRO ZAMPE | 150 | 11 | 13 | 4 | 0 | 17 | 12 | 11 | 5 | 46 | 16 | 2 | 15 | 5 | 16 |
| QUI TOURING | 344 | 28 | 16 | 1 | 5 | 14 | 14 | 5 | 10 | 69 | 42 | 4 | 59 | 5 | 62 |
| RAKAM | 440 | 38 | 28 | 3 | 4 | 28 | 22 | 31 | 13 | 96 | 23 | 25 | 96 | 6 | 96 |
| SALE & PEPE | 403 | 43 | 44 | 7 | 6 | 44 | 49 | 32 | 9 | 125 | 33 | 13 | 82 | 3 | 64 |
| SALVE | 252 | 55 | 53 | 3 | 3 | 17 | 26 | 18 | 7 | 108 | 24 | 13 | 47 | 7 | 55 |
| SCIENZA & VITA | 62 | 3 | 3 | 3 | 0 | 15 | 3 | 3 | 2 | 16 | 7 | 1 | 14 | 1 | 12 |
| LE SCIENZE | 128 | 4 | 4 | 1 | 0 | 5 | 1 | 1 | 4 | 22 | 19 | 0 | 32 | 1 | 8 |
| SELEZIONE READER'S DIGEST | 456 | 35 | 14 | 7 | 5 | 35 | 32 | 25 | 11 | 109 | 39 | 8 | 110 | 5 | 84 |
| SILHOUETTE DONNA | 538 | 68 | 58 | 7 | 4 | 58 | 60 | 44 | 15 | 216 | 27 | 29 | 64 | 10 | 106 |
| SPEAK UP | 73 | 2 | 5 | 0 | 0 | 0 | 3 | 4 | 4 | 10 | 16 | 3 | 7 | 0 | 10 |
| STARBENE | 946 | 78 | 94 | 10 | 8 | 63 | 86 | 75 | 12 | 276 | 57 | 26 | 163 | 9 | 206 |
| STARTER | 20 | 2 | 2 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 2 | 0 | 0 |
| TUTTI FOTOGRAFI | 61 | 2 | 4 | 3 | 1 | 5 | 4 | 0 | 5 | 8 | 5 | 3 | 12 | 0 | 9 |
| TUTTO | 58 | 1 | 3 | 1 | 2 | 4 | 14 | 3 | 0 | 10 | 2 | 4 | 14 | 2 | 9 |
| TUTTOMOTO | 93 | 9 | 3 | 10 | 14 | 3 | 11 | 0 | 1 | 19 | 4 | 1 | 10 | 4 | 10 |
| TUTTOTURISMO | 86 | 8 | 7 | 4 | 2 | 6 | 12 | 2 | 2 | 23 | 12 | 1 | 14 | 2 | 17 |
| VERA | 665 | 72 | 82 | 2 | 4 | 85 | 83 | 52 | 16 | 256 | 23 | 27 | 112 | 5 | 153 |
| VIAGGIARE | 86 | 12 | 12 | 2 | 1 | 10 | 11 | 6 | 3 | 27 | 16 | 0 | 13 | 2 | 16 |
| VITALITY | 88 | 12 | 19 | 0 | 1 | 16 | 9 | 1 | 2 | 35 | 3 | 7 | 8 | 2 | 16 |
| VOGUE ITALIA | 368 | 44 | 44 | 14 | 1 | 17 | 49 | 24 | 9 | 105 | 34 | 16 | 48 | 8 | 87 |
| WEEKEND VIAGGI | 90 | 16 | 14 | 2 | 0 | 8 | 13 | 2 | 2 | 25 | 11 | 5 | 9 | 4 | 25 |
| DIANA (QUATTORDICINALE) | 46 | 6 | 7 | 0 | 6 | 5 | 3 | 5 | 0 | 11 | 6 | 0 | 7 | 0 | 8 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Guida TV | Intimità | Magazine Beautiful | Il Mondo | Moto-sprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| **POPOLAZIONE** | **20056** | **763** | **125** | **625** | **883** | **45** | **696** | **770** | **61** | **31** | **79** | **572** | **1988** | **1035** | **3022** |
| AMICA | **655** | 175 | 12 | 53 | 209 | 0 | 45 | 51 | 14 | 7 | 4 | 94 | 179 | 95 | 182 |
| ANNA | **743** | 197 | 11 | 39 | 192 | 1 | 40 | 47 | 7 | 7 | 7 | 88 | 231 | 120 | 185 |
| AUTO OGGI | **105** | 9 | 3 | 8 | 8 | 3 | 7 | 14 | 2 | 0 | 10 | 9 | 14 | 13 | 29 |
| AUTOSPRINT | **102** | 7 | 0 | 8 | 17 | 6 | 9 | 7 | 2 | 0 | 27 | 11 | 18 | 10 | 27 |
| BELLA | **470** | 87 | 4 | 51 | 91 | 4 | 32 | 62 | 2 | 1 | 0 | 47 | 124 | 46 | 137 |
| CHI | **788** | 109 | 5 | 71 | 106 | 4 | 50 | 80 | 9 | 0 | 3 | 138 | 273 | 85 | 255 |
| CONFIDENZE | **636** | 52 | 6 | 80 | 77 | 1 | 39 | 228 | 6 | 2 | 8 | 53 | 147 | 52 | 175 |
| DOMENICA QUIZ | **159** | 21 | 0 | 7 | 19 | 0 | 18 | 12 | 0 | 6 | 0 | 8 | 40 | 28 | 30 |
| DONNA MODERNA | **2059** | 280 | 13 | 120 | 315 | 3 | 119 | 155 | 22 | 7 | 11 | 158 | 467 | 224 | 540 |
| L'ESPRESSO | **656** | 61 | 8 | 13 | 59 | 8 | 57 | 45 | 1 | 13 | 6 | 36 | 131 | 244 | 140 |
| EVA EXPRESS TREMILA | **293** | 49 | 10 | 35 | 50 | 2 | 24 | 44 | 5 | 0 | 3 | 114 | 100 | 37 | 106 |
| FAMIGLIA CRISTIANA | **2347** | 170 | 64 | 96 | 149 | 6 | 92 | 133 | 12 | 5 | 10 | 80 | 348 | 177 | 419 |
| FILM TV | **107** | 6 | 1 | 13 | 6 | 4 | 14 | 8 | 0 | 0 | 6 | 12 | 22 | 18 | 20 |
| GENTE | **2009** | 280 | 22 | 126 | 235 | 14 | 109 | 181 | 12 | 3 | 8 | 185 | 854 | 231 | 444 |
| GIOIA | **763** | 763 | 14 | 56 | 235 | 3 | 55 | 67 | 10 | 3 | 2 | 89 | 206 | 103 | 212 |
| IL GIORNALINO | **125** | 14 | 125 | 3 | 10 | 0 | 7 | 10 | 0 | 0 | 2 | 5 | 21 | 15 | 19 |
| GRAND HOTEL | **625** | 56 | 3 | 625 | 55 | 1 | 49 | 106 | 5 | 2 | 5 | 67 | 125 | 27 | 172 |
| GRAZIA | **883** | 235 | 10 | 55 | 883 | 1 | 52 | 61 | 18 | 3 | 6 | 87 | 233 | 127 | 228 |
| GUERIN SPORTIVO | **45** | 3 | 0 | 1 | 1 | 45 | 3 | 6 | 0 | 0 | 2 | 4 | 12 | 7 | 15 |
| GUIDA TV | **696** | 55 | 7 | 49 | 52 | 3 | 696 | 46 | 11 | 0 | 6 | 56 | 107 | 55 | 143 |
| INTIMITA' | **770** | 67 | 10 | 106 | 61 | 6 | 46 | 770 | 5 | 0 | 7 | 72 | 165 | 63 | 176 |
| MAGAZINE BEAUTIFUL | **61** | 10 | 0 | 5 | 18 | 0 | 11 | 5 | 61 | 0 | 0 | 6 | 13 | 4 | 9 |
| IL MONDO | **31** | 3 | 0 | 2 | 3 | 0 | 0 | 0 | 0 | 31 | 0 | 3 | 7 | 11 | 6 |
| MOTOSPRINT | **79** | 2 | 2 | 5 | 6 | 2 | 6 | 7 | 0 | 0 | 79 | 8 | 12 | 10 | 30 |
| NOVELLA 2000 | **572** | 89 | 5 | 67 | 87 | 4 | 56 | 72 | 6 | 3 | 8 | 572 | 190 | 75 | 199 |
| OGGI | **1988** | 206 | 21 | 125 | 233 | 12 | 107 | 165 | 13 | 7 | 12 | 190 | 1988 | 217 | 446 |
| PANORAMA | **1035** | 103 | 15 | 27 | 127 | 7 | 55 | 63 | 4 | 11 | 10 | 75 | 217 | 1035 | 284 |
| SORRISI E CANZONI TV | **3022** | 212 | 19 | 172 | 228 | 15 | 143 | 176 | 9 | 6 | 30 | 199 | 446 | 284 | 3022 |
| STOP | **431** | 28 | 7 | 68 | 44 | 0 | 46 | 61 | 4 | 0 | 2 | 93 | 119 | 38 | 95 |
| TELEPIU' | **738** | 54 | 10 | 63 | 63 | 6 | 50 | 50 | 9 | 2 | 8 | 64 | 113 | 69 | 156 |
| TELESETTE | **870** | 52 | 12 | 48 | 43 | 0 | 53 | 73 | 1 | 5 | 6 | 63 | 125 | 63 | 129 |
| TOPOLINO | **819** | 74 | 30 | 58 | 75 | 4 | 72 | 61 | 4 | 4 | 5 | 43 | 131 | 125 | 203 |
| VISTO | **351** | 54 | 9 | 39 | 54 | 0 | 30 | 31 | 4 | 2 | 3 | 72 | 116 | 43 | 110 |
| VIVERSANI & BELLI | **924** | 117 | 5 | 71 | 106 | 7 | 58 | 85 | 9 | 3 | 7 | 82 | 168 | 101 | 253 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 51 | 12 | 11 | 65 | 3 | 12 | 28 | 0 | 5 | 0 | 21 | 103 | 96 | 91 |
| DIARIO DELLA SETTIMANA | **65** | 2 | 0 | 0 | 3 | 0 | 4 | 0 | 0 | 3 | 0 | 1 | 9 | 14 | 5 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 27 | 2 | 21 | 19 | 12 | 25 | 26 | 0 | 2 | 14 | 15 | 60 | 43 | 122 |
| IO DONNA | **882** | 82 | 14 | 21 | 111 | 1 | 19 | 39 | 1 | 15 | 1 | 35 | 185 | 117 | 143 |
| SETTE | **875** | 57 | 9 | 13 | 66 | 3 | 23 | 29 | 3 | 14 | 3 | 29 | 180 | 123 | 134 |
| SPECCHIO DELLA STAMPA | **428** | 33 | 3 | 22 | 37 | 8 | 26 | 33 | 3 | 1 | 2 | 18 | 90 | 55 | 90 |
| TV SETTE | **968** | 63 | 17 | 31 | 85 | 7 | 37 | 48 | 2 | 12 | 4 | 53 | 198 | 132 | 161 |
| IL VENERDI' | **1311** | 87 | 8 | 37 | 130 | 6 | 40 | 59 | 3 | 9 | 12 | 36 | 219 | 185 | 190 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Gioia | Il Giornalino | Grand Hotel | Grazia | Guerin Sportivo | Guida TV | Intimità | Magazine Beautiful | Il Mondo | Moto-sprint | Novella 2000 | Oggi | Panorama | Sorrisi e Canzoni TV |
| **POPOLAZIONE** | **20056** | **763** | **125** | **625** | **883** | **45** | **696** | **770** | **61** | **31** | **79** | **572** | **1988** | **1035** | **3022** |
| ABITARE | 148 | 18 | 2 | 1 | 18 | 0 | 13 | 2 | 0 | 1 | 2 | 7 | 27 | 33 | 27 |
| AD | 257 | 24 | 9 | 4 | 40 | 0 | 13 | 6 | 0 | 0 | 4 | 15 | 28 | 63 | 39 |
| AIRONE | 331 | 30 | 3 | 16 | 38 | 2 | 26 | 12 | 4 | 0 | 9 | 20 | 74 | 70 | 52 |
| AMADEUS | 60 | 7 | 0 | 2 | 8 | 2 | 4 | 1 | 0 | 0 | 0 | 7 | 11 | 14 | 3 |
| ARCHEO | 105 | 8 | 0 | 1 | 0 | 0 | 6 | 6 | 0 | 0 | 0 | 0 | 18 | 20 | 8 |
| ASTRA | 210 | 21 | 0 | 16 | 21 | 0 | 19 | 17 | 2 | 2 | 2 | 23 | 32 | 26 | 76 |
| A TAVOLA | 137 | 25 | 2 | 5 | 21 | 0 | 10 | 12 | 1 | 0 | 0 | 12 | 22 | 18 | 34 |
| AUTO | 134 | 6 | 0 | 5 | 9 | 5 | 9 | 11 | 0 | 0 | 11 | 10 | 20 | 19 | 30 |
| L'AUTOMOBILE | 285 | 11 | 3 | 15 | 22 | 6 | 13 | 18 | 0 | 0 | 9 | 27 | 43 | 32 | 71 |
| BELL'EUROPA | 132 | 10 | 4 | 5 | 14 | 0 | 4 | 8 | 0 | 2 | 1 | 6 | 23 | 26 | 28 |
| BELL'ITALIA | 261 | 17 | 3 | 4 | 20 | 3 | 19 | 9 | 0 | 2 | 1 | 7 | 46 | 50 | 37 |
| BENISSIMO | 316 | 43 | 0 | 27 | 41 | 0 | 10 | 34 | 0 | 0 | 0 | 31 | 54 | 35 | 104 |
| BIMBI SANI E BELLI | 678 | 67 | 3 | 47 | 55 | 2 | 50 | 64 | 2 | 0 | 3 | 47 | 94 | 56 | 209 |
| BRAVA CASA | 557 | 54 | 12 | 29 | 53 | 2 | 30 | 26 | 10 | 4 | 0 | 43 | 96 | 66 | 118 |
| BUONA CUCINA | 398 | 49 | 2 | 48 | 62 | 0 | 35 | 45 | 1 | 0 | 2 | 37 | 87 | 33 | 122 |
| BURDA | 794 | 51 | 14 | 68 | 66 | 1 | 43 | 57 | 5 | 2 | 2 | 49 | 107 | 42 | 205 |
| CAPITAL | 118 | 13 | 1 | 5 | 15 | 5 | 1 | 2 | 2 | 0 | 3 | 10 | 32 | 35 | 24 |
| CARNET | 85 | 1 | 0 | 1 | 12 | 0 | 4 | 3 | 0 | 2 | 0 | 6 | 13 | 15 | 16 |
| CASAVIVA | 868 | 79 | 16 | 38 | 105 | 0 | 47 | 52 | 3 | 1 | 2 | 47 | 167 | 117 | 180 |
| CENTO COSE ENERGY | 205 | 36 | 0 | 17 | 40 | 1 | 13 | 13 | 2 | 0 | 1 | 26 | 54 | 33 | 96 |
| CIAK | 127 | 5 | 2 | 3 | 18 | 1 | 9 | 6 | 0 | 0 | 2 | 9 | 25 | 19 | 52 |
| CIPRIA | 180 | 26 | 0 | 8 | 30 | 0 | 11 | 5 | 0 | 0 | 0 | 2 | 36 | 35 | 46 |
| CLASS | 77 | 4 | 2 | 0 | 8 | 2 | 7 | 3 | 0 | 0 | 1 | 2 | 13 | 33 | 18 |
| CLUB 3 | 131 | 14 | 3 | 2 | 8 | 0 | 6 | 4 | 0 | 1 | 0 | 2 | 26 | 11 | 16 |
| COME STAI | 168 | 10 | 1 | 20 | 11 | 2 | 7 | 11 | 3 | 0 | 0 | 6 | 46 | 18 | 24 |
| CONSIGLI PRATICI | 171 | 13 | 1 | 26 | 17 | 1 | 12 | 41 | 2 | 0 | 0 | 7 | 35 | 8 | 41 |
| COSE DI CASA | 944 | 75 | 7 | 58 | 103 | 8 | 50 | 50 | 5 | 6 | 5 | 46 | 140 | 96 | 257 |
| LA CUCINA ITALIANA | 535 | 44 | 7 | 37 | 63 | 1 | 35 | 40 | 1 | 0 | 5 | 43 | 93 | 39 | 123 |
| CUCINA MODERNA | 562 | 52 | 9 | 56 | 87 | 1 | 29 | 48 | 0 | 2 | 6 | 47 | 119 | 52 | 166 |
| DONNA | 469 | 49 | 0 | 25 | 68 | 3 | 27 | 45 | 6 | 4 | 3 | 46 | 98 | 46 | 128 |
| DONNA E MAMMA | 325 | 34 | 6 | 8 | 33 | 0 | 24 | 24 | 0 | 0 | 2 | 22 | 37 | 34 | 91 |
| DOVE | 171 | 16 | 1 | 2 | 26 | 0 | 6 | 5 | 0 | 2 | 4 | 6 | 33 | 39 | 36 |
| ELLE | 271 | 48 | 9 | 16 | 56 | 0 | 4 | 17 | 0 | 2 | 2 | 24 | 63 | 60 | 67 |
| ELLE DECOR | 102 | 15 | 4 | 5 | 13 | 0 | 2 | 7 | 0 | 2 | 0 | 7 | 19 | 15 | 14 |
| FOCUS | 706 | 42 | 18 | 22 | 65 | 3 | 55 | 34 | 1 | 0 | 11 | 27 | 108 | 123 | 146 |
| GARDENIA | 154 | 18 | 0 | 5 | 16 | 0 | 15 | 4 | 1 | 1 | 6 | 11 | 18 | 18 | 17 |
| GENTE MESE | 585 | 79 | 16 | 28 | 64 | 7 | 31 | 65 | 5 | 0 | 7 | 65 | 195 | 82 | 145 |
| GENTE MONEY | 76 | 8 | 0 | 0 | 6 | 3 | 2 | 1 | 2 | 5 | 0 | 0 | 11 | 17 | 12 |
| GENTE MOTORI | 232 | 13 | 1 | 3 | 22 | 7 | 18 | 19 | 1 | 0 | 20 | 21 | 30 | 33 | 55 |
| GENTE VIAGGI | 236 | 40 | 1 | 2 | 38 | 3 | 27 | 10 | 2 | 0 | 8 | 10 | 44 | 71 | 76 |
| GLAMOUR | 122 | 19 | 0 | 4 | 21 | 2 | 4 | 7 | 0 | 0 | 0 | 17 | 19 | 21 | 29 |
| GULLIVER | 97 | 12 | 1 | 2 | 28 | 0 | 5 | 4 | 0 | 0 | 1 | 7 | 26 | 34 | 21 |
| IN CASA | 97 | 11 | 0 | 5 | 8 | 0 | 10 | 12 | 0 | 2 | 0 | 16 | 23 | 11 | 29 |
| INSIEME | 298 | 30 | 8 | 21 | 31 | 1 | 27 | 26 | 3 | 2 | 0 | 33 | 56 | 18 | 102 |
| IO E IL MIO BAMBINO | 673 | 73 | 7 | 38 | 54 | 2 | 64 | 41 | 5 | 0 | 7 | 47 | 90 | 47 | 178 |
| JESUS | 85 | 16 | 17 | 2 | 6 | 0 | 6 | 0 | 0 | 0 | 1 | 3 | 19 | 17 | 16 |
| MADRE | 135 | 14 | 13 | 5 | 5 | 0 | 6 | 13 | 0 | 0 | 0 | 2 | 20 | 8 | 31 |
| MARIE CLAIRE | 438 | 72 | 4 | 21 | 84 | 2 | 19 | 26 | 5 | 3 | 2 | 51 | 89 | 75 | 126 |
| MAX | 233 | 40 | 1 | 10 | 29 | 4 | 14 | 10 | 0 | 0 | 9 | 17 | 57 | 48 | 77 |
| MERIDIANI | 65 | 7 | 0 | 0 | 12 | 0 | 2 | 0 | 0 | 0 | 1 | 1 | 8 | 15 | 10 |
| MESSAGGERO DI S.ANTONIO | 875 | 39 | 13 | 35 | 67 | 5 | 37 | 39 | 0 | 1 | 4 | 18 | 125 | 48 | 170 |
| LA MIA BOUTIQUE | 294 | 15 | 3 | 20 | 19 | 0 | 8 | 14 | 0 | 0 | 0 | 13 | 43 | 30 | 80 |
| LA MIA CASA | 171 | 23 | 3 | 10 | 32 | 0 | 20 | 6 | 1 | 4 | 0 | 22 | 38 | 26 | 47 |
| MILLIONAIRE INTRAPRENDERE | 136 | 15 | 2 | 6 | 6 | 6 | 7 | 3 | 0 | 0 | 7 | 3 | 18 | 28 | 41 |
| NAUTICA | 60 | 5 | 0 | 0 | 7 | 2 | 8 | 2 | 0 | 0 | 2 | 2 | 15 | 8 | 13 |
| PESCARE | 96 | 5 | 0 | 7 | 13 | 0 | 12 | 8 | 0 | 0 | 2 | 5 | 22 | 18 | 38 |
| PRATICA | 254 | 30 | 4 | 11 | 42 | 0 | 19 | 24 | 3 | 0 | 0 | 6 | 42 | 14 | 86 |
| QUATTRORUOTE | 923 | 54 | 11 | 38 | 95 | 13 | 54 | 43 | 8 | 1 | 28 | 47 | 152 | 137 | 250 |
| QUATTRO ZAMPE | 150 | 14 | 1 | 9 | 21 | 3 | 16 | 11 | 0 | 0 | 0 | 11 | 40 | 19 | 39 |
| QUI TOURING | 344 | 13 | 7 | 3 | 38 | 3 | 13 | 5 | 0 | 3 | 4 | 5 | 62 | 68 | 45 |
| RAKAM | 440 | 59 | 6 | 20 | 43 | 1 | 12 | 21 | 8 | 4 | 0 | 19 | 79 | 50 | 70 |
| SALE & PEPE | 403 | 47 | 2 | 20 | 71 | 0 | 16 | 46 | 3 | 0 | 2 | 31 | 74 | 36 | 115 |
| SALVE | 252 | 37 | 6 | 12 | 38 | 2 | 19 | 16 | 7 | 4 | 4 | 21 | 60 | 71 | 62 |
| SCIENZA & VITA | 62 | 0 | 3 | 2 | 4 | 3 | 2 | 4 | 0 | 0 | 0 | 4 | 9 | 4 | 7 |
| LE SCIENZE | 128 | 3 | 0 | 2 | 3 | 1 | 5 | 3 | 0 | 0 | 0 | 2 | 21 | 27 | 21 |
| SELEZIONE READER'S DIGEST | 456 | 45 | 5 | 15 | 33 | 3 | 31 | 24 | 3 | 2 | 6 | 29 | 86 | 63 | 114 |
| SILHOUETTE DONNA | 538 | 75 | 4 | 47 | 70 | 5 | 43 | 65 | 10 | 2 | 6 | 40 | 92 | 79 | 148 |
| SPEAK UP | 73 | 10 | 0 | 0 | 3 | 4 | 0 | 1 | 0 | 0 | 0 | 2 | 11 | 24 | 23 |
| STARBENE | 946 | 90 | 8 | 62 | 84 | 7 | 68 | 82 | 3 | 2 | 9 | 65 | 176 | 110 | 265 |
| STARTER | 20 | 2 | 0 | 0 | 2 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 9 |
| TUTTI FOTOGRAFI | 61 | 2 | 0 | 2 | 3 | 0 | 12 | 2 | 0 | 0 | 1 | 1 | 11 | 9 | 5 |
| TUTTO | 58 | 7 | 1 | 0 | 7 | 4 | 0 | 4 | 1 | 0 | 2 | 13 | 11 | 7 | 33 |
| TUTTOMOTO | 93 | 6 | 0 | 3 | 7 | 3 | 10 | 8 | 0 | 0 | 18 | 8 | 9 | 12 | 25 |
| TUTTOTURISMO | 86 | 10 | 0 | 7 | 6 | 0 | 2 | 2 | 0 | 0 | 1 | 4 | 18 | 15 | 24 |
| VERA | 665 | 84 | 9 | 52 | 93 | 6 | 36 | 60 | 9 | 3 | 3 | 56 | 154 | 52 | 221 |
| VIAGGIARE | 86 | 12 | 0 | 6 | 17 | 0 | 1 | 2 | 2 | 0 | 0 | 5 | 25 | 19 | 22 |
| VITALITY | 88 | 19 | 0 | 5 | 20 | 0 | 6 | 4 | 1 | 0 | 0 | 9 | 17 | 18 | 18 |
| VOGUE ITALIA | 368 | 50 | 0 | 17 | 52 | 6 | 32 | 39 | 4 | 0 | 6 | 40 | 77 | 46 | 96 |
| WEEKEND VIAGGI | 90 | 20 | 0 | 4 | 14 | 3 | 13 | 5 | 3 | 0 | 0 | 6 | 23 | 17 | 19 |
| DIANA (QUATTORDICINALE) | 46 | 6 | 0 | 2 | 6 | 0 | 3 | 3 | 0 | 0 | 6 | 5 | 8 | 3 | 12 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | SETTIMANALI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Stop | Telepiù | Tele-sette | Topolino | Visto | Viver-sani & Belli | D La Re-pubblica delle Donne Suppl. | D'ario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Ve-nerdì Suppl. |
| **POPOLAZIONE** | **20056** | **431** | **738** | **870** | **819** | **351** | **924** | **632** | **65** | **362** | **882** | **875** | **428** | **968** | **1311** |
| AMICA | **655** | 37 | 48 | 37 | 55 | 52 | 113 | 66 | 5 | 14 | 91 | 76 | 32 | 81 | 95 |
| ANNA | **743** | 44 | 51 | 41 | 54 | 52 | 97 | 56 | 0 | 16 | 105 | 88 | 40 | 99 | 87 |
| AUTO OGGI | **105** | 7 | 6 | 14 | 15 | 7 | 19 | 7 | 0 | 18 | 3 | 6 | 3 | 6 | 14 |
| AUTOSPRINT | **102** | 2 | 7 | 14 | 8 | 7 | 6 | 3 | 0 | 23 | 0 | 5 | 2 | 5 | 16 |
| BELLA | **470** | 43 | 28 | 30 | 22 | 33 | 109 | 22 | 0 | 5 | 56 | 42 | 19 | 51 | 45 |
| CHI | **788** | 74 | 73 | 52 | 57 | 72 | 88 | 51 | 2 | 28 | 63 | 65 | 26 | 74 | 87 |
| CONFIDENZE | **636** | 43 | 61 | 34 | 43 | 47 | 64 | 25 | 1 | 21 | 46 | 22 | 25 | 40 | 47 |
| DOMENICA QUIZ | **159** | 7 | 12 | 12 | 26 | 6 | 11 | 9 | 0 | 13 | 20 | 15 | 6 | 21 | 23 |
| DONNA MODERNA | **2059** | 84 | 127 | 125 | 152 | 94 | 301 | 138 | 8 | 57 | 205 | 189 | 87 | 206 | 274 |
| L'ESPRESSO | **656** | 25 | 32 | 45 | 61 | 22 | 48 | 127 | 16 | 36 | 76 | 92 | 57 | 85 | 222 |
| EVA EXPRESS TREMILA | **293** | 67 | 30 | 35 | 30 | 39 | 53 | 14 | 1 | 18 | 24 | 23 | 8 | 28 | 30 |
| FAMIGLIA CRISTIANA | **2347** | 52 | 83 | 112 | 128 | 55 | 144 | 63 | 4 | 50 | 139 | 116 | 77 | 130 | 162 |
| FILM TV | **107** | 7 | 16 | 16 | 6 | 6 | 13 | 10 | 0 | 8 | 10 | 13 | 0 | 15 | 15 |
| GENTE | **2009** | 132 | 115 | 113 | 147 | 101 | 177 | 93 | 8 | 44 | 153 | 156 | 69 | 181 | 218 |
| GIOIA | **763** | 28 | 54 | 52 | 74 | 54 | 117 | 51 | 2 | 27 | 82 | 57 | 33 | 63 | 87 |
| IL GIORNALINO | **125** | 7 | 10 | 12 | 30 | 9 | 5 | 12 | 0 | 2 | 14 | 9 | 3 | 17 | 8 |
| GRAND HOTEL | **625** | 68 | 63 | 48 | 58 | 39 | 71 | 11 | 0 | 21 | 21 | 13 | 22 | 31 | 37 |
| GRAZIA | **883** | 44 | 63 | 43 | 75 | 54 | 106 | 65 | 3 | 19 | 111 | 66 | 37 | 85 | 130 |
| GUERIN SPORTIVO | **45** | 0 | 6 | 0 | 4 | 0 | 7 | 3 | 0 | 12 | 1 | 3 | 8 | 7 | 6 |
| GUIDA TV | **696** | 46 | 50 | 53 | 72 | 30 | 58 | 12 | 4 | 25 | 19 | 23 | 26 | 37 | 40 |
| INTIMITA' | **770** | 61 | 50 | 73 | 61 | 31 | 85 | 28 | 0 | 26 | 39 | 29 | 33 | 48 | 59 |
| MAGAZINE BEAUTIFUL | **61** | 4 | 9 | 1 | 4 | 4 | 9 | 0 | 0 | 0 | 1 | 3 | 3 | 2 | 3 |
| IL MONDO | **31** | 0 | 2 | 5 | 4 | 2 | 3 | 5 | 3 | 2 | 15 | 14 | 1 | 12 | 9 |
| MOTOSPRINT | **79** | 2 | 8 | 6 | 5 | 3 | 7 | 0 | 0 | 14 | 1 | 3 | 2 | 4 | 12 |
| NOVELLA 2000 | **572** | 93 | 64 | 63 | 43 | 72 | 82 | 21 | 1 | 15 | 35 | 29 | 18 | 53 | 36 |
| OGGI | **1988** | 119 | 113 | 125 | 131 | 116 | 168 | 103 | 9 | 60 | 185 | 180 | 90 | 198 | 219 |
| PANORAMA | **1035** | 38 | 69 | 63 | 125 | 43 | 101 | 96 | 14 | 43 | 117 | 123 | 55 | 132 | 185 |
| SORRISI E CANZONI TV | **3022** | 95 | 156 | 129 | 203 | 110 | 253 | 91 | 5 | 122 | 143 | 134 | 90 | 161 | 190 |
| STOP | **431** | 431 | 34 | 18 | 23 | 81 | 37 | 11 | 0 | 13 | 32 | 28 | 9 | 42 | 28 |
| TELEPIU' | **738** | 34 | 738 | 77 | 58 | 30 | 63 | 21 | 4 | 26 | 24 | 37 | 13 | 50 | 66 |
| TELESETTE | **870** | 18 | 77 | 870 | 64 | 34 | 66 | 26 | 1 | 29 | 37 | 38 | 21 | 51 | 93 |
| TOPOLINO | **819** | 23 | 58 | 64 | 819 | 28 | 84 | 58 | 11 | 44 | 83 | 71 | 58 | 95 | 126 |
| VISTO | **351** | 81 | 30 | 34 | 28 | 351 | 70 | 8 | 0 | 8 | 29 | 17 | 13 | 26 | 25 |
| VIVERSANI & BELLI | **924** | 37 | 63 | 66 | 84 | 70 | 924 | 68 | 0 | 26 | 56 | 56 | 54 | 71 | 99 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 11 | 21 | 26 | 58 | 8 | 68 | 632 | 31 | 28 | 127 | 113 | 55 | 89 | 484 |
| DIARIO DELLA SETTIMANA | **65** | 0 | 4 | 1 | 11 | 0 | 0 | 31 | 65 | 0 | 13 | 12 | 13 | 12 | 41 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 13 | 26 | 29 | 44 | 8 | 26 | 28 | 0 | 362 | 47 | 58 | 20 | 53 | 90 |
| IO DONNA | **882** | 32 | 24 | 37 | 83 | 29 | 56 | 127 | 13 | 47 | 882 | 519 | 65 | 495 | 214 |
| SETTE | **875** | 28 | 37 | 38 | 71 | 17 | 56 | 113 | 12 | 58 | 519 | 875 | 73 | 680 | 209 |
| SPECCHIO DELLA STAMPA | **428** | 9 | 13 | 21 | 58 | 13 | 54 | 55 | 13 | 20 | 65 | 73 | 428 | 58 | 126 |
| TV SETTE | **968** | 42 | 50 | 51 | 95 | 26 | 71 | 89 | 12 | 53 | 495 | 680 | 58 | 968 | 194 |
| IL VENERDI' | **1311** | 28 | 66 | 93 | 126 | 25 | 99 | 484 | 41 | 90 | 214 | 209 | 126 | 194 | 1311 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | SETTIMANALI | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Stop | Telepiù | Tele-sette | Topolino | Visto | Viver-sani & Belli | D La Re-pubblica delle Donne Suppl. | Diario della Settimana Suppl. | La Gazz. Sport Magazine Suppl. | Io Donna Suppl. | Sette Suppl. | Specchio della Stampa Suppl. | TV Sette Suppl. | Il Ve-nerdì Suppl. |
| **POPOLAZIONE** | **20056** | **431** | **738** | **870** | **819** | **351** | **924** | **632** | **65** | **362** | **882** | **875** | **428** | **968** | **1311** |
| ABITARE | 148 | 9 | 9 | 6 | 19 | 9 | 17 | 20 | 3 | 9 | 27 | 23 | 19 | 22 | 40 |
| AD | 257 | 9 | 11 | 9 | 36 | 5 | 16 | 30 | 2 | 9 | 39 | 32 | 14 | 31 | 53 |
| AIRONE | 331 | 2 | 13 | 19 | 49 | 9 | 41 | 41 | 4 | 26 | 47 | 62 | 39 | 51 | 93 |
| AMADEUS | 60 | 2 | 4 | 3 | 7 | 0 | 0 | 11 | 6 | 1 | 16 | 14 | 6 | 15 | 22 |
| ARCHEO | 105 | 0 | 2 | 9 | 10 | 1 | 9 | 18 | 0 | 4 | 24 | 18 | 12 | 14 | 36 |
| ASTRA | 210 | 9 | 4 | 16 | 22 | 11 | 27 | 11 | 1 | 5 | 14 | 15 | 21 | 19 | 32 |
| A TAVOLA | 137 | 6 | 10 | 20 | 10 | 3 | 13 | 8 | 0 | 11 | 24 | 14 | 10 | 20 | 10 |
| AUTO | 134 | 4 | 8 | 24 | 21 | 11 | 19 | 10 | 0 | 33 | 9 | 11 | 7 | 12 | 24 |
| L'AUTOMOBILE | 285 | 11 | 28 | 22 | 29 | 5 | 24 | 20 | 2 | 21 | 22 | 37 | 21 | 47 | 51 |
| BELL'EUROPA | 132 | 1 | 6 | 7 | 16 | 0 | 14 | 22 | 0 | 7 | 40 | 33 | 17 | 35 | 46 |
| BELL'ITALIA | 261 | 1 | 4 | 5 | 20 | 3 | 12 | 43 | 6 | 11 | 53 | 50 | 39 | 50 | 71 |
| BENISSIMO | 316 | 18 | 27 | 33 | 37 | 13 | 53 | 13 | 2 | 8 | 31 | 27 | 24 | 25 | 37 |
| BIMBI SANI E BELLI | 678 | 17 | 46 | 81 | 66 | 40 | 144 | 20 | 0 | 32 | 56 | 50 | 26 | 70 | 63 |
| BRAVA CASA | 557 | 7 | 31 | 44 | 72 | 24 | 75 | 38 | 3 | 22 | 49 | 49 | 34 | 49 | 94 |
| BUONA CUCINA | 398 | 30 | 36 | 46 | 33 | 25 | 57 | 16 | 1 | 22 | 25 | 23 | 27 | 31 | 39 |
| BURDA | 794 | 21 | 45 | 60 | 71 | 24 | 88 | 25 | 4 | 15 | 42 | 35 | 35 | 32 | 59 |
| CAPITAL | 118 | 5 | 1 | 8 | 14 | 6 | 13 | 13 | 0 | 12 | 16 | 19 | 17 | 22 | 30 |
| CARNET | 85 | 3 | 5 | 4 | 11 | 2 | 1 | 19 | 11 | 3 | 25 | 26 | 14 | 19 | 26 |
| CASAVIVA | 868 | 22 | 56 | 59 | 101 | 12 | 100 | 55 | 7 | 30 | 86 | 86 | 45 | 78 | 126 |
| CENTO COSE ENERGY | 205 | 9 | 16 | 21 | 15 | 17 | 44 | 12 | 1 | 7 | 25 | 18 | 22 | 20 | 29 |
| CIAK | 127 | 6 | 9 | 10 | 23 | 3 | 8 | 15 | 5 | 12 | 8 | 16 | 6 | 12 | 33 |
| CIPRIA | 180 | 2 | 14 | 2 | 11 | 2 | 31 | 25 | 4 | 7 | 29 | 21 | 13 | 13 | 45 |
| CLASS | 77 | 0 | 1 | 1 | 14 | 2 | 6 | 8 | 0 | 8 | 14 | 11 | 8 | 9 | 26 |
| CLUB 3 | 131 | 0 | 8 | 8 | 12 | 2 | 7 | 6 | 0 | 2 | 22 | 24 | 2 | 20 | 19 |
| COME STAI | 168 | 10 | 6 | 18 | 11 | 7 | 50 | 17 | 0 | 2 | 8 | 9 | 9 | 8 | 27 |
| CONSIGLI PRATICI | 171 | 21 | 8 | 16 | 25 | 9 | 20 | 1 | 0 | 7 | 8 | 8 | 8 | 4 | 23 |
| COSE DI CASA | 944 | 23 | 40 | 79 | 93 | 31 | 135 | 57 | 5 | 29 | 111 | 99 | 69 | 113 | 129 |
| LA CUCINA ITALIANA | 535 | 24 | 32 | 44 | 68 | 19 | 54 | 32 | 7 | 30 | 65 | 52 | 28 | 63 | 74 |
| CUCINA MODERNA | 562 | 22 | 43 | 49 | 56 | 25 | 75 | 33 | 0 | 26 | 36 | 32 | 37 | 37 | 78 |
| DONNA | 469 | 26 | 26 | 30 | 32 | 17 | 67 | 24 | 0 | 25 | 25 | 38 | 16 | 43 | 52 |
| DONNA E MAMMA | 325 | 2 | 20 | 42 | 31 | 9 | 47 | 11 | 0 | 19 | 36 | 26 | 14 | 28 | 35 |
| DOVE | 171 | 2 | 13 | 9 | 7 | 2 | 14 | 23 | 6 | 2 | 41 | 40 | 22 | 38 | 48 |
| ELLE | 271 | 12 | 11 | 16 | 17 | 9 | 27 | 42 | 8 | 15 | 42 | 36 | 12 | 29 | 62 |
| ELLE DECOR | 102 | 4 | 8 | 6 | 4 | 9 | 7 | 15 | 6 | 6 | 34 | 24 | 9 | 14 | 23 |
| FOCUS | 706 | 19 | 38 | 55 | 99 | 20 | 61 | 51 | 3 | 40 | 52 | 51 | 48 | 51 | 109 |
| GARDENIA | 154 | 4 | 6 | 5 | 14 | 4 | 8 | 18 | 5 | 6 | 21 | 22 | 8 | 22 | 32 |
| GENTE MESE | 585 | 41 | 57 | 52 | 73 | 38 | 68 | 24 | 0 | 21 | 49 | 49 | 32 | 54 | 84 |
| GENTE MONEY | 76 | 0 | 1 | 1 | 14 | 1 | 3 | 9 | 2 | 9 | 13 | 13 | 8 | 18 | 41 |
| GENTE MOTORI | 232 | 6 | 24 | 26 | 28 | 14 | 26 | 9 | 0 | 34 | 7 | 10 | 10 | 16 | 35 |
| GENTE VIAGGI | 236 | 9 | 23 | 11 | 31 | 16 | 31 | 26 | 4 | 25 | 34 | 31 | 19 | 33 | 66 |
| GLAMOUR | 122 | 0 | 13 | 6 | 11 | 2 | 22 | 3 | 2 | 3 | 12 | 17 | 9 | 21 | 9 |
| GULLIVER | 97 | 2 | 4 | 7 | 20 | 4 | 17 | 12 | 1 | 8 | 14 | 15 | 11 | 25 | 20 |
| IN CASA | 97 | 4 | 5 | 7 | 4 | 4 | 15 | 15 | 2 | 6 | 16 | 17 | 2 | 17 | 30 |
| INSIEME | 298 | 12 | 26 | 20 | 51 | 20 | 64 | 22 | 0 | 12 | 31 | 19 | 15 | 26 | 35 |
| IO E IL MIO BAMBINO | 673 | 17 | 36 | 62 | 63 | 32 | 106 | 30 | 0 | 19 | 36 | 26 | 32 | 33 | 69 |
| JESUS | 85 | 2 | 6 | 8 | 7 | 1 | 8 | 3 | 0 | 4 | 16 | 14 | 11 | 12 | 16 |
| MADRE | 135 | 0 | 2 | 12 | 7 | 0 | 1 | 0 | 0 | 6 | 8 | 9 | 8 | 8 | 14 |
| MARIE CLAIRE | 438 | 18 | 25 | 13 | 48 | 17 | 45 | 37 | 3 | 29 | 61 | 51 | 24 | 63 | 65 |
| MAX | 233 | 11 | 17 | 17 | 29 | 3 | 28 | 20 | 2 | 33 | 15 | 33 | 10 | 30 | 49 |
| MERIDIANI | 65 | 1 | 0 | 1 | 6 | 2 | 5 | 9 | 1 | 9 | 12 | 11 | 5 | 8 | 17 |
| MESSAGGERO DI S.ANTONIO | 875 | 28 | 62 | 39 | 59 | 21 | 47 | 32 | 7 | 24 | 60 | 48 | 40 | 50 | 62 |
| LA MIA BOUTIQUE | 294 | 4 | 7 | 24 | 17 | 3 | 26 | 14 | 0 | 5 | 35 | 33 | 25 | 28 | 28 |
| LA MIA CASA | 171 | 6 | 18 | 12 | 20 | 8 | 41 | 4 | 2 | 11 | 31 | 23 | 9 | 35 | 12 |
| MILLIONAIRE INTRAPRENDERE | 136 | 0 | 10 | 6 | 15 | 2 | 11 | 8 | 0 | 9 | 12 | 9 | 6 | 6 | 22 |
| NAUTICA | 60 | 1 | 4 | 3 | 4 | 0 | 9 | 3 | 0 | 4 | 2 | 3 | 6 | 5 | 7 |
| PESCARE | 96 | 7 | 8 | 6 | 18 | 5 | 13 | 2 | 2 | 7 | 3 | 7 | 2 | 8 | 13 |
| PRATICA | 254 | 13 | 15 | 17 | 31 | 10 | 43 | 18 | 0 | 10 | 37 | 25 | 23 | 22 | 44 |
| QUATTRORUOTE | 923 | 20 | 43 | 58 | 105 | 23 | 74 | 45 | 4 | 72 | 66 | 91 | 42 | 95 | 107 |
| QUATTRO ZAMPE | 150 | 10 | 10 | 13 | 22 | 8 | 25 | 19 | 2 | 13 | 18 | 19 | 20 | 21 | 34 |
| QUI TOURING | 344 | 9 | 24 | 15 | 24 | 2 | 13 | 40 | 7 | 20 | 90 | 83 | 30 | 72 | 73 |
| RAKAM | 440 | 13 | 20 | 31 | 33 | 7 | 49 | 29 | 2 | 11 | 49 | 53 | 20 | 42 | 60 |
| SALE & PEPE | 403 | 17 | 33 | 31 | 64 | 19 | 46 | 39 | 8 | 16 | 45 | 39 | 39 | 52 | 65 |
| SALVE | 252 | 16 | 23 | 16 | 23 | 13 | 59 | 35 | 6 | 7 | 46 | 47 | 24 | 43 | 49 |
| SCIENZA & VITA | 62 | 2 | 2 | 6 | 6 | 2 | 13 | 7 | 0 | 5 | 12 | 12 | 10 | 9 | 13 |
| LE SCIENZE | 128 | 0 | 7 | 5 | 29 | 0 | 10 | 18 | 6 | 7 | 15 | 27 | 16 | 24 | 50 |
| SELEZIONE READER'S DIGEST | 456 | 17 | 25 | 45 | 43 | 10 | 32 | 16 | 2 | 17 | 41 | 37 | 13 | 36 | 65 |
| SILHOUETTE DONNA | 538 | 12 | 49 | 50 | 51 | 28 | 161 | 36 | 0 | 12 | 51 | 43 | 25 | 48 | 75 |
| SPEAK UP | 73 | 0 | 7 | 3 | 6 | 2 | 5 | 12 | 2 | 0 | 9 | 10 | 2 | 14 | 16 |
| STARBENE | 946 | 27 | 57 | 69 | 74 | 42 | 229 | 48 | 2 | 31 | 66 | 45 | 54 | 63 | 106 |
| STARTER | 20 | 0 | 0 | 4 | 0 | 0 | 2 | 0 | 0 | 0 | 4 | 0 | 0 | 2 | 2 |
| TUTTI FOTOGRAFI | 61 | 0 | 3 | 0 | 2 | 0 | 8 | 0 | 0 | 1 | 5 | 5 | 2 | 8 | 9 |
| TUTTO | 58 | 2 | 3 | 2 | 10 | 0 | 2 | 4 | 0 | 9 | 0 | 0 | 4 | 2 | 6 |
| TUTTOMOTO | 93 | 9 | 11 | 8 | 14 | 4 | 13 | 2 | 0 | 21 | 1 | 3 | 4 | 7 | 15 |
| TUTTOTURISMO | 86 | 0 | 3 | 4 | 10 | 0 | 14 | 5 | 2 | 3 | 16 | 14 | 13 | 15 | 15 |
| VERA | 665 | 31 | 38 | 60 | 45 | 37 | 101 | 22 | 1 | 9 | 54 | 52 | 42 | 50 | 66 |
| VIAGGIARE | 86 | 0 | 2 | 3 | 5 | 5 | 8 | 11 | 3 | 10 | 13 | 15 | 11 | 14 | 24 |
| VITALITY | 88 | 1 | 1 | 3 | 12 | 5 | 30 | 4 | 0 | 4 | 18 | 10 | 7 | 16 | 11 |
| VOGUE ITALIA | 368 | 16 | 30 | 26 | 58 | 17 | 73 | 33 | 5 | 24 | 32 | 21 | 15 | 25 | 44 |
| WEEKEND VIAGGI | 90 | 2 | 7 | 2 | 15 | 2 | 19 | 7 | 0 | 7 | 10 | 9 | 9 | 8 | 18 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 1 | 0 | 6 | 2 | 2 | 2 | 0 | 14 | 7 | 1 | 0 | 6 | 7 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Auto-mobile | Bell' Europa | Bell' Italia | Benis-simo | Bimbisani & Belli | Brava Casa |
| **POPOLAZIONE** | **20056** | **148** | **257** | **331** | **60** | **105** | **210** | **137** | **134** | **285** | **132** | **261** | **316** | **678** | **557** |
| AMICA | **655** | 11 | 32 | 33 | 8 | 5 | 30 | 19 | 6 | 22 | 15 | 19 | 38 | 49 | 50 |
| ANNA | **743** | 12 | 32 | 37 | 3 | 6 | 33 | 16 | 6 | 11 | 12 | 28 | 35 | 38 | 62 |
| AUTO OGGI | **105** | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 34 | 17 | 1 | 0 | 3 | 16 | 3 |
| AUTOSPRINT | **102** | 2 | 3 | 10 | 0 | 0 | 1 | 0 | 16 | 9 | 1 | 0 | 7 | 4 | 4 |
| BELLA | **470** | 7 | 12 | 15 | 0 | 0 | 20 | 3 | 4 | 13 | 9 | 9 | 46 | 42 | 31 |
| CHI | **788** | 15 | 26 | 28 | 3 | 4 | 16 | 14 | 8 | 16 | 5 | 12 | 36 | 47 | 45 |
| CONFIDENZE | **636** | 1 | 4 | 10 | 2 | 1 | 15 | 8 | 0 | 11 | 5 | 10 | 39 | 53 | 18 |
| DOMENICA QUIZ | **159** | 2 | 5 | 5 | 2 | 2 | 6 | 3 | 0 | 2 | 6 | 4 | 8 | 7 | 10 |
| DONNA MODERNA | **2059** | 37 | 55 | 80 | 9 | 18 | 59 | 35 | 26 | 54 | 31 | 57 | 110 | 164 | 151 |
| L'ESPRESSO | **656** | 28 | 36 | 35 | 11 | 22 | 20 | 20 | 19 | 19 | 17 | 38 | 21 | 29 | 41 |
| EVA EXPRESS TREMILA | **293** | 5 | 7 | 14 | 4 | 1 | 15 | 7 | 8 | 9 | 4 | 0 | 13 | 24 | 12 |
| FAMIGLIA CRISTIANA | **2347** | 31 | 30 | 53 | 12 | 15 | 19 | 17 | 15 | 51 | 28 | 50 | 62 | 89 | 109 |
| FILM TV | **107** | 5 | 0 | 2 | 0 | 0 | 0 | 3 | 6 | 2 | 0 | 2 | 1 | 7 | 4 |
| GENTE | **2009** | 19 | 36 | 37 | 8 | 10 | 30 | 40 | 11 | 42 | 20 | 42 | 77 | 110 | 106 |
| GIOIA | **763** | 18 | 24 | 30 | 7 | 8 | 21 | 25 | 6 | 11 | 10 | 17 | 43 | 67 | 54 |
| IL GIORNALINO | **125** | 2 | 9 | 3 | 0 | 0 | 0 | 2 | 0 | 3 | 4 | 3 | 0 | 3 | 12 |
| GRAND HOTEL | **625** | 1 | 4 | 16 | 2 | 1 | 16 | 5 | 5 | 15 | 5 | 4 | 27 | 47 | 29 |
| GRAZIA | **883** | 18 | 40 | 38 | 8 | 0 | 21 | 21 | 9 | 22 | 14 | 20 | 41 | 55 | 53 |
| GUERIN SPORTIVO | **45** | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 5 | 6 | 0 | 3 | 0 | 2 | 2 |
| GUIDA TV | **696** | 13 | 13 | 26 | 4 | 6 | 19 | 10 | 9 | 13 | 4 | 19 | 10 | 50 | 30 |
| INTIMITA' | **770** | 2 | 6 | 12 | 1 | 6 | 17 | 12 | 11 | 18 | 8 | 9 | 34 | 64 | 26 |
| MAGAZINE BEAUTIFUL | **61** | 0 | 0 | 4 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 10 |
| IL MONDO | **31** | 1 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 4 |
| MOTOSPRINT | **79** | 2 | 4 | 9 | 0 | 0 | 2 | 0 | 11 | 9 | 1 | 1 | 0 | 3 | 0 |
| NOVELLA 2000 | **572** | 7 | 15 | 20 | 7 | 0 | 23 | 12 | 10 | 27 | 6 | 7 | 31 | 47 | 43 |
| OGGI | **1988** | 27 | 28 | 74 | 11 | 18 | 32 | 22 | 20 | 43 | 23 | 46 | 54 | 94 | 96 |
| PANORAMA | **1035** | 33 | 63 | 70 | 14 | 20 | 26 | 18 | 19 | 32 | 26 | 50 | 35 | 56 | 66 |
| SORRISI E CANZONI TV | **3022** | 27 | 39 | 52 | 3 | 8 | 76 | 34 | 30 | 71 | 28 | 37 | 104 | 209 | 118 |
| STOP | **431** | 9 | 9 | 2 | 2 | 0 | 9 | 6 | 4 | 11 | 1 | 1 | 18 | 17 | 7 |
| TELEPIU' | **738** | 9 | 11 | 13 | 4 | 2 | 4 | 10 | 8 | 28 | 6 | 4 | 27 | 46 | 31 |
| TELESETTE | **870** | 6 | 9 | 19 | 3 | 9 | 16 | 20 | 24 | 22 | 7 | 5 | 33 | 81 | 44 |
| TOPOLINO | **819** | 19 | 36 | 49 | 7 | 10 | 22 | 10 | 21 | 29 | 16 | 20 | 37 | 66 | 72 |
| VISTO | **351** | 9 | 5 | 9 | 0 | 1 | 11 | 3 | 11 | 5 | 0 | 3 | 13 | 40 | 24 |
| VIVERSANI & BELLI | **924** | 17 | 16 | 41 | 0 | 9 | 27 | 13 | 19 | 24 | 14 | 12 | 53 | 144 | 75 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 20 | 30 | 41 | 11 | 18 | 11 | 8 | 10 | 20 | 22 | 43 | 13 | 20 | 38 |
| DIARIO DELLA SETTIMANA | **65** | 3 | 2 | 4 | 6 | 0 | 1 | 0 | 0 | 2 | 0 | 6 | 2 | 0 | 3 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 9 | 9 | 26 | 1 | 4 | 5 | 11 | 33 | 21 | 7 | 11 | 8 | 32 | 22 |
| IO DONNA | **882** | 27 | 39 | 47 | 16 | 24 | 14 | 24 | 9 | 22 | 40 | 53 | 31 | 56 | 49 |
| SETTE | **875** | 23 | 32 | 62 | 14 | 18 | 15 | 14 | 11 | 37 | 33 | 50 | 27 | 50 | 49 |
| SPECCHIO DELLA STAMPA | **428** | 19 | 14 | 39 | 6 | 12 | 21 | 10 | 7 | 21 | 17 | 39 | 24 | 26 | 34 |
| TV SETTE | **968** | 22 | 31 | 51 | 15 | 14 | 19 | 20 | 12 | 47 | 35 | 50 | 25 | 70 | 49 |
| IL VENERDI' | **1311** | 40 | 53 | 93 | 22 | 36 | 32 | 10 | 24 | 51 | 46 | 71 | 37 | 63 | 94 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: **• duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Abitare | AD | Airone | Amadeus | Archeo | Astra | A tavola | Auto | L'Auto-mobile | Bell' Europa | Bell' Italia | Benis-simo | Bimbisani & Belli | Brava Casa |
| **POPOLAZIONE** | **20056** | **148** | **257** | **331** | **60** | **105** | **210** | **137** | **134** | **285** | **132** | **261** | **316** | **678** | **557** |
| ABITARE | 148 | 148 | 27 | 10 | 4 | 7 | 8 | 8 | 2 | 4 | 13 | 15 | 3 | 12 | 35 |
| AD | 257 | 27 | 257 | 23 | 6 | 14 | 9 | 17 | 3 | 16 | 23 | 32 | 8 | 11 | 46 |
| AIRONE | 331 | 10 | 23 | 331 | 8 | 27 | 15 | 3 | 16 | 18 | 25 | 57 | 17 | 11 | 25 |
| AMADEUS | 60 | 4 | 6 | 8 | 60 | 5 | 0 | 0 | 1 | 3 | 2 | 5 | 4 | 2 | 2 |
| ARCHEO | 105 | 7 | 14 | 27 | 5 | 105 | 1 | 3 | 3 | 2 | 11 | 16 | 5 | 0 | 5 |
| ASTRA | 210 | 8 | 9 | 15 | 0 | 1 | 210 | 10 | 2 | 2 | 4 | 9 | 11 | 29 | 22 |
| A TAVOLA | 137 | 8 | 17 | 3 | 0 | 3 | 10 | 137 | 5 | 2 | 6 | 2 | 11 | 21 | 32 |
| AUTO | 134 | 2 | 3 | 16 | 1 | 3 | 2 | 5 | 134 | 26 | 0 | 6 | 4 | 27 | 14 |
| L'AUTOMOBILE | 285 | 4 | 16 | 18 | 3 | 2 | 2 | 2 | 26 | 285 | 10 | 11 | 4 | 21 | 22 |
| BELL'EUROPA | 132 | 13 | 23 | 25 | 2 | 11 | 4 | 6 | 0 | 10 | 132 | 81 | 2 | 7 | 15 |
| BELL'ITALIA | 261 | 15 | 32 | 57 | 5 | 16 | 9 | 2 | 6 | 11 | 81 | 261 | 12 | 19 | 38 |
| BENISSIMO | 316 | 3 | 8 | 17 | 4 | 5 | 11 | 11 | 4 | 4 | 2 | 12 | 316 | 51 | 18 |
| BIMBI SANI E BELLI | 678 | 12 | 11 | 11 | 2 | 0 | 29 | 21 | 27 | 21 | 7 | 19 | 51 | 678 | 81 |
| BRAVA CASA | 557 | 35 | 46 | 25 | 2 | 5 | 22 | 32 | 14 | 22 | 15 | 38 | 18 | 81 | 557 |
| BUONA CUCINA | 398 | 6 | 6 | 14 | 0 | 5 | 14 | 42 | 15 | 17 | 4 | 14 | 25 | 41 | 51 |
| BURDA | 794 | 3 | 13 | 18 | 3 | 7 | 21 | 8 | 16 | 20 | 14 | 26 | 52 | 83 | 41 |
| CAPITAL | 118 | 2 | 7 | 13 | 2 | 2 | 6 | 2 | 10 | 8 | 1 | 12 | 9 | 9 | 9 |
| CARNET | 85 | 3 | 11 | 7 | 5 | 5 | 6 | 1 | 0 | 7 | 6 | 9 | 1 | 0 | 5 |
| CASAVIVA | 868 | 36 | 48 | 38 | 6 | 13 | 15 | 31 | 5 | 31 | 30 | 38 | 48 | 70 | 232 |
| CENTO COSE ENERGY | 205 | 2 | 10 | 8 | 0 | 3 | 8 | 5 | 10 | 8 | 2 | 7 | 22 | 24 | 21 |
| CIAK | 127 | 1 | 1 | 11 | 1 | 5 | 8 | 2 | 12 | 11 | 3 | 7 | 2 | 8 | 10 |
| CIPRIA | 180 | 0 | 8 | 6 | 0 | 6 | 5 | 0 | 0 | 5 | 6 | 6 | 12 | 7 | 4 |
| CLASS | 77 | 1 | 5 | 5 | 3 | 2 | 1 | 1 | 4 | 3 | 3 | 4 | 8 | 6 | 4 |
| CLUB 3 | 131 | 2 | 2 | 0 | 0 | 0 | 2 | 3 | 0 | 4 | 4 | 0 | 2 | 8 | 2 |
| COME STAI | 168 | 1 | 0 | 7 | 0 | 0 | 0 | 3 | 6 | 2 | 5 | 6 | 14 | 34 | 13 |
| CONSIGLI PRATICI | 171 | 2 | 0 | 6 | 0 | 3 | 3 | 14 | 2 | 0 | 3 | 1 | 34 | 27 | 16 |
| COSE DI CASA | 944 | 33 | 35 | 35 | 1 | 5 | 18 | 20 | 15 | 27 | 22 | 35 | 59 | 110 | 167 |
| LA CUCINA ITALIANA | 535 | 7 | 27 | 15 | 5 | 5 | 8 | 41 | 12 | 9 | 8 | 21 | 33 | 67 | 65 |
| CUCINA MODERNA | 562 | 13 | 12 | 17 | 4 | 7 | 18 | 29 | 9 | 14 | 9 | 16 | 34 | 69 | 60 |
| DONNA | 469 | 8 | 6 | 17 | 3 | 1 | 16 | 14 | 10 | 15 | 6 | 13 | 26 | 52 | 34 |
| DONNA E MAMMA | 325 | 9 | 12 | 6 | 1 | 3 | 6 | 13 | 15 | 6 | 3 | 5 | 22 | 158 | 33 |
| DOVE | 171 | 15 | 17 | 20 | 2 | 7 | 5 | 11 | 5 | 8 | 20 | 20 | 5 | 7 | 12 |
| ELLE | 271 | 15 | 32 | 17 | 4 | 3 | 14 | 8 | 6 | 8 | 4 | 12 | 15 | 24 | 43 |
| ELLE DECOR | 102 | 5 | 22 | 2 | 6 | 0 | 4 | 10 | 0 | 1 | 6 | 10 | 4 | 11 | 26 |
| FOCUS | 706 | 15 | 17 | 50 | 8 | 7 | 11 | 14 | 32 | 22 | 12 | 19 | 22 | 38 | 63 |
| GARDENIA | 154 | 11 | 17 | 27 | 4 | 7 | 3 | 6 | 10 | 0 | 3 | 7 | 6 | 9 | 19 |
| GENTE MESE | 585 | 11 | 11 | 32 | 2 | 8 | 23 | 14 | 7 | 23 | 10 | 23 | 40 | 75 | 71 |
| GENTE MONEY | 76 | 0 | 0 | 8 | 3 | 4 | 3 | 0 | 5 | 2 | 1 | 1 | 2 | 5 | 7 |
| GENTE MOTORI | 232 | 4 | 2 | 17 | 2 | 4 | 3 | 3 | 52 | 31 | 3 | 13 | 7 | 18 | 11 |
| GENTE VIAGGI | 236 | 6 | 14 | 38 | 4 | 6 | 4 | 4 | 16 | 14 | 14 | 19 | 13 | 14 | 26 |
| GLAMOUR | 122 | 3 | 2 | 4 | 0 | 0 | 2 | 1 | 1 | 6 | 2 | 7 | 1 | 8 | 6 |
| GULLIVER | 97 | 6 | 3 | 20 | 2 | 6 | 3 | 2 | 1 | 1 | 8 | 10 | 7 | 3 | 7 |
| IN CASA | 97 | 6 | 8 | 4 | 2 | 0 | 9 | 4 | 3 | 2 | 4 | 6 | 15 | 18 | 29 |
| INSIEME | 298 | 8 | 11 | 7 | 2 | 2 | 7 | 14 | 14 | 11 | 7 | 5 | 29 | 106 | 34 |
| IO E IL MIO BAMBINO | 673 | 9 | 17 | 17 | 1 | 11 | 22 | 11 | 14 | 13 | 9 | 22 | 36 | 294 | 53 |
| JESUS | 85 | 0 | 1 | 3 | 4 | 0 | 0 | 0 | 0 | 1 | 7 | 4 | 4 | 3 | 6 |
| MADRE | 135 | 4 | 8 | 6 | 0 | 0 | 0 | 5 | 5 | 1 | 2 | 9 | 4 | 15 | 13 |
| MARIE CLAIRE | 438 | 15 | 23 | 35 | 6 | 5 | 23 | 17 | 14 | 20 | 15 | 22 | 30 | 60 | 50 |
| MAX | 233 | 10 | 7 | 16 | 0 | 3 | 7 | 3 | 9 | 5 | 6 | 10 | 9 | 28 | 20 |
| MERIDIANI | 65 | 4 | 10 | 11 | 1 | 5 | 2 | 2 | 6 | 3 | 16 | 13 | 3 | 0 | 11 |
| MESSAGGERO DI S.ANTONIO | 875 | 7 | 11 | 22 | 3 | 7 | 9 | 7 | 7 | 27 | 7 | 21 | 21 | 30 | 21 |
| LA MIA BOUTIQUE | 294 | 3 | 7 | 6 | 5 | 5 | 7 | 5 | 8 | 6 | 2 | 8 | 36 | 15 | 5 |
| LA MIA CASA | 171 | 10 | 14 | 14 | 2 | 0 | 10 | 12 | 3 | 9 | 11 | 6 | 14 | 31 | 39 |
| MILLIONAIRE INTRAPRENDERE | 136 | 2 | 8 | 9 | 2 | 5 | 4 | 1 | 6 | 2 | 0 | 6 | 3 | 20 | 13 |
| NAUTICA | 60 | 1 | 7 | 9 | 1 | 1 | 2 | 3 | 7 | 2 | 0 | 4 | 0 | 0 | 5 |
| PESCARE | 96 | 4 | 3 | 14 | 0 | 1 | 2 | 0 | 9 | 10 | 0 | 3 | 4 | 8 | 9 |
| PRATICA | 254 | 8 | 5 | 15 | 0 | 2 | 16 | 7 | 1 | 7 | 5 | 7 | 36 | 23 | 28 |
| QUATTRORUOTE | 923 | 18 | 19 | 59 | 8 | 11 | 7 | 12 | 78 | 73 | 16 | 26 | 31 | 68 | 66 |
| QUATTRO ZAMPE | 150 | 4 | 11 | 14 | 1 | 0 | 10 | 0 | 12 | 3 | 2 | 4 | 12 | 21 | 9 |
| QUI TOURING | 344 | 9 | 25 | 33 | 10 | 12 | 3 | 5 | 4 | 31 | 35 | 51 | 12 | 4 | 27 |
| RAKAM | 440 | 15 | 19 | 28 | 5 | 5 | 15 | 14 | 4 | 5 | 10 | 24 | 51 | 40 | 41 |
| SALE & PEPE | 403 | 10 | 15 | 22 | 2 | 3 | 6 | 26 | 11 | 13 | 15 | 20 | 27 | 39 | 48 |
| SALVE | 252 | 12 | 12 | 27 | 4 | 1 | 20 | 6 | 6 | 2 | 0 | 12 | 23 | 35 | 25 |
| SCIENZA & VITA | 62 | 5 | 1 | 9 | 0 | 5 | 3 | 9 | 5 | 0 | 2 | 4 | 2 | 8 | 8 |
| LE SCIENZE | 128 | 6 | 12 | 16 | 3 | 13 | 2 | 4 | 2 | 7 | 4 | 14 | 6 | 3 | 4 |
| SELEZIONE READER'S DIGEST | 456 | 9 | 14 | 21 | 9 | 3 | 14 | 7 | 13 | 13 | 8 | 13 | 23 | 38 | 27 |
| SILHOUETTE DONNA | 538 | 8 | 5 | 27 | 2 | 6 | 27 | 15 | 10 | 11 | 3 | 14 | 52 | 83 | 44 |
| SPEAK UP | 73 | 1 | 12 | 5 | 2 | 5 | 0 | 1 | 0 | 7 | 1 | 2 | 6 | 8 | 3 |
| STARBENE | 946 | 20 | 33 | 57 | 2 | 8 | 35 | 41 | 18 | 16 | 19 | 39 | 54 | 113 | 79 |
| STARTER | 20 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 4 | 2 | 0 | 3 | 4 | 0 | 0 |
| TUTTI FOTOGRAFI | 61 | 4 | 2 | 10 | 1 | 3 | 4 | 0 | 4 | 0 | 1 | 6 | 2 | 4 | 9 |
| TUTTO | 58 | 0 | 4 | 0 | 0 | 0 | 3 | 0 | 2 | 3 | 3 | 5 | 0 | 4 | 12 |
| TUTTOMOTO | 93 | 1 | 2 | 13 | 1 | 0 | 0 | 0 | 22 | 9 | 1 | 1 | 9 | 8 | 3 |
| TUTTOTURISMO | 86 | 2 | 4 | 9 | 0 | 1 | 0 | 0 | 5 | 0 | 8 | 18 | 9 | 14 | 18 |
| VERA | 665 | 13 | 13 | 20 | 2 | 0 | 25 | 18 | 5 | 19 | 2 | 13 | 59 | 66 | 68 |
| VIAGGIARE | 86 | 1 | 5 | 19 | 2 | 3 | 3 | 0 | 2 | 0 | 4 | 15 | 11 | 5 | 3 |
| VITALITY | 88 | 1 | 6 | 4 | 0 | 0 | 5 | 1 | 0 | 5 | 0 | 1 | 8 | 11 | 14 |
| VOGUE ITALIA | 368 | 8 | 21 | 20 | 12 | 4 | 5 | 12 | 19 | 20 | 4 | 13 | 27 | 57 | 34 |
| WEEKEND VIAGGI | 90 | 0 | 12 | 26 | 0 | 6 | 4 | 1 | 4 | 2 | 12 | 21 | 15 | 12 | 12 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 0 | 7 | 0 | 1 | 2 | 0 | 7 | 3 | 0 | 2 | 0 | 6 | 0 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **20056** | **398** | **794** | **118** | **85** | **868** | **205** | **127** | **180** | **77** | **131** | **168** | **171** | **944** | **535** |
| AMICA | **655** | 51 | 54 | 16 | 9 | 105 | 32 | 10 | 15 | 2 | 13 | 8 | 12 | 65 | 49 |
| ANNA | **743** | 43 | 42 | 20 | 3 | 69 | 57 | 9 | 22 | 8 | 8 | 18 | 10 | 84 | 48 |
| AUTO OGGI | **105** | 10 | 9 | 4 | 0 | 3 | 6 | 2 | 4 | 1 | 0 | 4 | 3 | 16 | 5 |
| AUTOSPRINT | **102** | 3 | 9 | 2 | 1 | 6 | 2 | 7 | 0 | 0 | 0 | 0 | 0 | 2 | 3 |
| BELLA | **470** | 57 | 35 | 6 | 0 | 42 | 23 | 4 | 7 | 6 | 8 | 20 | 25 | 75 | 44 |
| CHI | **788** | 48 | 53 | 14 | 6 | 57 | 35 | 10 | 15 | 9 | 5 | 15 | 18 | 63 | 49 |
| CONFIDENZE | **636** | 44 | 56 | 5 | 3 | 51 | 20 | 2 | 11 | 7 | 2 | 13 | 30 | 44 | 27 |
| DOMENICA QUIZ | **159** | 12 | 16 | 1 | 2 | 22 | 4 | 2 | 5 | 6 | 0 | 5 | 5 | 8 | 11 |
| DONNA MODERNA | **2059** | 112 | 149 | 20 | 6 | 267 | 92 | 31 | 55 | 12 | 29 | 65 | 57 | 297 | 104 |
| L'ESPRESSO | **656** | 32 | 16 | 38 | 14 | 72 | 12 | 18 | 13 | 20 | 5 | 6 | 9 | 53 | 29 |
| EVA EXPRESS TREMILA | **293** | 10 | 15 | 2 | 0 | 20 | 17 | 4 | 8 | 2 | 0 | 3 | 5 | 25 | 15 |
| FAMIGLIA CRISTIANA | **2347** | 88 | 116 | 18 | 9 | 129 | 25 | 20 | 28 | 4 | 67 | 28 | 33 | 129 | 98 |
| FILM TV | **107** | 7 | 5 | 0 | 2 | 4 | 2 | 3 | 0 | 0 | 0 | 0 | 0 | 10 | 5 |
| GENTE | **2009** | 83 | 123 | 23 | 6 | 161 | 47 | 17 | 29 | 16 | 29 | 41 | 38 | 141 | 87 |
| GIOIA | **763** | 49 | 51 | 13 | 1 | 79 | 36 | 5 | 26 | 4 | 14 | 10 | 13 | 75 | 44 |
| IL GIORNALINO | **125** | 2 | 14 | 1 | 0 | 16 | 0 | 2 | 0 | 2 | 3 | 1 | 1 | 7 | 7 |
| GRAND HOTEL | **625** | 48 | 68 | 5 | 1 | 38 | 17 | 3 | 8 | 0 | 2 | 20 | 26 | 58 | 37 |
| GRAZIA | **883** | 62 | 66 | 15 | 12 | 105 | 40 | 18 | 30 | 8 | 8 | 11 | 17 | 103 | 63 |
| GUERIN SPORTIVO | **45** | 0 | 1 | 5 | 0 | 0 | 1 | 1 | 0 | 2 | 0 | 2 | 1 | 8 | 1 |
| GUIDA TV | **696** | 35 | 43 | 1 | 4 | 47 | 13 | 9 | 11 | 7 | 6 | 7 | 12 | 50 | 35 |
| INTIMITA' | **770** | 45 | 57 | 2 | 3 | 52 | 13 | 6 | 5 | 3 | 4 | 11 | 41 | 50 | 40 |
| MAGAZINE BEAUTIFUL | **61** | 1 | 5 | 2 | 0 | 3 | 2 | 0 | 0 | 0 | 0 | 3 | 2 | 5 | 1 |
| IL MONDO | **31** | 0 | 2 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 6 | 0 |
| MOTOSPRINT | **79** | 2 | 2 | 3 | 0 | 2 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 5 | 5 |
| NOVELLA 2000 | **572** | 37 | 49 | 10 | 6 | 47 | 26 | 9 | 2 | 2 | 2 | 6 | 7 | 46 | 43 |
| OGGI | **1988** | 87 | 107 | 32 | 13 | 167 | 54 | 25 | 36 | 13 | 26 | 46 | 35 | 140 | 93 |
| PANORAMA | **1035** | 33 | 42 | 35 | 15 | 117 | 33 | 19 | 35 | 33 | 11 | 18 | 8 | 96 | 39 |
| SORRISI E CANZONI TV | **3022** | 122 | 205 | 24 | 16 | 180 | 96 | 52 | 46 | 18 | 16 | 24 | 41 | 257 | 123 |
| STOP | **431** | 30 | 21 | 5 | 3 | 22 | 9 | 6 | 2 | 0 | 0 | 10 | 21 | 23 | 24 |
| TELEPIU' | **738** | 36 | 45 | 1 | 5 | 56 | 16 | 9 | 14 | 1 | 8 | 6 | 8 | 40 | 32 |
| TELESETTE | **870** | 46 | 60 | 8 | 4 | 59 | 21 | 10 | 2 | 1 | 8 | 18 | 16 | 79 | 44 |
| TOPOLINO | **819** | 33 | 71 | 14 | 11 | 101 | 15 | 23 | 11 | 14 | 12 | 11 | 25 | 93 | 68 |
| VISTO | **351** | 25 | 24 | 6 | 2 | 12 | 17 | 3 | 2 | 2 | 2 | 7 | 9 | 31 | 19 |
| VIVERSANI & BELLI | **924** | 57 | 88 | 13 | 1 | 100 | 44 | 8 | 31 | 6 | 7 | 50 | 20 | 135 | 54 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 16 | 25 | 13 | 19 | 55 | 12 | 15 | 25 | 8 | 6 | 17 | 1 | 57 | 32 |
| DIARIO DELLA SETTIMANA | **65** | 1 | 4 | 0 | 11 | 7 | 1 | 5 | 4 | 0 | 0 | 0 | 0 | 5 | 7 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 22 | 15 | 12 | 3 | 30 | 7 | 12 | 7 | 8 | 2 | 2 | 7 | 29 | 30 |
| IO DONNA | **862** | 25 | 42 | 16 | 25 | 86 | 25 | 8 | 29 | 14 | 22 | 8 | 8 | 111 | 65 |
| SETTE | **875** | 23 | 35 | 19 | 26 | 86 | 18 | 16 | 21 | 11 | 24 | 9 | 8 | 99 | 52 |
| SPECCHIO DELLA STAMPA | **428** | 27 | 35 | 17 | 14 | 45 | 22 | 6 | 13 | 8 | 2 | 9 | 8 | 69 | 28 |
| TV SETTE | **968** | 31 | 32 | 22 | 19 | 78 | 20 | 12 | 13 | 9 | 20 | 8 | 4 | 113 | 63 |
| IL VENERDI' | **1311** | 39 | 59 | 30 | 26 | 126 | 29 | 33 | 45 | 26 | 19 | 27 | 23 | 129 | 74 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Buona Cucina | Burda | Capital | Carnet | Casa-viva | Cento Cose Energy | Ciak | Cipria | Class | Club 3 | Come stai | Consigli Pratici | Cose di Casa | La Cucina Italiana |
| **POPOLAZIONE** | **20056** | **398** | **794** | **118** | **85** | **868** | **205** | **127** | **180** | **77** | **131** | **168** | **171** | **944** | **535** |
| ABITARE | 148 | 6 | 3 | 2 | 3 | 36 | 2 | 1 | 0 | 1 | 2 | 1 | 2 | 33 | 7 |
| AD | 257 | 6 | 13 | 7 | 11 | 48 | 10 | 1 | 8 | 5 | 2 | 0 | 0 | 35 | 27 |
| AIRONE | 331 | 14 | 18 | 13 | 7 | 38 | 8 | 11 | 6 | 5 | 0 | 7 | 6 | 35 | 15 |
| AMADEUS | 60 | 0 | 3 | 2 | 5 | 6 | 0 | 1 | 0 | 3 | 0 | 0 | 0 | 1 | 5 |
| ARCHEO | 105 | 5 | 7 | 2 | 5 | 13 | 3 | 5 | 6 | 2 | 0 | 0 | 3 | 5 | 5 |
| ASTRA | 210 | 14 | 21 | 6 | 6 | 15 | 8 | 8 | 5 | 1 | 2 | 0 | 3 | 18 | 8 |
| A TAVOLA | 137 | 42 | 8 | 2 | 1 | 31 | 5 | 2 | 0 | 1 | 3 | 3 | 14 | 20 | 41 |
| AUTO | 134 | 15 | 16 | 10 | 0 | 5 | 10 | 12 | 0 | 4 | 0 | 6 | 2 | 15 | 12 |
| L'AUTOMOBILE | 285 | 17 | 20 | 8 | 7 | 31 | 8 | 11 | 5 | 3 | 4 | 2 | 0 | 27 | 9 |
| BELL'EUROPA | 132 | 4 | 14 | 1 | 6 | 30 | 2 | 3 | 6 | 3 | 4 | 5 | 3 | 22 | 8 |
| BELL'ITALIA | 261 | 14 | 26 | 12 | 9 | 38 | 7 | 7 | 6 | 4 | 0 | 6 | 1 | 35 | 21 |
| BENISSIMO | 316 | 25 | 52 | 9 | 1 | 48 | 22 | 2 | 12 | 8 | 2 | 14 | 34 | 59 | 33 |
| BIMBI SANI E BELLI | 678 | 41 | 83 | 9 | 0 | 70 | 24 | 8 | 7 | 6 | 8 | 34 | 27 | 110 | 67 |
| BRAVA CASA | 557 | 51 | 41 | 9 | 5 | 232 | 21 | 10 | 4 | 4 | 2 | 13 | 16 | 167 | 65 |
| BUONA CUCINA | 398 | 398 | 52 | 9 | 4 | 59 | 19 | 15 | 6 | 3 | 3 | 6 | 29 | 62 | 87 |
| BURDA | 794 | 52 | 794 | 3 | 4 | 80 | 25 | 5 | 17 | 4 | 8 | 15 | 36 | 115 | 54 |
| CAPITAL | 118 | 9 | 3 | 118 | 0 | 23 | 5 | 2 | 3 | 16 | 7 | 0 | 4 | 16 | 9 |
| CARNET | 85 | 4 | 4 | 0 | 85 | 11 | 2 | 1 | 0 | 2 | 0 | 1 | 3 | 8 | 7 |
| CASAVIVA | 868 | 59 | 80 | 23 | 11 | 868 | 34 | 18 | 17 | 8 | 9 | 12 | 22 | 215 | 90 |
| CENTO COSE ENERGY | 205 | 19 | 25 | 5 | 2 | 34 | 205 | 8 | 20 | 6 | 0 | 22 | 16 | 42 | 22 |
| CIAK | 127 | 15 | 5 | 2 | 1 | 18 | 8 | 127 | 3 | 1 | 7 | 3 | 4 | 12 | 19 |
| CIPRIA | 180 | 6 | 17 | 3 | 0 | 17 | 20 | 3 | 180 | 5 | 1 | 20 | 11 | 36 | 12 |
| CLASS | 77 | 3 | 4 | 16 | 2 | 8 | 6 | 1 | 5 | 77 | 2 | 6 | 3 | 7 | 1 |
| CLUB 3 | 131 | 3 | 8 | 7 | 0 | 9 | 0 | 7 | 1 | 2 | 131 | 3 | 4 | 6 | 9 |
| COME STAI | 168 | 6 | 15 | 0 | 1 | 12 | 22 | 3 | 20 | 6 | 3 | 168 | 14 | 40 | 19 |
| CONSIGLI PRATICI | 171 | 29 | 36 | 4 | 3 | 22 | 16 | 4 | 11 | 3 | 4 | 14 | 171 | 31 | 23 |
| COSE DI CASA | 944 | 62 | 115 | 16 | 8 | 215 | 42 | 12 | 36 | 7 | 6 | 40 | 31 | 944 | 73 |
| LA CUCINA ITALIANA | 535 | 87 | 54 | 9 | 7 | 90 | 22 | 19 | 12 | 1 | 9 | 19 | 23 | 73 | 535 |
| CUCINA MODERNA | 562 | 100 | 32 | 11 | 4 | 85 | 29 | 18 | 10 | 6 | 6 | 28 | 31 | 114 | 107 |
| DONNA | 469 | 39 | 60 | 4 | 1 | 51 | 22 | 8 | 11 | 0 | 7 | 13 | 7 | 59 | 51 |
| DONNA E MAMMA | 325 | 26 | 39 | 2 | 0 | 37 | 20 | 3 | 6 | 6 | 2 | 8 | 15 | 55 | 30 |
| DOVE | 171 | 4 | 14 | 9 | 16 | 28 | 6 | 2 | 6 | 8 | 7 | 4 | 2 | 25 | 8 |
| ELLE | 271 | 8 | 35 | 10 | 7 | 48 | 41 | 3 | 21 | 12 | 2 | 14 | 8 | 30 | 33 |
| ELLE DECOR | 102 | 4 | 10 | 0 | 8 | 28 | 10 | 4 | 2 | 6 | 2 | 2 | 1 | 13 | 13 |
| FOCUS | 706 | 32 | 47 | 19 | 9 | 73 | 33 | 18 | 21 | 13 | 4 | 32 | 18 | 83 | 40 |
| GARDENIA | 154 | 8 | 20 | 3 | 2 | 15 | 2 | 2 | 5 | 3 | 5 | 5 | 1 | 23 | 16 |
| GENTE MESE | 585 | 56 | 59 | 8 | 4 | 95 | 19 | 19 | 10 | 13 | 17 | 19 | 23 | 62 | 51 |
| GENTE MONEY | 76 | 0 | 5 | 14 | 4 | 15 | 3 | 1 | 4 | 15 | 1 | 0 | 6 | 8 | 1 |
| GENTE MOTORI | 232 | 17 | 15 | 17 | 2 | 33 | 14 | 8 | 2 | 16 | 2 | 1 | 2 | 20 | 8 |
| GENTE VIAGGI | 236 | 17 | 8 | 15 | 6 | 37 | 19 | 12 | 7 | 13 | 6 | 2 | 4 | 26 | 21 |
| GLAMOUR | 122 | 5 | 17 | 0 | 2 | 15 | 21 | 3 | 3 | 1 | 0 | 3 | 0 | 17 | 4 |
| GULLIVER | 97 | 4 | 5 | 4 | 5 | 10 | 9 | 3 | 1 | 6 | 0 | 2 | 0 | 7 | 6 |
| IN CASA | 97 | 4 | 22 | 0 | 0 | 29 | 9 | 6 | 0 | 0 | 1 | 3 | 0 | 37 | 9 |
| INSIEME | 298 | 20 | 43 | 5 | 2 | 36 | 14 | 13 | 7 | 7 | 1 | 8 | 21 | 54 | 26 |
| IO E IL MIO BAMBINO | 673 | 41 | 70 | 12 | 1 | 56 | 34 | 6 | 14 | 10 | 3 | 25 | 25 | 85 | 52 |
| JESUS | 85 | 7 | 12 | 0 | 0 | 7 | 1 | 0 | 3 | 0 | 4 | 0 | 1 | 4 | 10 |
| MADRE | 135 | 12 | 6 | 1 | 0 | 12 | 0 | 1 | 4 | 0 | 5 | 4 | 4 | 14 | 8 |
| MARIE CLAIRE | 438 | 23 | 49 | 12 | 5 | 78 | 42 | 13 | 13 | 7 | 5 | 17 | 7 | 57 | 40 |
| MAX | 233 | 14 | 14 | 14 | 7 | 35 | 10 | 15 | 14 | 8 | 2 | 10 | 9 | 22 | 15 |
| MERIDIANI | 65 | 0 | 2 | 0 | 2 | 6 | 1 | 1 | 4 | 3 | 2 | 0 | 1 | 7 | 4 |
| MESSAGGERO DI S.ANTONIO | 875 | 32 | 71 | 8 | 4 | 51 | 10 | 6 | 11 | 2 | 23 | 16 | 17 | 53 | 33 |
| LA MIA BOUTIQUE | 294 | 15 | 138 | 4 | 0 | 39 | 10 | 11 | 3 | 0 | 11 | 5 | 5 | 42 | 10 |
| LA MIA CASA | 171 | 16 | 28 | 2 | 0 | 53 | 9 | 6 | 6 | 0 | 4 | 4 | 0 | 56 | 19 |
| MILLIONAIRE INTRAPRENDERE | 136 | 9 | 14 | 9 | 0 | 9 | 4 | 4 | 2 | 8 | 0 | 2 | 0 | 14 | 9 |
| NAUTICA | 60 | 0 | 5 | 1 | 0 | 17 | 0 | 1 | 2 | 5 | 2 | 0 | 0 | 4 | 2 |
| PESCARE | 96 | 17 | 9 | 3 | 0 | 15 | 3 | 3 | 1 | 3 | 0 | 2 | 0 | 9 | 7 |
| PRATICA | 254 | 30 | 33 | 0 | 1 | 26 | 26 | 5 | 22 | 3 | 3 | 17 | 33 | 68 | 26 |
| QUATTRORUOTE | 923 | 48 | 61 | 33 | 7 | 82 | 27 | 27 | 22 | 18 | 15 | 13 | 18 | 79 | 41 |
| QUATTRO ZAMPE | 150 | 20 | 14 | 6 | 0 | 13 | 14 | 5 | 8 | 3 | 2 | 9 | 5 | 30 | 24 |
| QUI TOURING | 344 | 3 | 10 | 9 | 13 | 52 | 6 | 2 | 9 | 8 | 9 | 4 | 3 | 34 | 24 |
| RAKAM | 440 | 21 | 114 | 10 | 2 | 53 | 12 | 6 | 20 | 3 | 5 | 9 | 22 | 62 | 35 |
| SALE & PEPE | 403 | 76 | 44 | 6 | 7 | 67 | 15 | 20 | 11 | 8 | 3 | 13 | 18 | 63 | 98 |
| SALVE | 252 | 11 | 28 | 2 | 9 | 54 | 14 | 4 | 18 | 7 | 3 | 29 | 11 | 49 | 27 |
| SCIENZA & VITA | 62 | 12 | 13 | 0 | 2 | 9 | 0 | 0 | 0 | 1 | 3 | 7 | 0 | 8 | 6 |
| LE SCIENZE | 128 | 6 | 6 | 4 | 6 | 13 | 4 | 7 | 4 | 3 | 7 | 1 | 0 | 11 | 13 |
| SELEZIONE READER'S DIGEST | 456 | 28 | 37 | 13 | 5 | 33 | 14 | 5 | 11 | 7 | 10 | 12 | 24 | 33 | 30 |
| SILHOUETTE DONNA | 538 | 39 | 63 | 0 | 1 | 74 | 45 | 15 | 29 | 9 | 1 | 40 | 21 | 102 | 28 |
| SPEAK UP | 73 | 1 | 2 | 7 | 4 | 3 | 6 | 1 | 5 | 5 | 0 | 3 | 0 | 13 | 2 |
| STARBENE | 946 | 63 | 85 | 14 | 8 | 132 | 55 | 16 | 35 | 7 | 13 | 72 | 23 | 144 | 81 |
| STARTER | 20 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 4 | 4 |
| TUTTI FOTOGRAFI | 61 | 2 | 4 | 0 | 0 | 4 | 3 | 0 | 0 | 0 | 1 | 0 | 0 | 8 | 4 |
| TUTTO | 58 | 7 | 7 | 2 | 5 | 7 | 6 | 8 | 1 | 4 | 0 | 1 | 2 | 6 | 8 |
| TUTTOMOTO | 93 | 8 | 8 | 2 | 1 | 11 | 4 | 5 | 0 | 5 | 0 | 3 | 1 | 18 | 4 |
| TUTTOTURISMO | 86 | 13 | 6 | 10 | 1 | 14 | 5 | 1 | 0 | 4 | 3 | 3 | 0 | 18 | 8 |
| VERA | 665 | 51 | 58 | 11 | 4 | 88 | 66 | 17 | 35 | 0 | 7 | 39 | 49 | 103 | 47 |
| VIAGGIARE | 86 | 9 | 7 | 7 | 3 | 13 | 4 | 3 | 5 | 5 | 3 | 5 | 8 | 12 | 6 |
| VITALITY | 88 | 4 | 4 | 1 | 3 | 10 | 17 | 3 | 13 | 0 | 1 | 10 | 6 | 17 | 8 |
| VOGUE ITALIA | 368 | 19 | 54 | 9 | 6 | 75 | 25 | 7 | 5 | 19 | 4 | 7 | 6 | 51 | 20 |
| WEEKEND VIAGGI | 90 | 8 | 9 | 2 | 0 | 17 | 4 | 0 | 4 | 6 | 2 | 4 | 5 | 16 | 6 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 1 | 2 | 0 | 1 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 6 | 5 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Garde-nia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **20056** | **562** | **469** | **325** | **171** | **271** | **102** | **706** | **154** | **585** | **76** | **232** | **236** | **122** | **97** |
| AMICA | **655** | 33 | 76 | 23 | 26 | 51 | 28 | 31 | 16 | 52 | 2 | 17 | 33 | 22 | 24 |
| ANNA | **743** | 43 | 49 | 25 | 21 | 80 | 23 | 42 | 15 | 69 | 2 | 25 | 31 | 26 | 20 |
| AUTO OGGI | **105** | 5 | 8 | 5 | 0 | 5 | 0 | 12 | 3 | 5 | 0 | 29 | 7 | 0 | 1 |
| AUTOSPRINT | **102** | 10 | 7 | 3 | 2 | 2 | 0 | 14 | 10 | 6 | 0 | 21 | 8 | 0 | 4 |
| BELLA | **470** | 51 | 42 | 16 | 10 | 19 | 1 | 34 | 17 | 20 | 0 | 8 | 14 | 3 | 15 |
| CHI | **788** | 56 | 69 | 14 | 13 | 37 | 11 | 46 | 15 | 108 | 3 | 16 | 29 | 20 | 9 |
| CONFIDENZE | **636** | 55 | 33 | 25 | 4 | 8 | 3 | 24 | 2 | 53 | 4 | 8 | 12 | 5 | 3 |
| DOMENICA QUIZ | **159** | 11 | 5 | 5 | 2 | 5 | 2 | 14 | 0 | 18 | 2 | 5 | 1 | 3 | 0 |
| DONNA MODERNA | **2059** | 163 | 111 | 63 | 44 | 95 | 32 | 153 | 42 | 139 | 15 | 58 | 55 | 31 | 31 |
| L'ESPRESSO | **656** | 34 | 33 | 12 | 25 | 25 | 8 | 68 | 18 | 41 | 21 | 31 | 34 | 6 | 13 |
| EVA EXPRESS TREMILA | **293** | 23 | 17 | 12 | 8 | 7 | 4 | 16 | 3 | 23 | 1 | 6 | 7 | 11 | 5 |
| FAMIGLIA CRISTIANA | **2347** | 98 | 91 | 45 | 21 | 45 | 14 | 88 | 33 | 106 | 8 | 31 | 54 | 10 | 16 |
| FILM TV | **107** | 9 | 2 | 4 | 8 | 2 | 0 | 12 | 0 | 1 | 0 | 6 | 6 | 0 | 4 |
| GENTE | **2009** | 104 | 121 | 53 | 21 | 61 | 16 | 91 | 27 | 221 | 17 | 27 | 47 | 35 | 21 |
| GIOIA | **763** | 52 | 49 | 34 | 16 | 48 | 15 | 42 | 18 | 79 | 8 | 13 | 40 | 19 | 12 |
| IL GIORNALINO | **125** | 9 | 0 | 6 | 1 | 9 | 4 | 18 | 0 | 16 | 0 | 1 | 1 | 0 | 1 |
| GRAND HOTEL | **625** | 56 | 25 | 8 | 2 | 16 | 5 | 22 | 5 | 28 | 0 | 3 | 2 | 4 | 2 |
| GRAZIA | **883** | 87 | 68 | 33 | 26 | 56 | 13 | 65 | 16 | 64 | 6 | 22 | 38 | 21 | 28 |
| GUERIN SPORTIVO | **45** | 1 | 3 | 0 | 0 | 0 | 0 | 3 | 0 | 7 | 3 | 7 | 3 | 2 | 0 |
| GUIDA TV | **696** | 29 | 27 | 24 | 6 | 4 | 2 | 55 | 15 | 31 | 2 | 18 | 27 | 4 | 5 |
| INTIMITA' | **770** | 48 | 45 | 24 | 5 | 17 | 7 | 34 | 4 | 65 | 1 | 19 | 10 | 7 | 4 |
| MAGAZINE BEAUTIFUL | **61** | 0 | 6 | 0 | 0 | 0 | 0 | 1 | 1 | 5 | 2 | 1 | 2 | 0 | 0 |
| IL MONDO | **31** | 2 | 4 | 0 | 2 | 2 | 2 | 0 | 1 | 0 | 5 | 0 | 0 | 0 | 0 |
| MOTOSPRINT | **79** | 6 | 3 | 2 | 4 | 2 | 0 | 11 | 6 | 7 | 0 | 20 | 8 | 0 | 1 |
| NOVELLA 2000 | **572** | 47 | 46 | 22 | 6 | 24 | 7 | 27 | 11 | 65 | 0 | 21 | 10 | 17 | 7 |
| OGGI | **1988** | 119 | 98 | 37 | 33 | 63 | 19 | 108 | 18 | 195 | 11 | 30 | 44 | 19 | 26 |
| PANORAMA | **1035** | 52 | 46 | 34 | 39 | 60 | 15 | 123 | 18 | 82 | 17 | 33 | 71 | 21 | 34 |
| SORRISI E CANZONI TV | **3022** | 166 | 128 | 91 | 36 | 67 | 14 | 146 | 17 | 145 | 12 | 55 | 76 | 29 | 21 |
| STOP | **431** | 22 | 26 | 2 | 2 | 12 | 4 | 19 | 4 | 41 | 0 | 6 | 9 | 0 | 2 |
| TELEPIU' | **738** | 43 | 26 | 20 | 13 | 11 | 8 | 38 | 6 | 57 | 1 | 24 | 23 | 13 | 4 |
| TELESETTE | **870** | 49 | 30 | 42 | 9 | 16 | 6 | 55 | 5 | 52 | 1 | 26 | 11 | 6 | 7 |
| TOPOLINO | **819** | 56 | 32 | 31 | 7 | 17 | 4 | 99 | 14 | 73 | 14 | 28 | 31 | 11 | 20 |
| VISTO | **351** | 25 | 17 | 9 | 2 | 9 | 9 | 20 | 4 | 38 | 1 | 14 | 16 | 2 | 4 |
| VIVERSANI & BELLI | **924** | 75 | 67 | 47 | 14 | 27 | 7 | 61 | 8 | 68 | 3 | 26 | 31 | 22 | 17 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 33 | 24 | 11 | 23 | 42 | 15 | 51 | 18 | 24 | 9 | 9 | 26 | 3 | 12 |
| DIARIO DELLA SETTIMANA | **65** | 0 | 0 | 0 | 6 | 8 | 6 | 3 | 5 | 0 | 2 | 0 | 4 | 2 | 1 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 26 | 25 | 19 | 2 | 15 | 6 | 40 | 6 | 21 | 9 | 34 | 25 | 3 | 8 |
| IO DONNA | **882** | 36 | 25 | 36 | 41 | 42 | 34 | 52 | 21 | 49 | 13 | 7 | 34 | 12 | 14 |
| SETTE | **875** | 32 | 38 | 26 | 40 | 36 | 24 | 51 | 22 | 49 | 13 | 10 | 31 | 17 | 15 |
| SPECCHIO DELLA STAMPA | **428** | 37 | 16 | 14 | 22 | 12 | 9 | 48 | 8 | 32 | 8 | 10 | 19 | 9 | 11 |
| TV SETTE | **968** | 37 | 43 | 28 | 38 | 29 | 14 | 51 | 22 | 54 | 18 | 16 | 33 | 21 | 25 |
| IL VENERDI' | **1311** | 78 | 52 | 35 | 48 | 62 | 23 | 109 | 32 | 84 | 41 | 35 | 66 | 9 | 20 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Cucina Moderna | Donna | Donna e Mamma | Dove | Elle | Elle Decor | Focus | Garde-nia | Gente Mese | Gente Money | Gente Motori | Gente Viaggi | Glamour | Gulliver |
| **POPOLAZIONE** | **20056** | **562** | **469** | **325** | **171** | **271** | **102** | **706** | **154** | **585** | **76** | **232** | **236** | **122** | **97** |
| ABITARE | 148 | 13 | 8 | 9 | 15 | 15 | 5 | 15 | 11 | 11 | 0 | 4 | 6 | 3 | 6 |
| AD | 257 | 12 | 6 | 12 | 17 | 32 | 22 | 17 | 17 | 11 | 0 | 2 | 14 | 2 | 3 |
| AIRONE | 331 | 17 | 17 | 6 | 20 | 17 | 2 | 50 | 27 | 32 | 8 | 17 | 38 | 4 | 20 |
| AMADEUS | 60 | 4 | 3 | 1 | 2 | 4 | 6 | 8 | 4 | 2 | 3 | 2 | 4 | 0 | 2 |
| ARCHEO | 105 | 7 | 1 | 3 | 7 | 3 | 0 | 7 | 7 | 8 | 4 | 4 | 6 | 0 | 6 |
| ASTRA | 210 | 18 | 16 | 6 | 5 | 14 | 4 | 11 | 3 | 23 | 3 | 3 | 4 | 2 | 3 |
| A TAVOLA | 137 | 29 | 14 | 13 | 11 | 8 | 10 | 14 | 6 | 14 | 0 | 3 | 4 | 1 | 2 |
| AUTO | 134 | 9 | 10 | 15 | 5 | 6 | 0 | 32 | 10 | 7 | 5 | 52 | 16 | 1 | 1 |
| L'AUTOMOBILE | 285 | 14 | 15 | 6 | 8 | 8 | 1 | 22 | 0 | 23 | 2 | 31 | 14 | 6 | 1 |
| BELL'EUROPA | 132 | 9 | 6 | 3 | 20 | 4 | 6 | 12 | 3 | 10 | 1 | 3 | 14 | 2 | 8 |
| BELL'ITALIA | 261 | 16 | 13 | 5 | 20 | 12 | 10 | 19 | 7 | 23 | 1 | 13 | 19 | 7 | 10 |
| BENISSIMO | 316 | 34 | 26 | 22 | 5 | 15 | 4 | 22 | 6 | 40 | 2 | 7 | 13 | 1 | 7 |
| BIMBI SANI E BELLI | 678 | 69 | 52 | 158 | 7 | 24 | 11 | 38 | 9 | 75 | 5 | 18 | 14 | 8 | 3 |
| BRAVA CASA | 557 | 60 | 34 | 33 | 12 | 43 | 26 | 63 | 19 | 71 | 7 | 11 | 26 | 6 | 7 |
| BUONA CUCINA | 398 | 100 | 39 | 26 | 4 | 8 | 4 | 32 | 8 | 56 | 0 | 17 | 17 | 5 | 4 |
| BURDA | 794 | 32 | 60 | 39 | 14 | 35 | 10 | 47 | 20 | 59 | 5 | 15 | 8 | 17 | 5 |
| CAPITAL | 118 | 11 | 4 | 2 | 9 | 10 | 0 | 19 | 3 | 8 | 14 | 17 | 15 | 0 | 4 |
| CARNET | 85 | 4 | 1 | 0 | 16 | 7 | 8 | 9 | 2 | 4 | 4 | 2 | 6 | 2 | 5 |
| CASAVIVA | 868 | 85 | 51 | 37 | 28 | 48 | 28 | 73 | 15 | 95 | 15 | 33 | 37 | 15 | 10 |
| CENTO COSE ENERGY | 205 | 29 | 22 | 20 | 6 | 41 | 10 | 33 | 2 | 19 | 3 | 14 | 19 | 21 | 9 |
| CIAK | 127 | 18 | 8 | 3 | 2 | 3 | 4 | 18 | 2 | 19 | 1 | 8 | 12 | 3 | 3 |
| CIPRIA | 180 | 10 | 11 | 6 | 6 | 21 | 2 | 21 | 5 | 10 | 4 | 2 | 7 | 3 | 1 |
| CLASS | 77 | 6 | 0 | 6 | 8 | 12 | 6 | 13 | 3 | 13 | 15 | 16 | 13 | 1 | 6 |
| CLUB 3 | 131 | 6 | 7 | 2 | 7 | 2 | 2 | 4 | 5 | 17 | 1 | 2 | 6 | 0 | 0 |
| COME STAI | 168 | 28 | 13 | 8 | 4 | 14 | 2 | 32 | 5 | 19 | 0 | 1 | 2 | 3 | 2 |
| CONSIGLI PRATICI | 171 | 31 | 7 | 15 | 2 | 8 | 1 | 18 | 1 | 23 | 6 | 2 | 4 | 0 | 0 |
| COSE DI CASA | 944 | 114 | 59 | 55 | 25 | 30 | 13 | 83 | 23 | 62 | 8 | 20 | 26 | 17 | 7 |
| LA CUCINA ITALIANA | 535 | 107 | 51 | 30 | 8 | 33 | 13 | 40 | 16 | 51 | 1 | 8 | 21 | 4 | 6 |
| CUCINA MODERNA | 562 | 562 | 32 | 29 | 12 | 20 | 5 | 51 | 11 | 48 | 3 | 9 | 23 | 3 | 12 |
| DONNA | 469 | 32 | 469 | 21 | 12 | 53 | 12 | 29 | 3 | 73 | 2 | 19 | 16 | 11 | 4 |
| DONNA E MAMMA | 325 | 29 | 21 | 325 | 4 | 7 | 5 | 27 | 4 | 33 | 1 | 9 | 7 | 2 | 2 |
| DOVE | 171 | 12 | 12 | 4 | 171 | 27 | 19 | 8 | 7 | 21 | 7 | 11 | 20 | 4 | 12 |
| ELLE | 271 | 20 | 53 | 7 | 27 | 271 | 40 | 15 | 10 | 37 | 2 | 9 | 28 | 27 | 17 |
| ELLE DECOR | 102 | 5 | 12 | 5 | 19 | 40 | 102 | 2 | 1 | 2 | 0 | 3 | 6 | 7 | 3 |
| FOCUS | 706 | 51 | 29 | 27 | 8 | 15 | 2 | 706 | 16 | 43 | 12 | 19 | 20 | 15 | 9 |
| GARDENIA | 154 | 11 | 3 | 4 | 7 | 10 | 1 | 16 | 154 | 8 | 2 | 8 | 14 | 3 | 5 |
| GENTE MESE | 585 | 48 | 73 | 33 | 21 | 37 | 2 | 43 | 8 | 585 | 13 | 27 | 36 | 16 | 5 |
| GENTE MONEY | 76 | 3 | 2 | 1 | 7 | 2 | 0 | 12 | 2 | 13 | 76 | 19 | 13 | 1 | 2 |
| GENTE MOTORI | 232 | 9 | 19 | 9 | 11 | 9 | 3 | 19 | 8 | 27 | 19 | 232 | 21 | 3 | 5 |
| GENTE VIAGGI | 236 | 23 | 16 | 7 | 20 | 28 | 6 | 20 | 14 | 36 | 13 | 21 | 236 | 11 | 29 |
| GLAMOUR | 122 | 3 | 11 | 2 | 4 | 27 | 7 | 15 | 3 | 16 | 1 | 3 | 11 | 122 | 6 |
| GULLIVER | 97 | 12 | 4 | 2 | 12 | 17 | 3 | 9 | 5 | 5 | 2 | 5 | 29 | 6 | 97 |
| IN CASA | 97 | 7 | 24 | 9 | 4 | 15 | 6 | 3 | 3 | 17 | 0 | 0 | 5 | 6 | 4 |
| INSIEME | 298 | 37 | 25 | 75 | 7 | 13 | 4 | 30 | 6 | 25 | 4 | 15 | 6 | 0 | 2 |
| IO E IL MIO BAMBINO | 673 | 41 | 34 | 197 | 4 | 27 | 4 | 42 | 6 | 62 | 6 | 20 | 20 | 0 | 6 |
| JESUS | 85 | 2 | 5 | 0 | 6 | 2 | 0 | 1 | 2 | 7 | 0 | 1 | 5 | 0 | 5 |
| MADRE | 135 | 12 | 4 | 7 | 1 | 6 | 0 | 10 | 3 | 5 | 0 | 3 | 4 | 0 | 1 |
| MARIE CLAIRE | 438 | 31 | 44 | 22 | 20 | 87 | 24 | 40 | 20 | 48 | 8 | 15 | 37 | 33 | 19 |
| MAX | 233 | 13 | 20 | 11 | 11 | 22 | 9 | 26 | 6 | 22 | 6 | 15 | 24 | 9 | 5 |
| MERIDIANI | 65 | 4 | 4 | 0 | 8 | 6 | 2 | 8 | 6 | 6 | 0 | 5 | 12 | 0 | 9 |
| MESSAGGERO DI S.ANTONIO | 875 | 47 | 37 | 10 | 6 | 17 | 0 | 33 | 9 | 50 | 8 | 23 | 12 | 5 | 4 |
| LA MIA BOUTIQUE | 294 | 9 | 18 | 8 | 5 | 23 | 11 | 15 | 10 | 15 | 0 | 3 | 13 | 16 | 8 |
| LA MIA CASA | 171 | 22 | 28 | 22 | 11 | 17 | 8 | 6 | 14 | 28 | 2 | 4 | 17 | 4 | 4 |
| MILLIONAIRE INTRAPRENDERE | 136 | 11 | 7 | 7 | 5 | 17 | 0 | 18 | 0 | 10 | 10 | 7 | 9 | 1 | 4 |
| NAUTICA | 60 | 3 | 0 | 0 | 14 | 0 | 0 | 10 | 2 | 6 | 1 | 5 | 6 | 0 | 1 |
| PESCARE | 96 | 16 | 9 | 1 | 4 | 4 | 0 | 8 | 2 | 15 | 2 | 12 | 10 | 1 | 3 |
| PRATICA | 254 | 33 | 9 | 9 | 8 | 8 | 3 | 26 | 6 | 35 | 5 | 4 | 8 | 9 | 12 |
| QUATTRORUOTE | 923 | 52 | 48 | 26 | 29 | 29 | 15 | 91 | 18 | 65 | 23 | 113 | 52 | 9 | 26 |
| QUATTRO ZAMPE | 150 | 16 | 8 | 12 | 10 | 2 | 2 | 21 | 1 | 18 | 2 | 13 | 10 | 1 | 1 |
| QUI TOURING | 344 | 9 | 9 | 5 | 33 | 9 | 2 | 36 | 6 | 19 | 7 | 10 | 23 | 2 | 11 |
| RAKAM | 440 | 41 | 35 | 18 | 8 | 24 | 6 | 28 | 17 | 42 | 3 | 4 | 13 | 5 | 9 |
| SALE & PEPE | 403 | 74 | 26 | 16 | 4 | 15 | 5 | 40 | 9 | 33 | 5 | 11 | 25 | 3 | 11 |
| SALVE | 252 | 19 | 29 | 15 | 19 | 30 | 9 | 21 | 7 | 39 | 6 | 9 | 15 | 12 | 10 |
| SCIENZA & VITA | 62 | 8 | 4 | 5 | 3 | 2 | 0 | 23 | 4 | 7 | 0 | 0 | 1 | 1 | 2 |
| LE SCIENZE | 128 | 2 | 5 | 4 | 3 | 3 | 2 | 30 | 3 | 5 | 2 | 3 | 2 | 0 | 4 |
| SELEZIONE READER'S DIGEST | 456 | 27 | 32 | 17 | 15 | 13 | 1 | 51 | 19 | 46 | 4 | 15 | 18 | 2 | 3 |
| SILHOUETTE DONNA | 538 | 56 | 56 | 26 | 6 | 35 | 7 | 55 | 14 | 61 | 4 | 14 | 27 | 25 | 13 |
| SPEAK UP | 73 | 3 | 0 | 2 | 3 | 4 | 3 | 7 | 3 | 3 | 5 | 2 | 9 | 2 | 1 |
| STARBENE | 946 | 87 | 62 | 42 | 22 | 46 | 17 | 81 | 16 | 117 | 7 | 27 | 32 | 20 | 12 |
| STARTER | 20 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 |
| TUTTI FOTOGRAFI | 61 | 5 | 5 | 3 | 3 | 4 | 0 | 8 | 2 | 6 | 1 | 4 | 1 | 0 | 1 |
| TUTTO | 58 | 7 | 10 | 4 | 2 | 4 | 0 | 16 | 0 | 11 | 1 | 3 | 3 | 0 | 1 |
| TUTTOMOTO | 93 | 5 | 12 | 0 | 0 | 3 | 0 | 11 | 10 | 13 | 3 | 26 | 10 | 0 | 1 |
| TUTTOTURISMO | 86 | 3 | 2 | 3 | 8 | 2 | 2 | 10 | 2 | 11 | 2 | 3 | 26 | 0 | 8 |
| VERA | 665 | 75 | 60 | 23 | 14 | 29 | 11 | 54 | 9 | 80 | 11 | 8 | 19 | 18 | 17 |
| VIAGGIARE | 86 | 7 | 2 | 2 | 12 | 10 | 2 | 8 | 5 | 17 | 1 | 3 | 33 | 0 | 13 |
| VITALITY | 88 | 17 | 9 | 8 | 0 | 16 | 3 | 10 | 11 | 7 | 2 | 0 | 6 | 5 | 7 |
| VOGUE ITALIA | 368 | 29 | 32 | 26 | 18 | 38 | 15 | 19 | 9 | 47 | 7 | 27 | 24 | 19 | 9 |
| WEEKEND VIAGGI | 90 | 8 | 16 | 5 | 14 | 16 | 3 | 3 | 0 | 14 | 1 | 5 | 27 | 1 | 9 |
| DIANA (QUATTORDICINALE) | 46 | 7 | 3 | 3 | 1 | 3 | 0 | 1 | 7 | 2 | 2 | 10 | 9 | 0 | 3 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | In Casa | Insieme | Io e il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Milionaire Intraprendere | Nautica | Pescare |
| **POPOLAZIONE** | **20056** | **97** | **298** | **673** | **85** | **135** | **438** | **233** | **65** | **875** | **294** | **171** | **136** | **60** | **96** |
| AMICA | 655 | 21 | 23 | 44 | 11 | 7 | 78 | 19 | 11 | 37 | 35 | 27 | 5 | 5 | 3 |
| ANNA | 743 | 15 | 26 | 42 | 6 | 6 | 86 | 29 | 8 | 29 | 29 | 27 | 11 | 3 | 12 |
| AUTO OGGI | 105 | 3 | 2 | 11 | 1 | 0 | 11 | 7 | 2 | 4 | 6 | 0 | 4 | 5 | 3 |
| AUTOSPRINT | 102 | 0 | 2 | 5 | 1 | 0 | 5 | 9 | 1 | 2 | 0 | 0 | 1 | 3 | 0 |
| BELLA | 470 | 6 | 29 | 40 | 2 | 0 | 31 | 12 | 4 | 24 | 14 | 15 | 8 | 0 | 7 |
| CHI | 788 | 8 | 27 | 45 | 5 | 8 | 49 | 23 | 3 | 46 | 22 | 11 | 6 | 4 | 12 |
| CONFIDENZE | 636 | 6 | 21 | 44 | 2 | 7 | 21 | 7 | 0 | 41 | 5 | 12 | 5 | 0 | 3 |
| DOMENICA QUIZ | 159 | 0 | 7 | 5 | 3 | 3 | 11 | 7 | 1 | 5 | 7 | 0 | 4 | 4 | 2 |
| DONNA MODERNA | 2059 | 40 | 81 | 140 | 9 | 32 | 159 | 52 | 23 | 105 | 77 | 56 | 37 | 8 | 22 |
| L'ESPRESSO | 656 | 5 | 15 | 33 | 4 | 4 | 22 | 36 | 8 | 33 | 17 | 15 | 14 | 13 | 11 |
| EVA EXPRESS TREMILA | 293 | 2 | 15 | 23 | 2 | 0 | 20 | 8 | 3 | 16 | 3 | 2 | 3 | 4 | 0 |
| FAMIGLIA CRISTIANA | 2347 | 11 | 47 | 90 | 66 | 64 | 49 | 28 | 12 | 252 | 43 | 21 | 20 | 5 | 16 |
| FILM TV | 107 | 3 | 2 | 10 | 0 | 0 | 1 | 2 | 0 | 5 | 2 | 1 | 0 | 2 | 0 |
| GENTE | 2009 | 30 | 60 | 104 | 15 | 21 | 95 | 46 | 12 | 147 | 52 | 30 | 10 | 12 | 15 |
| GIOIA | 763 | 11 | 30 | 73 | 16 | 14 | 72 | 40 | 7 | 39 | 15 | 23 | 15 | 5 | 5 |
| IL GIORNALINO | 125 | 0 | 8 | 7 | 17 | 13 | 4 | 1 | 0 | 13 | 3 | 3 | 2 | 0 | 0 |
| GRAND HOTEL | 625 | 5 | 21 | 38 | 2 | 5 | 21 | 10 | 0 | 35 | 20 | 10 | 6 | 0 | 7 |
| GRAZIA | 883 | 8 | 31 | 54 | 6 | 5 | 84 | 29 | 12 | 67 | 19 | 32 | 6 | 7 | 13 |
| GUERIN SPORTIVO | 45 | 0 | 1 | 2 | 0 | 0 | 2 | 4 | 0 | 5 | 0 | 0 | 6 | 2 | 0 |
| GUIDA TV | 696 | 10 | 27 | 64 | 6 | 6 | 19 | 14 | 2 | 37 | 8 | 20 | 7 | 8 | 12 |
| INTIMITA' | 770 | 12 | 26 | 41 | 0 | 13 | 26 | 10 | 0 | 39 | 14 | 6 | 3 | 2 | 8 |
| MAGAZINE BEAUTIFUL | 61 | 0 | 3 | 5 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| IL MONDO | 31 | 2 | 2 | 0 | 0 | 0 | 3 | 0 | 0 | 1 | 0 | 4 | 0 | 0 | 0 |
| MOTOSPRINT | 79 | 0 | 0 | 7 | 1 | 0 | 2 | 9 | 1 | 4 | 0 | 0 | 7 | 2 | 2 |
| NOVELLA 2000 | 572 | 16 | 33 | 47 | 3 | 2 | 51 | 17 | 1 | 18 | 13 | 22 | 3 | 2 | 5 |
| OGGI | 1988 | 23 | 56 | 90 | 19 | 20 | 89 | 57 | 8 | 125 | 43 | 38 | 18 | 15 | 22 |
| PANORAMA | 1035 | 11 | 18 | 47 | 17 | 8 | 75 | 48 | 15 | 48 | 30 | 26 | 28 | 8 | 18 |
| SORRISI E CANZONI TV | 3022 | 29 | 102 | 178 | 16 | 31 | 126 | 77 | 10 | 170 | 80 | 47 | 41 | 13 | 38 |
| STOP | 431 | 4 | 12 | 17 | 2 | 0 | 18 | 11 | 1 | 28 | 4 | 6 | 0 | 1 | 7 |
| TELEPIU' | 738 | 5 | 26 | 36 | 6 | 2 | 25 | 17 | 0 | 62 | 7 | 18 | 10 | 4 | 8 |
| TELESETTE | 870 | 7 | 20 | 62 | 8 | 12 | 13 | 17 | 1 | 39 | 24 | 12 | 6 | 3 | 6 |
| TOPOLINO | 819 | 4 | 51 | 63 | 7 | 7 | 48 | 29 | 6 | 59 | 17 | 20 | 15 | 4 | 18 |
| VISTO | 351 | 4 | 20 | 32 | 1 | 0 | 17 | 3 | 2 | 21 | 3 | 8 | 2 | 0 | 5 |
| VIVERSANI & BELLI | 924 | 15 | 64 | 106 | 8 | 1 | 45 | 28 | 5 | 47 | 26 | 41 | 11 | 9 | 13 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 15 | 22 | 30 | 3 | 0 | 37 | 20 | 9 | 32 | 14 | 4 | 8 | 3 | 2 |
| DIARIO DELLA SETTIMANA | 65 | 2 | 0 | 0 | 0 | 0 | 3 | 2 | 1 | 7 | 0 | 2 | 0 | 0 | 2 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 6 | 12 | 19 | 4 | 6 | 29 | 33 | 9 | 24 | 5 | 11 | 9 | 4 | 7 |
| IO DONNA | 882 | 16 | 31 | 36 | 16 | 8 | 61 | 15 | 12 | 60 | 35 | 31 | 12 | 2 | 3 |
| SETTE | 875 | 17 | 19 | 26 | 14 | 9 | 51 | 33 | 11 | 48 | 33 | 23 | 9 | 3 | 7 |
| SPECCHIO DELLA STAMPA | 428 | 2 | 15 | 32 | 11 | 8 | 24 | 10 | 5 | 40 | 25 | 9 | 6 | 6 | 2 |
| TV SETTE | 968 | 17 | 26 | 33 | 12 | 8 | 63 | 30 | 8 | 50 | 28 | 35 | 6 | 5 | 8 |
| IL VENERDI' | 1311 | 30 | 35 | 69 | 16 | 14 | 65 | 49 | 17 | 62 | 28 | 12 | 22 | 7 | 13 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | In Casa | Insieme | Io e il Mio Bambino | Jesus | Madre | Marie Claire | Max | Meridiani | Messaggero S. Antonio | La Mia Boutique | La Mia Casa | Millionaire Intraprendere | Nautica | Pescare |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | MENSILI | | | | | | | | | | | | | |
| POPOLAZIONE | 20056 | 97 | 298 | 673 | 85 | 135 | 438 | 233 | 65 | 875 | 294 | 171 | 136 | 60 | 96 |
| ABITARE | 148 | 6 | 8 | 9 | 0 | 4 | 15 | 10 | 4 | 7 | 3 | 10 | 2 | 1 | 4 |
| AD | 257 | 8 | 11 | 17 | 1 | 8 | 23 | 7 | 10 | 11 | 7 | 14 | 8 | 7 | 3 |
| AIRONE | 331 | 4 | 7 | 17 | 3 | 6 | 35 | 16 | 11 | 22 | 6 | 14 | 9 | 9 | 14 |
| AMADEUS | 60 | 2 | 2 | 1 | 4 | 0 | 6 | 0 | 1 | 3 | 5 | 2 | 2 | 1 | 0 |
| ARCHEO | 105 | 0 | 2 | 11 | 0 | 0 | 5 | 3 | 5 | 7 | 5 | 0 | 5 | 1 | 1 |
| ASTRA | 210 | 9 | 7 | 22 | 0 | 0 | 23 | 7 | 2 | 9 | 7 | 10 | 4 | 2 | 2 |
| A TAVOLA | 137 | 4 | 14 | 11 | 0 | 5 | 17 | 3 | 2 | 7 | 5 | 12 | 1 | 3 | 0 |
| AUTO | 134 | 3 | 14 | 14 | 0 | 5 | 14 | 9 | 6 | 7 | 8 | 3 | 6 | 7 | 9 |
| L'AUTOMOBILE | 285 | 2 | 11 | 13 | 1 | 1 | 20 | 5 | 3 | 27 | 6 | 9 | 2 | 2 | 10 |
| BELL'EUROPA | 132 | 4 | 7 | 9 | 7 | 2 | 15 | 6 | 16 | 7 | 2 | 11 | 0 | 0 | 0 |
| BELL'ITALIA | 261 | 6 | 5 | 22 | 4 | 9 | 22 | 10 | 13 | 21 | 8 | 6 | 6 | 4 | 3 |
| BENISSIMO | 316 | 15 | 29 | 36 | 4 | 4 | 30 | 9 | 3 | 21 | 36 | 14 | 3 | 0 | 4 |
| BIMBI SANI E BELLI | 678 | 18 | 106 | 294 | 3 | 15 | 60 | 28 | 0 | 30 | 15 | 31 | 20 | 0 | 8 |
| BRAVA CASA | 557 | 29 | 34 | 53 | 6 | 13 | 50 | 20 | 11 | 21 | 5 | 39 | 13 | 5 | 9 |
| BUONA CUCINA | 398 | 4 | 20 | 41 | 7 | 12 | 23 | 14 | 0 | 32 | 15 | 16 | 9 | 0 | 17 |
| BURDA | 794 | 22 | 43 | 70 | 12 | 6 | 49 | 14 | 2 | 71 | 138 | 28 | 14 | 5 | 9 |
| CAPITAL | 118 | 0 | 5 | 12 | 0 | 1 | 12 | 14 | 0 | 8 | 4 | 2 | 9 | 1 | 3 |
| CARNET | 85 | 0 | 2 | 1 | 0 | 0 | 5 | 7 | 2 | 4 | 0 | 0 | 0 | 0 | 0 |
| CASAVIVA | 868 | 29 | 36 | 56 | 7 | 12 | 78 | 35 | 6 | 51 | 39 | 53 | 9 | 17 | 15 |
| CENTO COSE ENERGY | 205 | 9 | 14 | 34 | 1 | 0 | 42 | 10 | 1 | 10 | 10 | 9 | 4 | 0 | 3 |
| CIAK | 127 | 6 | 13 | 6 | 0 | 1 | 13 | 15 | 1 | 6 | 11 | 6 | 4 | 1 | 3 |
| CIPRIA | 180 | 0 | 7 | 14 | 3 | 4 | 13 | 14 | 4 | 11 | 3 | 6 | 2 | 2 | 1 |
| CLASS | 77 | 0 | 7 | 10 | 0 | 0 | 7 | 8 | 3 | 2 | 0 | 0 | 8 | 5 | 3 |
| CLUB 3 | 131 | 1 | 1 | 3 | 4 | 5 | 5 | 2 | 2 | 23 | 11 | 4 | 0 | 2 | 0 |
| COME STAI | 168 | 3 | 8 | 25 | 0 | 4 | 17 | 10 | 0 | 16 | 5 | 4 | 2 | 0 | 2 |
| CONSIGLI PRATICI | 171 | 0 | 21 | 25 | 1 | 4 | 7 | 9 | 1 | 17 | 5 | 0 | 0 | 0 | 0 |
| COSE DI CASA | 944 | 37 | 54 | 85 | 4 | 14 | 57 | 22 | 7 | 53 | 42 | 56 | 14 | 4 | 9 |
| LA CUCINA ITALIANA | 535 | 9 | 26 | 52 | 10 | 8 | 40 | 15 | 4 | 33 | 10 | 19 | 9 | 2 | 7 |
| CUCINA MODERNA | 562 | 7 | 37 | 41 | 2 | 12 | 31 | 13 | 4 | 47 | 9 | 22 | 11 | 3 | 16 |
| DONNA | 469 | 24 | 25 | 34 | 5 | 4 | 44 | 20 | 4 | 37 | 18 | 28 | 7 | 0 | 9 |
| DONNA E MAMMA | 325 | 9 | 75 | 197 | 0 | 7 | 22 | 11 | 0 | 10 | 8 | 22 | 7 | 0 | 1 |
| DOVE | 171 | 4 | 7 | 4 | 6 | 1 | 20 | 11 | 8 | 6 | 5 | 11 | 5 | 14 | 4 |
| ELLE | 271 | 15 | 13 | 27 | 2 | 6 | 87 | 22 | 6 | 17 | 23 | 17 | 17 | 0 | 4 |
| ELLE DECOR | 102 | 6 | 4 | 4 | 0 | 0 | 24 | 9 | 2 | 0 | 11 | 8 | 0 | 0 | 0 |
| FOCUS | 706 | 3 | 30 | 42 | 1 | 10 | 40 | 26 | 8 | 33 | 15 | 6 | 18 | 10 | 8 |
| GARDENIA | 154 | 3 | 6 | 6 | 2 | 3 | 20 | 6 | 6 | 9 | 10 | 14 | 0 | 2 | 2 |
| GENTE MESE | 585 | 17 | 25 | 62 | 7 | 5 | 48 | 22 | 6 | 50 | 15 | 28 | 10 | 6 | 15 |
| GENTE MONEY | 76 | 0 | 4 | 6 | 0 | 0 | 8 | 6 | 0 | 8 | 0 | 2 | 10 | 1 | 2 |
| GENTE MOTORI | 232 | 0 | 15 | 20 | 1 | 3 | 15 | 15 | 5 | 23 | 3 | 4 | 7 | 5 | 12 |
| GENTE VIAGGI | 236 | 5 | 6 | 20 | 5 | 4 | 37 | 24 | 12 | 12 | 13 | 17 | 9 | 6 | 10 |
| GLAMOUR | 122 | 6 | 0 | 0 | 0 | 0 | 33 | 9 | 0 | 5 | 16 | 4 | 1 | 0 | 1 |
| GULLIVER | 97 | 4 | 2 | 6 | 5 | 1 | 19 | 5 | 9 | 4 | 8 | 4 | 4 | 1 | 3 |
| IN CASA | 97 | 97 | 4 | 12 | 2 | 0 | 15 | 3 | 0 | 8 | 12 | 19 | 4 | 1 | 0 |
| INSIEME | 298 | 4 | 298 | 129 | 0 | 14 | 25 | 3 | 1 | 17 | 5 | 18 | 7 | 3 | 6 |
| IO E IL MIO BAMBINO | 673 | 12 | 129 | 673 | 2 | 10 | 45 | 25 | 2 | 21 | 11 | 30 | 30 | 3 | 10 |
| JESUS | 85 | 2 | 0 | 2 | 85 | 8 | 3 | 0 | 2 | 13 | 7 | 0 | 4 | 0 | 0 |
| MADRE | 135 | 0 | 14 | 10 | 8 | 135 | 6 | 0 | 0 | 24 | 3 | 3 | 1 | 0 | 0 |
| MARIE CLAIRE | 438 | 15 | 25 | 45 | 3 | 6 | 438 | 45 | 4 | 23 | 32 | 23 | 17 | 1 | 4 |
| MAX | 233 | 3 | 3 | 25 | 0 | 0 | 45 | 233 | 3 | 9 | 4 | 14 | 7 | 4 | 7 |
| MERIDIANI | 65 | 0 | 1 | 2 | 2 | 0 | 4 | 3 | 65 | 3 | 5 | 2 | 0 | 1 | 1 |
| MESSAGGERO DI S.ANTONIO | 875 | 8 | 17 | 21 | 13 | 24 | 23 | 9 | 3 | 875 | 21 | 6 | 7 | 0 | 6 |
| LA MIA BOUTIQUE | 294 | 12 | 5 | 11 | 7 | 3 | 32 | 4 | 5 | 21 | 294 | 10 | 3 | 1 | 0 |
| LA MIA CASA | 171 | 19 | 18 | 30 | 0 | 3 | 23 | 14 | 2 | 6 | 10 | 171 | 0 | 3 | 7 |
| MILLIONAIRE INTRAPRENDERE | 136 | 4 | 7 | 30 | 4 | 1 | 17 | 7 | 0 | 7 | 3 | 0 | 136 | 1 | 7 |
| NAUTICA | 60 | 1 | 3 | 3 | 0 | 0 | 1 | 4 | 1 | 0 | 1 | 3 | 1 | 60 | 5 |
| PESCARE | 96 | 0 | 6 | 10 | 0 | 0 | 4 | 7 | 1 | 6 | 0 | 7 | 7 | 5 | 96 |
| PRATICA | 254 | 6 | 11 | 18 | 5 | 3 | 31 | 5 | 4 | 16 | 17 | 9 | 2 | 1 | 4 |
| QUATTRORUOTE | 923 | 4 | 28 | 59 | 8 | 11 | 40 | 62 | 10 | 45 | 26 | 18 | 31 | 18 | 19 |
| QUATTRO ZAMPE | 150 | 0 | 19 | 14 | 1 | 0 | 14 | 11 | 3 | 8 | 6 | 15 | 2 | 5 | 9 |
| QUI TOURING | 344 | 2 | 4 | 5 | 10 | 7 | 18 | 6 | 13 | 29 | 7 | 3 | 0 | 3 | 4 |
| RAKAM | 440 | 19 | 24 | 42 | 4 | 8 | 37 | 13 | 6 | 36 | 31 | 20 | 10 | 0 | 3 |
| SALE & PEPE | 403 | 4 | 29 | 31 | 2 | 1 | 44 | 19 | 6 | 25 | 24 | 7 | 15 | 4 | 8 |
| SALVE | 252 | 12 | 20 | 30 | 10 | 6 | 32 | 13 | 1 | 21 | 9 | 11 | 6 | 4 | 5 |
| SCIENZA & VITA | 62 | 0 | 5 | 1 | 3 | 5 | 8 | 1 | 2 | 8 | 5 | 4 | 3 | 1 | 3 |
| LE SCIENZE | 128 | 0 | 2 | 3 | 2 | 2 | 4 | 11 | 3 | 2 | 10 | 6 | 6 | 1 | 2 |
| SELEZIONE READER'S DIGEST | 456 | 9 | 19 | 33 | 14 | 8 | 39 | 20 | 4 | 40 | 17 | 9 | 12 | 6 | 5 |
| SILHOUETTE DONNA | 538 | 16 | 35 | 50 | 0 | 0 | 64 | 30 | 1 | 31 | 32 | 16 | 20 | 0 | 11 |
| SPEAK UP | 73 | 0 | 3 | 9 | 0 | 0 | 6 | 9 | 2 | 4 | 0 | 0 | 10 | 0 | 0 |
| STARBENE | 946 | 14 | 58 | 82 | 11 | 14 | 79 | 49 | 5 | 82 | 26 | 32 | 19 | 13 | 11 |
| STARTER | 20 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| TUTTI FOTOGRAFI | 61 | 4 | 4 | 9 | 0 | 0 | 6 | 2 | 2 | 2 | 0 | 0 | 9 | 0 | 0 |
| TUTTO | 58 | 0 | 0 | 5 | 0 | 2 | 6 | 8 | 0 | 6 | 1 | 2 | 4 | 1 | 0 |
| TUTTOMOTO | 93 | 7 | 7 | 5 | 1 | 1 | 6 | 5 | 1 | 2 | 3 | 10 | 3 | 3 | 9 |
| TUTTOTURISMO | 86 | 0 | 1 | 9 | 3 | 0 | 7 | 3 | 8 | 0 | 3 | 3 | 4 | 4 | 1 |
| VERA | 665 | 15 | 44 | 54 | 7 | 8 | 69 | 16 | 1 | 31 | 23 | 14 | 11 | 0 | 8 |
| VIAGGIARE | 86 | 0 | 2 | 7 | 2 | 4 | 9 | 4 | 4 | 5 | 4 | 6 | 3 | 8 | 1 |
| VITALITY | 88 | 0 | 1 | 10 | 0 | 5 | 16 | 11 | 0 | 4 | 2 | 8 | 0 | 0 | 1 |
| VOGUE ITALIA | 368 | 11 | 19 | 45 | 3 | 1 | 61 | 26 | 4 | 28 | 23 | 20 | 11 | 4 | 7 |
| WEEKEND VIAGGI | 90 | 4 | 6 | 19 | 3 | 6 | 15 | 10 | 7 | 6 | 3 | 7 | 6 | 2 | 1 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 0 | 5 | 0 | 0 | 4 | 3 | 1 | 2 | 1 | 4 | 4 | 1 | 4 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Selezione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **20056** | **254** | **923** | **150** | **344** | **440** | **403** | **252** | **62** | **128** | **456** | **538** | **73** | **946** | **20** |
| AMICA | 655 | 38 | 55 | 11 | 28 | 38 | 43 | 55 | 3 | 4 | 35 | 68 | 2 | 78 | 2 |
| ANNA | 743 | 50 | 41 | 13 | 16 | 28 | 44 | 53 | 3 | 4 | 14 | 58 | 5 | 94 | 2 |
| AUTO OGGI | 105 | 5 | 48 | 4 | 1 | 3 | 7 | 3 | 3 | 1 | 7 | 7 | 0 | 10 | 4 |
| AUTOSPRINT | 102 | 5 | 38 | 0 | 5 | 4 | 6 | 3 | 0 | 0 | 5 | 4 | 0 | 8 | 0 |
| BELLA | 470 | 39 | 24 | 17 | 14 | 28 | 44 | 17 | 15 | 5 | 35 | 58 | 0 | 63 | 0 |
| CHI | 788 | 21 | 60 | 12 | 14 | 22 | 49 | 28 | 3 | 1 | 32 | 60 | 3 | 86 | 0 |
| CONFIDENZE | 636 | 22 | 26 | 11 | 5 | 31 | 32 | 18 | 3 | 1 | 25 | 44 | 4 | 75 | 0 |
| DOMENICA QUIZ | 159 | 6 | 11 | 5 | 10 | 13 | 9 | 7 | 2 | 4 | 11 | 15 | 4 | 12 | 0 |
| DONNA MODERNA | 2059 | 107 | 131 | 46 | 69 | 96 | 125 | 108 | 16 | 22 | 109 | 216 | 10 | 276 | 0 |
| L'ESPRESSO | 656 | 17 | 105 | 16 | 42 | 23 | 33 | 24 | 7 | 19 | 39 | 27 | 16 | 57 | 3 |
| EVA EXPRESS TREMILA | 293 | 18 | 12 | 2 | 4 | 25 | 13 | 13 | 1 | 0 | 8 | 29 | 3 | 26 | 0 |
| FAMIGLIA CRISTIANA | 2347 | 42 | 132 | 15 | 59 | 96 | 82 | 47 | 14 | 32 | 110 | 64 | 7 | 163 | 2 |
| FILM TV | 107 | 4 | 15 | 5 | 5 | 6 | 3 | 7 | 1 | 1 | 5 | 10 | 0 | 9 | 0 |
| GENTE | 2009 | 59 | 125 | 16 | 62 | 96 | 64 | 55 | 12 | 8 | 84 | 106 | 10 | 206 | 0 |
| GIOIA | 763 | 30 | 54 | 14 | 13 | 59 | 47 | 37 | 0 | 3 | 45 | 75 | 10 | 90 | 2 |
| IL GIORNALINO | 125 | 4 | 11 | 1 | 7 | 6 | 2 | 6 | 3 | 0 | 5 | 4 | 0 | 8 | 0 |
| GRAND HOTEL | 625 | 11 | 38 | 9 | 3 | 20 | 20 | 12 | 2 | 2 | 15 | 47 | 0 | 62 | 0 |
| GRAZIA | 883 | 42 | 95 | 21 | 38 | 43 | 71 | 38 | 4 | 3 | 33 | 70 | 3 | 84 | 2 |
| GUERIN SPORTIVO | 45 | 0 | 13 | 3 | 3 | 1 | 0 | 2 | 3 | 1 | 3 | 5 | 4 | 7 | 0 |
| GUIDA TV | 696 | 19 | 54 | 16 | 13 | 12 | 16 | 19 | 2 | 5 | 31 | 43 | 0 | 68 | 3 |
| INTIMITA' | 770 | 24 | 43 | 11 | 5 | 21 | 46 | 16 | 4 | 3 | 24 | 65 | 1 | 82 | 0 |
| MAGAZINE BEAUTIFUL | 61 | 3 | 8 | 0 | 0 | 8 | 3 | 7 | 0 | 0 | 3 | 10 | 0 | 3 | 0 |
| IL MONDO | 31 | 0 | 1 | 0 | 3 | 4 | 0 | 4 | 0 | 0 | 2 | 2 | 0 | 2 | 0 |
| MOTOSPRINT | 79 | 0 | 28 | 0 | 4 | 0 | 2 | 4 | 0 | 0 | 6 | 6 | 0 | 9 | 0 |
| NOVELLA 2000 | 572 | 6 | 47 | 11 | 5 | 19 | 31 | 21 | 4 | 2 | 29 | 40 | 2 | 65 | 0 |
| OGGI | 1988 | 42 | 152 | 40 | 62 | 79 | 74 | 60 | 9 | 21 | 86 | 92 | 11 | 176 | 2 |
| PANORAMA | 1035 | 14 | 137 | 19 | 68 | 50 | 36 | 71 | 4 | 27 | 63 | 79 | 24 | 110 | 0 |
| SORRISI E CANZONI TV | 3022 | 86 | 250 | 39 | 45 | 70 | 115 | 62 | 7 | 21 | 114 | 148 | 23 | 265 | 9 |
| STOP | 431 | 13 | 20 | 10 | 9 | 13 | 17 | 16 | 2 | 0 | 17 | 12 | 0 | 27 | 0 |
| TELEPIU' | 738 | 15 | 43 | 10 | 24 | 20 | 33 | 23 | 2 | 7 | 25 | 49 | 7 | 57 | 0 |
| TELESETTE | 870 | 17 | 58 | 13 | 15 | 31 | 31 | 16 | 6 | 5 | 45 | 50 | 3 | 69 | 4 |
| TOPOLINO | 819 | 31 | 105 | 22 | 24 | 33 | 64 | 23 | 6 | 29 | 43 | 51 | 6 | 74 | 0 |
| VISTO | 351 | 10 | 23 | 8 | 2 | 7 | 19 | 13 | 2 | 0 | 10 | 28 | 2 | 42 | 0 |
| VIVERSANI & BELLI | 924 | 43 | 74 | 25 | 13 | 49 | 46 | 59 | 13 | 10 | 32 | 161 | 5 | 229 | 2 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 18 | 45 | 19 | 40 | 29 | 39 | 35 | 7 | 18 | 16 | 36 | 12 | 48 | 0 |
| DIARIO DELLA SETTIMANA | 65 | 0 | 4 | 2 | 7 | 2 | 8 | 6 | 0 | 6 | 2 | 0 | 2 | 2 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 10 | 72 | 13 | 20 | 11 | 16 | 7 | 5 | 7 | 17 | 12 | 0 | 31 | 0 |
| IO DONNA | 882 | 37 | 66 | 18 | 90 | 49 | 45 | 46 | 12 | 15 | 41 | 51 | 9 | 66 | 4 |
| SETTE | 875 | 25 | 91 | 19 | 83 | 53 | 39 | 47 | 12 | 27 | 37 | 43 | 10 | 45 | 0 |
| SPECCHIO DELLA STAMPA | 428 | 23 | 42 | 20 | 30 | 20 | 39 | 24 | 10 | 16 | 13 | 25 | 2 | 54 | 0 |
| TV SETTE | 968 | 22 | 95 | 21 | 72 | 42 | 52 | 43 | 9 | 24 | 36 | 48 | 14 | 63 | 2 |
| IL VENERDI' | 1311 | 44 | 107 | 34 | 73 | 60 | 65 | 49 | 13 | 50 | 65 | 75 | 16 | 106 | 2 |

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Pratica | Quattro-ruote | Quattro Zampe | Qui Touring | Rakam | Sale & Pepe | Salve | Scienza & vita | Le Scienze | Selezione dal R.D. | Silhouette Donna | Speak Up | Starbene | Starter |
| **POPOLAZIONE** | **20056** | **254** | **923** | **150** | **344** | **440** | **403** | **252** | **62** | **128** | **456** | **538** | **73** | **946** | **20** |
| ABITARE | 148 | 8 | 18 | 4 | 9 | 15 | 10 | 12 | 5 | 6 | 9 | 8 | 1 | 20 | 0 |
| AD | 257 | 5 | 19 | 11 | 25 | 19 | 15 | 12 | 1 | 12 | 14 | 5 | 12 | 33 | 0 |
| AIRONE | 331 | 15 | 59 | 14 | 33 | 28 | 22 | 27 | 9 | 16 | 21 | 27 | 5 | 57 | 0 |
| AMADEUS | 60 | 0 | 8 | 1 | 10 | 5 | 2 | 4 | 0 | 3 | 9 | 2 | 2 | 2 | 0 |
| ARCHEO | 105 | 2 | 11 | 0 | 12 | 5 | 3 | 1 | 5 | 13 | 3 | 6 | 5 | 8 | 0 |
| ASTRA | 210 | 16 | 7 | 10 | 3 | 15 | 6 | 20 | 3 | 2 | 14 | 27 | 0 | 35 | 2 |
| A TAVOLA | 137 | 7 | 12 | 0 | 5 | 14 | 26 | 6 | 9 | 4 | 7 | 15 | 1 | 41 | 0 |
| AUTO | 134 | 1 | 78 | 12 | 4 | 4 | 11 | 6 | 5 | 2 | 13 | 10 | 0 | 18 | 4 |
| L'AUTOMOBILE | 285 | 7 | 73 | 3 | 31 | 5 | 13 | 2 | 0 | 7 | 13 | 11 | 7 | 16 | 2 |
| BELL'EUROPA | 132 | 5 | 16 | 2 | 35 | 10 | 15 | 0 | 2 | 4 | 8 | 3 | 1 | 19 | 0 |
| BELL'ITALIA | 261 | 7 | 26 | 4 | 51 | 24 | 20 | 12 | 4 | 14 | 13 | 14 | 2 | 39 | 3 |
| BENISSIMO | 316 | 36 | 31 | 12 | 12 | 51 | 27 | 23 | 2 | 6 | 23 | 52 | 6 | 54 | 4 |
| BIMBI SANI E BELLI | 678 | 23 | 68 | 21 | 4 | 40 | 39 | 35 | 8 | 3 | 38 | 83 | 8 | 113 | 0 |
| BRAVA CASA | 557 | 28 | 66 | 9 | 27 | 41 | 48 | 25 | 8 | 4 | 27 | 44 | 3 | 79 | 0 |
| BUONA CUCINA | 398 | 30 | 48 | 20 | 3 | 21 | 76 | 11 | 12 | 6 | 28 | 39 | 1 | 63 | 0 |
| BURDA | 794 | 33 | 61 | 14 | 10 | 114 | 44 | 28 | 13 | 6 | 37 | 63 | 2 | 85 | 0 |
| CAPITAL | 118 | 0 | 33 | 6 | 9 | 10 | 6 | 2 | 0 | 4 | 13 | 0 | 7 | 14 | 0 |
| CARNET | 85 | 1 | 7 | 0 | 13 | 2 | 7 | 9 | 2 | 6 | 5 | 1 | 4 | 8 | 0 |
| CASAVIVA | 868 | 26 | 82 | 13 | 52 | 53 | 67 | 54 | 9 | 13 | 33 | 74 | 3 | 132 | 0 |
| CENTO COSE ENERGY | 205 | 26 | 27 | 14 | 6 | 12 | 15 | 14 | 0 | 4 | 14 | 45 | 6 | 55 | 0 |
| CIAK | 127 | 5 | 27 | 5 | 2 | 6 | 20 | 4 | 0 | 7 | 5 | 15 | 1 | 16 | 0 |
| CIPRIA | 180 | 22 | 22 | 8 | 9 | 20 | 11 | 18 | 0 | 4 | 11 | 29 | 5 | 35 | 0 |
| CLASS | 77 | 3 | 18 | 3 | 8 | 3 | 8 | 7 | 1 | 3 | 7 | 9 | 5 | 7 | 2 |
| CLUB 3 | 131 | 3 | 15 | 2 | 9 | 5 | 3 | 3 | 3 | 7 | 10 | 1 | 0 | 13 | 0 |
| COME STAI | 168 | 17 | 13 | 9 | 4 | 9 | 13 | 29 | 7 | 1 | 12 | 40 | 3 | 72 | 0 |
| CONSIGLI PRATICI | 171 | 33 | 18 | 5 | 3 | 22 | 18 | 11 | 0 | 0 | 24 | 21 | 0 | 23 | 0 |
| COSE DI CASA | 944 | 68 | 79 | 30 | 34 | 62 | 63 | 49 | 8 | 11 | 33 | 102 | 13 | 144 | 4 |
| LA CUCINA ITALIANA | 535 | 26 | 41 | 24 | 24 | 35 | 98 | 27 | 6 | 13 | 30 | 28 | 2 | 81 | 4 |
| CUCINA MODERNA | 562 | 33 | 52 | 16 | 9 | 41 | 74 | 19 | 8 | 2 | 27 | 56 | 3 | 87 | 0 |
| DONNA | 469 | 9 | 48 | 8 | 9 | 35 | 26 | 29 | 4 | 5 | 32 | 56 | 0 | 62 | 1 |
| DONNA E MAMMA | 325 | 9 | 26 | 12 | 5 | 18 | 16 | 15 | 5 | 4 | 17 | 26 | 2 | 42 | 0 |
| DOVE | 171 | 8 | 29 | 10 | 33 | 8 | 4 | 19 | 3 | 3 | 15 | 6 | 3 | 22 | 0 |
| ELLE | 271 | 8 | 29 | 2 | 9 | 24 | 15 | 30 | 2 | 3 | 13 | 35 | 4 | 46 | 0 |
| ELLE DECOR | 102 | 3 | 15 | 2 | 2 | 6 | 5 | 9 | 0 | 2 | 1 | 7 | 3 | 17 | 0 |
| FOCUS | 706 | 26 | 91 | 21 | 36 | 28 | 40 | 21 | 23 | 30 | 51 | 55 | 7 | 81 | 0 |
| GARDENIA | 154 | 6 | 18 | 1 | 6 | 17 | 9 | 7 | 4 | 3 | 19 | 14 | 3 | 16 | 0 |
| GENTE MESE | 585 | 35 | 65 | 18 | 19 | 42 | 33 | 39 | 7 | 5 | 46 | 61 | 3 | 117 | 0 |
| GENTE MONEY | 76 | 5 | 23 | 2 | 7 | 3 | 5 | 6 | 0 | 2 | 4 | 4 | 5 | 7 | 0 |
| GENTE MOTORI | 232 | 4 | 113 | 13 | 10 | 4 | 11 | 9 | 0 | 3 | 15 | 14 | 2 | 27 | 2 |
| GENTE VIAGGI | 236 | 8 | 52 | 10 | 23 | 13 | 25 | 15 | 1 | 2 | 18 | 27 | 9 | 32 | 2 |
| GLAMOUR | 122 | 9 | 9 | 1 | 2 | 5 | 3 | 12 | 1 | 0 | 2 | 25 | 2 | 20 | 0 |
| GULLIVER | 97 | 12 | 26 | 1 | 11 | 9 | 11 | 10 | 2 | 4 | 3 | 13 | 1 | 12 | 0 |
| IN CASA | 97 | 6 | 4 | 0 | 2 | 19 | 4 | 12 | 0 | 0 | 9 | 16 | 0 | 14 | 0 |
| INSIEME | 298 | 11 | 28 | 19 | 4 | 24 | 29 | 20 | 5 | 2 | 19 | 35 | 3 | 58 | 0 |
| IO E IL MIO BAMBINO | 673 | 18 | 59 | 14 | 5 | 42 | 31 | 30 | 1 | 3 | 33 | 50 | 9 | 82 | 0 |
| JESUS | 85 | 5 | 8 | 1 | 10 | 4 | 2 | 10 | 3 | 2 | 14 | 0 | 0 | 11 | 0 |
| MADRE | 135 | 3 | 11 | 0 | 7 | 8 | 1 | 6 | 5 | 2 | 8 | 0 | 0 | 14 | 0 |
| MARIE CLAIRE | 438 | 31 | 40 | 14 | 18 | 37 | 44 | 32 | 8 | 4 | 39 | 64 | 6 | 79 | 2 |
| MAX | 233 | 5 | 62 | 11 | 6 | 13 | 19 | 13 | 1 | 11 | 20 | 30 | 9 | 49 | 0 |
| MERIDIANI | 65 | 4 | 10 | 3 | 13 | 6 | 6 | 1 | 2 | 3 | 4 | 1 | 2 | 5 | 0 |
| MESSAGGERO DI S.ANTONIO | 875 | 16 | 45 | 8 | 29 | 36 | 25 | 21 | 8 | 2 | 40 | 31 | 4 | 82 | 0 |
| LA MIA BOUTIQUE | 294 | 17 | 26 | 6 | 7 | 31 | 24 | 9 | 5 | 10 | 17 | 32 | 0 | 26 | 0 |
| LA MIA CASA | 171 | 9 | 18 | 15 | 3 | 20 | 7 | 11 | 4 | 6 | 9 | 16 | 0 | 32 | 0 |
| MILLIONAIRE INTRAPRENDERE | 136 | 2 | 31 | 2 | 0 | 10 | 15 | 6 | 3 | 6 | 12 | 20 | 10 | 19 | 0 |
| NAUTICA | 60 | 1 | 18 | 5 | 3 | 0 | 4 | 4 | 1 | 1 | 6 | 0 | 0 | 13 | 2 |
| PESCARE | 96 | 4 | 19 | 9 | 4 | 3 | 8 | 5 | 3 | 2 | 5 | 11 | 0 | 11 | 0 |
| PRATICA | 254 | 254 | 20 | 12 | 13 | 20 | 26 | 22 | 2 | 0 | 15 | 40 | 2 | 35 | 0 |
| QUATTRORUOTE | 923 | 20 | 923 | 25 | 51 | 35 | 60 | 17 | 10 | 15 | 43 | 53 | 9 | 72 | 9 |
| QUATTRO ZAMPE | 150 | 12 | 25 | 150 | 5 | 12 | 20 | 12 | 8 | 5 | 25 | 16 | 3 | 18 | 0 |
| QUI TOURING | 344 | 13 | 51 | 5 | 344 | 7 | 24 | 16 | 9 | 14 | 22 | 7 | 10 | 20 | 2 |
| RAKAM | 440 | 20 | 35 | 12 | 7 | 440 | 34 | 25 | 8 | 10 | 31 | 43 | 3 | 38 | 0 |
| SALE & PEPE | 403 | 26 | 60 | 20 | 24 | 34 | 403 | 26 | 8 | 8 | 35 | 48 | 8 | 50 | 0 |
| SALVE | 252 | 22 | 17 | 12 | 16 | 25 | 26 | 252 | 3 | 1 | 19 | 53 | 2 | 113 | 0 |
| SCIENZA & VITA | 62 | 2 | 10 | 8 | 9 | 8 | 8 | 3 | 62 | 16 | 6 | 11 | 1 | 14 | 0 |
| LE SCIENZE | 128 | 0 | 15 | 5 | 14 | 10 | 8 | 1 | 16 | 128 | 15 | 5 | 5 | 11 | 0 |
| SELEZIONE READER'S DIGEST | 456 | 15 | 43 | 25 | 22 | 31 | 35 | 19 | 6 | 15 | 456 | 34 | 2 | 50 | 0 |
| SILHOUETTE DONNA | 538 | 40 | 53 | 16 | 7 | 43 | 48 | 53 | 11 | 5 | 34 | 538 | 6 | 190 | 0 |
| SPEAK UP | 73 | 2 | 9 | 3 | 10 | 3 | 8 | 2 | 1 | 5 | 2 | 6 | 73 | 13 | 0 |
| STARBENE | 946 | 35 | 72 | 18 | 20 | 38 | 50 | 113 | 14 | 11 | 50 | 190 | 13 | 946 | 0 |
| STARTER | 20 | 0 | 9 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 20 |
| TUTTI FOTOGRAFI | 61 | 0 | 11 | 2 | 4 | 9 | 5 | 7 | 0 | 3 | 2 | 6 | 1 | 8 | 0 |
| TUTTO | 58 | 0 | 8 | 0 | 0 | 2 | 7 | 5 | 4 | 1 | 12 | 8 | 1 | 14 | 0 |
| TUTTOMOTO | 93 | 1 | 39 | 6 | 2 | 7 | 8 | 2 | 0 | 0 | 11 | 12 | 0 | 11 | 3 |
| TUTTOTURISMO | 86 | 2 | 17 | 5 | 19 | 2 | 7 | 1 | 0 | 2 | 0 | 10 | 4 | 18 | 2 |
| VERA | 665 | 80 | 45 | 18 | 15 | 46 | 37 | 40 | 4 | 3 | 37 | 93 | 13 | 143 | 0 |
| VIAGGIARE | 86 | 2 | 24 | 8 | 6 | 6 | 8 | 10 | 0 | 0 | 4 | 6 | 2 | 16 | 2 |
| VITALITY | 88 | 7 | 8 | 0 | 5 | 6 | 2 | 17 | 1 | 0 | 7 | 30 | 5 | 32 | 0 |
| VOGUE ITALIA | 368 | 3 | 62 | 15 | 14 | 29 | 36 | 24 | 7 | 2 | 33 | 55 | 3 | 68 | 2 |
| WEEKEND VIAGGI | 90 | 8 | 22 | 1 | 7 | 12 | 8 | 13 | 0 | 6 | 4 | 15 | 4 | 19 | 0 |
| DIANA (QUATTORDICINALE) | 46 | 4 | 4 | 0 | 1 | 0 | 0 | 4 | 0 | 2 | 2 | 0 | 0 | 4 | 0 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| SETTIMANALI | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viagglare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **20056** | **61** | **58** | **93** | **86** | **665** | **86** | **88** | **368** | **90** | **46** |
| AMICA | 655 | 2 | 1 | 9 | 8 | 72 | 12 | 12 | 44 | 16 | 6 |
| ANNA | 743 | 4 | 3 | 3 | 7 | 82 | 12 | 19 | 44 | 14 | 7 |
| AUTO OGGI | 105 | 3 | 1 | 10 | 4 | 2 | 2 | 0 | 14 | 2 | 0 |
| AUTOSPRINT | 102 | 1 | 2 | 14 | 2 | 4 | 1 | 1 | 1 | 0 | 6 |
| BELLA | 470 | 5 | 4 | 3 | 6 | 85 | 10 | 16 | 17 | 8 | 5 |
| CHI | 788 | 4 | 14 | 11 | 12 | 83 | 11 | 9 | 49 | 13 | 3 |
| CONFIDENZE | 636 | 0 | 3 | 0 | 2 | 52 | 6 | 1 | 24 | 2 | 5 |
| DOMENICA QUIZ | 159 | 5 | 0 | 1 | 2 | 16 | 3 | 2 | 9 | 2 | 0 |
| DONNA MODERNA | 2059 | 8 | 10 | 19 | 23 | 256 | 27 | 35 | 105 | 25 | 11 |
| L'ESPRESSO | 656 | 5 | 2 | 4 | 12 | 23 | 16 | 3 | 34 | 11 | 6 |
| EVA EXPRESS TREMILA | 293 | 3 | 4 | 1 | 1 | 27 | 0 | 7 | 16 | 5 | 0 |
| FAMIGLIA CRISTIANA | 2347 | 12 | 14 | 10 | 14 | 112 | 13 | 8 | 48 | 9 | 7 |
| FILM TV | 107 | 0 | 2 | 4 | 2 | 5 | 2 | 2 | 8 | 4 | 0 |
| GENTE | 2009 | 9 | 9 | 10 | 17 | 153 | 16 | 16 | 87 | 25 | 8 |
| GIOIA | 763 | 2 | 7 | 6 | 10 | 84 | 12 | 19 | 50 | 20 | 6 |
| IL GIORNALINO | 125 | 0 | 1 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 |
| GRAND HOTEL | 625 | 2 | 0 | 3 | 7 | 52 | 6 | 5 | 17 | 4 | 2 |
| GRAZIA | 883 | 3 | 7 | 7 | 6 | 93 | 17 | 20 | 52 | 14 | 6 |
| GUERIN SPORTIVO | 45 | 0 | 4 | 3 | 0 | 6 | 0 | 0 | 6 | 3 | 0 |
| GUIDA TV | 696 | 12 | 0 | 10 | 2 | 36 | 1 | 6 | 32 | 13 | 3 |
| INTIMITA' | 770 | 2 | 4 | 8 | 2 | 60 | 2 | 4 | 39 | 5 | 3 |
| MAGAZINE BEAUTIFUL | 61 | 0 | 1 | 0 | 0 | 9 | 2 | 1 | 4 | 3 | 0 |
| IL MONDO | 31 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| MOTOSPRINT | 79 | 1 | 2 | 18 | 1 | 3 | 0 | 0 | 6 | 0 | 6 |
| NOVELLA 2000 | 572 | 1 | 13 | 8 | 4 | 56 | 5 | 9 | 40 | 6 | 5 |
| OGGI | 1988 | 11 | 11 | 9 | 18 | 154 | 25 | 17 | 77 | 23 | 8 |
| PANORAMA | 1035 | 9 | 7 | 12 | 15 | 52 | 19 | 18 | 46 | 17 | 3 |
| SORRISI E CANZONI TV | 3022 | 5 | 33 | 25 | 24 | 221 | 22 | 18 | 96 | 19 | 12 |
| STOP | 431 | 0 | 2 | 9 | 0 | 31 | 0 | 1 | 16 | 2 | 0 |
| TELEPIU' | 738 | 3 | 3 | 11 | 3 | 38 | 2 | 1 | 30 | 7 | 1 |
| TELESETTE | 870 | 0 | 2 | 8 | 4 | 60 | 3 | 3 | 26 | 2 | 0 |
| TOPOLINO | 819 | 2 | 10 | 14 | 10 | 45 | 5 | 12 | 58 | 15 | 6 |
| VISTO | 351 | 0 | 0 | 4 | 0 | 37 | 5 | 5 | 17 | 2 | 2 |
| VIVERSANI & BELLI | 924 | 8 | 2 | 13 | 14 | 101 | 8 | 30 | 73 | 19 | 2 |
| **SUPPLEMENTI** | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 0 | 4 | 2 | 5 | 22 | 11 | 4 | 33 | 7 | 2 |
| DIARIO DELLA SETTIMANA | 65 | 0 | 0 | 0 | 2 | 1 | 3 | 0 | 5 | 0 | 0 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 1 | 9 | 21 | 3 | 9 | 10 | 4 | 24 | 7 | 14 |
| IO DONNA | 882 | 5 | 0 | 1 | 16 | 54 | 13 | 18 | 32 | 10 | 7 |
| SETTE | 875 | 5 | 0 | 3 | 14 | 52 | 15 | 10 | 21 | 9 | 1 |
| SPECCHIO DELLA STAMPA | 428 | 2 | 4 | 4 | 13 | 42 | 11 | 7 | 15 | 9 | 0 |
| TV SETTE | 968 | 8 | 2 | 7 | 15 | 50 | 14 | 16 | 25 | 8 | 6 |
| IL VENERDI' | 1311 | 9 | 6 | 15 | 15 | 66 | 24 | 11 | 44 | 18 | 7 |

# Responsabili acquisti

Lettori numero medio
Analisi secondo: ● **duplicazioni di lettura**

(valori assoluti x 1.000)

| MENSILI | Totale | MENSILI | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Tutti Fotografi | Tutto | Tutto-moto | Tutto-turismo | Vera | Viaggiare | Vitality | Vogue Italia | Week end Viaggi | Diana (quattord.) |
| **POPOLAZIONE** | **20056** | **61** | **58** | **93** | **86** | **665** | **86** | **88** | **368** | **90** | **46** |
| ABITARE | 148 | 4 | 0 | 1 | 2 | 13 | 1 | 1 | 8 | 0 | 0 |
| AD | 257 | 2 | 4 | 2 | 4 | 13 | 5 | 6 | 21 | 12 | 0 |
| AIRONE | 331 | 10 | 0 | 13 | 9 | 20 | 19 | 4 | 20 | 26 | 7 |
| AMADEUS | 60 | 1 | 0 | 1 | 0 | 2 | 2 | 0 | 12 | 0 | 0 |
| ARCHEO | 105 | 3 | 0 | 0 | 1 | 0 | 3 | 0 | 4 | 6 | 1 |
| ASTRA | 210 | 4 | 3 | 0 | 0 | 25 | 3 | 5 | 5 | 4 | 2 |
| A TAVOLA | 137 | 0 | 0 | 0 | 0 | 18 | 0 | 1 | 12 | 1 | 0 |
| AUTO | 134 | 4 | 2 | 22 | 5 | 5 | 2 | 0 | 19 | 4 | 7 |
| L'AUTOMOBILE | 285 | 0 | 3 | 9 | 0 | 19 | 0 | 5 | 20 | 2 | 3 |
| BELL'EUROPA | 132 | 1 | 3 | 1 | 8 | 2 | 4 | 0 | 4 | 12 | 0 |
| BELL'ITALIA | 261 | 6 | 5 | 1 | 18 | 13 | 15 | 1 | 13 | 21 | 2 |
| BENISSIMO | 316 | 2 | 0 | 9 | 9 | 59 | 11 | 8 | 27 | 15 | 0 |
| BIMBI SANI E BELLI | 678 | 4 | 4 | 8 | 14 | 66 | 5 | 11 | 57 | 12 | 6 |
| BRAVA CASA | 557 | 9 | 12 | 3 | 18 | 68 | 3 | 14 | 34 | 12 | 0 |
| BUONA CUCINA | 398 | 2 | 7 | 8 | 13 | 51 | 9 | 4 | 19 | 8 | 0 |
| BURDA | 794 | 4 | 7 | 8 | 6 | 58 | 7 | 4 | 54 | 9 | 1 |
| CAPITAL | 118 | 0 | 2 | 2 | 10 | 11 | 7 | 1 | 9 | 2 | 2 |
| CARNET | 85 | 0 | 5 | 1 | 1 | 4 | 3 | 3 | 6 | 0 | 0 |
| CASAVIVA | 868 | 4 | 7 | 11 | 14 | 88 | 13 | 10 | 75 | 17 | 1 |
| CENTO COSE ENERGY | 205 | 3 | 6 | 4 | 5 | 66 | 4 | 17 | 25 | 4 | 0 |
| CIAK | 127 | 0 | 8 | 5 | 1 | 17 | 3 | 3 | 7 | 0 | 0 |
| CIPRIA | 160 | 0 | 1 | 0 | 0 | 35 | 5 | 13 | 5 | 4 | 0 |
| CLASS | 77 | 0 | 4 | 5 | 4 | 0 | 5 | 0 | 19 | 6 | 3 |
| CLUB 3 | 131 | 1 | 0 | 0 | 3 | 7 | 3 | 1 | 4 | 2 | 0 |
| COME STAI | 168 | 0 | 1 | 3 | 3 | 39 | 5 | 10 | 7 | 4 | 0 |
| CONSIGLI PRATICI | 171 | 0 | 2 | 1 | 0 | 49 | 8 | 6 | 6 | 5 | 0 |
| COSE DI CASA | 944 | 8 | 6 | 18 | 18 | 103 | 12 | 17 | 51 | 16 | 6 |
| LA CUCINA ITALIANA | 535 | 4 | 8 | 4 | 8 | 47 | 6 | 8 | 20 | 6 | 5 |
| CUCINA MODERNA | 562 | 5 | 7 | 5 | 3 | 75 | 7 | 17 | 29 | 8 | 7 |
| DONNA | 469 | 5 | 10 | 12 | 2 | 60 | 2 | 9 | 32 | 16 | 3 |
| DONNA E MAMMA | 325 | 3 | 4 | 0 | 3 | 23 | 2 | 8 | 26 | 5 | 3 |
| DOVE | 171 | 3 | 2 | 0 | 8 | 14 | 12 | 0 | 18 | 14 | 1 |
| ELLE | 271 | 4 | 4 | 3 | 2 | 29 | 10 | 16 | 38 | 16 | 3 |
| ELLE DECOR | 102 | 0 | 0 | 0 | 2 | 11 | 2 | 3 | 15 | 3 | 0 |
| FOCUS | 706 | 8 | 16 | 11 | 10 | 54 | 8 | 10 | 19 | 3 | 1 |
| GARDENIA | 154 | 2 | 0 | 10 | 2 | 9 | 5 | 11 | 9 | 0 | 7 |
| GENTE MESE | 585 | 6 | 11 | 13 | 11 | 80 | 17 | 7 | 47 | 14 | 2 |
| GENTE MONEY | 76 | 1 | 1 | 3 | 2 | 11 | 1 | 2 | 7 | 1 | 2 |
| GENTE MOTORI | 232 | 4 | 3 | 26 | 3 | 8 | 3 | 0 | 27 | 5 | 10 |
| GENTE VIAGGI | 236 | 1 | 3 | 10 | 26 | 19 | 33 | 6 | 24 | 27 | 9 |
| GLAMOUR | 122 | 0 | 0 | 0 | 0 | 18 | 0 | 5 | 19 | 1 | 0 |
| GULLIVER | 97 | 1 | 1 | 1 | 8 | 17 | 13 | 7 | 9 | 9 | 3 |
| IN CASA | 97 | 4 | 0 | 7 | 0 | 15 | 0 | 0 | 11 | 4 | 0 |
| INSIEME | 298 | 4 | 0 | 7 | 1 | 44 | 2 | 1 | 19 | 6 | 0 |
| IO E IL MIO BAMBINO | 673 | 9 | 5 | 5 | 9 | 54 | 7 | 10 | 45 | 19 | 5 |
| JESUS | 85 | 0 | 0 | 1 | 3 | 7 | 2 | 0 | 3 | 3 | 0 |
| MADRE | 135 | 0 | 2 | 1 | 0 | 8 | 4 | 5 | 1 | 6 | 0 |
| MARIE CLAIRE | 438 | 6 | 6 | 6 | 7 | 69 | 9 | 16 | 61 | 15 | 4 |
| MAX | 233 | 2 | 8 | 5 | 3 | 16 | 4 | 11 | 26 | 10 | 3 |
| MERIDIANI | 65 | 2 | 0 | 1 | 8 | 1 | 4 | 0 | 4 | 7 | 1 |
| MESSAGGERO DI S.ANTONIO | 875 | 2 | 6 | 2 | 0 | 31 | 5 | 4 | 28 | 6 | 2 |
| LA MIA BOUTIQUE | 294 | 0 | 1 | 3 | 3 | 23 | 4 | 2 | 23 | 3 | 1 |
| LA MIA CASA | 171 | 0 | 2 | 10 | 3 | 14 | 6 | 8 | 20 | 7 | 4 |
| MILLIONAIRE INTRAPRENDERE | 136 | 9 | 4 | 3 | 4 | 11 | 3 | 0 | 11 | 6 | 4 |
| NAUTICA | 60 | 0 | 1 | 3 | 4 | 0 | 8 | 0 | 4 | 2 | 1 |
| PESCARE | 96 | 0 | 0 | 9 | 1 | 8 | 1 | 1 | 7 | 1 | 4 |
| PRATICA | 254 | 0 | 0 | 1 | 2 | 80 | 2 | 7 | 3 | 8 | 4 |
| QUATTRORUOTE | 923 | 11 | 8 | 39 | 17 | 45 | 24 | 8 | 62 | 22 | 4 |
| QUATTRO ZAMPE | 150 | 2 | 0 | 6 | 5 | 18 | 8 | 0 | 15 | 1 | 0 |
| QUI TOURING | 344 | 4 | 0 | 2 | 19 | 15 | 6 | 5 | 14 | 7 | 1 |
| RAKAM | 440 | 9 | 2 | 7 | 2 | 46 | 6 | 6 | 29 | 12 | 0 |
| SALE & PEPE | 403 | 5 | 7 | 8 | 7 | 37 | 8 | 2 | 36 | 8 | 0 |
| SALVE | 252 | 7 | 5 | 2 | 1 | 40 | 10 | 17 | 24 | 13 | 4 |
| SCIENZA & VITA | 62 | 0 | 4 | 0 | 0 | 4 | 0 | 1 | 7 | 0 | 0 |
| LE SCIENZE | 128 | 3 | 1 | 0 | 2 | 3 | 0 | 0 | 2 | 6 | 2 |
| SELEZIONE READER'S DIGEST | 456 | 2 | 12 | 11 | 0 | 37 | 4 | 7 | 33 | 4 | 2 |
| SILHOUETTE DONNA | 538 | 6 | 8 | 12 | 10 | 93 | 6 | 30 | 55 | 15 | 0 |
| SPEAK UP | 73 | 1 | 1 | 0 | 4 | 13 | 2 | 5 | 3 | 4 | 0 |
| STARBENE | 946 | 8 | 14 | 11 | 18 | 143 | 16 | 32 | 68 | 19 | 4 |
| STARTER | 20 | 0 | 0 | 3 | 2 | 0 | 2 | 0 | 2 | 0 | 0 |
| TUTTI FOTOGRAFI | 61 | 61 | 0 | 1 | 3 | 3 | 0 | 0 | 0 | 6 | 0 |
| TUTTO | 58 | 0 | 58 | 0 | 0 | 12 | 0 | 1 | 10 | 3 | 0 |
| TUTTOMOTO | 93 | 1 | 0 | 93 | 2 | 4 | 0 | 1 | 10 | 4 | 6 |
| TUTTOTURISMO | 86 | 3 | 0 | 2 | 86 | 13 | 19 | 4 | 6 | 18 | 1 |
| VERA | 665 | 3 | 12 | 4 | 13 | 665 | 13 | 32 | 46 | 9 | 1 |
| VIAGGIARE | 86 | 0 | 0 | 0 | 19 | 13 | 86 | 10 | 7 | 14 | 1 |
| VITALITY | 88 | 0 | 1 | 1 | 4 | 32 | 10 | 88 | 9 | 7 | 0 |
| VOGUE ITALIA | 368 | 0 | 10 | 10 | 6 | 46 | 7 | 9 | 368 | 17 | 6 |
| WEEKEND VIAGGI | 90 | 6 | 3 | 4 | 18 | 9 | 14 | 7 | 17 | 90 | 1 |
| DIANA (QUATTORDICINALE) | 46 | 0 | 0 | 6 | 1 | 1 | 1 | 0 | 6 | 1 | 46 |

# FONTE DI PROVENIENZA DELLA COPIA

# Adulti

Lettori numero medio

Analisi secondo: ● **fonte di provenienza della copia**

## SETTIMANALI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata |
| **POPOLAZIONE** | **49445** | | | | | **100.0** | | | | | **100.0** | | | | |
| AMICA | **1234** | 554 | 80 | 270 | 331 | **100.0** | 44.9 | 6.4 | 21.9 | 26.8 | **2.5** | 1.1 | 0.2 | 0.5 | 0.7 |
| ANNA | **1397** | 657 | 182 | 286 | 271 | **100.0** | 47.1 | 13.1 | 20.5 | 19.4 | **2.8** | 1.3 | 0.4 | 0.6 | 0.5 |
| AUTO OGGI | **866** | 475 | 52 | 144 | 194 | **100.0** | 54.9 | 6.0 | 16.7 | 22.4 | **1.8** | 1.0 | 0.1 | 0.3 | 0.4 |
| AUTOSPRINT | **758** | 454 | 10 | 128 | 166 | **100.0** | 59.8 | 1.3 | 16.9 | 21.9 | **1.5** | 0.9 | 0.0 | 0.3 | 0.3 |
| BELLA | **721** | 457 | 4 | 129 | 130 | **100.0** | 63.4 | 0.6 | 17.9 | 18.1 | **1.5** | 0.9 | 0.0 | 0.3 | 0.3 |
| CHI | **1712** | 962 | 39 | 373 | 338 | **100.0** | 56.2 | 2.3 | 21.8 | 19.8 | **3.5** | 1.9 | 0.1 | 0.8 | 0.7 |
| CONFIDENZE | **1037** | 665 | 63 | 207 | 103 | **100.0** | 64.1 | 6.0 | 19.9 | 9.9 | **2.1** | 1.3 | 0.1 | 0.4 | 0.2 |
| DOMENICA QUIZ | **392** | 338 | 7 | 32 | 15 | **100.0** | 86.3 | 1.7 | 8.3 | 3.8 | **0.8** | 0.7 | 0.0 | 0.1 | 0.0 |
| DONNA MODERNA | **4060** | 2406 | 374 | 691 | 589 | **100.0** | 59.3 | 9.2 | 17.0 | 14.5 | **8.2** | 4.9 | 0.8 | 1.4 | 1.2 |
| L'ESPRESSO | **2321** | 1274 | 287 | 323 | 436 | **100.0** | 54.9 | 12.4 | 13.9 | 18.8 | **4.7** | 2.6 | 0.6 | 0.7 | 0.9 |
| EVA EXPRESS TREMILA | **783** | 356 | 8 | 190 | 230 | **100.0** | 45.4 | 1.0 | 24.3 | 29.3 | **1.6** | 0.7 | 0.0 | 0.4 | 0.5 |
| FAMIGLIA CRISTIANA | **5215** | 2297 | 1308 | 942 | 668 | **100.0** | 44.1 | 25.1 | 18.1 | 12.8 | **10.5** | 4.6 | 2.6 | 1.9 | 1.4 |
| FILM TV | **317** | 249 | 4 | 38 | 27 | **100.0** | 78.5 | 1.1 | 11.8 | 8.6 | **0.6** | 0.5 | 0.0 | 0.1 | 0.1 |
| GENTE | **4387** | 2414 | 158 | 907 | 907 | **100.0** | 55.0 | 3.6 | 20.7 | 20.7 | **8.9** | 4.9 | 0.3 | 1.8 | 1.8 |
| GIOIA | **1487** | 841 | 34 | 250 | 362 | **100.0** | 56.5 | 2.3 | 16.8 | 24.3 | **3.0** | 1.7 | 0.1 | 0.5 | 0.7 |
| IL GIORNALINO | **401** | 203 | 121 | 45 | 32 | **100.0** | 50.6 | 30.2 | 11.3 | 7.9 | **0.8** | 0.4 | 0.2 | 0.1 | 0.1 |
| GRAND HOTEL | **1238** | 836 | 3 | 289 | 109 | **100.0** | 67.5 | 0.3 | 23.4 | 8.8 | **2.5** | 1.7 | 0.0 | 0.6 | 0.2 |
| GRAZIA | **1810** | 889 | 215 | 293 | 413 | **100.0** | 49.1 | 11.9 | 16.2 | 22.8 | **3.7** | 1.8 | 0.4 | 0.6 | 0.8 |
| GUERIN SPORTIVO | **482** | 312 | 8 | 90 | 73 | **100.0** | 64.7 | 1.6 | 18.7 | 15.1 | **1.0** | 0.6 | 0.0 | 0.2 | 0.1 |
| GUIDA TV | **1729** | 1415 | 3 | 164 | 147 | **100.0** | 81.8 | 0.2 | 9.5 | 8.5 | **3.5** | 2.9 | 0.0 | 0.3 | 0.3 |
| INTIMITA' | **1192** | 814 | 9 | 239 | 131 | **100.0** | 68.3 | 0.7 | 20.0 | 10.9 | **2.4** | 1.6 | 0.0 | 0.5 | 0.3 |
| MAGAZINE BEAUTIFUL | **351** | 230 | 8 | 68 | 44 | **100.0** | 65.7 | 2.3 | 19.4 | 12.7 | **0.7** | 0.5 | 0.0 | 0.1 | 0.1 |
| IL MONDO | **113** | 53 | 20 | 12 | 28 | **100.0** | 46.9 | 18.1 | 10.5 | 24.6 | **0.2** | 0.1 | 0.0 | 0.0 | 0.1 |
| MOTOSPRINT | **585** | 325 | 5 | 149 | 105 | **100.0** | 55.6 | 0.9 | 25.5 | 18.0 | **1.2** | 0.7 | 0.0 | 0.3 | 0.2 |
| NOVELLA 2000 | **1465** | 728 | 14 | 296 | 426 | **100.0** | 49.7 | 1.0 | 20.2 | 29.1 | **3.0** | 1.5 | 0.0 | 0.6 | 0.9 |
| OGGI | **4430** | 2234 | 375 | 913 | 908 | **100.0** | 50.4 | 8.5 | 20.6 | 20.5 | **9.0** | 4.5 | 0.8 | 1.8 | 1.8 |
| PANORAMA | **3507** | 1806 | 549 | 524 | 628 | **100.0** | 51.5 | 15.7 | 14.9 | 17.9 | **7.1** | 3.7 | 1.1 | 1.1 | 1.3 |
| SORRISI E CANZONI TV | **8586** | 7000 | 45 | 869 | 672 | **100.0** | 81.5 | 0.5 | 10.1 | 7.8 | **17.4** | 14.2 | 0.1 | 1.8 | 1.4 |
| STOP | **750** | 419 | 14 | 175 | 143 | **100.0** | 55.8 | 1.8 | 23.3 | 19.0 | **1.5** | 0.8 | 0.0 | 0.4 | 0.3 |
| TELEPIU' | **2157** | 1402 | 323 | 262 | 170 | **100.0** | 65.0 | 15.0 | 12.2 | 7.9 | **4.4** | 2.8 | 0.7 | 0.5 | 0.3 |
| TELESETTE | **2296** | 1862 | 15 | 268 | 151 | **100.0** | 81.1 | 0.7 | 11.7 | 6.6 | **4.6** | 3.8 | 0.0 | 0.5 | 0.3 |
| TOPOLINO | **2675** | 1982 | 163 | 360 | 169 | **100.0** | 74.1 | 6.1 | 13.5 | 6.3 | **5.4** | 4.0 | 0.3 | 0.7 | 0.3 |
| VISTO | **741** | 440 | 18 | 161 | 121 | **100.0** | 59.4 | 2.5 | 21.8 | 16.3 | **1.5** | 0.9 | 0.0 | 0.3 | 0.2 |
| VIVERSANI & BELLI | **1929** | 1323 | 46 | 342 | 218 | **100.0** | 68.6 | 2.4 | 17.7 | 11.3 | **3.9** | 2.7 | 0.1 | 0.7 | 0.4 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 1305 | 14 | 201 | 171 | **100.0** | 77.1 | 0.8 | 11.9 | 10.1 | **3.4** | 2.6 | 0.0 | 0.4 | 0.3 |
| DIARIO DELLA SETTIMANA | **165** | 122 | 3 | 22 | 19 | **100.0** | 73.9 | 1.5 | 13.4 | 11.2 | **0.3** | 0.2 | 0.0 | 0.0 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 1418 | 14 | 319 | 700 | **100.0** | 57.8 | 0.6 | 13.0 | 28.6 | **5.0** | 2.9 | 0.0 | 0.6 | 1.4 |
| IO DONNA | **2071** | 1526 | 70 | 252 | 222 | **100.0** | 73.7 | 3.4 | 12.2 | 10.7 | **4.2** | 3.1 | 0.1 | 0.5 | 0.4 |
| SETTE | **2509** | 1943 | 86 | 261 | 220 | **100.0** | 77.4 | 3.4 | 10.4 | 8.7 | **5.1** | 3.9 | 0.2 | 0.5 | 0.4 |
| SPECCHIO DELLA STAMPA | **1306** | 920 | 17 | 154 | 216 | **100.0** | 70.4 | 1.3 | 11.8 | 16.5 | **2.6** | 1.9 | 0.0 | 0.3 | 0.4 |
| TV SETTE | **2696** | 2023 | 93 | 296 | 284 | **100.0** | 75.0 | 3.5 | 11.0 | 10.5 | **5.5** | 4.1 | 0.2 | 0.6 | 0.6 |
| IL VENERDI' | **4025** | 3003 | 27 | 454 | 541 | **100.0** | 74.6 | 0.7 | 11.3 | 13.4 | **8.1** | 6.1 | 0.1 | 0.9 | 1.1 |

Lettori numero medio
Analisi secondo: ● **fonte di provenienza della copia**

## MENSILI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata |
| **POPOLAZIONE** | **49445** | | | | | **100.0** | | | | | **100.0** | | | | |
| ABITARE | **449** | 207 | 44 | 85 | 113 | **100.0** | 46.1 | 9.8 | 19.0 | 25.1 | **0.9** | 0.4 | 0.1 | 0.2 | 0.2 |
| AD | **677** | 402 | 58 | 119 | 98 | **100.0** | 59.4 | 8.6 | 17.5 | 14.5 | **1.4** | 0.8 | 0.1 | 0.2 | 0.2 |
| AIRONE | **1090** | 484 | 95 | 217 | 294 | **100.0** | 44.4 | 8.7 | 19.9 | 27.0 | **2.2** | 1.0 | 0.2 | 0.4 | 0.6 |
| AMADEUS | **186** | 121 | 12 | 24 | 29 | **100.0** | 65.4 | 6.4 | 12.8 | 15.4 | **0.4** | 0.2 | 0.0 | 0.0 | 0.1 |
| ARCHEO | **322** | 212 | 23 | 55 | 33 | **100.0** | 65.8 | 7.0 | 17.0 | 10.2 | **0.7** | 0.4 | 0.0 | 0.1 | 0.1 |
| ASTRA | **554** | 345 | 16 | 131 | 61 | **100.0** | 62.4 | 2.9 | 23.6 | 11.1 | **1.1** | 0.7 | 0.0 | 0.3 | 0.1 |
| A TAVOLA | **222** | 130 | 21 | 36 | 35 | **100.0** | 58.6 | 9.5 | 16.0 | 15.9 | **0.4** | 0.3 | 0.0 | 0.1 | 0.1 |
| AUTO | **1289** | 705 | 27 | 253 | 304 | **100.0** | 54.7 | 2.1 | 19.6 | 23.6 | **2.6** | 1.4 | 0.1 | 0.5 | 0.6 |
| L'AUTOMOBILE | **1337** | 277 | 766 | 143 | 151 | **100.0** | 20.7 | 57.3 | 10.7 | 11.3 | **2.7** | 0.6 | 1.5 | 0.3 | 0.3 |
| BELL'EUROPA | **373** | 200 | 49 | 54 | 70 | **100.0** | 53.7 | 13.1 | 14.5 | 18.8 | **0.8** | 0.4 | 0.1 | 0.1 | 0.1 |
| BELL'ITALIA | **746** | 450 | 67 | 104 | 124 | **100.0** | 60.3 | 9.1 | 14.0 | 16.7 | **1.5** | 0.9 | 0.1 | 0.2 | 0.3 |
| BENISSIMO | **440** | 295 | 14 | 72 | 59 | **100.0** | 67.1 | 3.1 | 16.4 | 13.3 | **0.9** | 0.6 | 0.0 | 0.1 | 0.1 |
| BIMBI SANI E BELLI | **1209** | 539 | 168 | 272 | 230 | **100.0** | 44.6 | 13.9 | 22.5 | 19.0 | **2.4** | 1.1 | 0.3 | 0.6 | 0.5 |
| BRAVA CASA | **1164** | 753 | 107 | 187 | 118 | **100.0** | 64.7 | 9.2 | 16.0 | 10.1 | **2.4** | 1.5 | 0.2 | 0.4 | 0.2 |
| BUONA CUCINA | **623** | 446 | 15 | 83 | 79 | **100.0** | 71.5 | 2.5 | 13.4 | 12.7 | **1.3** | 0.9 | 0.0 | 0.2 | 0.2 |
| BURDA | **1286** | 847 | 9 | 270 | 160 | **100.0** | 65.8 | 0.7 | 21.0 | 12.4 | **2.6** | 1.7 | 0.0 | 0.5 | 0.3 |
| CAPITAL | **470** | 179 | 46 | 94 | 151 | **100.0** | 38.0 | 9.8 | 20.1 | 32.0 | **0.9** | 0.4 | 0.1 | 0.2 | 0.3 |
| CARNET | **240** | 121 | 39 | 31 | 50 | **100.0** | 50.3 | 16.2 | 12.7 | 20.8 | **0.5** | 0.2 | 0.1 | 0.1 | 0.1 |
| CASAVIVA | **1846** | 1067 | 228 | 331 | 220 | **100.0** | 57.8 | 12.4 | 17.9 | 11.9 | **3.7** | 2.2 | 0.5 | 0.7 | 0.4 |
| CENTO COSE ENERGY | **783** | 470 | 29 | 160 | 123 | **100.0** | 60.1 | 3.8 | 20.4 | 15.7 | **1.6** | 1.0 | 0.1 | 0.3 | 0.2 |
| CIAK | **941** | 471 | 48 | 236 | 186 | **100.0** | 50.0 | 5.1 | 25.1 | 19.8 | **1.9** | 1.0 | 0.1 | 0.5 | 0.4 |
| CIPRIA | **395** | 93 | 7 | 212 | 82 | **100.0** | 23.7 | 1.8 | 53.8 | 20.7 | **0.8** | 0.2 | 0.0 | 0.4 | 0.2 |
| CLASS | **315** | 94 | 43 | 92 | 86 | **100.0** | 29.9 | 13.8 | 29.2 | 27.2 | **0.6** | 0.2 | 0.1 | 0.2 | 0.2 |
| CLUB 3 | **219** | 38 | 144 | 26 | 10 | **100.0** | 17.3 | 66.0 | 11.9 | 4.8 | **0.4** | 0.1 | 0.3 | 0.1 | 0.0 |
| COME STAI | **354** | 231 | 14 | 57 | 53 | **100.0** | 65.1 | 4.0 | 16.0 | 14.9 | **0.7** | 0.5 | 0.0 | 0.1 | 0.1 |
| CONSIGLI PRATICI | **278** | 183 | 0 | 40 | 54 | **100.0** | 65.9 | 0.0 | 14.5 | 19.5 | **0.6** | 0.4 | 0.0 | 0.1 | 0.1 |
| COSE DI CASA | **1942** | 1463 | 51 | 270 | 158 | **100.0** | 75.3 | 2.6 | 13.9 | 8.1 | **3.9** | 3.0 | 0.1 | 0.5 | 0.3 |
| LA CUCINA ITALIANA | **995** | 682 | 50 | 161 | 101 | **100.0** | 68.5 | 5.1 | 16.2 | 10.2 | **2.0** | 1.4 | 0.1 | 0.3 | 0.2 |
| CUCINA MODERNA | **1076** | 754 | 53 | 163 | 106 | **100.0** | 70.0 | 5.0 | 15.2 | 9.8 | **2.2** | 1.5 | 0.1 | 0.3 | 0.2 |
| DONNA | **1021** | 455 | 24 | 277 | 265 | **100.0** | 44.6 | 2.3 | 27.1 | 26.0 | **2.1** | 0.9 | 0.0 | 0.6 | 0.5 |
| DONNA E MAMMA | **462** | 209 | 112 | 82 | 59 | **100.0** | 45.3 | 24.1 | 17.8 | 12.7 | **0.9** | 0.4 | 0.2 | 0.2 | 0.1 |
| DOVE | **525** | 277 | 108 | 86 | 54 | **100.0** | 52.9 | 20.6 | 16.3 | 10.2 | **1.1** | 0.6 | 0.2 | 0.2 | 0.1 |
| ELLE | **610** | 290 | 49 | 109 | 161 | **100.0** | 47.6 | 8.1 | 17.9 | 26.4 | **1.2** | 0.6 | 0.1 | 0.2 | 0.3 |
| ELLE DECOR | **200** | 105 | 24 | 36 | 35 | **100.0** | 52.7 | 12.2 | 17.8 | 17.3 | **0.4** | 0.2 | 0.0 | 0.1 | 0.1 |
| FOCUS | **3389** | 2062 | 355 | 586 | 386 | **100.0** | 60.8 | 10.5 | 17.3 | 11.4 | **6.9** | 4.2 | 0.7 | 1.2 | 0.8 |
| GARDENIA | **373** | 232 | 35 | 53 | 53 | **100.0** | 62.2 | 9.4 | 14.2 | 14.2 | **0.8** | 0.5 | 0.1 | 0.1 | 0.1 |
| GENTE MESE | **1483** | 691 | 33 | 317 | 442 | **100.0** | 46.6 | 2.3 | 21.4 | 29.8 | **3.0** | 1.4 | 0.1 | 0.6 | 0.9 |
| GENTE MONEY | **315** | 169 | 13 | 63 | 70 | **100.0** | 53.6 | 4.2 | 20.1 | 22.2 | **0.6** | 0.3 | 0.0 | 0.1 | 0.1 |
| GENTE MOTORI | **1765** | 852 | 48 | 381 | 484 | **100.0** | 48.3 | 2.7 | 21.6 | 27.4 | **3.6** | 1.7 | 0.1 | 0.8 | 1.0 |
| GENTE VIAGGI | **872** | 412 | 56 | 159 | 245 | **100.0** | 47.2 | 6.4 | 18.3 | 28.1 | **1.8** | 0.8 | 0.1 | 0.3 | 0.5 |
| GLAMOUR | **432** | 235 | 95 | 61 | 41 | **100.0** | 54.4 | 21.9 | 14.2 | 9.4 | **0.9** | 0.5 | 0.2 | 0.1 | 0.1 |
| GULLIVER | **337** | 153 | 32 | 69 | 82 | **100.0** | 45.5 | 9.6 | 20.5 | 24.4 | **0.7** | 0.3 | 0.1 | 0.1 | 0.2 |
| IN CASA | **209** | 107 | 7 | 49 | 47 | **100.0** | 51.2 | 3.2 | 23.2 | 22.5 | **0.4** | 0.2 | 0.0 | 0.1 | 0.1 |
| INSIEME | **444** | 202 | 79 | 62 | 101 | **100.0** | 45.5 | 17.7 | 14.0 | 22.8 | **0.9** | 0.4 | 0.2 | 0.1 | 0.2 |
| IO E IL MIO BAMBINO | **990** | 373 | 341 | 159 | 116 | **100.0** | 37.7 | 34.5 | 16.1 | 11.7 | **2.0** | 0.8 | 0.7 | 0.3 | 0.2 |
| JESUS | **206** | 65 | 62 | 38 | 42 | **100.0** | 31.4 | 29.8 | 18.4 | 20.4 | **0.4** | 0.1 | 0.1 | 0.1 | 0.1 |
| MADRE | **218** | 47 | 71 | 59 | 42 | **100.0** | 21.4 | 32.5 | 27.0 | 19.0 | **0.4** | 0.1 | 0.1 | 0.1 | 0.1 |
| MARIE CLAIRE | **1065** | 464 | 122 | 212 | 268 | **100.0** | 43.5 | 11.4 | 19.9 | 25.1 | **2.2** | 0.9 | 0.2 | 0.4 | 0.5 |
| MAX | **1725** | 822 | 28 | 443 | 432 | **100.0** | 47.6 | 1.6 | 25.7 | 25.1 | **3.5** | 1.7 | 0.1 | 0.9 | 0.9 |
| MERIDIANI | **211** | 150 | 11 | 23 | 27 | **100.0** | 71.2 | 5.0 | 11.1 | 12.7 | **0.4** | 0.3 | 0.0 | 0.0 | 0.1 |
| MESSAGGERO DI S.ANTONIO | **1771** | 234 | 1209 | 195 | 133 | **100.0** | 13.2 | 68.3 | 11.0 | 7.5 | **3.6** | 0.5 | 2.4 | 0.4 | 0.3 |
| LA MIA BOUTIQUE | **460** | 329 | 18 | 67 | 47 | **100.0** | 71.4 | 3.9 | 14.5 | 10.1 | **0.9** | 0.7 | 0.0 | 0.1 | 0.1 |
| LA MIA CASA | **409** | 238 | 6 | 107 | 57 | **100.0** | 58.2 | 1.6 | 26.1 | 14.1 | **0.8** | 0.5 | 0.0 | 0.2 | 0.1 |
| MILLIONAIRE INTRAPRENDERE | **666** | 283 | 83 | 153 | 146 | **100.0** | 42.6 | 12.5 | 23.0 | 21.9 | **1.3** | 0.6 | 0.2 | 0.3 | 0.3 |
| NAUTICA | **278** | 138 | 20 | 60 | 59 | **100.0** | 49.7 | 7.2 | 21.7 | 21.4 | **0.6** | 0.3 | 0.0 | 0.1 | 0.1 |
| PESCARE | **579** | 341 | 36 | 101 | 101 | **100.0** | 58.8 | 6.3 | 17.5 | 17.4 | **1.2** | 0.7 | 0.1 | 0.2 | 0.2 |
| PRATICA | **470** | 333 | 35 | 64 | 38 | **100.0** | 70.9 | 7.4 | 13.7 | 8.0 | **1.0** | 0.7 | 0.1 | 0.1 | 0.1 |
| QUATTRORUOTE | **5663** | 3162 | 156 | 1104 | 1240 | **100.0** | 55.8 | 2.8 | 19.5 | 21.9 | **11.5** | 6.4 | 0.3 | 2.2 | 2.5 |
| QUATTRO ZAMPE | **516** | 285 | 37 | 107 | 88 | **100.0** | 55.2 | 7.1 | 20.7 | 17.0 | **1.0** | 0.6 | 0.1 | 0.2 | 0.2 |
| QUI TOURING | **1004** | 145 | 662 | 108 | 89 | **100.0** | 14.5 | 65.9 | 10.7 | 8.9 | **2.0** | 0.3 | 1.3 | 0.2 | 0.2 |
| RAKAM | **611** | 410 | 34 | 82 | 84 | **100.0** | 67.1 | 5.6 | 13.4 | 13.8 | **1.2** | 0.8 | 0.1 | 0.2 | 0.2 |
| SALE & PEPE | **740** | 462 | 89 | 121 | 68 | **100.0** | 62.4 | 12.1 | 16.3 | 9.2 | **1.5** | 0.9 | 0.2 | 0.2 | 0.1 |
| SALVE | **432** | 252 | 37 | 57 | 86 | **100.0** | 58.4 | 8.6 | 13.1 | 19.9 | **0.9** | 0.5 | 0.1 | 0.1 | 0.2 |
| SCIENZA & VITA | **248** | 110 | 33 | 52 | 53 | **100.0** | 44.5 | 13.2 | 21.0 | 21.3 | **0.5** | 0.2 | 0.1 | 0.1 | 0.1 |
| LE SCIENZE | **469** | 218 | 64 | 79 | 109 | **100.0** | 46.5 | 13.6 | 16.8 | 23.2 | **0.9** | 0.4 | 0.1 | 0.2 | 0.2 |
| SELEZIONE READER'S DIGEST | **1222** | 265 | 647 | 183 | 127 | **100.0** | 21.7 | 53.0 | 15.0 | 10.4 | **2.5** | 0.5 | 1.3 | 0.4 | 0.3 |
| SILHOUETTE DONNA | **1475** | 938 | 12 | 260 | 266 | **100.0** | 63.6 | 0.8 | 17.6 | 18.0 | **3.0** | 1.9 | 0.0 | 0.5 | 0.5 |
| SPEAK UP | **272** | 179 | 7 | 50 | 37 | **100.0** | 65.6 | 2.4 | 18.4 | 13.6 | **0.6** | 0.4 | 0.0 | 0.1 | 0.1 |
| STARBENE | **2135** | 1291 | 76 | 421 | 347 | **100.0** | 60.5 | 3.5 | 19.7 | 16.2 | **4.3** | 2.6 | 0.2 | 0.9 | 0.7 |
| STARTER | **157** | 77 | 2 | 32 | 47 | **100.0** | 48.7 | 1.1 | 20.6 | 29.6 | **0.3** | 0.2 | 0.0 | 0.1 | 0.1 |
| TUTTI FOTOGRAFI | **230** | 157 | 15 | 39 | 20 | **100.0** | 68.0 | 6.6 | 16.9 | 8.5 | **0.5** | 0.3 | 0.0 | 0.1 | 0.0 |
| TUTTO | **893** | 513 | 29 | 228 | 123 | **100.0** | 57.4 | 3.2 | 25.5 | 13.8 | **1.8** | 1.0 | 0.1 | 0.5 | 0.2 |
| TUTTOMOTO | **1053** | 584 | 16 | 260 | 193 | **100.0** | 55.5 | 1.5 | 24.7 | 18.3 | **2.1** | 1.2 | 0.0 | 0.5 | 0.4 |
| TUTTOTURISMO | **337** | 156 | 33 | 76 | 72 | **100.0** | 46.2 | 9.8 | 22.6 | 21.4 | **0.7** | 0.3 | 0.1 | 0.2 | 0.1 |
| VERA | **1260** | 747 | 44 | 237 | 232 | **100.0** | 59.3 | 3.5 | 18.8 | 18.4 | **2.5** | 1.5 | 0.1 | 0.5 | 0.5 |
| VIAGGIARE | **360** | 165 | 28 | 85 | 82 | **100.0** | 45.8 | 7.7 | 23.7 | 22.8 | **0.7** | 0.3 | 0.1 | 0.2 | 0.2 |
| VITALITY | **274** | 172 | 3 | 56 | 43 | **100.0** | 62.7 | 1.3 | 20.4 | 15.6 | **0.6** | 0.3 | 0.0 | 0.1 | 0.1 |
| VOGUE ITALIA | **1025** | 409 | 32 | 226 | 358 | **100.0** | 39.9 | 3.1 | 22.1 | 34.9 | **2.1** | 0.8 | 0.1 | 0.5 | 0.7 |
| WEEKEND VIAGGI | **255** | 112 | 14 | 54 | 76 | **100.0** | 43.8 | 5.4 | 21.2 | 29.6 | **0.5** | 0.2 | 0.0 | 0.1 | 0.2 |
| DIANA (QUATTORDICINALE) | **348** | 142 | 81 | 62 | 63 | **100.0** | 40.8 | 23.3 | 17.7 | 18.1 | **0.7** | 0.3 | 0.2 | 0.1 | 0.1 |

# Uomini

Lettori numero medio
Analisi secondo: ● **fonte di provenienza della copia**

## SETTIMANALI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta |
| **POPOLAZIONE** | **23775** | | | | | **100.0** | | | | | **100.0** | | | | |
| AMICA | **191** | 109 | 12 | 33 | 37 | **100.0** | 57.4 | 6.3 | 17.0 | 19.2 | **0.8** | 0.5 | 0.1 | 0.1 | 0.2 |
| ANNA | **219** | 114 | 24 | 34 | 46 | **100.0** | 52.3 | 11.0 | 15.6 | 21.1 | **0.9** | 0.5 | 0.1 | 0.1 | 0.2 |
| AUTO OGGI | **726** | 398 | 36 | 117 | 175 | **100.0** | 54.8 | 5.0 | 16.1 | 24.1 | **3.1** | 1.7 | 0.2 | 0.5 | 0.7 |
| AUTOSPRINT | **639** | 355 | 10 | 120 | 155 | **100.0** | 55.6 | 1.5 | 18.7 | 24.2 | **2.7** | 1.5 | 0.0 | 0.5 | 0.7 |
| BELLA | **86** | 57 | 4 | 14 | 11 | **100.0** | 66.4 | 4.4 | 15.9 | 13.3 | **0.4** | 0.2 | 0.0 | 0.1 | 0.0 |
| CHI | **503** | 270 | 17 | 95 | 121 | **100.0** | 53.6 | 3.4 | 19.0 | 24.0 | **2.1** | 1.1 | 0.1 | 0.4 | 0.5 |
| CONFIDENZE | **165** | 120 | 12 | 23 | 11 | **100.0** | 72.3 | 7.5 | 13.7 | 6.4 | **0.7** | 0.5 | 0.1 | 0.1 | 0.0 |
| DOMENICA QUIZ | **203** | 171 | 3 | 19 | 10 | **100.0** | 84.0 | 1.7 | 9.4 | 4.9 | **0.9** | 0.7 | 0.0 | 0.1 | 0.0 |
| DONNA MODERNA | **839** | 539 | 80 | 120 | 99 | **100.0** | 64.3 | 9.6 | 14.3 | 11.8 | **3.5** | 2.3 | 0.3 | 0.5 | 0.4 |
| L'ESPRESSO | **1550** | 854 | 167 | 220 | 309 | **100.0** | 55.1 | 10.8 | 14.2 | 19.9 | **6.5** | 3.6 | 0.7 | 0.9 | 1.3 |
| EVA EXPRESS TREMILA | **364** | 169 | 2 | 67 | 126 | **100.0** | 46.4 | 0.6 | 18.4 | 34.6 | **1.5** | 0.7 | 0.0 | 0.3 | 0.5 |
| FAMIGLIA CRISTIANA | **2160** | 977 | 529 | 331 | 323 | **100.0** | 45.2 | 24.5 | 15.3 | 15.0 | **9.1** | 4.1 | 2.2 | 1.4 | 1.4 |
| FILM TV | **177** | 137 | 0 | 24 | 15 | **100.0** | 77.4 | 0.0 | 13.8 | 8.7 | **0.7** | 0.6 | 0.0 | 0.1 | 0.1 |
| GENTE | **1640** | 897 | 71 | 289 | 383 | **100.0** | 54.7 | 4.3 | 17.6 | 23.4 | **6.9** | 3.8 | 0.3 | 1.2 | 1.6 |
| GIOIA | **265** | 141 | 14 | 47 | 63 | **100.0** | 53.2 | 5.2 | 17.7 | 23.9 | **1.1** | 0.6 | 0.1 | 0.2 | 0.3 |
| IL GIORNALINO | **190** | 108 | 54 | 15 | 14 | **100.0** | 56.6 | 28.2 | 7.7 | 7.4 | **0.8** | 0.5 | 0.2 | 0.1 | 0.1 |
| GRAND HOTEL | **403** | 310 | 0 | 70 | 24 | **100.0** | 76.8 | 0.0 | 17.3 | 5.9 | **1.7** | 1.3 | 0.0 | 0.3 | 0.1 |
| GRAZIA | **300** | 154 | 49 | 50 | 47 | **100.0** | 51.3 | 16.4 | 16.8 | 15.6 | **1.3** | 0.6 | 0.2 | 0.2 | 0.2 |
| GUERIN SPORTIVO | **442** | 280 | 8 | 82 | 73 | **100.0** | 63.4 | 1.7 | 18.5 | 16.4 | **1.9** | 1.2 | 0.0 | 0.3 | 0.3 |
| GUIDA TV | **859** | 702 | 0 | 84 | 74 | **100.0** | 81.6 | 0.0 | 9.7 | 8.6 | **3.6** | 3.0 | 0.0 | 0.4 | 0.3 |
| INTIMITA' | **192** | 148 | 3 | 27 | 14 | **100.0** | 77.2 | 1.4 | 14.1 | 7.3 | **0.8** | 0.6 | 0.0 | 0.1 | 0.1 |
| MAGAZINE BEAUTIFUL | **63** | 39 | 3 | 8 | 12 | **100.0** | 62.4 | 5.3 | 13.2 | 19.2 | **0.3** | 0.2 | 0.0 | 0.0 | 0.1 |
| IL MONDO | **78** | 43 | 10 | 2 | 23 | **100.0** | 55.4 | 13.4 | 2.3 | 29.0 | **0.3** | 0.2 | 0.0 | 0.0 | 0.1 |
| MOTOSPRINT | **494** | 268 | 4 | 123 | 99 | **100.0** | 54.2 | 0.9 | 24.8 | 20.1 | **2.1** | 1.1 | 0.0 | 0.5 | 0.4 |
| NOVELLA 2000 | **600** | 328 | 3 | 104 | 165 | **100.0** | 54.7 | 0.4 | 17.4 | 27.5 | **2.5** | 1.4 | 0.0 | 0.4 | 0.7 |
| OGGI | **1713** | 844 | 173 | 321 | 376 | **100.0** | 49.3 | 10.1 | 18.7 | 21.9 | **7.2** | 3.6 | 0.7 | 1.3 | 1.6 |
| PANORAMA | **2126** | 1054 | 312 | 324 | 436 | **100.0** | 49.6 | 14.7 | 15.2 | 20.5 | **8.9** | 4.4 | 1.3 | 1.4 | 1.8 |
| SORRISI E CANZONI TV | **3947** | 3201 | 21 | 378 | 348 | **100.0** | 81.1 | 0.5 | 9.6 | 8.8 | **16.6** | 13.5 | 0.1 | 1.6 | 1.5 |
| STOP | **206** | 126 | 1 | 40 | 38 | **100.0** | 61.3 | 0.5 | 19.5 | 18.7 | **0.9** | 0.5 | 0.0 | 0.2 | 0.2 |
| TELEPIU' | **1021** | 591 | 208 | 120 | 102 | **100.0** | 57.8 | 20.4 | 11.7 | 10.0 | **4.3** | 2.5 | 0.9 | 0.5 | 0.4 |
| TELESETTE | **1103** | 898 | 1 | 126 | 77 | **100.0** | 81.4 | 0.1 | 11.4 | 7.0 | **4.6** | 3.8 | 0.0 | 0.5 | 0.3 |
| TOPOLINO | **1362** | 982 | 75 | 198 | 107 | **100.0** | 72.1 | 5.5 | 14.6 | 7.8 | **5.7** | 4.1 | 0.3 | 0.8 | 0.4 |
| VISTO | **273** | 174 | 8 | 36 | 56 | **100.0** | 63.7 | 2.8 | 13.0 | 20.5 | **1.1** | 0.7 | 0.0 | 0.1 | 0.2 |
| VIVERSANI & BELLI | **523** | 376 | 20 | 80 | 47 | **100.0** | 71.9 | 3.8 | 15.3 | 9.0 | **2.2** | 1.6 | 0.1 | 0.3 | 0.2 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **683** | 548 | 5 | 57 | 73 | **100.0** | 80.2 | 0.8 | 8.3 | 10.7 | **2.9** | 2.3 | 0.0 | 0.2 | 0.3 |
| DIARIO DELLA SETTIMANA | **96** | 78 | 0 | 9 | 9 | **100.0** | 81.5 | 0.0 | 9.4 | 9.1 | **0.4** | 0.3 | 0.0 | 0.0 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | **1996** | 1094 | 14 | 259 | 628 | **100.0** | 54.8 | 0.7 | 13.0 | 31.5 | **8.4** | 4.6 | 0.1 | 1.1 | 2.6 |
| IO DONNA | **703** | 550 | 24 | 63 | 66 | **100.0** | 78.2 | 3.4 | 9.0 | 9.4 | **3.0** | 2.3 | 0.1 | 0.3 | 0.3 |
| SETTE | **1329** | 1017 | 43 | 135 | 135 | **100.0** | 76.5 | 3.2 | 10.2 | 10.1 | **5.6** | 4.3 | 0.2 | 0.6 | 0.6 |
| SPECCHIO DELLA STAMPA | **657** | 466 | 6 | 74 | 111 | **100.0** | 71.0 | 0.8 | 11.2 | 17.0 | **2.8** | 2.0 | 0.0 | 0.3 | 0.5 |
| TV SETTE | **1332** | 985 | 48 | 142 | 157 | **100.0** | 73.9 | 3.6 | 10.6 | 11.8 | **5.6** | 4.1 | 0.2 | 0.6 | 0.7 |
| IL VENERDI' | **2262** | 1629 | 15 | 257 | 361 | **100.0** | 72.0 | 0.7 | 11.4 | 16.0 | **9.5** | 6.8 | 0.1 | 1.1 | 1.5 |

Lettori numero medio
Analisi secondo: ● **fonte di provenienza della copia**

## MENSILI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta |
| **POPOLAZIONE** | **23775** | | | | | **100.0** | | | | | **100.0** | | | | |
| ABITARE | 259 | 134 | 26 | 43 | 57 | 100.0 | 51.5 | 9.9 | 16.7 | 21.9 | 1.1 | 0.6 | 0.1 | 0.2 | 0.2 |
| AD | 301 | 169 | 36 | 48 | 48 | 100.0 | 56.3 | 11.8 | 15.8 | 16.1 | 1.3 | 0.7 | 0.1 | 0.2 | 0.2 |
| AIRONE | 640 | 289 | 45 | 120 | 187 | 100.0 | 45.2 | 7.0 | 18.7 | 29.2 | 2.7 | 1.2 | 0.2 | 0.5 | 0.8 |
| AMADEUS | 114 | 76 | 6 | 12 | 20 | 100.0 | 66.6 | 5.0 | 10.9 | 17.5 | 0.5 | 0.3 | 0.0 | 0.1 | 0.1 |
| ARCHEO | 182 | 123 | 14 | 25 | 21 | 100.0 | 67.3 | 7.5 | 13.8 | 11.3 | 0.8 | 0.5 | 0.1 | 0.1 | 0.1 |
| ASTRA | 135 | 79 | 6 | 32 | 18 | 100.0 | 58.6 | 4.1 | 23.7 | 13.6 | 0.6 | 0.3 | 0.0 | 0.1 | 0.1 |
| A TAVOLA | 66 | 31 | 9 | 15 | 11 | 100.0 | 46.2 | 13.7 | 23.2 | 16.9 | 0.3 | 0.1 | 0.0 | 0.1 | 0.0 |
| AUTO | 1134 | 618 | 20 | 221 | 274 | 100.0 | 54.5 | 1.8 | 19.5 | 24.2 | 4.8 | 2.6 | 0.1 | 0.9 | 1.2 |
| L'AUTOMOBILE | 964 | 200 | 541 | 105 | 118 | 100.0 | 20.7 | 56.1 | 10.9 | 12.3 | 4.1 | 0.8 | 2.3 | 0.4 | 0.5 |
| BELL'EUROPA | 164 | 98 | 18 | 31 | 17 | 100.0 | 59.5 | 11.1 | 19.1 | 10.3 | 0.7 | 0.4 | 0.1 | 0.1 | 0.1 |
| BELL'ITALIA | 420 | 257 | 31 | 44 | 88 | 100.0 | 61.2 | 7.5 | 10.5 | 20.9 | 1.8 | 1.1 | 0.1 | 0.2 | 0.4 |
| BENISSIMO | 33 | 24 | 0 | 4 | 4 | 100.0 | 72.9 | 0.0 | 13.4 | 13.7 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| BIMBI SANI E BELLI | 284 | 138 | 63 | 46 | 38 | 100.0 | 48.5 | 22.0 | 16.0 | 13.4 | 1.2 | 0.6 | 0.3 | 0.2 | 0.2 |
| BRAVA CASA | 361 | 246 | 34 | 50 | 31 | 100.0 | 68.0 | 9.4 | 13.9 | 8.7 | 1.5 | 1.0 | 0.1 | 0.2 | 0.1 |
| BUONA CUCINA | 135 | 88 | 7 | 18 | 22 | 100.0 | 64.8 | 5.5 | 13.6 | 16.1 | 0.6 | 0.4 | 0.0 | 0.1 | 0.1 |
| BURDA | 110 | 92 | 2 | 8 | 8 | 100.0 | 83.1 | 2.0 | 7.4 | 7.4 | 0.5 | 0.4 | 0.0 | 0.0 | 0.0 |
| CAPITAL | 324 | 116 | 35 | 57 | 117 | 100.0 | 35.6 | 10.9 | 17.6 | 35.9 | 1.4 | 0.5 | 0.1 | 0.2 | 0.5 |
| CARNET | 117 | 64 | 19 | 11 | 23 | 100.0 | 54.8 | 16.3 | 9.6 | 19.3 | 0.5 | 0.3 | 0.1 | 0.0 | 0.1 |
| CASAVIVA | 611 | 378 | 75 | 83 | 76 | 100.0 | 61.9 | 12.2 | 13.6 | 12.4 | 2.6 | 1.6 | 0.3 | 0.3 | 0.3 |
| CENTO COSE ENERGY | 174 | 80 | 8 | 51 | 34 | 100.0 | 46.1 | 4.6 | 29.6 | 19.7 | 0.7 | 0.3 | 0.0 | 0.2 | 0.1 |
| CIAK | 547 | 248 | 13 | 149 | 138 | 100.0 | 45.4 | 2.3 | 27.2 | 25.2 | 2.3 | 1.0 | 0.1 | 0.6 | 0.6 |
| CIPRIA | 25 | 8 | 2 | 7 | 8 | 100.0 | 32.3 | 7.2 | 28.0 | 32.5 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| CLASS | 226 | 63 | 33 | 66 | 64 | 100.0 | 28.0 | 14.7 | 29.1 | 28.2 | 1.0 | 0.3 | 0.1 | 0.3 | 0.3 |
| CLUB 3 | 80 | 6 | 59 | 12 | 3 | 100.0 | 7.5 | 74.2 | 14.8 | 3.6 | 0.3 | 0.0 | 0.2 | 0.0 | 0.0 |
| COME STAI | 87 | 53 | 8 | 13 | 14 | 100.0 | 60.3 | 9.0 | 15.2 | 15.5 | 0.4 | 0.2 | 0.0 | 0.1 | 0.1 |
| CONSIGLI PRATICI | 21 | 13 | 0 | 6 | 2 | 100.0 | 62.9 | 0.0 | 26.6 | 10.5 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| COSE DI CASA | 570 | 442 | 23 | 73 | 33 | 100.0 | 77.5 | 4.1 | 12.7 | 5.7 | 2.4 | 1.9 | 0.1 | 0.3 | 0.1 |
| LA CUCINA ITALIANA | 297 | 197 | 23 | 41 | 36 | 100.0 | 66.3 | 7.9 | 13.7 | 12.1 | 1.2 | 0.8 | 0.1 | 0.2 | 0.2 |
| CUCINA MODERNA | 271 | 180 | 25 | 41 | 24 | 100.0 | 66.6 | 9.4 | 15.2 | 8.9 | 1.1 | 0.8 | 0.1 | 0.2 | 0.1 |
| DONNA | 201 | 91 | 0 | 54 | 56 | 100.0 | 45.3 | 0.0 | 27.0 | 27.7 | 0.8 | 0.4 | 0.0 | 0.2 | 0.2 |
| DONNA E MAMMA | 79 | 41 | 19 | 16 | 3 | 100.0 | 51.5 | 24.1 | 20.8 | 3.7 | 0.3 | 0.2 | 0.1 | 0.1 | 0.0 |
| DOVE | 277 | 147 | 70 | 45 | 15 | 100.0 | 53.1 | 25.2 | 16.3 | 5.3 | 1.2 | 0.6 | 0.3 | 0.2 | 0.1 |
| ELLE | 81 | 39 | 3 | 16 | 24 | 100.0 | 47.6 | 3.1 | 20.2 | 29.1 | 0.3 | 0.2 | 0.0 | 0.1 | 0.1 |
| ELLE DECOR | 34 | 24 | 4 | 3 | 3 | 100.0 | 70.8 | 12.7 | 7.5 | 9.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| FOCUS | 2038 | 1231 | 212 | 337 | 257 | 100.0 | 60.4 | 10.4 | 16.5 | 12.6 | 8.6 | 5.2 | 0.9 | 1.4 | 1.1 |
| GARDENIA | 174 | 110 | 13 | 28 | 23 | 100.0 | 63.2 | 7.3 | 16.1 | 13.3 | 0.7 | 0.5 | 0.1 | 0.1 | 0.1 |
| GENTE MESE | 589 | 252 | 6 | 114 | 217 | 100.0 | 42.8 | 0.9 | 19.3 | 36.9 | 2.5 | 1.1 | 0.0 | 0.5 | 0.9 |
| GENTE MONEY | 232 | 124 | 12 | 44 | 52 | 100.0 | 53.3 | 5.2 | 19.1 | 22.5 | 1.0 | 0.5 | 0.1 | 0.2 | 0.2 |
| GENTE MOTORI | 1527 | 701 | 34 | 332 | 459 | 100.0 | 45.9 | 2.2 | 21.8 | 30.1 | 6.4 | 2.9 | 0.1 | 1.4 | 1.9 |
| GENTE VIAGGI | 510 | 229 | 13 | 100 | 168 | 100.0 | 45.0 | 2.5 | 19.6 | 32.9 | 2.1 | 1.0 | 0.1 | 0.4 | 0.7 |
| GLAMOUR | 70 | 40 | 9 | 14 | 7 | 100.0 | 57.0 | 12.7 | 20.0 | 10.4 | 0.3 | 0.2 | 0.0 | 0.1 | 0.0 |
| GULLIVER | 200 | 87 | 20 | 42 | 52 | 100.0 | 43.3 | 9.8 | 21.0 | 25.8 | 0.8 | 0.4 | 0.1 | 0.2 | 0.2 |
| IN CASA | 62 | 30 | 6 | 12 | 15 | 100.0 | 47.8 | 9.2 | 19.7 | 23.4 | 0.3 | 0.1 | 0.0 | 0.1 | 0.1 |
| INSIEME | 89 | 47 | 22 | 10 | 11 | 100.0 | 52.6 | 24.3 | 10.9 | 12.2 | 0.4 | 0.2 | 0.1 | 0.0 | 0.0 |
| IO E IL MIO BAMBINO | 219 | 75 | 100 | 27 | 17 | 100.0 | 34.1 | 45.8 | 12.5 | 7.6 | 0.9 | 0.3 | 0.4 | 0.1 | 0.1 |
| JESUS | 88 | 33 | 27 | 16 | 11 | 100.0 | 38.2 | 30.5 | 18.7 | 12.5 | 0.4 | 0.1 | 0.1 | 0.1 | 0.0 |
| MADRE | 59 | 16 | 23 | 6 | 14 | 100.0 | 27.3 | 38.6 | 10.4 | 23.7 | 0.2 | 0.1 | 0.1 | 0.0 | 0.1 |
| MARIE CLAIRE | 196 | 90 | 34 | 31 | 41 | 100.0 | 46.1 | 17.5 | 15.6 | 20.8 | 0.8 | 0.4 | 0.1 | 0.1 | 0.2 |
| MAX | 1143 | 540 | 13 | 304 | 285 | 100.0 | 47.2 | 1.2 | 26.6 | 25.0 | 4.8 | 2.3 | 0.1 | 1.3 | 1.2 |
| MERIDIANI | 104 | 75 | 6 | 8 | 15 | 100.0 | 71.9 | 6.2 | 7.7 | 14.1 | 0.4 | 0.3 | 0.0 | 0.0 | 0.1 |
| MESSAGGERO DI S.ANTONIO | 636 | 91 | 410 | 70 | 65 | 100.0 | 14.3 | 64.5 | 11.0 | 10.2 | 2.7 | 0.4 | 1.7 | 0.3 | 0.3 |
| LA MIA BOUTIQUE | 27 | 14 | 0 | 11 | 2 | 100.0 | 52.5 | 0.0 | 41.1 | 6.3 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| LA MIA CASA | 140 | 80 | 4 | 35 | 20 | 100.0 | 57.6 | 2.9 | 25.1 | 14.5 | 0.6 | 0.3 | 0.0 | 0.1 | 0.1 |
| MILLIONAIRE INTRAPRENDERE | 447 | 204 | 52 | 100 | 90 | 100.0 | 45.7 | 11.7 | 22.5 | 20.1 | 1.9 | 0.9 | 0.2 | 0.4 | 0.4 |
| NAUTICA | 221 | 111 | 16 | 49 | 45 | 100.0 | 50.1 | 7.1 | 22.1 | 20.6 | 0.9 | 0.5 | 0.1 | 0.2 | 0.2 |
| PESCARE | 487 | 287 | 21 | 90 | 89 | 100.0 | 59.0 | 4.3 | 18.6 | 18.2 | 2.0 | 1.2 | 0.1 | 0.4 | 0.4 |
| PRATICA | 68 | 48 | 6 | 6 | 8 | 100.0 | 70.6 | 8.2 | 9.0 | 12.2 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 |
| QUATTRORUOTE | 4458 | 2353 | 108 | 908 | 1089 | 100.0 | 52.8 | 2.4 | 20.4 | 24.4 | 18.8 | 9.9 | 0.5 | 3.8 | 4.6 |
| QUATTRO ZAMPE | 274 | 129 | 22 | 61 | 61 | 100.0 | 47.0 | 8.2 | 22.4 | 22.3 | 1.2 | 0.5 | 0.1 | 0.3 | 0.3 |
| QUI TOURING | 567 | 80 | 365 | 66 | 57 | 100.0 | 14.1 | 64.4 | 11.6 | 10.0 | 2.4 | 0.3 | 1.5 | 0.3 | 0.2 |
| RAKAM | 37 | 22 | 7 | 1 | 7 | 100.0 | 59.9 | 18.7 | 3.1 | 18.3 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 |
| SALE & PEPE | 175 | 114 | 24 | 26 | 11 | 100.0 | 65.0 | 13.9 | 15.1 | 6.1 | 0.7 | 0.5 | 0.1 | 0.1 | 0.0 |
| SALVE | 123 | 71 | 15 | 24 | 13 | 100.0 | 57.6 | 12.5 | 19.1 | 10.8 | 0.5 | 0.3 | 0.1 | 0.1 | 0.1 |
| SCIENZA & VITA | 165 | 64 | 28 | 39 | 34 | 100.0 | 38.6 | 17.1 | 23.8 | 20.5 | 0.7 | 0.3 | 0.1 | 0.2 | 0.1 |
| LE SCIENZE | 298 | 136 | 42 | 40 | 80 | 100.0 | 45.7 | 14.0 | 13.3 | 27.0 | 1.3 | 0.6 | 0.2 | 0.2 | 0.3 |
| SELEZIONE READER'S DIGEST | 629 | 135 | 321 | 99 | 74 | 100.0 | 21.4 | 51.0 | 15.8 | 11.8 | 2.6 | 0.6 | 1.3 | 0.4 | 0.3 |
| SILHOUETTE DONNA | 149 | 72 | 5 | 32 | 39 | 100.0 | 48.6 | 3.6 | 21.5 | 26.3 | 0.6 | 0.3 | 0.0 | 0.1 | 0.2 |
| SPEAK UP | 130 | 72 | 0 | 34 | 24 | 100.0 | 55.7 | 0.0 | 26.1 | 18.1 | 0.5 | 0.3 | 0.0 | 0.1 | 0.1 |
| STARBENE | 592 | 352 | 31 | 122 | 87 | 100.0 | 59.4 | 5.2 | 20.7 | 14.7 | 2.5 | 1.5 | 0.1 | 0.5 | 0.4 |
| STARTER | 143 | 68 | 2 | 28 | 45 | 100.0 | 47.7 | 1.2 | 19.8 | 31.3 | 0.6 | 0.3 | 0.0 | 0.1 | 0.2 |
| TUTTI FOTOGRAFI | 175 | 124 | 8 | 27 | 16 | 100.0 | 70.9 | 4.5 | 15.5 | 9.1 | 0.7 | 0.5 | 0.0 | 0.1 | 0.1 |
| TUTTO | 404 | 223 | 10 | 95 | 75 | 100.0 | 55.3 | 2.6 | 23.5 | 18.6 | 1.7 | 0.9 | 0.0 | 0.4 | 0.3 |
| TUTTOMOTO | 922 | 512 | 7 | 238 | 165 | 100.0 | 55.5 | 0.7 | 25.8 | 17.9 | 3.9 | 2.2 | 0.0 | 1.0 | 0.7 |
| TUTTOTURISMO | 201 | 80 | 25 | 43 | 53 | 100.0 | 39.9 | 12.3 | 21.5 | 26.3 | 0.8 | 0.3 | 0.1 | 0.2 | 0.2 |
| VERA | 203 | 111 | 7 | 27 | 57 | 100.0 | 54.9 | 3.5 | 13.5 | 28.1 | 0.9 | 0.5 | 0.0 | 0.1 | 0.2 |
| VIAGGIARE | 221 | 101 | 19 | 53 | 47 | 100.0 | 46.0 | 8.6 | 24.1 | 21.2 | 0.9 | 0.4 | 0.1 | 0.2 | 0.2 |
| VITALITY | 54 | 32 | 3 | 9 | 10 | 100.0 | 59.0 | 6.4 | 16.4 | 18.2 | 0.2 | 0.1 | 0.0 | 0.0 | 0.0 |
| VOGUE ITALIA | 295 | 112 | 14 | 62 | 107 | 100.0 | 38.0 | 4.7 | 21.2 | 36.1 | 1.2 | 0.5 | 0.1 | 0.3 | 0.4 |
| WEEKEND VIAGGI | 115 | 42 | 8 | 25 | 39 | 100.0 | 36.8 | 7.1 | 22.0 | 34.1 | 0.5 | 0.2 | 0.0 | 0.1 | 0.2 |
| DIANA (QUATTORDICINALE) | 298 | 128 | 63 | 57 | 48 | 100.0 | 43.3 | 21.2 | 19.2 | 16.3 | 1.2 | 0.5 | 0.3 | 0.2 | 0.2 |

# Donne

Lettori numero medio
Analisi secondo: ● **fonte di provenienza della copia**

## SETTIMANALI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata |
| **POPOLAZIONE** | **25670** | | | | | **100.0** | | | | | **100.0** | | | | |
| AMICA | **1044** | 444 | 67 | 237 | 294 | **100.0** | 42.6 | 6.5 | 22.8 | 28.2 | **4.1** | 1.7 | 0.3 | 0.9 | 1.1 |
| ANNA | **1178** | 543 | 158 | 252 | 225 | **100.0** | 46.1 | 13.4 | 21.4 | 19.1 | **4.6** | 2.1 | 0.6 | 1.0 | 0.9 |
| AUTO OGGI | **140** | 77 | 16 | 27 | 20 | **100.0** | 55.0 | 11.3 | 19.5 | 14.1 | **0.5** | 0.3 | 0.1 | 0.1 | 0.1 |
| AUTOSPRINT | **119** | 98 | 0 | 9 | 12 | **100.0** | 82.8 | 0.0 | 7.3 | 9.9 | **0.5** | 0.4 | 0.0 | 0.0 | 0.0 |
| BELLA | **635** | 400 | 1 | 115 | 119 | **100.0** | 63.0 | 0.1 | 18.2 | 18.7 | **2.5** | 1.6 | 0.0 | 0.4 | 0.5 |
| CHI | **1209** | 693 | 22 | 277 | 217 | **100.0** | 57.3 | 1.8 | 22.9 | 18.0 | **4.7** | 2.7 | 0.1 | 1.1 | 0.8 |
| CONFIDENZE | **872** | 546 | 50 | 184 | 92 | **100.0** | 62.6 | 5.8 | 21.1 | 10.6 | **3.4** | 2.1 | 0.2 | 0.7 | 0.4 |
| DOMENICA QUIZ | **189** | 168 | 3 | 13 | 5 | **100.0** | 88.8 | 1.7 | 7.0 | 2.5 | **0.7** | 0.7 | 0.0 | 0.1 | 0.0 |
| DONNA MODERNA | **3220** | 1867 | 293 | 571 | 490 | **100.0** | 58.0 | 9.1 | 17.7 | 15.2 | **12.5** | 7.3 | 1.1 | 2.2 | 1.9 |
| L'ESPRESSO | **771** | 420 | 120 | 104 | 128 | **100.0** | 54.5 | 15.5 | 13.4 | 16.6 | **3.0** | 1.6 | 0.5 | 0.4 | 0.5 |
| EVA EXPRESS TREMILA | **419** | 187 | 5 | 123 | 104 | **100.0** | 44.6 | 1.3 | 29.4 | 24.8 | **1.6** | 0.7 | 0.0 | 0.5 | 0.4 |
| FAMIGLIA CRISTIANA | **3054** | 1320 | 779 | 611 | 345 | **100.0** | 43.2 | 25.5 | 20.0 | 11.3 | **11.9** | 5.1 | 3.0 | 2.4 | 1.3 |
| FILM TV | **140** | 112 | 4 | 13 | 12 | **100.0** | 79.8 | 2.6 | 9.4 | 8.3 | **0.5** | 0.4 | 0.0 | 0.1 | 0.0 |
| GENTE | **2747** | 1517 | 87 | 619 | 524 | **100.0** | 55.2 | 3.2 | 22.5 | 19.1 | **10.7** | 5.9 | 0.3 | 2.4 | 2.0 |
| GIOIA | **1223** | 700 | 20 | 204 | 299 | **100.0** | 57.3 | 1.7 | 16.6 | 24.4 | **4.8** | 2.7 | 0.1 | 0.8 | 1.2 |
| IL GIORNALINO | **211** | 95 | 68 | 31 | 18 | **100.0** | 45.1 | 32.0 | 14.5 | 8.4 | **0.8** | 0.4 | 0.3 | 0.1 | 0.1 |
| GRAND HOTEL | **835** | 526 | 3 | 220 | 85 | **100.0** | 63.1 | 0.4 | 26.3 | 10.2 | **3.3** | 2.1 | 0.0 | 0.9 | 0.3 |
| GRAZIA | **1510** | 735 | 166 | 242 | 366 | **100.0** | 48.7 | 11.0 | 16.0 | 24.2 | **5.9** | 2.9 | 0.6 | 0.9 | 1.4 |
| GUERIN SPORTIVO | **41** | 32 | 0 | 9 | 0 | **100.0** | 79.0 | 0.0 | 21.0 | 0.0 | **0.2** | 0.1 | 0.0 | 0.0 | 0.0 |
| GUIDA TV | **870** | 713 | 3 | 81 | 73 | **100.0** | 82.0 | 0.3 | 9.3 | 8.4 | **3.4** | 2.8 | 0.0 | 0.3 | 0.3 |
| INTIMITA' | **1001** | 666 | 6 | 212 | 117 | **100.0** | 66.6 | 0.6 | 21.2 | 11.6 | **3.9** | 2.6 | 0.0 | 0.8 | 0.5 |
| MAGAZINE BEAUTIFUL | **288** | 191 | 5 | 60 | 32 | **100.0** | 66.4 | 1.6 | 20.8 | 11.2 | **1.1** | 0.7 | 0.0 | 0.2 | 0.1 |
| IL MONDO | **35** | 10 | 10 | 10 | 5 | **100.0** | 27.7 | 28.6 | 28.9 | 14.7 | **0.1** | 0.0 | 0.0 | 0.0 | 0.0 |
| MOTOSPRINT | **91** | 58 | 1 | 27 | 6 | **100.0** | 63.3 | 0.8 | 29.3 | 6.6 | **0.4** | 0.2 | 0.0 | 0.1 | 0.0 |
| NOVELLA 2000 | **865** | 400 | 11 | 192 | 261 | **100.0** | 46.3 | 1.3 | 22.2 | 30.2 | **3.4** | 1.6 | 0.0 | 0.7 | 1.0 |
| OGGI | **2717** | 1389 | 203 | 592 | 532 | **100.0** | 51.1 | 7.5 | 21.8 | 19.6 | **10.6** | 5.4 | 0.8 | 2.3 | 2.1 |
| PANORAMA | **1381** | 752 | 237 | 200 | 192 | **100.0** | 54.4 | 17.2 | 14.5 | 13.9 | **5.4** | 2.9 | 0.9 | 0.8 | 0.7 |
| SORRISI E CANZONI TV | **4639** | 3799 | 24 | 490 | 325 | **100.0** | 81.9 | 0.5 | 10.6 | 7.0 | **18.1** | 14.8 | 0.1 | 1.9 | 1.3 |
| STOP | **545** | 293 | 13 | 135 | 104 | **100.0** | 53.7 | 2.3 | 24.8 | 19.2 | **2.1** | 1.1 | 0.0 | 0.5 | 0.4 |
| TELEPIU' | **1136** | 812 | 114 | 142 | 67 | **100.0** | 71.5 | 10.1 | 12.5 | 5.9 | **4.4** | 3.2 | 0.4 | 0.6 | 0.3 |
| TELESETTE | **1193** | 964 | 14 | 142 | 74 | **100.0** | 80.8 | 1.2 | 11.9 | 6.2 | **4.6** | 3.8 | 0.1 | 0.6 | 0.3 |
| TOPOLINO | **1312** | 1000 | 89 | 162 | 62 | **100.0** | 76.2 | 6.8 | 12.3 | 4.7 | **5.1** | 3.9 | 0.3 | 0.6 | 0.2 |
| VISTO | **468** | 266 | 11 | 126 | 65 | **100.0** | 56.9 | 2.3 | 26.9 | 13.9 | **1.8** | 1.0 | 0.0 | 0.5 | 0.3 |
| VIVERSANI & BELLI | **1406** | 948 | 27 | 261 | 170 | **100.0** | 67.4 | 1.9 | 18.6 | 12.1 | **5.5** | 3.7 | 0.1 | 1.0 | 0.7 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1008** | 757 | 9 | 144 | 98 | **100.0** | 75.1 | 0.9 | 14.3 | 9.7 | **3.9** | 2.9 | 0.0 | 0.6 | 0.4 |
| DIARIO DELLA SETTIMANA | **68** | 43 | 3 | 13 | 10 | **100.0** | 63.1 | 3.7 | 19.0 | 14.2 | **0.3** | 0.2 | 0.0 | 0.1 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | **455** | 323 | 0 | 60 | 72 | **100.0** | 71.0 | 0.0 | 13.2 | 15.8 | **1.8** | 1.3 | 0.0 | 0.2 | 0.3 |
| IO DONNA | **1368** | 977 | 46 | 189 | 156 | **100.0** | 71.4 | 3.4 | 13.8 | 11.4 | **5.3** | 3.8 | 0.2 | 0.7 | 0.6 |
| SETTE | **1181** | 926 | 44 | 126 | 85 | **100.0** | 78.4 | 3.7 | 10.7 | 7.2 | **4.6** | 3.6 | 0.2 | 0.5 | 0.3 |
| SPECCHIO DELLA STAMPA | **650** | 454 | 12 | 80 | 104 | **100.0** | 69.9 | 1.8 | 12.3 | 16.0 | **2.5** | 1.8 | 0.0 | 0.3 | 0.4 |
| TV SETTE | **1364** | 1038 | 45 | 154 | 127 | **100.0** | 76.1 | 3.3 | 11.3 | 9.3 | **5.3** | 4.0 | 0.2 | 0.6 | 0.5 |
| IL VENERDI' | **1763** | 1374 | 12 | 197 | 180 | **100.0** | 77.9 | 0.7 | 11.2 | 10.2 | **6.9** | 5.4 | 0.0 | 0.8 | 0.7 |

Lettori numero medio
Analisi secondo: ● **fonte di provenienza della copia**

## MENSILI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata | Totale | Comperata | Abbonamento | Prestata | Trovata |
| **POPOLAZIONE** | **25670** | | | | | **100.0** | | | | | **100.0** | | | | |
| ABITARE | **189** | 73 | 18 | 42 | 56 | **100.0** | 38.6 | 9.6 | 22.2 | 29.5 | **0.7** | 0.3 | 0.1 | 0.2 | 0.2 |
| AD | **376** | 233 | 22 | 71 | 50 | **100.0** | 61.9 | 6.0 | 18.9 | 13.2 | **1.5** | 0.9 | 0.1 | 0.3 | 0.2 |
| AIRONE | **451** | 195 | 51 | 97 | 107 | **100.0** | 43.4 | 11.3 | 21.6 | 23.8 | **1.8** | 0.8 | 0.2 | 0.4 | 0.4 |
| AMADEUS | **72** | 46 | 6 | 11 | 9 | **100.0** | 63.5 | 8.5 | 15.9 | 12.1 | **0.3** | 0.2 | 0.0 | 0.0 | 0.0 |
| ARCHEO | **140** | 89 | 9 | 30 | 12 | **100.0** | 63.7 | 6.4 | 21.3 | 8.7 | **0.5** | 0.3 | 0.0 | 0.1 | 0.0 |
| ASTRA | **418** | 266 | 11 | 99 | 43 | **100.0** | 63.6 | 2.5 | 23.6 | 10.3 | **1.6** | 1.0 | 0.0 | 0.4 | 0.2 |
| A TAVOLA | **156** | 100 | 12 | 20 | 24 | **100.0** | 63.8 | 7.8 | 13.0 | 15.4 | **0.6** | 0.4 | 0.0 | 0.1 | 0.1 |
| AUTO | **155** | 87 | 7 | 32 | 30 | **100.0** | 55.9 | 4.4 | 20.3 | 19.4 | **0.6** | 0.3 | 0.0 | 0.1 | 0.1 |
| L'AUTOMOBILE | **373** | 77 | 225 | 38 | 33 | **100.0** | 20.6 | 60.3 | 10.3 | 8.8 | **1.5** | 0.3 | 0.9 | 0.1 | 0.1 |
| BELL'EUROPA | **209** | 102 | 30 | 23 | 53 | **100.0** | 49.1 | 14.6 | 10.8 | 25.5 | **0.8** | 0.4 | 0.1 | 0.1 | 0.2 |
| BELL'ITALIA | **326** | 193 | 36 | 60 | 37 | **100.0** | 59.2 | 11.1 | 18.5 | 11.2 | **1.3** | 0.8 | 0.1 | 0.2 | 0.1 |
| BENISSIMO | **407** | 271 | 14 | 68 | 54 | **100.0** | 66.7 | 3.3 | 16.7 | 13.3 | **1.6** | 1.1 | 0.1 | 0.3 | 0.2 |
| BIMBI SANI E BELLI | **925** | 401 | 105 | 227 | 192 | **100.0** | 43.4 | 11.4 | 24.5 | 20.7 | **3.6** | 1.6 | 0.4 | 0.9 | 0.7 |
| BRAVA CASA | **803** | 508 | 73 | 136 | 86 | **100.0** | 63.2 | 9.1 | 17.0 | 10.7 | **3.1** | 2.0 | 0.3 | 0.5 | 0.3 |
| BUONA CUCINA | **488** | 358 | 8 | 65 | 57 | **100.0** | 73.4 | 1.6 | 13.3 | 11.7 | **1.9** | 1.4 | 0.0 | 0.3 | 0.2 |
| BURDA | **1176** | 755 | 7 | 262 | 152 | **100.0** | 64.2 | 0.6 | 22.3 | 12.9 | **4.6** | 2.9 | 0.0 | 1.0 | 0.6 |
| CAPITAL | **145** | 63 | 11 | 38 | 34 | **100.0** | 43.4 | 7.4 | 25.8 | 23.4 | **0.6** | 0.2 | 0.0 | 0.1 | 0.1 |
| CARNET | **123** | 57 | 20 | 19 | 27 | **100.0** | 46.1 | 16.1 | 15.7 | 22.1 | **0.5** | 0.2 | 0.1 | 0.1 | 0.1 |
| CASAVIVA | **1236** | 689 | 154 | 248 | 144 | **100.0** | 55.8 | 12.4 | 20.1 | 11.7 | **4.8** | 2.7 | 0.6 | 1.0 | 0.6 |
| CENTO COSE ENERGY | **610** | 390 | 22 | 109 | 89 | **100.0** | 64.0 | 3.5 | 17.8 | 14.6 | **2.4** | 1.5 | 0.1 | 0.4 | 0.3 |
| CIAK | **393** | 222 | 36 | 87 | 48 | **100.0** | 56.5 | 9.0 | 22.2 | 12.2 | **1.5** | 0.9 | 0.1 | 0.3 | 0.2 |
| CIPRIA | **369** | 85 | 5 | 205 | 74 | **100.0** | 23.1 | 1.4 | 55.6 | 19.9 | **1.4** | 0.3 | 0.0 | 0.8 | 0.3 |
| CLASS | **89** | 31 | 10 | 26 | 22 | **100.0** | 34.5 | 11.3 | 29.6 | 24.6 | **0.3** | 0.1 | 0.0 | 0.1 | 0.1 |
| CLUB 3 | **139** | 32 | 85 | 14 | 8 | **100.0** | 23.0 | 61.4 | 10.2 | 5.5 | **0.5** | 0.1 | 0.3 | 0.1 | 0.0 |
| COME STAI | **267** | 178 | 6 | 43 | 39 | **100.0** | 66.6 | 2.4 | 16.2 | 14.7 | **1.0** | 0.7 | 0.0 | 0.2 | 0.2 |
| CONSIGLI PRATICI | **257** | 170 | 0 | 35 | 52 | **100.0** | 66.2 | 0.0 | 13.5 | 20.3 | **1.0** | 0.7 | 0.0 | 0.1 | 0.2 |
| COSE DI CASA | **1372** | 1021 | 28 | 197 | 125 | **100.0** | 74.4 | 2.0 | 14.4 | 9.1 | **5.3** | 4.0 | 0.1 | 0.8 | 0.5 |
| LA CUCINA ITALIANA | **698** | 485 | 27 | 121 | 65 | **100.0** | 69.5 | 3.9 | 17.3 | 9.3 | **2.7** | 1.9 | 0.1 | 0.5 | 0.3 |
| CUCINA MODERNA | **805** | 573 | 28 | 122 | 82 | **100.0** | 71.2 | 3.5 | 15.2 | 10.2 | **3.1** | 2.2 | 0.1 | 0.5 | 0.3 |
| DONNA | **820** | 364 | 24 | 223 | 209 | **100.0** | 44.4 | 2.9 | 27.2 | 25.5 | **3.2** | 1.4 | 0.1 | 0.9 | 0.8 |
| DONNA E MAMMA | **383** | 169 | 92 | 66 | 56 | **100.0** | 44.0 | 24.1 | 17.2 | 14.6 | **1.5** | 0.7 | 0.4 | 0.3 | 0.2 |
| DOVE | **248** | 130 | 38 | 40 | 39 | **100.0** | 52.6 | 15.3 | 16.3 | 15.8 | **1.0** | 0.5 | 0.1 | 0.2 | 0.2 |
| ELLE | **529** | 252 | 47 | 93 | 138 | **100.0** | 47.6 | 8.8 | 17.5 | 26.0 | **2.1** | 1.0 | 0.2 | 0.4 | 0.5 |
| ELLE DECOR | **166** | 82 | 20 | 33 | 32 | **100.0** | 49.0 | 12.1 | 19.8 | 19.0 | **0.6** | 0.3 | 0.1 | 0.1 | 0.1 |
| FOCUS | **1351** | 830 | 142 | 249 | 129 | **100.0** | 61.5 | 10.5 | 18.5 | 9.5 | **5.3** | 3.2 | 0.6 | 1.0 | 0.5 |
| GARDENIA | **199** | 122 | 22 | 25 | 30 | **100.0** | 61.2 | 11.1 | 12.6 | 15.0 | **0.8** | 0.5 | 0.1 | 0.1 | 0.1 |
| GENTE MESE | **894** | 439 | 28 | 203 | 224 | **100.0** | 49.1 | 3.1 | 22.7 | 25.1 | **3.5** | 1.7 | 0.1 | 0.8 | 0.9 |
| GENTE MONEY | **82** | 45 | 1 | 19 | 18 | **100.0** | 54.5 | 1.3 | 22.8 | 21.4 | **0.3** | 0.2 | 0.0 | 0.1 | 0.1 |
| GENTE MOTORI | **238** | 151 | 14 | 49 | 24 | **100.0** | 63.5 | 6.0 | 20.4 | 10.1 | **0.9** | 0.6 | 0.1 | 0.2 | 0.1 |
| GENTE VIAGGI | **362** | 182 | 43 | 59 | 77 | **100.0** | 50.3 | 11.9 | 16.4 | 21.3 | **1.4** | 0.7 | 0.2 | 0.2 | 0.3 |
| GLAMOUR | **362** | 195 | 86 | 47 | 33 | **100.0** | 54.0 | 23.7 | 13.1 | 9.2 | **1.4** | 0.8 | 0.3 | 0.2 | 0.1 |
| GULLIVER | **137** | 67 | 13 | 27 | 30 | **100.0** | 48.8 | 9.3 | 19.6 | 22.3 | **0.5** | 0.3 | 0.0 | 0.1 | 0.1 |
| IN CASA | **147** | 77 | 1 | 36 | 32 | **100.0** | 52.6 | 0.6 | 24.7 | 22.1 | **0.6** | 0.3 | 0.0 | 0.1 | 0.1 |
| INSIEME | **355** | 155 | 57 | 52 | 90 | **100.0** | 43.8 | 16.1 | 14.7 | 25.4 | **1.4** | 0.6 | 0.2 | 0.2 | 0.4 |
| IO E IL MIO BAMBINO | **771** | 299 | 241 | 132 | 100 | **100.0** | 38.7 | 31.2 | 17.1 | 12.9 | **3.0** | 1.2 | 0.9 | 0.5 | 0.4 |
| JESUS | **119** | 31 | 35 | 22 | 31 | **100.0** | 26.4 | 29.3 | 18.1 | 26.2 | **0.5** | 0.1 | 0.1 | 0.1 | 0.1 |
| MADRE | **159** | 31 | 48 | 53 | 28 | **100.0** | 19.3 | 30.3 | 33.2 | 17.3 | **0.6** | 0.1 | 0.2 | 0.2 | 0.1 |
| MARIE CLAIRE | **870** | 374 | 88 | 181 | 227 | **100.0** | 43.0 | 10.1 | 20.9 | 26.1 | **3.4** | 1.5 | 0.3 | 0.7 | 0.9 |
| MAX | **582** | 282 | 15 | 139 | 147 | **100.0** | 48.4 | 2.6 | 23.8 | 25.2 | **2.3** | 1.1 | 0.1 | 0.5 | 0.6 |
| MERIDIANI | **107** | 76 | 4 | 15 | 12 | **100.0** | 70.5 | 3.8 | 14.4 | 11.4 | **0.4** | 0.3 | 0.0 | 0.1 | 0.0 |
| MESSAGGERO DI S.ANTONIO | **1135** | 143 | 799 | 124 | 68 | **100.0** | 12.6 | 70.4 | 11.0 | 6.0 | **4.4** | 0.6 | 3.1 | 0.5 | 0.3 |
| LA MIA BOUTIQUE | **433** | 315 | 18 | 56 | 45 | **100.0** | 72.6 | 4.2 | 12.8 | 10.4 | **1.7** | 1.2 | 0.1 | 0.2 | 0.2 |
| LA MIA CASA | **269** | 158 | 2 | 72 | 37 | **100.0** | 58.6 | 0.9 | 26.7 | 13.8 | **1.0** | 0.6 | 0.0 | 0.3 | 0.1 |
| MILLIONAIRE INTRAPRENDERE | **219** | 79 | 31 | 53 | 56 | **100.0** | 36.1 | 14.2 | 24.2 | 25.5 | **0.9** | 0.3 | 0.1 | 0.2 | 0.2 |
| NAUTICA | **57** | 27 | 4 | 11 | 14 | **100.0** | 48.0 | 7.6 | 19.8 | 24.7 | **0.2** | 0.1 | 0.0 | 0.0 | 0.1 |
| PESCARE | **92** | 54 | 16 | 11 | 12 | **100.0** | 58.2 | 16.8 | 12.1 | 12.9 | **0.4** | 0.2 | 0.1 | 0.0 | 0.0 |
| PRATICA | **402** | 285 | 29 | 58 | 29 | **100.0** | 70.9 | 7.3 | 14.5 | 7.3 | **1.6** | 1.1 | 0.1 | 0.2 | 0.1 |
| QUATTRORUOTE | **1204** | 809 | 48 | 196 | 151 | **100.0** | 67.2 | 4.0 | 16.3 | 12.5 | **4.7** | 3.2 | 0.2 | 0.8 | 0.6 |
| QUATTRO ZAMPE | **243** | 156 | 14 | 45 | 27 | **100.0** | 64.5 | 5.8 | 18.6 | 11.1 | **0.9** | 0.6 | 0.1 | 0.2 | 0.1 |
| QUI TOURING | **437** | 65 | 297 | 42 | 33 | **100.0** | 15.0 | 67.9 | 9.7 | 7.5 | **1.7** | 0.3 | 1.2 | 0.2 | 0.1 |
| RAKAM | **575** | 388 | 28 | 81 | 78 | **100.0** | 67.6 | 4.8 | 14.1 | 13.5 | **2.2** | 1.5 | 0.1 | 0.3 | 0.3 |
| SALE & PEPE | **565** | 348 | 65 | 94 | 58 | **100.0** | 61.6 | 11.5 | 16.7 | 10.2 | **2.2** | 1.4 | 0.3 | 0.4 | 0.2 |
| SALVE | **309** | 181 | 22 | 33 | 73 | **100.0** | 58.7 | 7.1 | 10.7 | 23.6 | **1.2** | 0.7 | 0.1 | 0.1 | 0.3 |
| SCIENZA & VITA | **83** | 47 | 4 | 13 | 19 | **100.0** | 56.2 | 5.4 | 15.4 | 23.0 | **0.3** | 0.2 | 0.0 | 0.1 | 0.1 |
| LE SCIENZE | **172** | 82 | 22 | 39 | 28 | **100.0** | 47.9 | 12.8 | 22.8 | 16.5 | **0.7** | 0.3 | 0.1 | 0.2 | 0.1 |
| SELEZIONE READER'S DIGEST | **593** | 130 | 327 | 84 | 52 | **100.0** | 21.9 | 55.1 | 14.2 | 8.8 | **2.3** | 0.5 | 1.3 | 0.3 | 0.2 |
| SILHOUETTE DONNA | **1326** | 865 | 7 | 228 | 226 | **100.0** | 65.2 | 0.5 | 17.2 | 17.1 | **5.2** | 3.4 | 0.0 | 0.9 | 0.9 |
| SPEAK UP | **142** | 106 | 7 | 16 | 13 | **100.0** | 74.6 | 4.6 | 11.3 | 9.5 | **0.6** | 0.4 | 0.0 | 0.1 | 0.1 |
| STARBENE | **1543** | 940 | 45 | 298 | 260 | **100.0** | 60.9 | 2.9 | 19.3 | 16.9 | **6.0** | 3.7 | 0.2 | 1.2 | 1.0 |
| STARTER | **14** | 8 | 0 | 4 | 2 | **100.0** | 59.2 | 0.0 | 28.1 | 12.7 | **0.1** | 0.0 | 0.0 | 0.0 | 0.0 |
| TUTTI FOTOGRAFI | **56** | 33 | 7 | 12 | 4 | **100.0** | 58.9 | 13.2 | 21.1 | 6.8 | **0.2** | 0.1 | 0.0 | 0.0 | 0.0 |
| TUTTO | **489** | 290 | 18 | 133 | 48 | **100.0** | 59.2 | 3.8 | 27.2 | 9.9 | **1.9** | 1.1 | 0.1 | 0.5 | 0.2 |
| TUTTOMOTO | **131** | 73 | 9 | 22 | 28 | **100.0** | 55.4 | 6.9 | 16.7 | 21.0 | **0.5** | 0.3 | 0.0 | 0.1 | 0.1 |
| TUTTOTURISMO | **136** | 76 | 8 | 33 | 19 | **100.0** | 55.6 | 6.0 | 24.3 | 14.2 | **0.5** | 0.3 | 0.0 | 0.1 | 0.1 |
| VERA | **1057** | 636 | 37 | 210 | 175 | **100.0** | 60.2 | 3.5 | 19.8 | 16.5 | **4.1** | 2.5 | 0.1 | 0.8 | 0.7 |
| VIAGGIARE | **140** | 64 | 9 | 32 | 35 | **100.0** | 45.5 | 6.3 | 22.9 | 25.3 | **0.5** | 0.2 | 0.0 | 0.1 | 0.1 |
| VITALITY | **220** | 140 | 0 | 47 | 33 | **100.0** | 63.7 | 0.0 | 21.4 | 15.0 | **0.9** | 0.5 | 0.0 | 0.2 | 0.1 |
| VOGUE ITALIA | **729** | 296 | 18 | 164 | 251 | **100.0** | 40.6 | 2.5 | 22.5 | 34.4 | **2.8** | 1.2 | 0.1 | 0.6 | 1.0 |
| WEEKEND VIAGGI | **140** | 70 | 6 | 29 | 36 | **100.0** | 49.6 | 4.0 | 20.6 | 25.9 | **0.5** | 0.3 | 0.0 | 0.1 | 0.1 |
| DIANA (QUATTORDICINALE) | **53** | 14 | 19 | 5 | 15 | **100.0** | 27.0 | 35.1 | 9.7 | 28.2 | **0.2** | 0.1 | 0.1 | 0.0 | 0.1 |

# Responsabili acquisti

Lettori numero medio

Analisi secondo: ● **fonte di provenienza della copia**

## SETTIMANALI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta |
| **POPOLAZIONE** | **20056** | | | | | **100.0** | | | | | **100.0** | | | | |
| AMICA | **655** | 242 | 47 | 161 | 205 | **100.0** | 37.0 | 7.2 | 24.6 | 31.2 | **3.3** | 1.2 | 0.2 | 0.8 | 1.0 |
| ANNA | **743** | 316 | 113 | 170 | 143 | **100.0** | 42.6 | 15.3 | 22.9 | 19.3 | **3.7** | 1.6 | 0.6 | 0.8 | 0.7 |
| AUTO OGGI | **105** | 63 | 14 | 9 | 20 | **100.0** | 59.9 | 13.0 | 8.5 | 18.6 | **0.5** | 0.3 | 0.1 | 0.0 | 0.1 |
| AUTOSPRINT | **102** | 77 | 0 | 7 | 19 | **100.0** | 75.3 | 0.0 | 6.5 | 18.2 | **0.5** | 0.4 | 0.0 | 0.0 | 0.1 |
| BELLA | **470** | 289 | 0 | 88 | 93 | **100.0** | 61.4 | 0.0 | 18.7 | 19.8 | **2.3** | 1.4 | 0.0 | 0.4 | 0.5 |
| CHI | **788** | 455 | 13 | 184 | 135 | **100.0** | 57.8 | 1.7 | 23.4 | 17.1 | **3.9** | 2.3 | 0.1 | 0.9 | 0.7 |
| CONFIDENZE | **636** | 400 | 40 | 135 | 60 | **100.0** | 63.0 | 6.3 | 21.3 | 9.4 | **3.2** | 2.0 | 0.2 | 0.7 | 0.3 |
| DOMENICA QUIZ | **159** | 139 | 1 | 12 | 8 | **100.0** | 86.9 | 0.9 | 7.4 | 4.9 | **0.8** | 0.7 | 0.0 | 0.1 | 0.0 |
| DONNA MODERNA | **2059** | 1181 | 175 | 378 | 325 | **100.0** | 57.4 | 8.5 | 18.4 | 15.8 | **10.3** | 5.9 | 0.9 | 1.9 | 1.6 |
| L'ESPRESSO | **656** | 378 | 80 | 99 | 99 | **100.0** | 57.6 | 12.2 | 15.1 | 15.1 | **3.3** | 1.9 | 0.4 | 0.5 | 0.5 |
| EVA EXPRESS TREMILA | **293** | 126 | 4 | 83 | 80 | **100.0** | 43.1 | 1.2 | 28.4 | 27.3 | **1.5** | 0.6 | 0.0 | 0.4 | 0.4 |
| FAMIGLIA CRISTIANA | **2347** | 997 | 570 | 497 | 284 | **100.0** | 42.5 | 24.3 | 21.2 | 12.1 | **11.7** | 5.0 | 2.8 | 2.5 | 1.4 |
| FILM TV | **107** | 86 | 4 | 4 | 14 | **100.0** | 80.0 | 3.4 | 3.8 | 12.8 | **0.5** | 0.4 | 0.0 | 0.0 | 0.1 |
| GENTE | **2009** | 1077 | 74 | 467 | 392 | **100.0** | 53.6 | 3.7 | 23.2 | 19.5 | **10.0** | 5.4 | 0.4 | 2.3 | 2.0 |
| GIOIA | **763** | 407 | 13 | 120 | 224 | **100.0** | 53.3 | 1.7 | 15.7 | 29.4 | **3.8** | 2.0 | 0.1 | 0.6 | 1.1 |
| IL GIORNALINO | **125** | 47 | 49 | 15 | 15 | **100.0** | 37.7 | 39.0 | 11.7 | 11.6 | **0.6** | 0.2 | 0.2 | 0.1 | 0.1 |
| GRAND HOTEL | **625** | 386 | 1 | 171 | 66 | **100.0** | 61.8 | 0.2 | 27.4 | 10.6 | **3.1** | 1.9 | 0.0 | 0.9 | 0.3 |
| GRAZIA | **883** | 407 | 95 | 155 | 225 | **100.0** | 46.1 | 10.8 | 17.6 | 25.5 | **4.4** | 2.0 | 0.5 | 0.8 | 1.1 |
| GUERIN SPORTIVO | **45** | 31 | 0 | 5 | 8 | **100.0** | 70.7 | 0.0 | 10.9 | 18.3 | **0.2** | 0.2 | 0.0 | 0.0 | 0.0 |
| GUIDA TV | **696** | 565 | 2 | 66 | 64 | **100.0** | 81.1 | 0.3 | 9.4 | 9.2 | **3.5** | 2.8 | 0.0 | 0.3 | 0.3 |
| INTIMITA' | **770** | 509 | 4 | 174 | 84 | **100.0** | 66.1 | 0.5 | 22.6 | 10.9 | **3.8** | 2.5 | 0.0 | 0.9 | 0.4 |
| MAGAZINE BEAUTIFUL | **61** | 44 | 4 | 7 | 6 | **100.0** | 72.6 | 6.2 | 11.6 | 9.6 | **0.3** | 0.2 | 0.0 | 0.0 | 0.0 |
| IL MONDO | **31** | 9 | 11 | 9 | 2 | **100.0** | 30.0 | 35.5 | 28.1 | 6.4 | **0.2** | 0.0 | 0.1 | 0.0 | 0.0 |
| MOTOSPRINT | **79** | 55 | 0 | 15 | 8 | **100.0** | 70.3 | 0.0 | 19.0 | 10.7 | **0.4** | 0.3 | 0.0 | 0.1 | 0.0 |
| NOVELLA 2000 | **572** | 251 | 3 | 124 | 194 | **100.0** | 43.9 | 0.5 | 21.6 | 34.0 | **2.9** | 1.3 | 0.0 | 0.6 | 1.0 |
| OGGI | **1988** | 958 | 145 | 472 | 413 | **100.0** | 48.2 | 7.3 | 23.7 | 20.8 | **9.9** | 4.8 | 0.7 | 2.4 | 2.1 |
| PANORAMA | **1035** | 553 | 187 | 167 | 128 | **100.0** | 53.4 | 18.1 | 16.1 | 12.4 | **5.2** | 2.8 | 0.9 | 0.8 | 0.6 |
| SORRISI E CANZONI TV | **3022** | 2491 | 19 | 291 | 221 | **100.0** | 82.4 | 0.6 | 9.6 | 7.3 | **15.1** | 12.4 | 0.1 | 1.5 | 1.1 |
| STOP | **431** | 223 | 11 | 102 | 94 | **100.0** | 51.8 | 2.6 | 23.7 | 21.8 | **2.1** | 1.1 | 0.1 | 0.5 | 0.5 |
| TELEPIU' | **738** | 541 | 92 | 63 | 41 | **100.0** | 73.3 | 12.5 | 8.6 | 5.6 | **3.7** | 2.7 | 0.5 | 0.3 | 0.2 |
| TELESETTE | **870** | 717 | 9 | 84 | 60 | **100.0** | 82.4 | 1.0 | 9.7 | 6.9 | **4.3** | 3.6 | 0.0 | 0.4 | 0.3 |
| TOPOLINO | **819** | 636 | 60 | 80 | 43 | **100.0** | 77.7 | 7.3 | 9.8 | 5.2 | **4.1** | 3.2 | 0.3 | 0.4 | 0.2 |
| VISTO | **351** | 211 | 3 | 95 | 42 | **100.0** | 60.0 | 0.9 | 27.1 | 12.0 | **1.8** | 1.1 | 0.0 | 0.5 | 0.2 |
| VIVERSANI & BELLI | **924** | 595 | 21 | 192 | 116 | **100.0** | 64.4 | 2.2 | 20.8 | 12.6 | **4.6** | 3.0 | 0.1 | 1.0 | 0.6 |
| **SUPPLEMENTI** | | | | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **632** | 503 | 6 | 74 | 49 | **100.0** | 79.6 | 1.0 | 11.7 | 7.7 | **3.2** | 2.5 | 0.0 | 0.4 | 0.2 |
| DIARIO DELLA SETTIMANA | **65** | 46 | 3 | 13 | 3 | **100.0** | 70.9 | 3.9 | 19.9 | 5.3 | **0.3** | 0.2 | 0.0 | 0.1 | 0.0 |
| LA GAZZETTA SPORT MAGAZINE | **362** | 237 | 4 | 34 | 86 | **100.0** | 65.6 | 1.2 | 9.4 | 23.9 | **1.8** | 1.2 | 0.0 | 0.2 | 0.4 |
| IO DONNA | **882** | 658 | 26 | 113 | 84 | **100.0** | 74.7 | 2.9 | 12.9 | 9.5 | **4.4** | 3.3 | 0.1 | 0.6 | 0.4 |
| SETTE | **875** | 679 | 27 | 102 | 66 | **100.0** | 77.7 | 3.1 | 11.7 | 7.5 | **4.4** | 3.4 | 0.1 | 0.5 | 0.3 |
| SPECCHIO DELLA STAMPA | **428** | 307 | 13 | 56 | 52 | **100.0** | 71.7 | 3.0 | 13.1 | 12.2 | **2.1** | 1.5 | 0.1 | 0.3 | 0.3 |
| TV SETTE | **968** | 749 | 27 | 101 | 91 | **100.0** | 77.4 | 2.8 | 10.5 | 9.4 | **4.8** | 3.7 | 0.1 | 0.5 | 0.5 |
| IL VENERDI' | **1311** | 1031 | 7 | 153 | 121 | **100.0** | 78.6 | 0.5 | 11.7 | 9.2 | **6.5** | 5.1 | 0.0 | 0.8 | 0.6 |

Lettori numero medio
Analisi secondo: ● **fonte di provenienza della copia**

## MENSILI

| | VALORI ASSOLUTI x 1000 | | | | | PERCENTUALI DI COMPOSIZIONE | | | | | PERCENTUALI DI PENETRAZIONE | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta | Totale | Compe-rata | Abbona-mento | Pres-tata | Trova-ta |
| **POPOLAZIONE** | **20056** | | | | | **100.0** | | | | | **100.0** | | | | |
| ABITARE | 148 | 59 | 9 | 34 | 46 | 100.0 | 39.8 | 6.3 | 23.0 | 31.0 | 0.7 | 0.3 | 0.0 | 0.2 | 0.2 |
| AD | 257 | 154 | 22 | 46 | 35 | 100.0 | 60.0 | 8.5 | 17.8 | 13.8 | 1.3 | 0.8 | 0.1 | 0.2 | 0.2 |
| AIRONE | 331 | 152 | 37 | 61 | 82 | 100.0 | 45.9 | 11.2 | 18.3 | 24.6 | 1.7 | 0.8 | 0.2 | 0.3 | 0.4 |
| AMADEUS | 60 | 37 | 7 | 3 | 12 | 100.0 | 62.2 | 12.3 | 5.0 | 20.5 | 0.3 | 0.2 | 0.0 | 0.0 | 0.1 |
| ARCHEO | 105 | 70 | 7 | 21 | 7 | 100.0 | 66.7 | 6.3 | 20.3 | 6.8 | 0.5 | 0.3 | 0.0 | 0.1 | 0.0 |
| ASTRA | 210 | 137 | 7 | 49 | 17 | 100.0 | 65.1 | 3.2 | 23.5 | 8.2 | 1.0 | 0.7 | 0.0 | 0.2 | 0.1 |
| A TAVOLA | 137 | 90 | 12 | 17 | 18 | 100.0 | 65.5 | 8.6 | 12.7 | 13.3 | 0.7 | 0.4 | 0.1 | 0.1 | 0.1 |
| AUTO | 134 | 101 | 5 | 10 | 18 | 100.0 | 75.3 | 4.0 | 7.3 | 13.4 | 0.7 | 0.5 | 0.0 | 0.0 | 0.1 |
| L'AUTOMOBILE | 285 | 49 | 201 | 20 | 15 | 100.0 | 17.2 | 70.4 | 7.2 | 5.2 | 1.4 | 0.2 | 1.0 | 0.1 | 0.1 |
| BELL'EUROPA | 132 | 75 | 20 | 9 | 28 | 100.0 | 56.5 | 15.1 | 7.0 | 21.5 | 0.7 | 0.4 | 0.1 | 0.0 | 0.1 |
| BELL'ITALIA | 261 | 163 | 27 | 32 | 39 | 100.0 | 62.4 | 10.4 | 12.3 | 14.9 | 1.3 | 0.8 | 0.1 | 0.2 | 0.2 |
| BENISSIMO | 316 | 211 | 11 | 54 | 40 | 100.0 | 66.7 | 3.5 | 17.0 | 12.8 | 1.6 | 1.1 | 0.1 | 0.3 | 0.2 |
| BIMBI SANI E BELLI | 678 | 319 | 95 | 130 | 134 | 100.0 | 47.1 | 14.0 | 19.2 | 19.7 | 3.4 | 1.6 | 0.5 | 0.6 | 0.7 |
| BRAVA CASA | 557 | 336 | 48 | 103 | 70 | 100.0 | 60.4 | 8.5 | 18.5 | 12.6 | 2.8 | 1.7 | 0.2 | 0.5 | 0.4 |
| BUONA CUCINA | 398 | 283 | 8 | 53 | 54 | 100.0 | 71.0 | 2.0 | 13.4 | 13.7 | 2.0 | 1.4 | 0.0 | 0.3 | 0.3 |
| BURDA | 794 | 510 | 3 | 173 | 107 | 100.0 | 64.3 | 0.4 | 21.8 | 13.5 | 4.0 | 2.5 | 0.0 | 0.9 | 0.5 |
| CAPITAL | 118 | 51 | 13 | 31 | 23 | 100.0 | 43.0 | 11.3 | 26.1 | 19.6 | 0.6 | 0.3 | 0.1 | 0.2 | 0.1 |
| CARNET | 85 | 41 | 14 | 10 | 20 | 100.0 | 47.9 | 16.5 | 12.1 | 23.6 | 0.4 | 0.2 | 0.1 | 0.1 | 0.1 |
| CASAVIVA | 868 | 461 | 100 | 184 | 124 | 100.0 | 53.1 | 11.5 | 21.2 | 14.2 | 4.3 | 2.3 | 0.5 | 0.9 | 0.6 |
| CENTO COSE ENERGY | 205 | 129 | 8 | 40 | 28 | 100.0 | 63.0 | 4.1 | 19.3 | 13.6 | 1.0 | 0.6 | 0.0 | 0.2 | 0.1 |
| CIAK | 127 | 81 | 11 | 17 | 18 | 100.0 | 63.6 | 8.7 | 13.8 | 13.9 | 0.6 | 0.4 | 0.1 | 0.1 | 0.1 |
| CIPRIA | 180 | 31 | 4 | 104 | 41 | 100.0 | 17.3 | 2.0 | 57.7 | 23.0 | 0.9 | 0.2 | 0.0 | 0.5 | 0.2 |
| CLASS | 77 | 27 | 11 | 17 | 22 | 100.0 | 34.8 | 14.6 | 22.6 | 28.1 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 |
| CLUB 3 | 131 | 31 | 80 | 13 | 8 | 100.0 | 23.8 | 60.6 | 9.5 | 6.1 | 0.7 | 0.2 | 0.4 | 0.1 | 0.0 |
| COME STAI | 168 | 117 | 4 | 18 | 29 | 100.0 | 70.0 | 2.4 | 10.5 | 17.0 | 0.8 | 0.6 | 0.0 | 0.1 | 0.1 |
| CONSIGLI PRATICI | 171 | 123 | 0 | 16 | 33 | 100.0 | 71.8 | 0.0 | 9.2 | 19.0 | 0.9 | 0.6 | 0.0 | 0.1 | 0.2 |
| COSE DI CASA | 944 | 733 | 9 | 126 | 76 | 100.0 | 77.6 | 1.0 | 13.4 | 8.0 | 4.7 | 3.7 | 0.0 | 0.6 | 0.4 |
| LA CUCINA ITALIANA | 535 | 361 | 23 | 98 | 54 | 100.0 | 67.4 | 4.2 | 18.2 | 10.1 | 2.7 | 1.8 | 0.1 | 0.5 | 0.3 |
| CUCINA MODERNA | 562 | 401 | 20 | 85 | 56 | 100.0 | 71.4 | 3.5 | 15.1 | 10.0 | 2.8 | 2.0 | 0.1 | 0.4 | 0.3 |
| DONNA | 469 | 194 | 12 | 120 | 143 | 100.0 | 41.3 | 2.6 | 25.6 | 30.5 | 2.3 | 1.0 | 0.1 | 0.6 | 0.7 |
| DONNA E MAMMA | 325 | 151 | 81 | 37 | 56 | 100.0 | 46.4 | 24.9 | 11.5 | 17.3 | 1.6 | 0.8 | 0.4 | 0.2 | 0.3 |
| DOVE | 171 | 94 | 28 | 27 | 22 | 100.0 | 54.7 | 16.6 | 16.0 | 12.6 | 0.9 | 0.5 | 0.1 | 0.1 | 0.1 |
| ELLE | 271 | 133 | 21 | 41 | 76 | 100.0 | 49.0 | 7.7 | 15.2 | 28.1 | 1.4 | 0.7 | 0.1 | 0.2 | 0.4 |
| ELLE DECOR | 102 | 49 | 17 | 20 | 16 | 100.0 | 48.4 | 16.2 | 19.6 | 15.8 | 0.5 | 0.2 | 0.1 | 0.1 | 0.1 |
| FOCUS | 706 | 482 | 86 | 87 | 51 | 100.0 | 68.3 | 12.2 | 12.3 | 7.2 | 3.5 | 2.4 | 0.4 | 0.4 | 0.3 |
| GARDENIA | 154 | 99 | 17 | 19 | 19 | 100.0 | 64.2 | 10.8 | 12.6 | 12.4 | 0.8 | 0.5 | 0.1 | 0.1 | 0.1 |
| GENTE MESE | 585 | 277 | 23 | 126 | 158 | 100.0 | 47.4 | 4.0 | 21.5 | 27.1 | 2.9 | 1.4 | 0.1 | 0.6 | 0.8 |
| GENTE MONEY | 76 | 47 | 1 | 15 | 13 | 100.0 | 61.7 | 1.4 | 19.4 | 17.5 | 0.4 | 0.2 | 0.0 | 0.1 | 0.1 |
| GENTE MOTORI | 232 | 140 | 8 | 39 | 46 | 100.0 | 60.5 | 3.3 | 16.6 | 19.6 | 1.2 | 0.7 | 0.0 | 0.2 | 0.2 |
| GENTE VIAGGI | 236 | 101 | 30 | 46 | 60 | 100.0 | 42.6 | 12.5 | 19.7 | 25.3 | 1.2 | 0.5 | 0.1 | 0.2 | 0.3 |
| GLAMOUR | 122 | 62 | 29 | 18 | 13 | 100.0 | 50.8 | 23.6 | 15.2 | 10.5 | 0.6 | 0.3 | 0.1 | 0.1 | 0.1 |
| GULLIVER | 97 | 48 | 13 | 10 | 26 | 100.0 | 49.3 | 13.2 | 10.7 | 26.8 | 0.5 | 0.2 | 0.1 | 0.1 | 0.1 |
| IN CASA | 97 | 54 | 1 | 18 | 24 | 100.0 | 55.6 | 0.9 | 18.6 | 24.9 | 0.5 | 0.3 | 0.0 | 0.1 | 0.1 |
| INSIEME | 298 | 141 | 50 | 42 | 65 | 100.0 | 47.3 | 16.8 | 14.1 | 21.8 | 1.5 | 0.7 | 0.2 | 0.2 | 0.3 |
| IO E IL MIO BAMBINO | 673 | 255 | 231 | 110 | 78 | 100.0 | 37.9 | 34.3 | 16.3 | 11.5 | 3.4 | 1.3 | 1.2 | 0.5 | 0.4 |
| JESUS | 85 | 27 | 30 | 15 | 13 | 100.0 | 31.4 | 35.3 | 17.8 | 15.4 | 0.4 | 0.1 | 0.1 | 0.1 | 0.1 |
| MADRE | 135 | 24 | 43 | 45 | 23 | 100.0 | 17.5 | 32.2 | 33.1 | 17.2 | 0.7 | 0.1 | 0.2 | 0.2 | 0.1 |
| MARIE CLAIRE | 438 | 185 | 45 | 86 | 121 | 100.0 | 42.2 | 10.3 | 19.7 | 27.7 | 2.2 | 0.9 | 0.2 | 0.4 | 0.6 |
| MAX | 233 | 116 | 11 | 37 | 70 | 100.0 | 49.6 | 4.6 | 15.9 | 29.9 | 1.2 | 0.6 | 0.1 | 0.2 | 0.3 |
| MERIDIANI | 65 | 47 | 4 | 7 | 7 | 100.0 | 72.0 | 6.2 | 11.0 | 10.9 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 |
| MESSAGGERO DI S.ANTONIO | 875 | 96 | 605 | 108 | 66 | 100.0 | 11.0 | 69.2 | 12.3 | 7.5 | 4.4 | 0.5 | 3.0 | 0.5 | 0.3 |
| LA MIA BOUTIQUE | 294 | 203 | 16 | 42 | 32 | 100.0 | 69.2 | 5.5 | 14.3 | 10.9 | 1.5 | 1.0 | 0.1 | 0.2 | 0.2 |
| LA MIA CASA | 171 | 97 | 2 | 50 | 21 | 100.0 | 56.6 | 1.4 | 29.5 | 12.5 | 0.9 | 0.5 | 0.0 | 0.3 | 0.1 |
| MILLIONAIRE INTRAPRENDERE | 136 | 73 | 22 | 24 | 18 | 100.0 | 53.3 | 15.8 | 17.5 | 13.3 | 0.7 | 0.4 | 0.1 | 0.1 | 0.1 |
| NAUTICA | 60 | 37 | 3 | 5 | 16 | 100.0 | 61.7 | 4.3 | 7.6 | 26.4 | 0.3 | 0.2 | 0.0 | 0.0 | 0.1 |
| PESCARE | 96 | 66 | 16 | 7 | 7 | 100.0 | 68.8 | 16.2 | 7.7 | 7.3 | 0.5 | 0.3 | 0.1 | 0.0 | 0.0 |
| PRATICA | 254 | 179 | 21 | 38 | 17 | 100.0 | 70.1 | 8.2 | 15.0 | 6.6 | 1.3 | 0.9 | 0.1 | 0.2 | 0.1 |
| QUATTRORUOTE | 923 | 613 | 31 | 129 | 150 | 100.0 | 66.5 | 3.4 | 14.0 | 16.2 | 4.6 | 3.1 | 0.2 | 0.6 | 0.7 |
| QUATTRO ZAMPE | 150 | 89 | 14 | 27 | 21 | 100.0 | 59.0 | 9.0 | 18.0 | 13.9 | 0.7 | 0.4 | 0.1 | 0.1 | 0.1 |
| QUI TOURING | 344 | 39 | 252 | 29 | 24 | 100.0 | 11.4 | 73.1 | 8.5 | 7.1 | 1.7 | 0.2 | 1.3 | 0.1 | 0.1 |
| RAKAM | 440 | 292 | 25 | 58 | 65 | 100.0 | 66.4 | 5.8 | 13.1 | 14.8 | 2.2 | 1.5 | 0.1 | 0.3 | 0.3 |
| SALE & PEPE | 403 | 252 | 48 | 56 | 48 | 100.0 | 62.4 | 11.9 | 13.9 | 11.8 | 2.0 | 1.3 | 0.2 | 0.3 | 0.2 |
| SALVE | 252 | 153 | 20 | 28 | 51 | 100.0 | 60.9 | 7.8 | 11.2 | 20.2 | 1.3 | 0.8 | 0.1 | 0.1 | 0.3 |
| SCIENZA & VITA | 62 | 34 | 6 | 6 | 17 | 100.0 | 54.1 | 9.3 | 9.3 | 27.2 | 0.3 | 0.2 | 0.0 | 0.0 | 0.1 |
| LE SCIENZE | 128 | 68 | 21 | 12 | 27 | 100.0 | 53.1 | 16.4 | 9.4 | 21.1 | 0.6 | 0.3 | 0.1 | 0.1 | 0.1 |
| SELEZIONE READER'S DIGEST | 456 | 77 | 258 | 77 | 44 | 100.0 | 16.8 | 56.6 | 16.9 | 9.7 | 2.3 | 0.4 | 1.3 | 0.4 | 0.2 |
| SILHOUETTE DONNA | 538 | 369 | 3 | 86 | 80 | 100.0 | 68.5 | 0.6 | 16.0 | 14.9 | 2.7 | 1.8 | 0.0 | 0.4 | 0.4 |
| SPEAK UP | 73 | 66 | 1 | 2 | 4 | 100.0 | 89.8 | 1.9 | 2.6 | 5.7 | 0.4 | 0.3 | 0.0 | 0.0 | 0.0 |
| STARBENE | 946 | 569 | 15 | 194 | 169 | 100.0 | 60.1 | 1.6 | 20.5 | 17.8 | 4.7 | 2.8 | 0.1 | 1.0 | 0.8 |
| STARTER | 20 | 10 | 2 | 8 | 0 | 100.0 | 51.5 | 8.3 | 40.2 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.0 |
| TUTTI FOTOGRAFI | 61 | 37 | 9 | 9 | 5 | 100.0 | 61.6 | 14.8 | 14.8 | 8.8 | 0.3 | 0.2 | 0.0 | 0.0 | 0.0 |
| TUTTO | 58 | 40 | 5 | 3 | 11 | 100.0 | 67.9 | 8.3 | 4.4 | 19.3 | 0.3 | 0.2 | 0.0 | 0.0 | 0.1 |
| TUTTOMOTO | 93 | 65 | 3 | 17 | 8 | 100.0 | 69.9 | 3.7 | 17.9 | 8.5 | 0.5 | 0.3 | 0.0 | 0.1 | 0.0 |
| TUTTOTURISMO | 86 | 55 | 12 | 14 | 5 | 100.0 | 64.2 | 14.1 | 15.9 | 5.8 | 0.4 | 0.3 | 0.1 | 0.1 | 0.0 |
| VERA | 665 | 388 | 25 | 133 | 119 | 100.0 | 58.4 | 3.7 | 20.1 | 17.9 | 3.3 | 1.9 | 0.1 | 0.7 | 0.6 |
| VIAGGIARE | 86 | 39 | 6 | 20 | 20 | 100.0 | 45.7 | 7.4 | 23.2 | 23.7 | 0.4 | 0.2 | 0.0 | 0.1 | 0.1 |
| VITALITY | 88 | 46 | 0 | 22 | 20 | 100.0 | 52.4 | 0.0 | 25.2 | 22.4 | 0.4 | 0.2 | 0.0 | 0.1 | 0.1 |
| VOGUE ITALIA | 368 | 143 | 5 | 73 | 146 | 100.0 | 38.9 | 1.5 | 20.0 | 39.6 | 1.8 | 0.7 | 0.0 | 0.4 | 0.7 |
| WEEKEND VIAGGI | 90 | 54 | 4 | 9 | 24 | 100.0 | 59.6 | 4.0 | 9.7 | 26.7 | 0.4 | 0.3 | 0.0 | 0.0 | 0.1 |
| DIANA (QUATTORDICINALE) | 46 | 18 | 17 | 2 | 9 | 100.0 | 38.4 | 36.7 | 4.3 | 20.6 | 0.2 | 0.1 | 0.1 | 0.0 | 0.0 |

# CONTATTI MEDI PER PAGINA

Lettori numero medio
Analisi secondo: ● **contatti per pagina** ● **sesso**

(valori assoluti x 1.000)

| SETTIMANALI | ADULTI | | | UOMINI | | | DONNE | | | RESPONSABILI ACQUISTI | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 |
| **POPOLAZIONE** | **49445** | | | **23775** | | | **25670** | | | **20056** | | |
| AMICA | **1234** | 2.0 | 2412 | **191** | 1.7 | 320 | **1044** | 2.0 | 2092 | **655** | 1.9 | 1272 |
| ANNA | **1397** | 2.2 | 3033 | **219** | 1.7 | 380 | **1178** | 2.3 | 2653 | **743** | 2.2 | 1614 |
| AUTO OGGI | **866** | 2.2 | 1940 | **726** | 2.3 | 1697 | **140** | 1.7 | 243 | **105** | 1.9 | 203 |
| AUTOSPRINT | **758** | 2.2 | 1685 | **639** | 2.3 | 1453 | **119** | 2.0 | 232 | **102** | 2.1 | 214 |
| BELLA | **721** | 2.2 | 1571 | **86** | 1.7 | 145 | **635** | 2.2 | 1427 | **470** | 2.3 | 1057 |
| CHI | **1712** | 2.2 | 3701 | **503** | 2.0 | 1001 | **1209** | 2.2 | 2700 | **788** | 2.2 | 1736 |
| CONFIDENZE | **1037** | 2.2 | 2278 | **165** | 1.6 | 269 | **872** | 2.3 | 2010 | **636** | 2.3 | 1457 |
| DOMENICA QUIZ | **392** | 2.2 | 875 | **203** | 2.1 | 436 | **189** | 2.3 | 439 | **159** | 2.3 | 361 |
| DONNA MODERNA | **4060** | 2.3 | 9161 | **839** | 1.8 | 1534 | **3220** | 2.4 | 7627 | **2059** | 2.3 | 4790 |
| L'ESPRESSO | **2321** | 2.1 | 4981 | **1550** | 2.2 | 3335 | **771** | 2.1 | 1646 | **656** | 2.1 | 1371 |
| EVA EXPRESS TREMILA | **783** | 1.9 | 1523 | **364** | 1.9 | 684 | **419** | 2.0 | 839 | **293** | 2.0 | 576 |
| FAMIGLIA CRISTIANA | **5215** | 2.0 | 10651 | **2160** | 1.9 | 4036 | **3054** | 2.2 | 6615 | **2347** | 2.1 | 4985 |
| FILM TV | **317** | 2.6 | 834 | **177** | 2.5 | 449 | **140** | 2.7 | 385 | **107** | 2.9 | 312 |
| GENTE | **4387** | 2.1 | 9399 | **1640** | 2.0 | 3279 | **2747** | 2.2 | 6119 | **2009** | 2.2 | 4514 |
| GIOIA | **1487** | 2.1 | 3082 | **265** | 1.7 | 460 | **1223** | 2.1 | 2622 | **763** | 2.0 | 1564 |
| IL GIORNALINO | **401** | 2.0 | 800 | **190** | 2.1 | 391 | **211** | 1.9 | 409 | **125** | 1.8 | 230 |
| GRAND HOTEL | **1238** | 2.2 | 2741 | **403** | 1.8 | 716 | **835** | 2.4 | 2025 | **625** | 2.4 | 1507 |
| GRAZIA | **1810** | 2.1 | 3850 | **300** | 1.9 | 568 | **1510** | 2.2 | 3282 | **883** | 2.1 | 1813 |
| GUERIN SPORTIVO | **482** | 2.5 | 1184 | **442** | 2.4 | 1073 | **41** | 2.7 | 111 | **45** | 2.5 | 113 |
| GUIDA TV | **1729** | 2.2 | 3831 | **859** | 2.1 | 1839 | **870** | 2.3 | 1993 | **696** | 2.3 | 1590 |
| INTIMITA' | **1192** | 2.2 | 2571 | **192** | 1.7 | 335 | **1001** | 2.2 | 2236 | **770** | 2.3 | 1738 |
| MAGAZINE BEAUTIFUL | **351** | 2.4 | 848 | **63** | 1.8 | 114 | **288** | 2.6 | 734 | **61** | 2.1 | 129 |
| IL MONDO | **113** | 1.8 | 201 | **78** | 1.8 | 143 | **35** | 1.7 | 57 | **31** | 1.8 | 56 |
| MOTOSPRINT | **585** | 2.3 | 1354 | **494** | 2.4 | 1171 | **91** | 2.0 | 184 | **79** | 2.0 | 156 |
| NOVELLA 2000 | **1465** | 2.0 | 2995 | **600** | 1.9 | 1134 | **865** | 2.2 | 1861 | **572** | 2.1 | 1225 |
| OGGI | **4430** | 2.2 | 9665 | **1713** | 2.0 | 3511 | **2717** | 2.3 | 6154 | **1988** | 2.3 | 4476 |
| PANORAMA | **3507** | 2.1 | 7371 | **2126** | 2.1 | 4543 | **1381** | 2.0 | 2827 | **1035** | 2.1 | 2133 |
| SORRISI E CANZONI TV | **8586** | 2.5 | 21472 | **3947** | 2.4 | 9671 | **4639** | 2.5 | 11802 | **3022** | 2.4 | 7344 |
| STOP | **750** | 2.3 | 1698 | **206** | 2.1 | 424 | **545** | 2.3 | 1273 | **431** | 2.2 | 968 |
| TELEPIU' | **2157** | 2.6 | 5505 | **1021** | 2.6 | 2616 | **1136** | 2.5 | 2889 | **738** | 2.6 | 1932 |
| TELESETTE | **2296** | 2.4 | 5607 | **1103** | 2.3 | 2550 | **1193** | 2.6 | 3057 | **870** | 2.6 | 2235 |
| TOPOLINO | **2675** | 2.2 | 5980 | **1362** | 2.2 | 2973 | **1312** | 2.3 | 3007 | **819** | 2.1 | 1711 |
| VISTO | **741** | 2.2 | 1651 | **273** | 2.1 | 583 | **468** | 2.3 | 1068 | **351** | 2.3 | 814 |
| VIVERSANI & BELLI | **1929** | 2.2 | 4266 | **523** | 2.0 | 1052 | **1406** | 2.3 | 3214 | **924** | 2.2 | 2040 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | **1691** | 2.0 | 3456 | **683** | 1.8 | 1256 | **1008** | 2.2 | 2200 | **632** | 2.2 | 1367 |
| DIARIO DELLA SETTIMANA | **165** | 2.5 | 408 | **96** | 2.5 | 243 | **68** | 2.4 | 165 | **65** | 2.5 | 162 |
| LA GAZZETTA SPORT MAGAZINE | **2451** | 2.0 | 5008 | **1996** | 2.1 | 4226 | **455** | 1.7 | 782 | **362** | 1.7 | 631 |
| IO DONNA | **2071** | 2.1 | 4312 | **703** | 1.8 | 1282 | **1368** | 2.2 | 3029 | **882** | 2.2 | 1906 |
| SETTE | **2509** | 2.1 | 5364 | **1329** | 2.1 | 2742 | **1181** | 2.2 | 2621 | **875** | 2.3 | 1978 |
| SPECCHIO DELLA STAMPA | **1306** | 2.3 | 2973 | **657** | 2.3 | 1528 | **650** | 2.2 | 1445 | **428** | 2.4 | 1048 |
| TV SETTE | **2696** | 2.1 | 5777 | **1332** | 2.1 | 2809 | **1364** | 2.2 | 2968 | **968** | 2.1 | 2038 |
| IL VENERDI' | **4025** | 2.1 | 8536 | **2262** | 2.1 | 4748 | **1763** | 2.1 | 3788 | **1311** | 2.2 | 2868 |

(*) Poichè il numero di contatti per lettore per pagina è calcolato con un decimale (1.5 può variare da 1.449 a 1.549) la stima risultante in '000 del numero di contatti calcolata sugli adulti non corrisponde esattamente alla somma delle stime fornite separatamente per i contatti su uomini e donne.

Lettori numero medio
Analisi secondo: • **contatti per pagina** • **sesso**

(valori assoluti x 1.000)

## MENSILI

| | ADULTI | | | UOMINI | | | DONNE | | | RESPONSABILI ACQUISTI | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 | Totale lettori stime in '000 | N. medio contatti (*) per pagina | Totale contatti stime in '000 |
| **POPOLAZIONE** | **49445** | | | **23775** | | | **25670** | | | **20056** | | |
| ABITARE | **449** | 2.6 | 1156 | **259** | 2.5 | 653 | **189** | 2.7 | 503 | **148** | 2.3 | 342 |
| AD | **677** | 2.6 | 1760 | **301** | 2.6 | 794 | **376** | 2.6 | 967 | **257** | 2.4 | 616 |
| AIRONE | **1090** | 2.3 | 2495 | **640** | 2.3 | 1449 | **451** | 2.3 | 1046 | **331** | 2.4 | 807 |
| AMADEUS | **186** | 2.2 | 411 | **114** | 2.2 | 247 | **72** | 2.3 | 164 | **60** | 1.8 | 110 |
| ARCHEO | **322** | 2.7 | 856 | **182** | 2.7 | 497 | **140** | 2.6 | 359 | **105** | 2.5 | 260 |
| ASTRA | **554** | 2.3 | 1268 | **135** | 2.2 | 293 | **418** | 2.3 | 975 | **210** | 2.2 | 470 |
| A TAVOLA | **222** | 2.5 | 550 | **66** | 2.0 | 129 | **156** | 2.7 | 421 | **137** | 2.8 | 377 |
| AUTO | **1289** | 2.4 | 3105 | **1134** | 2.5 | 2812 | **155** | 1.9 | 293 | **134** | 2.2 | 297 |
| L'AUTOMOBILE | **1337** | 2.1 | 2862 | **964** | 2.3 | 2210 | **373** | 1.7 | 652 | **285** | 2.0 | 564 |
| BELL'EUROPA | **373** | 2.3 | 846 | **164** | 2.3 | 383 | **209** | 2.2 | 463 | **132** | 2.4 | 314 |
| BELL'ITALIA | **746** | 2.5 | 1834 | **420** | 2.5 | 1034 | **326** | 2.5 | 800 | **261** | 2.5 | 656 |
| BENISSIMO | **440** | 2.4 | 1049 | **33** | 2.0 | 65 | **407** | 2.4 | 984 | **316** | 2.4 | 764 |
| BIMBI SANI E BELLI | **1209** | 2.2 | 2713 | **284** | 2.0 | 564 | **925** | 2.3 | 2149 | **678** | 2.4 | 1609 |
| BRAVA CASA | **1164** | 2.7 | 3088 | **361** | 2.5 | 920 | **803** | 2.7 | 2169 | **557** | 2.6 | 1433 |
| BUONA CUCINA | **623** | 2.4 | 1487 | **135** | 2.2 | 303 | **488** | 2.4 | 1184 | **398** | 2.3 | 933 |
| BURDA | **1286** | 2.6 | 3383 | **110** | 1.7 | 183 | **1176** | 2.7 | 3199 | **794** | 2.8 | 2200 |
| CAPITAL | **470** | 2.2 | 1027 | **324** | 2.2 | 712 | **145** | 2.2 | 315 | **118** | 2.3 | 269 |
| CARNET | **240** | 2.3 | 552 | **117** | 2.3 | 274 | **123** | 2.3 | 278 | **85** | 2.7 | 226 |
| CASAVIVA | **1846** | 2.5 | 4623 | **611** | 2.3 | 1394 | **1236** | 2.6 | 3229 | **868** | 2.6 | 2228 |
| CENTO COSE ENERGY | **783** | 2.3 | 1778 | **174** | 1.8 | 312 | **610** | 2.4 | 1466 | **205** | 2.1 | 423 |
| CIAK | **941** | 2.5 | 2341 | **547** | 2.4 | 1311 | **393** | 2.6 | 1029 | **127** | 2.7 | 338 |
| CIPRIA | **395** | 2.4 | 955 | **25** | 3.7 | 95 | **369** | 2.3 | 860 | **180** | 2.1 | 371 |
| CLASS | **315** | 2.0 | 619 | **226** | 2.1 | 465 | **89** | 1.7 | 154 | **77** | 1.7 | 131 |
| CLUB 3 | **219** | 2.4 | 531 | **80** | 2.4 | 190 | **139** | 2.4 | 340 | **131** | 2.4 | 311 |
| COME STAI | **354** | 2.4 | 833 | **87** | 2.2 | 188 | **267** | 2.4 | 645 | **168** | 2.4 | 408 |
| CONSIGLI PRATICI | **278** | 2.3 | 636 | **21** | 1.6 | 34 | **257** | 2.3 | 602 | **171** | 2.3 | 388 |
| COSE DI CASA | **1942** | 2.7 | 5259 | **570** | 2.7 | 1511 | **1372** | 2.7 | 3748 | **944** | 2.8 | 2617 |
| LA CUCINA ITALIANA | **995** | 2.4 | 2366 | **297** | 2.1 | 638 | **698** | 2.5 | 1728 | **535** | 2.5 | 1319 |
| CUCINA MODERNA | **1076** | 2.5 | 2691 | **271** | 2.3 | 617 | **805** | 2.6 | 2074 | **562** | 2.6 | 1457 |
| DONNA | **1021** | 2.1 | 2177 | **201** | 2.0 | 412 | **820** | 2.2 | 1765 | **469** | 2.1 | 1000 |
| DONNA E MAMMA | **462** | 2.3 | 1082 | **79** | 2.3 | 180 | **383** | 2.4 | 902 | **325** | 2.4 | 778 |
| DOVE | **525** | 2.3 | 1197 | **277** | 2.3 | 643 | **248** | 2.2 | 554 | **171** | 2.2 | 377 |
| ELLE | **610** | 2.3 | 1408 | **81** | 2.0 | 163 | **529** | 2.4 | 1244 | **271** | 2.4 | 647 |
| ELLE DECOR | **200** | 2.3 | 462 | **34** | 3.0 | 100 | **166** | 2.2 | 361 | **102** | 2.2 | 221 |
| FOCUS | **3389** | 2.5 | 8449 | **2038** | 2.5 | 5157 | **1351** | 2.4 | 3293 | **706** | 2.4 | 1691 |
| GARDENIA | **373** | 2.7 | 1009 | **174** | 2.7 | 465 | **199** | 2.7 | 544 | **154** | 2.7 | 420 |
| GENTE MESE | **1483** | 2.1 | 3162 | **589** | 2.0 | 1184 | **894** | 2.2 | 1977 | **585** | 2.2 | 1279 |
| GENTE MONEY | **315** | 2.0 | 645 | **232** | 2.1 | 485 | **82** | 1.9 | 159 | **76** | 2.2 | 170 |
| GENTE MOTORI | **1765** | 2.2 | 3884 | **1527** | 2.3 | 3448 | **238** | 1.8 | 436 | **232** | 1.8 | 429 |
| GENTE VIAGGI | **872** | 2.3 | 2020 | **510** | 2.1 | 1081 | **362** | 2.6 | 940 | **236** | 2.6 | 612 |
| GLAMOUR | **432** | 2.4 | 1031 | **70** | 2.1 | 149 | **362** | 2.4 | 882 | **122** | 2.1 | 250 |
| GULLIVER | **337** | 2.5 | 828 | **200** | 2.4 | 483 | **137** | 2.5 | 344 | **97** | 2.6 | 254 |
| IN CASA | **209** | 2.5 | 520 | **62** | 2.6 | 164 | **147** | 2.4 | 356 | **97** | 2.2 | 211 |
| INSIEME | **444** | 2.4 | 1055 | **89** | 2.3 | 207 | **355** | 2.4 | 848 | **298** | 2.5 | 732 |
| IO E IL MIO BAMBINO | **990** | 2.4 | 2420 | **219** | 2.1 | 451 | **771** | 2.6 | 1969 | **673** | 2.6 | 1738 |
| JESUS | **206** | 2.1 | 432 | **88** | 2.1 | 181 | **119** | 2.1 | 251 | **85** | 2.3 | 195 |
| MADRE | **218** | 1.8 | 402 | **59** | 1.5 | 90 | **159** | 2.0 | 312 | **135** | 1.9 | 260 |
| MARIE CLAIRE | **1065** | 2.2 | 2335 | **196** | 1.8 | 344 | **870** | 2.3 | 1991 | **438** | 2.2 | 958 |
| MAX | **1725** | 2.2 | 3770 | **1143** | 2.2 | 2526 | **582** | 2.1 | 1244 | **233** | 2.0 | 457 |
| MERIDIANI | **211** | 2.6 | 556 | **104** | 2.4 | 245 | **107** | 2.9 | 311 | **65** | 2.5 | 164 |
| MESSAGGERO DI S.ANTONIO | **1771** | 2.0 | 3551 | **636** | 1.9 | 1212 | **1135** | 2.1 | 2339 | **875** | 2.1 | 1862 |
| LA MIA BOUTIQUE | **460** | 2.9 | 1342 | **27** | 2.1 | 55 | **433** | 3.0 | 1287 | **294** | 3.0 | 875 |
| LA MIA CASA | **409** | 2.5 | 1024 | **140** | 2.3 | 325 | **269** | 2.6 | 699 | **171** | 2.8 | 473 |
| MILLIONAIRE INTRAPRENDERE | **666** | 2.1 | 1431 | **447** | 2.3 | 1016 | **219** | 1.9 | 415 | **136** | 2.0 | 272 |
| NAUTICA | **278** | 2.4 | 663 | **221** | 2.5 | 554 | **57** | 1.9 | 109 | **60** | 2.2 | 132 |
| PESCARE | **579** | 2.4 | 1407 | **487** | 2.6 | 1257 | **92** | 1.6 | 150 | **96** | 2.0 | 195 |
| PRATICA | **470** | 2.4 | 1131 | **68** | 2.0 | 137 | **402** | 2.5 | 995 | **254** | 2.5 | 648 |
| QUATTRORUOTE | **5663** | 2.2 | 12428 | **4458** | 2.3 | 10330 | **1204** | 1.7 | 2098 | **923** | 1.8 | 1685 |
| QUATTRO ZAMPE | **516** | 2.5 | 1266 | **274** | 2.5 | 675 | **243** | 2.4 | 591 | **150** | 2.3 | 349 |
| QUI TOURING | **1004** | 2.3 | 2336 | **567** | 2.3 | 1308 | **437** | 2.4 | 1028 | **344** | 2.5 | 845 |
| RAKAM | **611** | 2.5 | 1554 | **37** | 1.4 | 53 | **575** | 2.6 | 1501 | **440** | 2.7 | 1169 |
| SALE & PEPE | **740** | 2.6 | 1940 | **175** | 2.2 | 393 | **565** | 2.7 | 1547 | **403** | 2.9 | 1153 |
| SALVE | **432** | 2.4 | 1046 | **123** | 2.2 | 272 | **309** | 2.5 | 775 | **252** | 2.6 | 654 |
| SCIENZA & VITA | **248** | 2.5 | 609 | **165** | 2.6 | 427 | **83** | 2.2 | 182 | **62** | 2.7 | 164 |
| LE SCIENZE | **469** | 2.5 | 1162 | **298** | 2.6 | 771 | **172** | 2.3 | 392 | **128** | 2.4 | 303 |
| SELEZIONE READER'S DIGEST | **1222** | 2.0 | 2389 | **629** | 2.0 | 1231 | **593** | 2.0 | 1158 | **456** | 1.9 | 880 |
| SILHOUETTE DONNA | **1475** | 2.4 | 3569 | **149** | 1.7 | 257 | **1326** | 2.5 | 3312 | **538** | 2.6 | 1373 |
| SPEAK UP | **272** | 2.6 | 696 | **130** | 1.9 | 253 | **142** | 3.1 | 443 | **73** | 3.0 | 222 |
| STARBENE | **2135** | 2.3 | 4912 | **592** | 2.1 | 1238 | **1543** | 2.4 | 3673 | **946** | 2.4 | 2261 |
| STARTER | **157** | 2.3 | 357 | **143** | 2.3 | 333 | **14** | 1.7 | 24 | **20** | 2.2 | 44 |
| TUTTI FOTOGRAFI | **230** | 2.9 | 674 | **175** | 3.1 | 533 | **56** | 2.5 | 141 | **61** | 2.6 | 161 |
| TUTTO | **893** | 2.7 | 2394 | **404** | 2.6 | 1030 | **489** | 2.8 | 1364 | **58** | 2.6 | 154 |
| TUTTOMOTO | **1053** | 2.5 | 2646 | **922** | 2.6 | 2384 | **131** | 2.0 | 263 | **93** | 2.3 | 215 |
| TUTTOTURISMO | **337** | 2.1 | 719 | **201** | 1.9 | 374 | **136** | 2.5 | 345 | **86** | 2.5 | 215 |
| VERA | **1260** | 2.3 | 2928 | **203** | 1.9 | 387 | **1057** | 2.4 | 2541 | **665** | 2.4 | 1626 |
| VIAGGIARE | **360** | 2.4 | 854 | **221** | 2.4 | 539 | **140** | 2.3 | 315 | **86** | 2.5 | 219 |
| VITALITY | **274** | 2.4 | 666 | **54** | 1.8 | 98 | **220** | 2.6 | 569 | **88** | 2.7 | 241 |
| VOGUE ITALIA | **1025** | 2.1 | 2159 | **295** | 1.9 | 550 | **729** | 2.2 | 1608 | **368** | 2.2 | 798 |
| WEEKEND VIAGGI | **255** | 2.5 | 638 | **115** | 2.4 | 274 | **140** | 2.6 | 364 | **90** | 2.9 | 258 |
| DIANA (QUATTORDICINALE) | **348** | 2.3 | 790 | **296** | 2.3 | 686 | **53** | 2.0 | 104 | **46** | 2.9 | 133 |

# PROBABILITÀ DI LETTURA

# Adulti

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: ● **frequenza di lettura**

(valori assoluti x 1.000)

## SETTIMANALI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 3 mesi | | | Media 4/7 N. - 3 mesi | | | Alta* 8/12 N. - 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **49445** | **49445** | **1.000** | **49445** | **49445** | **1.000** | **49445** | **49445** | **1.000** | **49445** | **49445** | **1.000** |
| AMICA | 6703 | 1234 | 0.184 | 4093 | 309 | 0.075 | 1716 | 337 | 0.196 | 893 | 589 | 0.659 |
| ANNA | 6740 | 1397 | 0.207 | 4025 | 330 | 0.082 | 1659 | 303 | 0.182 | 1056 | 764 | 0.724 |
| AUTO OGGI | 3740 | 866 | 0.231 | 2195 | 194 | 0.088 | 911 | 230 | 0.252 | 633 | 441 | 0.697 |
| AUTOSPRINT | 2986 | 758 | 0.254 | 1707 | 182 | 0.107 | 706 | 196 | 0.278 | 572 | 379 | 0.663 |
| BELLA | 3925 | 721 | 0.184 | 2263 | 130 | 0.058 | 1064 | 194 | 0.183 | 597 | 396 | 0.664 |
| CHI | 6831 | 1712 | 0.251 | 3832 | 361 | 0.094 | 1743 | 440 | 0.252 | 1256 | 912 | 0.726 |
| CONFIDENZE | 3549 | 1037 | 0.292 | 1777 | 127 | 0.072 | 869 | 214 | 0.247 | 903 | 695 | 0.770 |
| DOMENICA QUIZ | 1018 | 392 | 0.385 | 467 | 43 | 0.092 | 217 | 71 | 0.328 | 334 | 278 | 0.832 |
| DONNA MODERNA | 13109 | 4060 | 0.310 | 6198 | 698 | 0.113 | 3765 | 1032 | 0.274 | 3146 | 2329 | 0.740 |
| L'ESPRESSO | 9006 | 2321 | 0.258 | 4807 | 386 | 0.080 | 2402 | 621 | 0.259 | 1798 | 1314 | 0.731 |
| EVA EXPRESS TREMILA | 3830 | 783 | 0.204 | 2316 | 185 | 0.080 | 923 | 198 | 0.215 | 591 | 399 | 0.676 |
| FAMIGLIA CRISTIANA | 12382 | 5215 | 0.421 | 4858 | 527 | 0.109 | 2781 | 724 | 0.260 | 4744 | 3964 | 0.836 |
| FILM TV | 655 | 317 | 0.484 | 230 | 35 | 0.150 | 149 | 43 | 0.289 | 276 | 239 | 0.868 |
| GENTE | 15491 | 4387 | 0.283 | 7904 | 759 | 0.096 | 4232 | 1137 | 0.269 | 3355 | 2491 | 0.742 |
| GIOIA | 8916 | 1487 | 0.167 | 5432 | 373 | 0.069 | 2432 | 455 | 0.187 | 1053 | 659 | 0.626 |
| IL GIORNALINO | 1134 | 401 | 0.354 | 556 | 70 | 0.126 | 196 | 39 | 0.198 | 382 | 292 | 0.765 |
| GRAND HOTEL | 2748 | 1238 | 0.450 | 1065 | 93 | 0.087 | 543 | 139 | 0.255 | 1140 | 1006 | 0.883 |
| GRAZIA | 8976 | 1810 | 0.202 | 5297 | 416 | 0.079 | 2335 | 464 | 0.199 | 1344 | 929 | 0.691 |
| GUERIN SPORTIVO | 1711 | 482 | 0.282 | 868 | 69 | 0.080 | 452 | 113 | 0.249 | 391 | 300 | 0.769 |
| GUIDA TV | 3912 | 1729 | 0.442 | 1483 | 162 | 0.110 | 948 | 284 | 0.299 | 1481 | 1283 | 0.866 |
| INTIMITA' | 3733 | 1192 | 0.319 | 1710 | 96 | 0.056 | 913 | 235 | 0.258 | 1110 | 861 | 0.775 |
| MAGAZINE BEAUTIFUL | 1210 | 351 | 0.290 | 632 | 62 | 0.098 | 293 | 68 | 0.232 | 285 | 221 | 0.777 |
| IL MONDO | 552 | 113 | 0.204 | 335 | 27 | 0.082 | 120 | 18 | 0.149 | 97 | 68 | 0.696 |
| MOTOSPRINT | 2275 | 585 | 0.257 | 1223 | 112 | 0.091 | 596 | 169 | 0.283 | 456 | 304 | 0.667 |
| NOVELLA 2000 | 6452 | 1465 | 0.227 | 3660 | 319 | 0.087 | 1731 | 409 | 0.237 | 1062 | 736 | 0.693 |
| OGGI | 15358 | 4430 | 0.288 | 7712 | 794 | 0.103 | 4303 | 1035 | 0.241 | 3343 | 2600 | 0.778 |
| PANORAMA | 12851 | 3507 | 0.273 | 6795 | 608 | 0.089 | 3334 | 792 | 0.238 | 2722 | 2107 | 0.774 |
| SORRISI E CANZONI TV | 15487 | 8586 | 0.554 | 4405 | 593 | 0.135 | 3069 | 882 | 0.287 | 8012 | 7111 | 0.888 |
| STOP | 2606 | 750 | 0.288 | 1332 | 118 | 0.089 | 620 | 123 | 0.198 | 654 | 510 | 0.780 |
| TELEPIU' | 4527 | 2157 | 0.476 | 1642 | 213 | 0.130 | 903 | 241 | 0.267 | 1983 | 1704 | 0.859 |
| TELESETTE | 5057 | 2296 | 0.454 | 1842 | 163 | 0.089 | 1072 | 254 | 0.237 | 2143 | 1879 | 0.877 |
| TOPOLINO | 6651 | 2675 | 0.402 | 2667 | 384 | 0.144 | 1787 | 568 | 0.318 | 2197 | 1722 | 0.784 |
| VISTO | 2768 | 741 | 0.268 | 1423 | 99 | 0.069 | 661 | 135 | 0.205 | 684 | 507 | 0.741 |
| VIVERSANI & BELLI | 8705 | 1929 | 0.222 | 4398 | 320 | 0.073 | 2595 | 488 | 0.188 | 1712 | 1121 | 0.655 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 3992 | 1691 | 0.424 | 1557 | 162 | 0.104 | 818 | 202 | 0.247 | 1617 | 1328 | 0.821 |
| DIARIO DELLA SETTIMANA | 572 | 165 | 0.288 | 266 | 13 | 0.051 | 127 | 16 | 0.125 | 179 | 135 | 0.754 |
| LA GAZZETTA SPORT MAGAZINE | 5894 | 2451 | 0.416 | 2445 | 298 | 0.122 | 1326 | 411 | 0.310 | 2123 | 1742 | 0.821 |
| IO DONNA | 5027 | 2071 | 0.412 | 2130 | 220 | 0.103 | 969 | 215 | 0.222 | 1928 | 1636 | 0.849 |
| SETTE | 5411 | 2509 | 0.464 | 1840 | 142 | 0.077 | 1158 | 304 | 0.263 | 2413 | 2063 | 0.855 |
| SPECCHIO DELLA STAMPA | 5180 | 1306 | 0.252 | 2899 | 298 | 0.103 | 1227 | 239 | 0.195 | 1053 | 770 | 0.731 |
| TV SETTE | 6090 | 2696 | 0.443 | 2356 | 224 | 0.095 | 1264 | 336 | 0.266 | 2470 | 2136 | 0.865 |
| IL VENERDI' | 10325 | 4025 | 0.390 | 4145 | 382 | 0.092 | 2433 | 615 | 0.253 | 3747 | 3028 | 0.808 |

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: ● **frequenza di lettura**

(valori assoluti x 1.000)

## MENSILI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 12 mesi | | | Media 4/7 N. - 12 mesi | | | Alta* 8/12 N. - 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **49445** | **49445** | **1.000** | **49445** | **49445** | **1.000** | **49445** | **49445** | **1.000** | **49445** | **49445** | **1.000** |
| ABITARE | 1591 | 449 | 0.282 | 1019 | 130 | 0.127 | 300 | 100 | 0.332 | 271 | 219 | 0.807 |
| AD | 2160 | 677 | 0.313 | 1222 | 138 | 0.113 | 501 | 181 | 0.361 | 437 | 358 | 0.818 |
| AIRONE | 5134 | 1090 | 0.212 | 3306 | 279 | 0.084 | 1147 | 294 | 0.256 | 681 | 517 | 0.760 |
| AMADEUS | 753 | 186 | 0.247 | 485 | 49 | 0.100 | 165 | 56 | 0.339 | 102 | 81 | 0.795 |
| ARCHEO | 1071 | 322 | 0.301 | 651 | 90 | 0.139 | 193 | 55 | 0.285 | 227 | 177 | 0.780 |
| ASTRA | 2668 | 554 | 0.208 | 1997 | 164 | 0.082 | 322 | 115 | 0.356 | 349 | 275 | 0.788 |
| A TAVOLA | 776 | 222 | 0.287 | 455 | 57 | 0.124 | 182 | 57 | 0.314 | 138 | 109 | 0.784 |
| AUTO | 3275 | 1289 | 0.394 | 1767 | 352 | 0.199 | 860 | 389 | 0.453 | 647 | 548 | 0.846 |
| L'AUTOMOBILE | 2716 | 1337 | 0.492 | 1051 | 172 | 0.164 | 497 | 177 | 0.356 | 1168 | 987 | 0.845 |
| BELL'EUROPA | 1298 | 373 | 0.287 | 783 | 84 | 0.107 | 291 | 107 | 0.370 | 225 | 182 | 0.810 |
| BELL'ITALIA | 2835 | 746 | 0.263 | 1698 | 174 | 0.102 | 681 | 213 | 0.313 | 455 | 359 | 0.787 |
| BENISSIMO | 1754 | 440 | 0.251 | 1010 | 106 | 0.105 | 536 | 187 | 0.349 | 208 | 146 | 0.704 |
| BIMBI SANI E BELLI | 4364 | 1209 | 0.277 | 2604 | 336 | 0.129 | 996 | 341 | 0.342 | 764 | 532 | 0.697 |
| BRAVA CASA | 3499 | 1164 | 0.333 | 1792 | 238 | 0.133 | 1051 | 399 | 0.380 | 656 | 527 | 0.802 |
| BUONA CUCINA | 1968 | 623 | 0.317 | 1043 | 169 | 0.162 | 552 | 180 | 0.327 | 372 | 274 | 0.736 |
| BURDA | 4535 | 1286 | 0.283 | 2697 | 319 | 0.118 | 1117 | 419 | 0.375 | 722 | 549 | 0.760 |
| CAPITAL | 2316 | 470 | 0.203 | 1668 | 175 | 0.105 | 432 | 134 | 0.310 | 215 | 161 | 0.746 |
| CARNET | 781 | 240 | 0.308 | 517 | 65 | 0.127 | 130 | 65 | 0.504 | 134 | 110 | 0.817 |
| CASAVIVA | 5706 | 1846 | 0.324 | 3132 | 401 | 0.128 | 1512 | 578 | 0.382 | 1062 | 867 | 0.817 |
| CENTO COSE ENERGY | 2926 | 783 | 0.268 | 1790 | 188 | 0.105 | 750 | 292 | 0.389 | 387 | 303 | 0.785 |
| CIAK | 3135 | 941 | 0.300 | 1856 | 244 | 0.132 | 790 | 292 | 0.370 | 489 | 405 | 0.828 |
| CIPRIA | 1077 | 395 | 0.367 | 653 | 131 | 0.201 | 259 | 119 | 0.458 | 165 | 145 | 0.879 |
| CLASS | 1526 | 315 | 0.206 | 1079 | 102 | 0.094 | 255 | 70 | 0.273 | 192 | 143 | 0.748 |
| CLUB 3 | 501 | 219 | 0.437 | 218 | 24 | 0.109 | 75 | 16 | 0.213 | 208 | 179 | 0.861 |
| COME STAI | 1260 | 354 | 0.281 | 707 | 88 | 0.124 | 347 | 118 | 0.341 | 206 | 148 | 0.721 |
| CONSIGLI PRATICI | 1161 | 278 | 0.239 | 691 | 73 | 0.105 | 331 | 109 | 0.330 | 139 | 96 | 0.689 |
| COSE DI CASA | 4539 | 1942 | 0.428 | 2297 | 457 | 0.199 | 1210 | 619 | 0.512 | 1032 | 866 | 0.839 |
| LA CUCINA ITALIANA | 3063 | 995 | 0.325 | 1666 | 234 | 0.141 | 830 | 303 | 0.365 | 567 | 458 | 0.808 |
| CUCINA MODERNA | 3089 | 1076 | 0.348 | 1684 | 234 | 0.139 | 827 | 346 | 0.418 | 578 | 496 | 0.858 |
| DONNA | 3706 | 1021 | 0.275 | 2262 | 333 | 0.147 | 1051 | 434 | 0.413 | 392 | 254 | 0.648 |
| DONNA E MAMMA | 1451 | 462 | 0.319 | 808 | 127 | 0.157 | 341 | 116 | 0.339 | 302 | 220 | 0.727 |
| DOVE | 1978 | 525 | 0.265 | 1204 | 102 | 0.084 | 437 | 145 | 0.331 | 337 | 278 | 0.825 |
| ELLE | 2532 | 610 | 0.241 | 1638 | 192 | 0.117 | 581 | 163 | 0.280 | 313 | 255 | 0.814 |
| ELLE DECOR | 713 | 200 | 0.281 | 428 | 39 | 0.091 | 147 | 46 | 0.313 | 137 | 115 | 0.837 |
| FOCUS | 7548 | 3389 | 0.449 | 3412 | 586 | 0.172 | 2071 | 966 | 0.467 | 2065 | 1836 | 0.889 |
| GARDENIA | 1485 | 373 | 0.251 | 889 | 89 | 0.101 | 365 | 103 | 0.283 | 231 | 180 | 0.782 |
| GENTE MESE | 5377 | 1483 | 0.276 | 3248 | 432 | 0.133 | 1378 | 483 | 0.350 | 751 | 569 | 0.757 |
| GENTE MONEY | 1634 | 315 | 0.192 | 1120 | 80 | 0.071 | 341 | 101 | 0.295 | 174 | 134 | 0.771 |
| GENTE MOTORI | 5609 | 1765 | 0.315 | 3213 | 479 | 0.149 | 1600 | 653 | 0.408 | 795 | 632 | 0.795 |
| GENTE VIAGGI | 4276 | 872 | 0.204 | 2897 | 261 | 0.090 | 969 | 293 | 0.302 | 411 | 318 | 0.776 |
| GLAMOUR | 1322 | 432 | 0.327 | 796 | 113 | 0.142 | 269 | 87 | 0.325 | 257 | 231 | 0.899 |
| GULLIVER | 1853 | 337 | 0.182 | 1348 | 104 | 0.077 | 326 | 90 | 0.275 | 178 | 143 | 0.803 |
| IN CASA | 1057 | 209 | 0.198 | 743 | 46 | 0.062 | 216 | 96 | 0.443 | 97 | 67 | 0.689 |
| INSIEME | 1699 | 444 | 0.261 | 1004 | 82 | 0.081 | 441 | 167 | 0.378 | 255 | 196 | 0.768 |
| IO E IL MIO BAMBINO | 2600 | 990 | 0.381 | 1169 | 196 | 0.168 | 708 | 253 | 0.357 | 723 | 541 | 0.749 |
| JESUS | 752 | 206 | 0.274 | 468 | 40 | 0.086 | 126 | 39 | 0.314 | 159 | 127 | 0.801 |
| MADRE | 574 | 218 | 0.380 | 293 | 41 | 0.140 | 128 | 49 | 0.378 | 152 | 128 | 0.844 |
| MARIE CLAIRE | 3784 | 1065 | 0.281 | 2427 | 318 | 0.131 | 805 | 288 | 0.358 | 552 | 459 | 0.832 |
| MAX | 5044 | 1725 | 0.342 | 3214 | 646 | 0.201 | 1199 | 557 | 0.465 | 632 | 523 | 0.828 |
| MERIDIANI | 845 | 211 | 0.250 | 552 | 64 | 0.116 | 211 | 79 | 0.375 | 83 | 68 | 0.820 |
| MESSAGGERO DI S.ANTONIO | 3564 | 1771 | 0.497 | 1238 | 140 | 0.113 | 642 | 216 | 0.336 | 1684 | 1415 | 0.840 |
| LA MIA BOUTIQUE | 1224 | 460 | 0.376 | 627 | 114 | 0.181 | 306 | 107 | 0.350 | 290 | 239 | 0.824 |
| LA MIA CASA | 1593 | 409 | 0.257 | 984 | 131 | 0.133 | 411 | 147 | 0.357 | 197 | 131 | 0.666 |
| MILLIONAIRE INTRAPRENDERE | 2965 | 666 | 0.225 | 2123 | 238 | 0.112 | 507 | 166 | 0.328 | 335 | 261 | 0.780 |
| NAUTICA | 1016 | 278 | 0.273 | 634 | 61 | 0.096 | 193 | 75 | 0.389 | 189 | 142 | 0.752 |
| PESCARE | 1559 | 579 | 0.372 | 746 | 87 | 0.117 | 374 | 140 | 0.375 | 438 | 352 | 0.802 |
| PRATICA | 1723 | 470 | 0.273 | 995 | 96 | 0.096 | 418 | 122 | 0.291 | 310 | 253 | 0.816 |
| QUATTRORUOTE | 14358 | 5663 | 0.394 | 7630 | 1390 | 0.182 | 3824 | 1791 | 0.468 | 2904 | 2481 | 0.854 |
| QUATTRO ZAMPE | 1696 | 516 | 0.304 | 989 | 143 | 0.145 | 386 | 138 | 0.356 | 321 | 235 | 0.734 |
| QUI TOURING | 1804 | 1004 | 0.557 | 577 | 66 | 0.114 | 267 | 82 | 0.306 | 959 | 857 | 0.893 |
| RAKAM | 2392 | 611 | 0.256 | 1469 | 138 | 0.094 | 556 | 181 | 0.325 | 367 | 292 | 0.797 |
| SALE & PEPE | 2491 | 740 | 0.297 | 1374 | 159 | 0.116 | 667 | 218 | 0.327 | 449 | 363 | 0.808 |
| SALVE | 1734 | 432 | 0.249 | 1002 | 87 | 0.087 | 506 | 173 | 0.342 | 226 | 173 | 0.763 |
| SCIENZA & VITA | 994 | 248 | 0.249 | 565 | 46 | 0.082 | 281 | 90 | 0.318 | 148 | 112 | 0.756 |
| LE SCIENZE | 1379 | 469 | 0.340 | 763 | 102 | 0.134 | 292 | 94 | 0.322 | 324 | 273 | 0.841 |
| SELEZIONE READER'S DIGEST | 3863 | 1222 | 0.316 | 1987 | 142 | 0.072 | 715 | 168 | 0.235 | 1162 | 912 | 0.785 |
| SILHOUETTE DONNA | 4940 | 1475 | 0.299 | 2837 | 426 | 0.150 | 1430 | 529 | 0.370 | 672 | 520 | 0.773 |
| SPEAK UP | 969 | 272 | 0.281 | 574 | 67 | 0.116 | 218 | 59 | 0.272 | 177 | 146 | 0.827 |
| STARBENE | 7332 | 2135 | 0.291 | 3915 | 468 | 0.119 | 2357 | 849 | 0.360 | 1060 | 818 | 0.772 |
| STARTER | 548 | 157 | 0.287 | 330 | 39 | 0.118 | 152 | 69 | 0.449 | 65 | 50 | 0.767 |
| TUTTI FOTOGRAFI | 655 | 230 | 0.352 | 359 | 28 | 0.079 | 138 | 59 | 0.429 | 158 | 143 | 0.902 |
| TUTTO | 2341 | 893 | 0.381 | 1165 | 190 | 0.163 | 687 | 309 | 0.449 | 489 | 394 | 0.806 |
| TUTTOMOTO | 2916 | 1053 | 0.361 | 1522 | 278 | 0.182 | 826 | 313 | 0.379 | 567 | 463 | 0.815 |
| TUTTOTURISMO | 1829 | 337 | 0.184 | 1289 | 86 | 0.067 | 352 | 105 | 0.298 | 188 | 146 | 0.778 |
| VERA | 4388 | 1260 | 0.287 | 2453 | 314 | 0.128 | 1296 | 449 | 0.347 | 640 | 497 | 0.776 |
| VIAGGIARE | 1807 | 360 | 0.199 | 1272 | 110 | 0.086 | 346 | 112 | 0.323 | 188 | 139 | 0.737 |
| VITALITY | 1285 | 274 | 0.213 | 787 | 75 | 0.096 | 381 | 103 | 0.270 | 117 | 95 | 0.814 |
| VOGUE ITALIA | 4896 | 1025 | 0.209 | 3446 | 381 | 0.111 | 1040 | 356 | 0.342 | 409 | 288 | 0.704 |
| WEEKEND VIAGGI | 1285 | 255 | 0.199 | 887 | 93 | 0.104 | 290 | 81 | 0.278 | 107 | 82 | 0.765 |
| DIANA (QUATTORDICINALE) | 1120 | 348 | 0.311 | 590 | 67 | 0.113 | 236 | 70 | 0.298 | 293 | 211 | 0.721 |

# Uomini

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: ● **frequenza di lettura**

(valori assoluti x 1.000)

## SETTIMANALI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 3 mesi | | | Media 4/7 N. - 3 mesi | | | Alta* 8/12 N. - 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **23775** | **23775** | **1.000** | **23775** | **23775** | **1.000** | **23775** | **23775** | **1.000** | **23775** | **23775** | **1.000** |
| AMICA | 1199 | 191 | 0.159 | 809 | 55 | 0.068 | 237 | 39 | 0.164 | 153 | 97 | 0.637 |
| ANNA | 1067 | 219 | 0.205 | 713 | 64 | 0.090 | 202 | 44 | 0.216 | 151 | 111 | 0.733 |
| AUTO OGGI | 3169 | 726 | 0.229 | 1838 | 164 | 0.089 | 822 | 202 | 0.245 | 509 | 360 | 0.708 |
| AUTOSPRINT | 2590 | 639 | 0.247 | 1493 | 163 | 0.109 | 637 | 178 | 0.280 | 460 | 298 | 0.649 |
| BELLA | 463 | 86 | 0.185 | 302 | 23 | 0.077 | 92 | 27 | 0.290 | 69 | 36 | 0.521 |
| CHI | 2101 | 503 | 0.239 | 1275 | 118 | 0.092 | 466 | 116 | 0.250 | 360 | 269 | 0.747 |
| CONFIDENZE | 518 | 165 | 0.319 | 288 | 27 | 0.092 | 108 | 38 | 0.355 | 122 | 100 | 0.821 |
| DOMENICA QUIZ | 511 | 203 | 0.397 | 240 | 21 | 0.087 | 101 | 35 | 0.350 | 170 | 147 | 0.865 |
| DONNA MODERNA | 2889 | 839 | 0.290 | 1609 | 185 | 0.115 | 633 | 179 | 0.283 | 647 | 475 | 0.733 |
| L'ESPRESSO | 5807 | 1550 | 0.267 | 3060 | 258 | 0.084 | 1580 | 426 | 0.270 | 1167 | 866 | 0.742 |
| EVA EXPRESS TREMILA | 1634 | 364 | 0.223 | 982 | 82 | 0.083 | 396 | 99 | 0.251 | 256 | 182 | 0.714 |
| FAMIGLIA CRISTIANA | 5456 | 2160 | 0.396 | 2309 | 245 | 0.106 | 1189 | 312 | 0.262 | 1958 | 1604 | 0.819 |
| FILM TV | 378 | 177 | 0.468 | 152 | 22 | 0.143 | 78 | 25 | 0.324 | 148 | 130 | 0.878 |
| GENTE | 6165 | 1640 | 0.266 | 3340 | 283 | 0.085 | 1615 | 469 | 0.290 | 1209 | 888 | 0.734 |
| GIOIA | 1726 | 265 | 0.153 | 1155 | 74 | 0.064 | 373 | 58 | 0.154 | 198 | 133 | 0.672 |
| IL GIORNALINO | 508 | 190 | 0.374 | 242 | 29 | 0.120 | 78 | 16 | 0.209 | 188 | 145 | 0.769 |
| GRAND HOTEL | 916 | 403 | 0.440 | 382 | 27 | 0.072 | 158 | 45 | 0.284 | 377 | 331 | 0.878 |
| GRAZIA | 1732 | 300 | 0.173 | 1136 | 73 | 0.065 | 361 | 75 | 0.207 | 236 | 152 | 0.644 |
| GUERIN SPORTIVO | 1538 | 442 | 0.287 | 777 | 62 | 0.080 | 401 | 105 | 0.263 | 360 | 274 | 0.762 |
| GUIDA TV | 2003 | 859 | 0.429 | 751 | 72 | 0.095 | 514 | 154 | 0.299 | 737 | 634 | 0.860 |
| INTIMITA' | 655 | 192 | 0.292 | 355 | 23 | 0.065 | 136 | 39 | 0.285 | 164 | 130 | 0.789 |
| MAGAZINE BEAUTIFUL | 344 | 63 | 0.184 | 227 | 17 | 0.075 | 73 | 11 | 0.145 | 45 | 36 | 0.800 |
| IL MONDO | 419 | 78 | 0.186 | 260 | 22 | 0.086 | 94 | 13 | 0.141 | 66 | 43 | 0.649 |
| MOTOSPRINT | 1919 | 494 | 0.257 | 1032 | 98 | 0.095 | 523 | 158 | 0.303 | 365 | 238 | 0.651 |
| NOVELLA 2000 | 2549 | 600 | 0.235 | 1498 | 159 | 0.106 | 658 | 155 | 0.236 | 394 | 286 | 0.727 |
| OGGI | 6313 | 1713 | 0.271 | 3402 | 328 | 0.096 | 1656 | 389 | 0.235 | 1255 | 996 | 0.794 |
| PANORAMA | 7699 | 2126 | 0.276 | 3997 | 378 | 0.095 | 2104 | 510 | 0.243 | 1598 | 1237 | 0.774 |
| SORRISI E CANZONI TV | 7185 | 3947 | 0.549 | 2104 | 309 | 0.147 | 1515 | 458 | 0.302 | 3566 | 3180 | 0.892 |
| STOP | 859 | 206 | 0.239 | 503 | 40 | 0.080 | 185 | 38 | 0.203 | 171 | 128 | 0.747 |
| TELEPIU' | 2132 | 1021 | 0.479 | 848 | 117 | 0.138 | 405 | 128 | 0.316 | 879 | 776 | 0.883 |
| TELESETTE | 2504 | 1103 | 0.441 | 930 | 82 | 0.088 | 581 | 146 | 0.251 | 993 | 875 | 0.882 |
| TOPOLINO | 3336 | 1362 | 0.408 | 1415 | 209 | 0.148 | 870 | 285 | 0.327 | 1051 | 869 | 0.826 |
| VISTO | 1178 | 273 | 0.232 | 644 | 36 | 0.056 | 279 | 54 | 0.194 | 255 | 183 | 0.717 |
| VIVERSANI & BELLI | 2326 | 523 | 0.225 | 1270 | 109 | 0.085 | 636 | 120 | 0.188 | 419 | 294 | 0.702 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1598 | 683 | 0.428 | 624 | 65 | 0.105 | 335 | 93 | 0.277 | 639 | 525 | 0.822 |
| DIARIO DELLA SETTIMANA | 327 | 96 | 0.294 | 142 | 8 | 0.059 | 81 | 9 | 0.109 | 104 | 79 | 0.760 |
| LA GAZZETTA SPORT MAGAZINE | 4604 | 1996 | 0.433 | 1834 | 238 | 0.130 | 1037 | 329 | 0.317 | 1734 | 1428 | 0.824 |
| IO DONNA | 1481 | 703 | 0.474 | 570 | 54 | 0.094 | 214 | 56 | 0.263 | 697 | 593 | 0.851 |
| SETTE | 2955 | 1329 | 0.450 | 1090 | 77 | 0.071 | 598 | 177 | 0.296 | 1267 | 1075 | 0.848 |
| SPECCHIO DELLA STAMPA | 2664 | 657 | 0.247 | 1497 | 134 | 0.090 | 664 | 156 | 0.235 | 503 | 366 | 0.728 |
| TV SETTE | 3099 | 1332 | 0.430 | 1300 | 125 | 0.096 | 581 | 151 | 0.260 | 1218 | 1056 | 0.867 |
| IL VENERDI' | 5667 | 2262 | 0.399 | 2268 | 227 | 0.100 | 1362 | 376 | 0.276 | 2038 | 1659 | 0.814 |

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: ● **frequenza di lettura**

(valori assoluti x 1.000)

## MENSILI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 12 mesi | | | Media 4/7 N. - 12 mesi | | | Alta* 8/12 N. - 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **23775** | **23775** | **1.000** | **23775** | **23775** | **1.000** | **23775** | **23775** | **1.000** | **23775** | **23775** | **1.000** |
| ABITARE | 856 | 259 | 0.303 | 547 | 61 | 0.112 | 150 | 59 | 0.392 | 159 | 139 | 0.875 |
| AD | 955 | 301 | 0.315 | 561 | 60 | 0.106 | 198 | 68 | 0.342 | 196 | 174 | 0.884 |
| AIRONE | 2822 | 640 | 0.227 | 1841 | 178 | 0.097 | 625 | 186 | 0.297 | 356 | 276 | 0.776 |
| AMADEUS | 459 | 114 | 0.248 | 297 | 37 | 0.126 | 112 | 40 | 0.355 | 50 | 36 | 0.733 |
| ARCHEO | 554 | 182 | 0.329 | 336 | 49 | 0.147 | 99 | 33 | 0.336 | 118 | 100 | 0.841 |
| ASTRA | 663 | 135 | 0.204 | 534 | 43 | 0.080 | 69 | 35 | 0.502 | 60 | 58 | 0.965 |
| A TAVOLA | 225 | 66 | 0.293 | 145 | 18 | 0.122 | 38 | 15 | 0.396 | 43 | 34 | 0.777 |
| AUTO | 2800 | 1134 | 0.405 | 1490 | 308 | 0.207 | 758 | 350 | 0.462 | 553 | 475 | 0.859 |
| L'AUTOMOBILE | 2015 | 964 | 0.478 | 797 | 108 | 0.135 | 395 | 142 | 0.360 | 824 | 714 | 0.867 |
| BELL'EUROPA | 567 | 164 | 0.290 | 361 | 41 | 0.114 | 117 | 58 | 0.495 | 89 | 65 | 0.737 |
| BELL'ITALIA | 1436 | 420 | 0.292 | 863 | 102 | 0.118 | 325 | 117 | 0.360 | 248 | 201 | 0.808 |
| BENISSIMO | 105 | 33 | 0.312 | 61 | 7 | 0.115 | 26 | 12 | 0.446 | 18 | 14 | 0.784 |
| BIMBI SANI E BELLI | 1029 | 284 | 0.276 | 622 | 65 | 0.104 | 255 | 99 | 0.389 | 152 | 121 | 0.791 |
| BRAVA CASA | 938 | 361 | 0.385 | 467 | 94 | 0.201 | 289 | 120 | 0.416 | 182 | 147 | 0.812 |
| BUONA CUCINA | 454 | 135 | 0.298 | 275 | 39 | 0.143 | 105 | 36 | 0.343 | 74 | 60 | 0.808 |
| BURDA | 448 | 110 | 0.246 | 292 | 36 | 0.123 | 111 | 45 | 0.404 | 45 | 29 | 0.653 |
| CAPITAL | 1568 | 324 | 0.207 | 1152 | 127 | 0.111 | 285 | 94 | 0.329 | 132 | 103 | 0.783 |
| CARNET | 370 | 117 | 0.317 | 240 | 30 | 0.124 | 57 | 27 | 0.466 | 73 | 61 | 0.835 |
| CASAVIVA | 1737 | 611 | 0.351 | 979 | 136 | 0.139 | 445 | 211 | 0.474 | 314 | 264 | 0.842 |
| CENTO COSE ENERGY | 636 | 174 | 0.273 | 442 | 66 | 0.150 | 124 | 55 | 0.445 | 70 | 52 | 0.752 |
| CIAK | 1774 | 547 | 0.309 | 1057 | 136 | 0.128 | 456 | 191 | 0.418 | 260 | 221 | 0.851 |
| CIPRIA | 64 | 25 | 0.396 | 37 | 7 | 0.184 | 15 | 6 | 0.424 | 12 | 12 | 1.000 |
| CLASS | 948 | 226 | 0.239 | 665 | 70 | 0.105 | 149 | 51 | 0.340 | 133 | 106 | 0.797 |
| CLUB 3 | 209 | 80 | 0.381 | 103 | 9 | 0.090 | 24 | 5 | 0.228 | 82 | 65 | 0.788 |
| COME STAI | 285 | 87 | 0.306 | 165 | 20 | 0.119 | 76 | 31 | 0.407 | 44 | 37 | 0.821 |
| CONSIGLI PRATICI | 126 | 21 | 0.166 | 89 | 2 | 0.026 | 23 | 14 | 0.589 | 14 | 5 | 0.342 |
| COSE DI CASA | 1241 | 570 | 0.459 | 648 | 143 | 0.220 | 329 | 199 | 0.604 | 264 | 228 | 0.865 |
| LA CUCINA ITALIANA | 932 | 297 | 0.319 | 535 | 61 | 0.114 | 232 | 95 | 0.408 | 164 | 141 | 0.859 |
| CUCINA MODERNA | 742 | 271 | 0.365 | 436 | 76 | 0.174 | 162 | 68 | 0.422 | 145 | 127 | 0.876 |
| DONNA | 785 | 201 | 0.256 | 549 | 79 | 0.144 | 163 | 83 | 0.506 | 73 | 39 | 0.538 |
| DONNA E MAMMA | 290 | 79 | 0.272 | 201 | 40 | 0.197 | 42 | 12 | 0.289 | 47 | 27 | 0.579 |
| DOVE | 960 | 277 | 0.288 | 568 | 49 | 0.087 | 217 | 71 | 0.325 | 175 | 157 | 0.897 |
| ELLE | 492 | 81 | 0.164 | 370 | 34 | 0.092 | 79 | 17 | 0.216 | 43 | 30 | 0.689 |
| ELLE DECOR | 145 | 34 | 0.232 | 99 | 5 | 0.051 | 18 | 5 | 0.277 | 28 | 24 | 0.838 |
| FOCUS | 4364 | 2038 | 0.467 | 1942 | 336 | 0.173 | 1206 | 612 | 0.508 | 1216 | 1090 | 0.896 |
| GARDENIA | 644 | 174 | 0.270 | 382 | 43 | 0.112 | 154 | 44 | 0.286 | 108 | 87 | 0.804 |
| GENTE MESE | 2056 | 589 | 0.287 | 1304 | 192 | 0.147 | 488 | 197 | 0.404 | 264 | 201 | 0.761 |
| GENTE MONEY | 1152 | 232 | 0.201 | 774 | 59 | 0.076 | 254 | 77 | 0.303 | 124 | 96 | 0.775 |
| GENTE MOTORI | 4646 | 1527 | 0.329 | 2592 | 409 | 0.158 | 1385 | 584 | 0.422 | 669 | 534 | 0.797 |
| GENTE VIAGGI | 2541 | 510 | 0.201 | 1741 | 156 | 0.090 | 584 | 196 | 0.335 | 216 | 158 | 0.729 |
| GLAMOUR | 254 | 70 | 0.276 | 163 | 16 | 0.096 | 43 | 14 | 0.320 | 47 | 40 | 0.852 |
| GULLIVER | 1125 | 200 | 0.178 | 836 | 67 | 0.081 | 183 | 48 | 0.260 | 106 | 85 | 0.805 |
| IN CASA | 372 | 62 | 0.167 | 275 | 13 | 0.047 | 65 | 28 | 0.428 | 32 | 21 | 0.668 |
| INSIEME | 368 | 89 | 0.242 | 230 | 13 | 0.056 | 90 | 36 | 0.402 | 48 | 40 | 0.828 |
| IO E IL MIO BAMBINO | 610 | 219 | 0.359 | 307 | 60 | 0.196 | 146 | 44 | 0.303 | 157 | 115 | 0.732 |
| JESUS | 355 | 88 | 0.247 | 231 | 14 | 0.061 | 51 | 13 | 0.262 | 73 | 60 | 0.826 |
| MADRE | 129 | 59 | 0.459 | 61 | 12 | 0.203 | 27 | 12 | 0.446 | 41 | 35 | 0.851 |
| MARIE CLAIRE | 623 | 196 | 0.314 | 407 | 61 | 0.149 | 93 | 38 | 0.410 | 122 | 97 | 0.793 |
| MAX | 3239 | 1143 | 0.353 | 2021 | 408 | 0.202 | 812 | 402 | 0.496 | 406 | 333 | 0.819 |
| MERIDIANI | 448 | 104 | 0.232 | 312 | 38 | 0.122 | 94 | 28 | 0.300 | 41 | 37 | 0.903 |
| MESSAGGERO DI S.ANTONIO | 1441 | 636 | 0.441 | 578 | 71 | 0.124 | 271 | 94 | 0.346 | 593 | 471 | 0.795 |
| LA MIA BOUTIQUE | 104 | 27 | 0.259 | 78 | 10 | 0.131 | 17 | 8 | 0.490 | 8 | 8 | 1.000 |
| LA MIA CASA | 542 | 140 | 0.257 | 346 | 42 | 0.122 | 136 | 56 | 0.414 | 61 | 41 | 0.680 |
| MILLIONAIRE INTRAPRENDERE | 1878 | 447 | 0.238 | 1309 | 151 | 0.115 | 337 | 113 | 0.334 | 232 | 183 | 0.788 |
| NAUTICA | 803 | 221 | 0.275 | 506 | 42 | 0.084 | 148 | 64 | 0.435 | 149 | 114 | 0.768 |
| PESCARE | 1298 | 487 | 0.375 | 609 | 66 | 0.108 | 329 | 135 | 0.411 | 360 | 286 | 0.794 |
| PRATICA | 216 | 68 | 0.314 | 131 | 9 | 0.067 | 49 | 27 | 0.548 | 37 | 32 | 0.878 |
| QUATTRORUOTE | 10562 | 4458 | 0.422 | 5249 | 975 | 0.186 | 3066 | 1519 | 0.496 | 2247 | 1964 | 0.874 |
| QUATTRO ZAMPE | 735 | 274 | 0.372 | 436 | 91 | 0.208 | 180 | 85 | 0.472 | 120 | 98 | 0.818 |
| QUI TOURING | 1046 | 567 | 0.542 | 353 | 45 | 0.127 | 171 | 47 | 0.276 | 522 | 475 | 0.910 |
| RAKAM | 158 | 37 | 0.232 | 116 | 12 | 0.107 | 16 | 6 | 0.376 | 27 | 18 | 0.687 |
| SALE & PEPE | 543 | 175 | 0.323 | 307 | 29 | 0.095 | 135 | 56 | 0.412 | 101 | 90 | 0.895 |
| SALVE | 505 | 123 | 0.244 | 308 | 20 | 0.065 | 121 | 44 | 0.366 | 76 | 59 | 0.775 |
| SCIENZA & VITA | 634 | 165 | 0.260 | 355 | 30 | 0.085 | 181 | 59 | 0.325 | 99 | 76 | 0.769 |
| LE SCIENZE | 838 | 298 | 0.355 | 464 | 59 | 0.127 | 173 | 63 | 0.362 | 202 | 176 | 0.873 |
| SELEZIONE READER'S DIGEST | 1972 | 629 | 0.319 | 1009 | 73 | 0.073 | 392 | 91 | 0.231 | 571 | 465 | 0.814 |
| SILHOUETTE DONNA | 627 | 149 | 0.237 | 441 | 65 | 0.147 | 120 | 33 | 0.280 | 67 | 50 | 0.756 |
| SPEAK UP | 492 | 130 | 0.264 | 312 | 40 | 0.127 | 99 | 25 | 0.249 | 81 | 66 | 0.808 |
| STARBENE | 2107 | 592 | 0.281 | 1236 | 134 | 0.109 | 598 | 243 | 0.406 | 273 | 214 | 0.787 |
| STARTER | 483 | 143 | 0.296 | 300 | 39 | 0.130 | 132 | 65 | 0.490 | 51 | 40 | 0.768 |
| TUTTI FOTOGRAFI | 471 | 175 | 0.371 | 239 | 22 | 0.094 | 111 | 45 | 0.406 | 122 | 107 | 0.882 |
| TUTTO | 1068 | 404 | 0.378 | 576 | 96 | 0.166 | 297 | 142 | 0.477 | 195 | 166 | 0.855 |
| TUTTOMOTO | 2437 | 922 | 0.379 | 1225 | 237 | 0.194 | 710 | 271 | 0.382 | 502 | 414 | 0.825 |
| TUTTOTURISMO | 1162 | 201 | 0.173 | 826 | 58 | 0.071 | 238 | 73 | 0.305 | 98 | 70 | 0.714 |
| VERA | 783 | 203 | 0.259 | 503 | 70 | 0.139 | 209 | 77 | 0.368 | 71 | 56 | 0.787 |
| VIAGGIARE | 1074 | 221 | 0.205 | 763 | 66 | 0.087 | 208 | 72 | 0.348 | 104 | 82 | 0.791 |
| VITALITY | 230 | 54 | 0.235 | 172 | 15 | 0.088 | 44 | 26 | 0.597 | 15 | 13 | 0.866 |
| VOGUE ITALIA | 1476 | 295 | 0.200 | 1072 | 103 | 0.096 | 302 | 123 | 0.407 | 101 | 69 | 0.681 |
| WEEKEND VIAGGI | 689 | 115 | 0.167 | 489 | 50 | 0.102 | 151 | 29 | 0.193 | 49 | 36 | 0.736 |
| DIANA (QUATTORDICINALE) | 809 | 296 | 0.365 | 402 | 53 | 0.132 | 180 | 61 | 0.337 | 227 | 182 | 0.801 |

# Donne

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: ● **frequenza di lettura**

(valori assoluti x 1.000)

## SETTIMANALI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 3 mesi | | | Media 4/7 N. - 3 mesi | | | Alta* 8/12 N. - 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **25670** | **25670** | **1.000** | **25670** | **25670** | **1.000** | **25670** | **25670** | **1.000** | **25670** | **25670** | **1.000** |
| AMICA | 5505 | 1044 | 0.190 | 3284 | 254 | 0.077 | 1480 | 298 | 0.202 | 741 | 491 | 0.663 |
| ANNA | 5674 | 1178 | 0.208 | 3312 | 266 | 0.080 | 1457 | 259 | 0.178 | 904 | 653 | 0.723 |
| AUTO OGGI | 571 | 140 | 0.245 | 358 | 30 | 0.085 | 89 | 28 | 0.320 | 124 | 81 | 0.654 |
| AUTOSPRINT | 396 | 119 | 0.300 | 214 | 20 | 0.091 | 69 | 18 | 0.259 | 112 | 81 | 0.723 |
| BELLA | 3462 | 635 | 0.184 | 1961 | 107 | 0.055 | 972 | 168 | 0.172 | 528 | 360 | 0.682 |
| CHI | 4729 | 1209 | 0.256 | 2556 | 243 | 0.095 | 1277 | 324 | 0.253 | 896 | 643 | 0.718 |
| CONFIDENZE | 3031 | 872 | 0.288 | 1490 | 101 | 0.068 | 760 | 176 | 0.232 | 781 | 595 | 0.762 |
| DOMENICA QUIZ | 507 | 189 | 0.373 | 226 | 22 | 0.097 | 116 | 36 | 0.308 | 164 | 131 | 0.798 |
| DONNA MODERNA | 10220 | 3220 | 0.315 | 4589 | 513 | 0.112 | 3132 | 853 | 0.272 | 2499 | 1854 | 0.742 |
| L'ESPRESSO | 3199 | 771 | 0.241 | 1746 | 128 | 0.073 | 822 | 195 | 0.237 | 631 | 448 | 0.710 |
| EVA EXPRESS TREMILA | 2196 | 419 | 0.191 | 1334 | 104 | 0.078 | 527 | 99 | 0.187 | 335 | 217 | 0.647 |
| FAMIGLIA CRISTIANA | 6926 | 3054 | 0.441 | 2548 | 283 | 0.111 | 1592 | 412 | 0.259 | 2785 | 2360 | 0.847 |
| FILM TV | 277 | 140 | 0.506 | 78 | 13 | 0.165 | 71 | 18 | 0.250 | 128 | 110 | 0.856 |
| GENTE | 9326 | 2747 | 0.295 | 4563 | 476 | 0.104 | 2617 | 668 | 0.255 | 2146 | 1603 | 0.747 |
| GIOIA | 7190 | 1223 | 0.170 | 4277 | 299 | 0.070 | 2058 | 398 | 0.193 | 855 | 526 | 0.616 |
| IL GIORNALINO | 625 | 211 | 0.337 | 314 | 41 | 0.131 | 118 | 22 | 0.190 | 193 | 147 | 0.762 |
| GRAND HOTEL | 1832 | 835 | 0.456 | 683 | 65 | 0.096 | 386 | 94 | 0.244 | 763 | 675 | 0.885 |
| GRAZIA | 7244 | 1510 | 0.208 | 4162 | 343 | 0.082 | 1974 | 390 | 0.197 | 1108 | 777 | 0.701 |
| GUERIN SPORTIVO | 173 | 41 | 0.235 | 91 | 7 | 0.079 | 51 | 7 | 0.144 | 30 | 26 | 0.858 |
| GUIDA TV | 1910 | 870 | 0.455 | 732 | 91 | 0.124 | 434 | 130 | 0.300 | 744 | 649 | 0.873 |
| INTIMITA' | 3078 | 1001 | 0.325 | 1355 | 73 | 0.054 | 777 | 196 | 0.253 | 946 | 731 | 0.773 |
| MAGAZINE BEAUTIFUL | 865 | 288 | 0.333 | 406 | 45 | 0.110 | 219 | 57 | 0.261 | 240 | 186 | 0.772 |
| IL MONDO | 133 | 35 | 0.262 | 75 | 5 | 0.068 | 26 | 5 | 0.178 | 32 | 25 | 0.793 |
| MOTOSPRINT | 356 | 91 | 0.256 | 191 | 14 | 0.071 | 73 | 11 | 0.146 | 91 | 67 | 0.731 |
| NOVELLA 2000 | 3903 | 865 | 0.221 | 2162 | 161 | 0.074 | 1073 | 254 | 0.237 | 669 | 450 | 0.673 |
| OGGI | 9045 | 2717 | 0.300 | 4310 | 466 | 0.108 | 2647 | 646 | 0.244 | 2089 | 1605 | 0.768 |
| PANORAMA | 5153 | 1381 | 0.268 | 2798 | 230 | 0.082 | 1230 | 282 | 0.229 | 1125 | 870 | 0.774 |
| SORRISI E CANZONI TV | 8302 | 4639 | 0.559 | 2301 | 285 | 0.124 | 1555 | 424 | 0.272 | 4446 | 3931 | 0.884 |
| STOP | 1746 | 545 | 0.312 | 829 | 78 | 0.094 | 435 | 85 | 0.196 | 482 | 382 | 0.791 |
| TELEPIU' | 2396 | 1136 | 0.474 | 793 | 95 | 0.120 | 498 | 113 | 0.227 | 1104 | 927 | 0.840 |
| TELESETTE | 2553 | 1193 | 0.467 | 912 | 81 | 0.089 | 491 | 108 | 0.221 | 1150 | 1004 | 0.873 |
| TOPOLINO | 3315 | 1312 | 0.396 | 1252 | 175 | 0.140 | 917 | 284 | 0.310 | 1146 | 853 | 0.744 |
| VISTO | 1590 | 468 | 0.294 | 779 | 62 | 0.080 | 382 | 81 | 0.213 | 429 | 324 | 0.755 |
| VIVERSANI & BELLI | 6379 | 1406 | 0.220 | 3128 | 212 | 0.068 | 1958 | 368 | 0.188 | 1293 | 826 | 0.639 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 2394 | 1008 | 0.421 | 933 | 96 | 0.103 | 483 | 109 | 0.225 | 978 | 803 | 0.820 |
| DIARIO DELLA SETTIMANA | 245 | 68 | 0.279 | 124 | 5 | 0.041 | 46 | 7 | 0.153 | 75 | 56 | 0.746 |
| LA GAZZETTA SPORT MAGAZINE | 1290 | 455 | 0.353 | 612 | 60 | 0.098 | 289 | 82 | 0.284 | 389 | 313 | 0.805 |
| IO DONNA | 3546 | 1368 | 0.386 | 1561 | 166 | 0.106 | 755 | 159 | 0.211 | 1231 | 1043 | 0.848 |
| SETTE | 2456 | 1181 | 0.481 | 750 | 64 | 0.086 | 560 | 127 | 0.227 | 1146 | 989 | 0.863 |
| SPECCHIO DELLA STAMPA | 2516 | 650 | 0.258 | 1402 | 163 | 0.116 | 563 | 83 | 0.147 | 550 | 404 | 0.734 |
| TV SETTE | 2991 | 1364 | 0.456 | 1056 | 99 | 0.094 | 683 | 185 | 0.271 | 1252 | 1080 | 0.863 |
| IL VENERDI' | 4657 | 1763 | 0.378 | 1877 | 155 | 0.082 | 1071 | 239 | 0.223 | 1709 | 1369 | 0.801 |

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: ● **frequenza di lettura** (valori assoluti x 1.000)

## MENSILI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 12 mesi | | | Media 4/7 N. - 12 mesi | | | Alta* 8/12 N. - 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **25670** | **25670** | **1.000** | **25670** | **25670** | **1.000** | **25670** | **25670** | **1.000** | **25670** | **25670** | **1.000** |
| ABITARE | 734 | 189 | 0.258 | 472 | 69 | 0.145 | 149 | 41 | 0.273 | 112 | 80 | 0.711 |
| AD | 1205 | 376 | 0.312 | 661 | 79 | 0.119 | 303 | 113 | 0.374 | 241 | 184 | 0.765 |
| AIRONE | 2313 | 451 | 0.195 | 1465 | 101 | 0.069 | 523 | 109 | 0.208 | 325 | 241 | 0.742 |
| AMADEUS | 294 | 72 | 0.245 | 189 | 11 | 0.059 | 53 | 16 | 0.305 | 53 | 45 | 0.853 |
| ARCHEO | 517 | 140 | 0.271 | 315 | 41 | 0.130 | 93 | 22 | 0.231 | 108 | 77 | 0.714 |
| ASTRA | 2004 | 418 | 0.209 | 1462 | 121 | 0.083 | 253 | 80 | 0.317 | 289 | 217 | 0.751 |
| A TAVOLA | 550 | 156 | 0.284 | 310 | 39 | 0.125 | 145 | 42 | 0.293 | 95 | 75 | 0.787 |
| AUTO | 474 | 155 | 0.327 | 278 | 43 | 0.156 | 102 | 39 | 0.381 | 94 | 73 | 0.772 |
| L'AUTOMOBILE | 701 | 373 | 0.532 | 254 | 64 | 0.253 | 102 | 35 | 0.342 | 344 | 273 | 0.794 |
| BELL'EUROPA | 731 | 209 | 0.286 | 421 | 43 | 0.101 | 174 | 50 | 0.285 | 136 | 117 | 0.857 |
| BELL'ITALIA | 1399 | 326 | 0.233 | 836 | 71 | 0.085 | 356 | 96 | 0.271 | 207 | 158 | 0.762 |
| BENISSIMO | 1649 | 407 | 0.247 | 949 | 99 | 0.105 | 510 | 175 | 0.344 | 190 | 132 | 0.696 |
| BIMBI SANI E BELLI | 3335 | 925 | 0.277 | 1983 | 272 | 0.137 | 741 | 242 | 0.326 | 611 | 412 | 0.673 |
| BRAVA CASA | 2561 | 803 | 0.313 | 1325 | 145 | 0.109 | 761 | 279 | 0.367 | 475 | 379 | 0.799 |
| BUONA CUCINA | 1513 | 488 | 0.323 | 768 | 129 | 0.169 | 447 | 144 | 0.323 | 298 | 214 | 0.719 |
| BURDA | 4087 | 1176 | 0.288 | 2404 | 283 | 0.118 | 1006 | 374 | 0.372 | 677 | 519 | 0.767 |
| CAPITAL | 748 | 145 | 0.194 | 517 | 47 | 0.092 | 147 | 40 | 0.274 | 84 | 58 | 0.688 |
| CARNET | 411 | 123 | 0.300 | 277 | 36 | 0.128 | 73 | 39 | 0.533 | 61 | 49 | 0.797 |
| CASAVIVA | 3968 | 1236 | 0.311 | 2153 | 265 | 0.123 | 1067 | 367 | 0.344 | 748 | 604 | 0.807 |
| CENTO COSE ENERGY | 2291 | 610 | 0.266 | 1347 | 122 | 0.091 | 626 | 237 | 0.378 | 317 | 251 | 0.792 |
| CIAK | 1361 | 393 | 0.289 | 799 | 109 | 0.136 | 334 | 101 | 0.303 | 229 | 184 | 0.802 |
| CIPRIA | 1012 | 369 | 0.365 | 616 | 124 | 0.202 | 244 | 112 | 0.460 | 153 | 133 | 0.869 |
| CLASS | 578 | 89 | 0.153 | 413 | 32 | 0.078 | 106 | 19 | 0.180 | 59 | 37 | 0.637 |
| CLUB 3 | 292 | 139 | 0.477 | 115 | 15 | 0.126 | 51 | 10 | 0.206 | 126 | 114 | 0.908 |
| COME STAI | 975 | 267 | 0.274 | 543 | 68 | 0.126 | 270 | 87 | 0.322 | 161 | 112 | 0.693 |
| CONSIGLI PRATICI | 1034 | 257 | 0.248 | 603 | 71 | 0.117 | 307 | 95 | 0.310 | 124 | 91 | 0.729 |
| COSE DI CASA | 3297 | 1372 | 0.416 | 1649 | 314 | 0.190 | 880 | 420 | 0.477 | 768 | 637 | 0.830 |
| LA CUCINA ITALIANA | 2131 | 698 | 0.327 | 1130 | 173 | 0.153 | 598 | 208 | 0.348 | 402 | 317 | 0.787 |
| CUCINA MODERNA | 2347 | 805 | 0.343 | 1249 | 158 | 0.127 | 665 | 278 | 0.418 | 433 | 369 | 0.852 |
| DONNA | 2921 | 820 | 0.281 | 1713 | 254 | 0.148 | 888 | 351 | 0.396 | 319 | 215 | 0.673 |
| DONNA E MAMMA | 1160 | 383 | 0.330 | 607 | 88 | 0.144 | 299 | 103 | 0.347 | 255 | 192 | 0.754 |
| DOVE | 1018 | 248 | 0.243 | 636 | 52 | 0.082 | 220 | 74 | 0.336 | 162 | 121 | 0.748 |
| ELLE | 2040 | 529 | 0.259 | 1268 | 158 | 0.125 | 502 | 146 | 0.290 | 270 | 225 | 0.834 |
| ELLE DECOR | 568 | 166 | 0.293 | 329 | 34 | 0.103 | 129 | 41 | 0.318 | 109 | 91 | 0.836 |
| FOCUS | 3183 | 1351 | 0.424 | 1470 | 250 | 0.170 | 865 | 354 | 0.410 | 849 | 746 | 0.880 |
| GARDENIA | 841 | 199 | 0.237 | 507 | 47 | 0.092 | 211 | 59 | 0.281 | 122 | 93 | 0.762 |
| GENTE MESE | 3322 | 894 | 0.269 | 1944 | 240 | 0.124 | 890 | 286 | 0.321 | 488 | 368 | 0.755 |
| GENTE MONEY | 482 | 82 | 0.171 | 345 | 21 | 0.060 | 87 | 24 | 0.274 | 50 | 38 | 0.761 |
| GENTE MOTORI | 963 | 238 | 0.247 | 622 | 70 | 0.113 | 216 | 69 | 0.322 | 126 | 99 | 0.784 |
| GENTE VIAGGI | 1735 | 362 | 0.209 | 1157 | 104 | 0.090 | 385 | 97 | 0.253 | 194 | 161 | 0.827 |
| GLAMOUR | 1068 | 362 | 0.339 | 633 | 98 | 0.154 | 225 | 73 | 0.326 | 210 | 191 | 0.909 |
| GULLIVER | 727 | 137 | 0.188 | 512 | 37 | 0.072 | 143 | 42 | 0.293 | 73 | 58 | 0.798 |
| IN CASA | 685 | 147 | 0.214 | 468 | 33 | 0.071 | 152 | 68 | 0.449 | 65 | 46 | 0.700 |
| INSIEME | 1331 | 355 | 0.266 | 774 | 69 | 0.089 | 351 | 130 | 0.372 | 206 | 156 | 0.754 |
| IO E IL MIO BAMBINO | 1990 | 771 | 0.387 | 861 | 136 | 0.158 | 563 | 208 | 0.370 | 566 | 427 | 0.753 |
| JESUS | 398 | 119 | 0.299 | 237 | 26 | 0.110 | 75 | 26 | 0.349 | 86 | 67 | 0.779 |
| MADRE | 445 | 159 | 0.357 | 233 | 29 | 0.124 | 101 | 36 | 0.360 | 112 | 94 | 0.841 |
| MARIE CLAIRE | 3162 | 870 | 0.275 | 2020 | 257 | 0.127 | 711 | 250 | 0.351 | 430 | 363 | 0.843 |
| MAX | 1805 | 582 | 0.322 | 1193 | 238 | 0.199 | 387 | 154 | 0.399 | 225 | 190 | 0.843 |
| MERIDIANI | 397 | 107 | 0.270 | 239 | 26 | 0.109 | 117 | 51 | 0.436 | 41 | 30 | 0.737 |
| MESSAGGERO DI S.ANTONIO | 2122 | 1135 | 0.535 | 660 | 68 | 0.104 | 371 | 122 | 0.329 | 1092 | 944 | 0.865 |
| LA MIA BOUTIQUE | 1120 | 433 | 0.387 | 549 | 103 | 0.188 | 289 | 99 | 0.342 | 282 | 231 | 0.819 |
| LA MIA CASA | 1051 | 269 | 0.256 | 639 | 89 | 0.139 | 276 | 90 | 0.328 | 137 | 90 | 0.659 |
| MILLIONAIRE INTRAPRENDERE | 1087 | 219 | 0.201 | 814 | 87 | 0.107 | 171 | 54 | 0.315 | 102 | 78 | 0.762 |
| NAUTICA | 214 | 57 | 0.267 | 128 | 18 | 0.143 | 46 | 11 | 0.239 | 40 | 28 | 0.693 |
| PESCARE | 261 | 92 | 0.354 | 137 | 21 | 0.156 | 45 | 5 | 0.112 | 78 | 66 | 0.840 |
| PRATICA | 1507 | 402 | 0.267 | 865 | 87 | 0.100 | 370 | 95 | 0.258 | 273 | 220 | 0.807 |
| QUATTRORUOTE | 3796 | 1204 | 0.317 | 2381 | 415 | 0.174 | 758 | 272 | 0.359 | 657 | 517 | 0.787 |
| QUATTRO ZAMPE | 961 | 243 | 0.252 | 554 | 52 | 0.095 | 207 | 53 | 0.255 | 201 | 137 | 0.683 |
| QUI TOURING | 757 | 437 | 0.577 | 224 | 21 | 0.095 | 96 | 34 | 0.360 | 437 | 381 | 0.873 |
| RAKAM | 2234 | 575 | 0.257 | 1353 | 126 | 0.093 | 541 | 175 | 0.324 | 340 | 274 | 0.805 |
| SALE & PEPE | 1948 | 565 | 0.290 | 1067 | 130 | 0.122 | 532 | 162 | 0.305 | 348 | 273 | 0.782 |
| SALVE | 1229 | 309 | 0.251 | 694 | 67 | 0.096 | 385 | 129 | 0.334 | 150 | 114 | 0.758 |
| SCIENZA & VITA | 360 | 83 | 0.231 | 210 | 16 | 0.078 | 101 | 31 | 0.306 | 50 | 36 | 0.729 |
| LE SCIENZE | 541 | 172 | 0.317 | 299 | 43 | 0.145 | 119 | 31 | 0.263 | 123 | 97 | 0.788 |
| SELEZIONE READER'S DIGEST | 1891 | 593 | 0.314 | 978 | 69 | 0.071 | 323 | 77 | 0.239 | 590 | 447 | 0.757 |
| SILHOUETTE DONNA | 4312 | 1326 | 0.308 | 2396 | 361 | 0.151 | 1310 | 496 | 0.378 | 606 | 470 | 0.775 |
| SPEAK UP | 476 | 142 | 0.299 | 262 | 27 | 0.104 | 119 | 35 | 0.292 | 95 | 80 | 0.842 |
| STARBENE | 5225 | 1543 | 0.295 | 2678 | 333 | 0.124 | 1759 | 606 | 0.345 | 787 | 604 | 0.767 |
| STARTER | 65 | 14 | 0.219 | 31 | 0 | 0.000 | 20 | 4 | 0.184 | 14 | 10 | 0.764 |
| TUTTI FOTOGRAFI | 184 | 56 | 0.303 | 120 | 6 | 0.050 | 27 | 14 | 0.523 | 37 | 36 | 0.968 |
| TUTTO | 1273 | 489 | 0.384 | 589 | 94 | 0.160 | 390 | 167 | 0.428 | 295 | 228 | 0.773 |
| TUTTOMOTO | 479 | 131 | 0.274 | 297 | 40 | 0.136 | 116 | 42 | 0.362 | 66 | 49 | 0.741 |
| TUTTOTURISMO | 667 | 136 | 0.204 | 463 | 28 | 0.060 | 114 | 32 | 0.283 | 90 | 76 | 0.847 |
| VERA | 3605 | 1057 | 0.293 | 1950 | 244 | 0.125 | 1086 | 372 | 0.343 | 569 | 441 | 0.775 |
| VIAGGIARE | 733 | 140 | 0.191 | 509 | 44 | 0.086 | 139 | 39 | 0.284 | 85 | 57 | 0.671 |
| VITALITY | 1055 | 220 | 0.208 | 615 | 60 | 0.098 | 338 | 77 | 0.228 | 102 | 82 | 0.806 |
| VOGUE ITALIA | 3420 | 729 | 0.213 | 2374 | 278 | 0.117 | 738 | 233 | 0.315 | 308 | 219 | 0.711 |
| WEEKEND VIAGGI | 596 | 140 | 0.236 | 398 | 43 | 0.107 | 139 | 52 | 0.371 | 59 | 46 | 0.789 |
| DIANA (QUATTORDICINALE) | 311 | 53 | 0.170 | 188 | 13 | 0.071 | 56 | 10 | 0.173 | 67 | 30 | 0.448 |

# Responsabili acquisti

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: ● **frequenza di lettura**

(valori assoluti x 1.000)

## SETTIMANALI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 3 mesi | | | Media 4/7 N. - 3 mesi | | | Alta* 8/12 N. - 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **20056** | **20056** | **1.000** | **20056** | **20056** | **1.000** | **20056** | **20056** | **1.000** | **20056** | **20056** | **1.000** |
| AMICA | 3652 | 655 | 0.179 | 2264 | 172 | 0.076 | 919 | 177 | 0.192 | 469 | 307 | 0.653 |
| ANNA | 3585 | 743 | 0.207 | 2122 | 152 | 0.072 | 882 | 171 | 0.194 | 581 | 420 | 0.723 |
| AUTO OGGI | 430 | 105 | 0.245 | 271 | 24 | 0.087 | 58 | 17 | 0.299 | 101 | 64 | 0.640 |
| AUTOSPRINT | 397 | 102 | 0.258 | 239 | 19 | 0.078 | 80 | 21 | 0.264 | 78 | 63 | 0.804 |
| BELLA | 2528 | 470 | 0.186 | 1426 | 82 | 0.058 | 707 | 117 | 0.165 | 395 | 271 | 0.687 |
| CHI | 2920 | 788 | 0.270 | 1575 | 161 | 0.102 | 761 | 198 | 0.261 | 585 | 429 | 0.734 |
| CONFIDENZE | 2239 | 636 | 0.284 | 1080 | 72 | 0.067 | 587 | 127 | 0.215 | 571 | 437 | 0.766 |
| DOMENICA QUIZ | 413 | 159 | 0.386 | 170 | 22 | 0.133 | 107 | 24 | 0.225 | 137 | 113 | 0.827 |
| DONNA MODERNA | 6601 | 2059 | 0.312 | 3123 | 349 | 0.112 | 1911 | 526 | 0.275 | 1567 | 1183 | 0.755 |
| L'ESPRESSO | 2531 | 656 | 0.259 | 1325 | 116 | 0.087 | 692 | 176 | 0.255 | 514 | 364 | 0.708 |
| EVA EXPRESS TREMILA | 1531 | 293 | 0.191 | 926 | 74 | 0.080 | 372 | 76 | 0.204 | 233 | 143 | 0.614 |
| FAMIGLIA CRISTIANA | 5441 | 2347 | 0.431 | 2031 | 222 | 0.109 | 1282 | 332 | 0.259 | 2127 | 1793 | 0.843 |
| FILM TV | 184 | 107 | 0.585 | 41 | 9 | 0.232 | 36 | 12 | 0.320 | 106 | 86 | 0.810 |
| GENTE | 6587 | 2009 | 0.305 | 3177 | 313 | 0.099 | 1853 | 504 | 0.272 | 1557 | 1192 | 0.766 |
| GIOIA | 4558 | 763 | 0.167 | 2766 | 190 | 0.069 | 1234 | 228 | 0.185 | 558 | 345 | 0.617 |
| IL GIORNALINO | 378 | 125 | 0.332 | 184 | 27 | 0.145 | 78 | 16 | 0.207 | 116 | 82 | 0.710 |
| GRAND HOTEL | 1357 | 625 | 0.461 | 506 | 43 | 0.085 | 274 | 74 | 0.271 | 577 | 508 | 0.879 |
| GRAZIA | 4544 | 883 | 0.194 | 2655 | 194 | 0.073 | 1215 | 221 | 0.182 | 674 | 467 | 0.694 |
| GUERIN SPORTIVO | 172 | 45 | 0.258 | 91 | 5 | 0.053 | 43 | 9 | 0.202 | 38 | 31 | 0.814 |
| GUIDA TV | 1463 | 696 | 0.476 | 542 | 77 | 0.143 | 326 | 101 | 0.309 | 595 | 519 | 0.871 |
| INTIMITA' | 2328 | 770 | 0.331 | 978 | 54 | 0.056 | 624 | 155 | 0.248 | 726 | 561 | 0.773 |
| MAGAZINE BEAUTIFUL | 280 | 61 | 0.219 | 166 | 25 | 0.153 | 68 | 6 | 0.085 | 45 | 30 | 0.659 |
| IL MONDO | 135 | 31 | 0.229 | 71 | 1 | 0.021 | 31 | 6 | 0.188 | 33 | 24 | 0.707 |
| MOTOSPRINT | 258 | 79 | 0.306 | 135 | 8 | 0.058 | 49 | 13 | 0.270 | 74 | 58 | 0.785 |
| NOVELLA 2000 | 2688 | 572 | 0.213 | 1497 | 111 | 0.074 | 756 | 175 | 0.232 | 435 | 287 | 0.658 |
| OGGI | 6525 | 1988 | 0.305 | 3117 | 335 | 0.107 | 1884 | 467 | 0.248 | 1524 | 1186 | 0.779 |
| PANORAMA | 3639 | 1035 | 0.284 | 1928 | 151 | 0.078 | 860 | 205 | 0.239 | 852 | 678 | 0.796 |
| SORRISI E CANZONI TV | 5433 | 3022 | 0.556 | 1475 | 154 | 0.104 | 1007 | 270 | 0.269 | 2951 | 2598 | 0.880 |
| STOP | 1335 | 431 | 0.323 | 609 | 62 | 0.101 | 348 | 72 | 0.207 | 378 | 297 | 0.786 |
| TELEPIU' | 1519 | 738 | 0.486 | 469 | 57 | 0.121 | 305 | 59 | 0.194 | 744 | 622 | 0.836 |
| TELESETTE | 1738 | 870 | 0.501 | 578 | 54 | 0.093 | 319 | 72 | 0.226 | 840 | 744 | 0.885 |
| TOPOLINO | 2211 | 819 | 0.370 | 845 | 122 | 0.144 | 616 | 177 | 0.288 | 750 | 520 | 0.693 |
| VISTO | 1201 | 351 | 0.293 | 587 | 45 | 0.077 | 288 | 58 | 0.201 | 326 | 248 | 0.763 |
| VIVERSANI & BELLI | 4131 | 924 | 0.224 | 1967 | 134 | 0.068 | 1281 | 219 | 0.171 | 883 | 571 | 0.647 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1407 | 632 | 0.449 | 523 | 62 | 0.118 | 254 | 53 | 0.210 | 629 | 517 | 0.822 |
| DIARIO DELLA SETTIMANA | 186 | 65 | 0.349 | 77 | 3 | 0.040 | 47 | 7 | 0.150 | 63 | 55 | 0.879 |
| LA GAZZETTA SPORT MAGAZINE | 937 | 362 | 0.386 | 423 | 44 | 0.104 | 216 | 68 | 0.316 | 298 | 250 | 0.837 |
| IO DONNA | 2116 | 882 | 0.417 | 899 | 101 | 0.112 | 403 | 76 | 0.188 | 813 | 705 | 0.867 |
| SETTE | 1696 | 875 | 0.516 | 489 | 36 | 0.073 | 362 | 98 | 0.272 | 845 | 741 | 0.877 |
| SPECCHIO DELLA STAMPA | 1557 | 428 | 0.275 | 859 | 92 | 0.107 | 323 | 51 | 0.158 | 375 | 285 | 0.760 |
| TV SETTE | 2028 | 968 | 0.477 | 706 | 61 | 0.086 | 448 | 143 | 0.318 | 874 | 764 | 0.875 |
| IL VENERDI' | 3307 | 1311 | 0.396 | 1284 | 98 | 0.077 | 741 | 160 | 0.216 | 1282 | 1053 | 0.821 |

# Responsabili acquisti

Valore medio della probabilità individuale di lettura per classe di frequenza di lettura dichiarata
Analisi secondo: • **frequenza di lettura** (valori assoluti x 1.000)

## MENSILI

| | Lettori in Totale | | | Bassa Fino a 3 N. - 12 mesi | | | Media 4/7 N. - 12 mesi | | | Alta* 8/12 N. - 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| **POPOLAZIONE** | **20056** | **20056** | **1.000** | **20056** | **20056** | **1.000** | **20056** | **20056** | **1.000** | **20056** | **20056** | **1.000** |
| ABITARE | 605 | 148 | 0.245 | 395 | 53 | 0.135 | 116 | 27 | 0.231 | 94 | 68 | 0.724 |
| AD | 880 | 257 | 0.292 | 478 | 53 | 0.112 | 221 | 59 | 0.268 | 181 | 144 | 0.800 |
| AIRONE | 1598 | 331 | 0.207 | 999 | 79 | 0.079 | 357 | 80 | 0.223 | 242 | 173 | 0.715 |
| AMADEUS | 227 | 60 | 0.262 | 151 | 18 | 0.117 | 41 | 15 | 0.372 | 35 | 27 | 0.766 |
| ARCHEO | 366 | 105 | 0.287 | 219 | 34 | 0.153 | 68 | 14 | 0.201 | 79 | 58 | 0.731 |
| ASTRA | 1040 | 210 | 0.202 | 772 | 49 | 0.064 | 105 | 33 | 0.315 | 163 | 128 | 0.788 |
| A TAVOLA | 428 | 137 | 0.320 | 216 | 31 | 0.146 | 122 | 35 | 0.289 | 90 | 70 | 0.776 |
| AUTO | 378 | 134 | 0.355 | 218 | 35 | 0.159 | 71 | 34 | 0.473 | 90 | 66 | 0.736 |
| L'AUTOMOBILE | 489 | 285 | 0.582 | 145 | 26 | 0.179 | 60 | 21 | 0.354 | 284 | 238 | 0.836 |
| BELL'EUROPA | 489 | 132 | 0.271 | 293 | 24 | 0.083 | 100 | 27 | 0.274 | 95 | 81 | 0.847 |
| BELL'ITALIA | 1034 | 261 | 0.253 | 611 | 55 | 0.090 | 251 | 75 | 0.300 | 172 | 131 | 0.762 |
| BENISSIMO | 1224 | 316 | 0.258 | 699 | 67 | 0.096 | 369 | 135 | 0.366 | 156 | 114 | 0.728 |
| BIMBI SANI E BELLI | 2330 | 678 | 0.291 | 1269 | 167 | 0.132 | 575 | 179 | 0.311 | 487 | 332 | 0.681 |
| BRAVA CASA | 1925 | 557 | 0.289 | 1007 | 92 | 0.091 | 588 | 204 | 0.347 | 331 | 261 | 0.789 |
| BUONA CUCINA | 1190 | 398 | 0.334 | 590 | 90 | 0.153 | 359 | 123 | 0.343 | 242 | 185 | 0.766 |
| BURDA | 2850 | 794 | 0.278 | 1716 | 203 | 0.118 | 675 | 243 | 0.361 | 460 | 347 | 0.755 |
| CAPITAL | 624 | 118 | 0.190 | 424 | 32 | 0.076 | 115 | 22 | 0.190 | 85 | 64 | 0.758 |
| CARNET | 278 | 85 | 0.307 | 173 | 25 | 0.147 | 50 | 18 | 0.364 | 54 | 42 | 0.768 |
| CASAVIVA | 2931 | 868 | 0.296 | 1610 | 189 | 0.117 | 809 | 264 | 0.327 | 512 | 414 | 0.809 |
| CENTO COSE ENERGY | 782 | 205 | 0.261 | 479 | 37 | 0.077 | 189 | 78 | 0.414 | 114 | 89 | 0.782 |
| CIAK | 566 | 127 | 0.224 | 354 | 26 | 0.074 | 120 | 36 | 0.304 | 92 | 64 | 0.696 |
| CIPRIA | 451 | 180 | 0.400 | 272 | 71 | 0.260 | 109 | 49 | 0.451 | 71 | 61 | 0.860 |
| CLASS | 421 | 77 | 0.183 | 290 | 26 | 0.090 | 77 | 12 | 0.153 | 54 | 39 | 0.722 |
| CLUB 3 | 216 | 131 | 0.609 | 58 | 13 | 0.232 | 41 | 10 | 0.252 | 117 | 108 | 0.922 |
| COME STAI | 559 | 168 | 0.300 | 292 | 47 | 0.161 | 162 | 45 | 0.276 | 104 | 76 | 0.729 |
| CONSIGLI PRATICI | 738 | 171 | 0.232 | 411 | 42 | 0.102 | 242 | 68 | 0.280 | 86 | 62 | 0.717 |
| COSE DI CASA | 2194 | 944 | 0.430 | 1060 | 207 | 0.195 | 609 | 292 | 0.479 | 525 | 445 | 0.848 |
| LA CUCINA ITALIANA | 1698 | 535 | 0.315 | 897 | 130 | 0.146 | 474 | 155 | 0.326 | 327 | 250 | 0.764 |
| CUCINA MODERNA | 1690 | 562 | 0.333 | 896 | 96 | 0.107 | 473 | 193 | 0.408 | 320 | 273 | 0.853 |
| DONNA | 1816 | 469 | 0.258 | 1055 | 135 | 0.128 | 552 | 195 | 0.354 | 210 | 139 | 0.661 |
| DONNA E MAMMA | 997 | 325 | 0.326 | 523 | 68 | 0.129 | 241 | 85 | 0.354 | 233 | 172 | 0.737 |
| DOVE | 725 | 171 | 0.236 | 425 | 29 | 0.068 | 167 | 45 | 0.268 | 133 | 98 | 0.733 |
| ELLE | 1051 | 271 | 0.258 | 647 | 75 | 0.117 | 247 | 69 | 0.281 | 158 | 126 | 0.799 |
| ELLE DECOR | 340 | 102 | 0.301 | 199 | 18 | 0.091 | 75 | 25 | 0.333 | 66 | 59 | 0.893 |
| FOCUS | 1605 | 706 | 0.440 | 685 | 97 | 0.142 | 408 | 157 | 0.386 | 512 | 451 | 0.881 |
| GARDENIA | 667 | 154 | 0.231 | 400 | 30 | 0.075 | 172 | 49 | 0.286 | 95 | 75 | 0.783 |
| GENTE MESE | 2190 | 585 | 0.267 | 1253 | 151 | 0.121 | 616 | 193 | 0.314 | 321 | 240 | 0.748 |
| GENTE MONEY | 418 | 76 | 0.181 | 292 | 12 | 0.042 | 73 | 21 | 0.291 | 53 | 42 | 0.795 |
| GENTE MOTORI | 900 | 232 | 0.258 | 553 | 75 | 0.135 | 211 | 57 | 0.270 | 136 | 100 | 0.739 |
| GENTE VIAGGI | 1330 | 236 | 0.177 | 895 | 71 | 0.080 | 304 | 64 | 0.212 | 131 | 100 | 0.766 |
| GLAMOUR | 369 | 122 | 0.330 | 228 | 30 | 0.133 | 58 | 18 | 0.305 | 83 | 74 | 0.891 |
| GULLIVER | 477 | 97 | 0.202 | 331 | 34 | 0.103 | 94 | 25 | 0.261 | 51 | 38 | 0.736 |
| IN CASA | 504 | 97 | 0.192 | 363 | 25 | 0.068 | 98 | 39 | 0.396 | 43 | 33 | 0.771 |
| INSIEME | 1050 | 298 | 0.284 | 565 | 52 | 0.091 | 304 | 111 | 0.364 | 182 | 136 | 0.748 |
| IO E IL MIO BAMBINO | 1595 | 673 | 0.422 | 620 | 112 | 0.180 | 461 | 177 | 0.383 | 514 | 385 | 0.748 |
| JESUS | 301 | 85 | 0.282 | 168 | 18 | 0.107 | 66 | 18 | 0.270 | 67 | 49 | 0.735 |
| MADRE | 362 | 135 | 0.373 | 190 | 25 | 0.130 | 75 | 24 | 0.318 | 97 | 86 | 0.887 |
| MARIE CLAIRE | 1632 | 438 | 0.268 | 1034 | 108 | 0.104 | 366 | 136 | 0.370 | 233 | 195 | 0.838 |
| MAX | 777 | 233 | 0.300 | 558 | 110 | 0.197 | 115 | 38 | 0.329 | 104 | 85 | 0.821 |
| MERIDIANI | 286 | 65 | 0.229 | 171 | 13 | 0.075 | 87 | 30 | 0.348 | 28 | 22 | 0.801 |
| MESSAGGERO DI S.ANTONIO | 1679 | 875 | 0.521 | 518 | 52 | 0.100 | 304 | 95 | 0.310 | 856 | 728 | 0.850 |
| LA MIA BOUTIQUE | 710 | 294 | 0.413 | 342 | 72 | 0.210 | 181 | 63 | 0.349 | 188 | 159 | 0.846 |
| LA MIA CASA | 755 | 171 | 0.227 | 457 | 46 | 0.101 | 210 | 66 | 0.314 | 89 | 59 | 0.666 |
| MILLIONAIRE INTRAPRENDERE | 684 | 136 | 0.199 | 488 | 41 | 0.083 | 122 | 39 | 0.321 | 74 | 57 | 0.766 |
| NAUTICA | 192 | 60 | 0.313 | 112 | 19 | 0.170 | 33 | 7 | 0.222 | 46 | 33 | 0.723 |
| PESCARE | 255 | 96 | 0.376 | 125 | 16 | 0.132 | 52 | 16 | 0.312 | 78 | 63 | 0.807 |
| PRATICA | 1003 | 254 | 0.254 | 581 | 54 | 0.093 | 235 | 54 | 0.229 | 186 | 146 | 0.787 |
| QUATTRORUOTE | 2876 | 923 | 0.321 | 1696 | 268 | 0.158 | 637 | 230 | 0.361 | 543 | 425 | 0.783 |
| QUATTRO ZAMPE | 533 | 150 | 0.281 | 297 | 33 | 0.112 | 112 | 31 | 0.279 | 125 | 86 | 0.686 |
| QUI TOURING | 557 | 344 | 0.618 | 146 | 15 | 0.103 | 75 | 19 | 0.254 | 336 | 310 | 0.923 |
| RAKAM | 1724 | 440 | 0.255 | 1057 | 92 | 0.087 | 411 | 138 | 0.336 | 255 | 210 | 0.821 |
| SALE & PEPE | 1415 | 403 | 0.285 | 753 | 73 | 0.097 | 409 | 130 | 0.318 | 253 | 200 | 0.792 |
| SALVE | 981 | 252 | 0.257 | 537 | 45 | 0.084 | 310 | 100 | 0.323 | 135 | 107 | 0.794 |
| SCIENZA & VITA | 271 | 62 | 0.229 | 149 | 11 | 0.071 | 83 | 19 | 0.232 | 39 | 32 | 0.829 |
| LE SCIENZE | 406 | 128 | 0.315 | 225 | 29 | 0.130 | 79 | 20 | 0.251 | 103 | 79 | 0.765 |
| SELEZIONE READER'S DIGEST | 1474 | 456 | 0.309 | 768 | 51 | 0.066 | 261 | 62 | 0.236 | 444 | 343 | 0.772 |
| SILHOUETTE DONNA | 2010 | 538 | 0.268 | 1134 | 142 | 0.125 | 588 | 190 | 0.324 | 289 | 206 | 0.714 |
| SPEAK UP | 231 | 73 | 0.316 | 115 | 12 | 0.105 | 60 | 17 | 0.279 | 56 | 44 | 0.792 |
| STARBENE | 3366 | 946 | 0.281 | 1743 | 193 | 0.111 | 1134 | 382 | 0.337 | 489 | 372 | 0.759 |
| STARTER | 65 | 20 | 0.313 | 34 | 2 | 0.059 | 16 | 7 | 0.432 | 14 | 11 | 0.778 |
| TUTTI FOTOGRAFI | 157 | 61 | 0.386 | 94 | 8 | 0.085 | 26 | 17 | 0.649 | 37 | 36 | 0.969 |
| TUTTO | 238 | 58 | 0.245 | 136 | 15 | 0.111 | 57 | 19 | 0.338 | 44 | 24 | 0.534 |
| TUTTOMOTO | 304 | 93 | 0.306 | 166 | 22 | 0.130 | 81 | 30 | 0.376 | 57 | 41 | 0.720 |
| TUTTOTURISMO | 494 | 86 | 0.174 | 341 | 14 | 0.042 | 89 | 21 | 0.237 | 63 | 51 | 0.802 |
| VERA | 2194 | 665 | 0.303 | 1161 | 140 | 0.121 | 655 | 229 | 0.349 | 378 | 295 | 0.781 |
| VIAGGIARE | 464 | 86 | 0.185 | 319 | 23 | 0.073 | 89 | 26 | 0.294 | 56 | 37 | 0.653 |
| VITALITY | 480 | 88 | 0.184 | 298 | 32 | 0.109 | 144 | 29 | 0.198 | 38 | 27 | 0.716 |
| VOGUE ITALIA | 1874 | 368 | 0.196 | 1339 | 148 | 0.110 | 389 | 119 | 0.306 | 146 | 101 | 0.689 |
| WEEKEND VIAGGI | 411 | 90 | 0.219 | 257 | 20 | 0.076 | 101 | 30 | 0.296 | 53 | 41 | 0.767 |
| DIANA (QUATTORDICINALE) | 233 | 46 | 0.196 | 133 | 8 | 0.063 | 44 | 8 | 0.188 | 57 | 29 | 0.510 |

# Adulti

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: **• valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## SETTIMANALI

| | Fino a 1 Numero su 3 mesi | | | 2/3 Numeri su 3 mesi | | | 4/5 Numeri su 3 mesi | | | 6/7 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 1342 | 65 | 0.048 | 2751 | 244 | 0.089 | 1174 | 182 | 0.155 | 543 | 155 | 0.285 |
| ANNA | 1384 | 82 | 0.059 | 2642 | 248 | 0.094 | 1106 | 172 | 0.156 | 553 | 130 | 0.235 |
| AUTO OGGI | 840 | 43 | 0.051 | 1355 | 152 | 0.112 | 556 | 115 | 0.207 | 355 | 115 | 0.324 |
| AUTOSPRINT | 656 | 48 | 0.073 | 1052 | 135 | 0.128 | 452 | 108 | 0.239 | 255 | 89 | 0.349 |
| BELLA | 687 | 39 | 0.057 | 1576 | 91 | 0.058 | 717 | 105 | 0.146 | 347 | 89 | 0.256 |
| CHI | 1432 | 94 | 0.066 | 2400 | 267 | 0.111 | 1143 | 254 | 0.222 | 600 | 186 | 0.310 |
| CONFIDENZE | 661 | 36 | 0.054 | 1116 | 91 | 0.082 | 506 | 98 | 0.194 | 362 | 117 | 0.323 |
| DOMENICA QUIZ | 163 | 8 | 0.049 | 304 | 35 | 0.115 | 128 | 27 | 0.211 | 89 | 44 | 0.494 |
| DONNA MODERNA | 1992 | 173 | 0.087 | 4207 | 525 | 0.125 | 2278 | 561 | 0.246 | 1487 | 471 | 0.317 |
| L'ESPRESSO | 1749 | 106 | 0.061 | 3057 | 280 | 0.092 | 1524 | 301 | 0.198 | 877 | 320 | 0.365 |
| EVA EXPRESS TREMILA | 872 | 54 | 0.062 | 1444 | 131 | 0.091 | 611 | 119 | 0.195 | 311 | 80 | 0.257 |
| FAMIGLIA CRISTIANA | 1709 | 128 | 0.075 | 3149 | 399 | 0.127 | 1724 | 389 | 0.226 | 1056 | 335 | 0.317 |
| FILM TV | 111 | 6 | 0.054 | 119 | 28 | 0.235 | 81 | 19 | 0.235 | 67 | 24 | 0.358 |
| GENTE | 2564 | 191 | 0.074 | 5340 | 568 | 0.106 | 2651 | 562 | 0.212 | 1581 | 576 | 0.364 |
| GIOIA | 1930 | 96 | 0.050 | 3502 | 277 | 0.079 | 1580 | 250 | 0.158 | 851 | 206 | 0.242 |
| IL GIORNALINO | 238 | 23 | 0.097 | 318 | 47 | 0.148 | 136 | 20 | 0.147 | 60 | 19 | 0.317 |
| GRAND HOTEL | 443 | 35 | 0.079 | 622 | 58 | 0.093 | 361 | 79 | 0.219 | 182 | 59 | 0.324 |
| GRAZIA | 1845 | 79 | 0.043 | 3453 | 337 | 0.098 | 1499 | 247 | 0.165 | 836 | 217 | 0.260 |
| GUERIN SPORTIVO | 329 | 17 | 0.052 | 539 | 52 | 0.096 | 277 | 56 | 0.202 | 175 | 57 | 0.326 |
| GUIDA TV | 581 | 53 | 0.091 | 902 | 109 | 0.121 | 573 | 150 | 0.262 | 375 | 134 | 0.357 |
| INTIMITA' | 637 | 26 | 0.041 | 1073 | 71 | 0.066 | 543 | 118 | 0.217 | 370 | 117 | 0.316 |
| MAGAZINE BEAUTIFUL | 296 | 35 | 0.118 | 336 | 27 | 0.080 | 174 | 33 | 0.190 | 118 | 35 | 0.297 |
| IL MONDO | 186 | 16 | 0.086 | 150 | 12 | 0.080 | 66 | 4 | 0.061 | 54 | 13 | 0.241 |
| MOTOSPRINT | 533 | 38 | 0.071 | 690 | 73 | 0.106 | 356 | 92 | 0.258 | 240 | 77 | 0.321 |
| NOVELLA 2000 | 1392 | 97 | 0.070 | 2268 | 222 | 0.098 | 1124 | 220 | 0.196 | 607 | 190 | 0.313 |
| OGGI | 2509 | 170 | 0.068 | 5203 | 625 | 0.120 | 2691 | 525 | 0.195 | 1612 | 511 | 0.317 |
| PANORAMA | 2492 | 165 | 0.066 | 4303 | 442 | 0.103 | 2124 | 396 | 0.186 | 1210 | 396 | 0.327 |
| SORRISI E CANZONI TV | 1448 | 170 | 0.117 | 2958 | 423 | 0.143 | 1838 | 428 | 0.233 | 1232 | 454 | 0.369 |
| STOP | 484 | 29 | 0.060 | 848 | 89 | 0.105 | 406 | 66 | 0.163 | 214 | 57 | 0.266 |
| TELEPIU' | 634 | 68 | 0.107 | 1007 | 145 | 0.144 | 549 | 113 | 0.206 | 354 | 128 | 0.362 |
| TELESETTE | 679 | 38 | 0.056 | 1163 | 125 | 0.107 | 625 | 121 | 0.194 | 447 | 133 | 0.298 |
| TOPOLINO | 1008 | 117 | 0.116 | 1659 | 267 | 0.161 | 1071 | 277 | 0.259 | 716 | 292 | 0.408 |
| VISTO | 512 | 24 | 0.047 | 911 | 75 | 0.082 | 442 | 79 | 0.179 | 219 | 56 | 0.256 |
| VIVERSANI & BELLI | 1597 | 97 | 0.061 | 2802 | 224 | 0.080 | 1513 | 210 | 0.139 | 1081 | 278 | 0.257 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 549 | 37 | 0.067 | 1008 | 124 | 0.123 | 518 | 111 | 0.214 | 300 | 90 | 0.300 |
| DIARIO DELLA SETTIMANA | 109 | 8 | 0.073 | 157 | 5 | 0.032 | 87 | 9 | 0.103 | 40 | 7 | 0.175 |
| LA GAZZETTA SPORT MAGAZINE | 793 | 60 | 0.076 | 1652 | 238 | 0.144 | 810 | 201 | 0.248 | 517 | 210 | 0.406 |
| IO DONNA | 773 | 67 | 0.087 | 1357 | 153 | 0.113 | 607 | 97 | 0.160 | 362 | 119 | 0.329 |
| SETTE | 640 | 36 | 0.056 | 1200 | 106 | 0.088 | 657 | 125 | 0.190 | 501 | 180 | 0.359 |
| SPECCHIO DELLA STAMPA | 1090 | 88 | 0.081 | 1809 | 209 | 0.116 | 787 | 131 | 0.166 | 440 | 108 | 0.245 |
| TV SETTE | 790 | 61 | 0.077 | 1566 | 163 | 0.104 | 769 | 152 | 0.198 | 495 | 184 | 0.372 |
| IL VENERDI' | 1324 | 76 | 0.057 | 2820 | 306 | 0.109 | 1451 | 298 | 0.205 | 982 | 318 | 0.324 |

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata** (valori assoluti x 1.000)

## MENSILI

| | Fino a 1 Numero su 12 mesi | | | 2/3 Numeri su 12 mesi | | | 4/5 Numeri su 12 mesi | | | 6/7 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 396 | 28 | 0.071 | 624 | 102 | 0.163 | 194 | 59 | 0.304 | 106 | 40 | 0.377 |
| AD | 438 | 45 | 0.103 | 765 | 93 | 0.118 | 331 | 106 | 0.320 | 170 | 75 | 0.441 |
| AIRONE | 1251 | 79 | 0.063 | 2056 | 199 | 0.097 | 824 | 185 | 0.225 | 323 | 109 | 0.337 |
| AMADEUS | 235 | 10 | 0.043 | 250 | 38 | 0.152 | 96 | 29 | 0.302 | 69 | 27 | 0.391 |
| ARCHEO | 260 | 24 | 0.092 | 391 | 67 | 0.171 | 130 | 36 | 0.277 | 62 | 19 | 0.306 |
| ASTRA | 1258 | 56 | 0.045 | 739 | 108 | 0.146 | 225 | 77 | 0.342 | 97 | 37 | 0.381 |
| A TAVOLA | 182 | 13 | 0.071 | 273 | 44 | 0.161 | 120 | 33 | 0.275 | 63 | 24 | 0.381 |
| AUTO | 651 | 94 | 0.144 | 1116 | 258 | 0.231 | 575 | 231 | 0.402 | 285 | 159 | 0.558 |
| L'AUTOMOBILE | 373 | 29 | 0.078 | 678 | 143 | 0.211 | 304 | 107 | 0.352 | 193 | 70 | 0.363 |
| BELL'EUROPA | 315 | 30 | 0.095 | 468 | 53 | 0.113 | 184 | 64 | 0.348 | 106 | 43 | 0.406 |
| BELL'ITALIA | 646 | 55 | 0.085 | 1052 | 118 | 0.112 | 472 | 116 | 0.246 | 209 | 97 | 0.464 |
| BENISSIMO | 359 | 45 | 0.125 | 651 | 62 | 0.095 | 369 | 110 | 0.298 | 167 | 77 | 0.461 |
| BIMBI SANI E BELLI | 997 | 101 | 0.101 | 1607 | 235 | 0.146 | 605 | 173 | 0.286 | 391 | 168 | 0.430 |
| BRAVA CASA | 576 | 46 | 0.080 | 1216 | 192 | 0.158 | 660 | 230 | 0.348 | 390 | 169 | 0.433 |
| BUONA CUCINA | 334 | 38 | 0.114 | 709 | 131 | 0.185 | 351 | 95 | 0.271 | 201 | 86 | 0.428 |
| BURDA | 1004 | 84 | 0.084 | 1693 | 234 | 0.138 | 709 | 213 | 0.300 | 408 | 206 | 0.505 |
| CAPITAL | 696 | 46 | 0.066 | 972 | 129 | 0.133 | 274 | 68 | 0.248 | 159 | 66 | 0.415 |
| CARNET | 228 | 23 | 0.101 | 289 | 43 | 0.149 | 87 | 41 | 0.471 | 42 | 25 | 0.595 |
| CASAVIVA | 1070 | 112 | 0.105 | 2062 | 289 | 0.140 | 976 | 333 | 0.341 | 536 | 244 | 0.455 |
| CENTO COSE ENERGY | 779 | 61 | 0.078 | 1011 | 127 | 0.126 | 522 | 167 | 0.320 | 228 | 124 | 0.544 |
| CIAK | 739 | 76 | 0.103 | 1117 | 168 | 0.150 | 546 | 196 | 0.359 | 244 | 96 | 0.393 |
| CIPRIA | 317 | 63 | 0.199 | 336 | 68 | 0.202 | 194 | 83 | 0.428 | 65 | 36 | 0.554 |
| CLASS | 487 | 36 | 0.074 | 592 | 66 | 0.111 | 166 | 42 | 0.253 | 90 | 28 | 0.311 |
| CLUB 3 | 95 | 7 | 0.074 | 122 | 17 | 0.139 | 55 | 12 | 0.218 | 19 | 4 | 0.211 |
| COME STAI | 256 | 18 | 0.070 | 451 | 70 | 0.155 | 244 | 65 | 0.266 | 102 | 53 | 0.520 |
| CONSIGLI PRATICI | 298 | 29 | 0.097 | 393 | 43 | 0.109 | 246 | 71 | 0.289 | 85 | 38 | 0.447 |
| COSE DI CASA | 869 | 120 | 0.138 | 1428 | 337 | 0.236 | 791 | 362 | 0.458 | 419 | 256 | 0.611 |
| LA CUCINA ITALIANA | 613 | 43 | 0.070 | 1053 | 191 | 0.181 | 562 | 169 | 0.301 | 268 | 134 | 0.500 |
| CUCINA MODERNA | 574 | 68 | 0.118 | 1111 | 166 | 0.149 | 505 | 181 | 0.358 | 322 | 165 | 0.512 |
| DONNA | 810 | 87 | 0.107 | 1452 | 246 | 0.169 | 710 | 251 | 0.354 | 341 | 182 | 0.534 |
| DONNA E MAMMA | 312 | 35 | 0.112 | 496 | 92 | 0.185 | 211 | 55 | 0.261 | 130 | 61 | 0.469 |
| DOVE | 442 | 14 | 0.032 | 762 | 88 | 0.115 | 295 | 90 | 0.305 | 142 | 55 | 0.387 |
| ELLE | 647 | 45 | 0.070 | 991 | 148 | 0.149 | 405 | 102 | 0.252 | 176 | 60 | 0.341 |
| ELLE DECOR | 199 | 21 | 0.106 | 229 | 18 | 0.079 | 99 | 33 | 0.333 | 48 | 13 | 0.271 |
| FOCUS | 1248 | 162 | 0.130 | 2164 | 424 | 0.196 | 1317 | 558 | 0.424 | 754 | 408 | 0.541 |
| GARDENIA | 416 | 23 | 0.055 | 473 | 67 | 0.142 | 226 | 48 | 0.212 | 139 | 55 | 0.396 |
| GENTE MESE | 1186 | 90 | 0.076 | 2062 | 342 | 0.166 | 892 | 278 | 0.312 | 486 | 205 | 0.422 |
| GENTE MONEY | 498 | 21 | 0.042 | 622 | 59 | 0.095 | 215 | 55 | 0.256 | 126 | 46 | 0.365 |
| GENTE MOTORI | 1163 | 124 | 0.107 | 2051 | 355 | 0.173 | 1061 | 367 | 0.346 | 539 | 287 | 0.532 |
| GENTE VIAGGI | 1158 | 78 | 0.067 | 1739 | 183 | 0.105 | 666 | 173 | 0.260 | 302 | 120 | 0.397 |
| GLAMOUR | 369 | 37 | 0.100 | 427 | 77 | 0.180 | 142 | 45 | 0.317 | 127 | 43 | 0.339 |
| GULLIVER | 623 | 39 | 0.063 | 725 | 66 | 0.091 | 227 | 49 | 0.216 | 99 | 40 | 0.404 |
| IN CASA | 346 | 14 | 0.040 | 397 | 32 | 0.081 | 143 | 51 | 0.357 | 74 | 45 | 0.608 |
| INSIEME | 408 | 22 | 0.054 | 596 | 60 | 0.101 | 261 | 76 | 0.291 | 179 | 91 | 0.508 |
| IO E IL MIO BAMBINO | 450 | 57 | 0.127 | 718 | 139 | 0.194 | 393 | 117 | 0.298 | 316 | 135 | 0.427 |
| JESUS | 203 | 11 | 0.054 | 265 | 29 | 0.109 | 86 | 25 | 0.291 | 39 | 14 | 0.359 |
| MADRE | 135 | 13 | 0.096 | 158 | 28 | 0.177 | 84 | 31 | 0.369 | 44 | 17 | 0.386 |
| MARIE CLAIRE | 969 | 93 | 0.096 | 1458 | 225 | 0.154 | 553 | 157 | 0.284 | 252 | 131 | 0.520 |
| MAX | 1388 | 213 | 0.153 | 1826 | 432 | 0.237 | 814 | 338 | 0.415 | 385 | 219 | 0.569 |
| MERIDIANI | 228 | 16 | 0.070 | 324 | 48 | 0.148 | 142 | 47 | 0.331 | 69 | 32 | 0.464 |
| MESSAGGERO DI S.ANTONIO | 454 | 45 | 0.099 | 784 | 94 | 0.120 | 406 | 107 | 0.264 | 236 | 108 | 0.458 |
| LA MIA BOUTIQUE | 265 | 29 | 0.109 | 362 | 85 | 0.235 | 190 | 51 | 0.268 | 116 | 56 | 0.483 |
| LA MIA CASA | 427 | 27 | 0.063 | 557 | 104 | 0.187 | 266 | 69 | 0.259 | 145 | 77 | 0.531 |
| MILLIONAIRE INTRAPRENDERE | 1162 | 106 | 0.091 | 961 | 132 | 0.137 | 337 | 95 | 0.282 | 170 | 72 | 0.424 |
| NAUTICA | 307 | 17 | 0.055 | 327 | 44 | 0.135 | 124 | 42 | 0.339 | 69 | 33 | 0.478 |
| PESCARE | 311 | 28 | 0.090 | 435 | 59 | 0.136 | 229 | 64 | 0.279 | 145 | 76 | 0.524 |
| PRATICA | 406 | 22 | 0.054 | 589 | 74 | 0.126 | 272 | 65 | 0.239 | 146 | 57 | 0.390 |
| QUATTRORUOTE | 2887 | 389 | 0.135 | 4742 | 1001 | 0.211 | 2529 | 1071 | 0.423 | 1295 | 720 | 0.556 |
| QUATTRO ZAMPE | 421 | 52 | 0.124 | 569 | 92 | 0.162 | 283 | 94 | 0.332 | 104 | 44 | 0.423 |
| QUI TOURING | 220 | 17 | 0.077 | 357 | 49 | 0.137 | 144 | 29 | 0.201 | 124 | 53 | 0.427 |
| RAKAM | 545 | 37 | 0.068 | 924 | 101 | 0.109 | 324 | 93 | 0.287 | 232 | 88 | 0.379 |
| SALE & PEPE | 526 | 40 | 0.076 | 848 | 119 | 0.140 | 425 | 111 | 0.261 | 243 | 107 | 0.440 |
| SALVE | 379 | 14 | 0.037 | 623 | 73 | 0.117 | 357 | 106 | 0.297 | 148 | 67 | 0.453 |
| SCIENZA & VITA | 245 | 13 | 0.053 | 320 | 33 | 0.103 | 196 | 57 | 0.291 | 85 | 32 | 0.376 |
| LE SCIENZE | 267 | 31 | 0.116 | 496 | 71 | 0.143 | 198 | 65 | 0.328 | 94 | 29 | 0.309 |
| SELEZIONE READER'S DIGEST | 804 | 50 | 0.062 | 1183 | 92 | 0.078 | 449 | 77 | 0.171 | 265 | 91 | 0.343 |
| SILHOUETTE DONNA | 1071 | 110 | 0.103 | 1766 | 316 | 0.179 | 921 | 292 | 0.317 | 509 | 238 | 0.468 |
| SPEAK UP | 273 | 23 | 0.084 | 300 | 44 | 0.147 | 128 | 27 | 0.211 | 90 | 32 | 0.356 |
| STARBENE | 1348 | 107 | 0.079 | 2567 | 361 | 0.141 | 1578 | 477 | 0.302 | 779 | 372 | 0.478 |
| STARTER | 141 | 19 | 0.135 | 189 | 20 | 0.106 | 99 | 43 | 0.434 | 54 | 26 | 0.481 |
| TUTTI FOTOGRAFI | 162 | 6 | 0.037 | 197 | 22 | 0.112 | 92 | 30 | 0.326 | 45 | 29 | 0.644 |
| TUTTO | 429 | 40 | 0.093 | 736 | 150 | 0.204 | 438 | 183 | 0.418 | 249 | 126 | 0.506 |
| TUTTOMOTO | 633 | 96 | 0.152 | 889 | 182 | 0.205 | 539 | 166 | 0.308 | 287 | 147 | 0.512 |
| TUTTOTURISMO | 568 | 46 | 0.081 | 721 | 40 | 0.055 | 236 | 56 | 0.237 | 116 | 49 | 0.422 |
| VERA | 909 | 91 | 0.100 | 1544 | 223 | 0.144 | 816 | 218 | 0.267 | 480 | 231 | 0.481 |
| VIAGGIARE | 616 | 51 | 0.083 | 656 | 59 | 0.090 | 243 | 68 | 0.280 | 103 | 44 | 0.427 |
| VITALITY | 316 | 8 | 0.025 | 471 | 68 | 0.144 | 264 | 67 | 0.254 | 117 | 37 | 0.316 |
| VOGUE ITALIA | 1494 | 96 | 0.064 | 1952 | 286 | 0.147 | 740 | 222 | 0.300 | 301 | 134 | 0.445 |
| WEEKEND VIAGGI | 399 | 30 | 0.075 | 488 | 62 | 0.127 | 207 | 48 | 0.232 | 83 | 33 | 0.398 |
| DIANA (QUATTORDICINALE) | 236 | 28 | 0.119 | 354 | 38 | 0.107 | 171 | 43 | 0.251 | 65 | 28 | 0.431 |

# Adulti

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## SETTIMANALI

| | 8/9 Numeri su 3 mesi | | | 10/11 Numeri su 3 mesi | | | 12 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 224 | 115 | 0.513 | 160 | 85 | 0.531 | 510 | 389 | 0.763 |
| ANNA | 271 | 148 | 0.546 | 169 | 114 | 0.675 | 616 | 502 | 0.815 |
| AUTO OGGI | 124 | 64 | 0.516 | 157 | 80 | 0.510 | 352 | 297 | 0.844 |
| AUTOSPRINT | 133 | 60 | 0.451 | 131 | 64 | 0.489 | 308 | 255 | 0.828 |
| BELLA | 179 | 66 | 0.369 | 136 | 92 | 0.676 | 282 | 238 | 0.844 |
| CHI | 289 | 143 | 0.495 | 244 | 148 | 0.607 | 723 | 621 | 0.859 |
| CONFIDENZE | 176 | 75 | 0.426 | 164 | 95 | 0.579 | 563 | 525 | 0.933 |
| DOMENICA QUIZ | 51 | 34 | 0.667 | 56 | 33 | 0.589 | 227 | 212 | 0.934 |
| DONNA MODERNA | 790 | 371 | 0.470 | 611 | 396 | 0.648 | 1745 | 1562 | 0.895 |
| L'ESPRESSO | 387 | 168 | 0.434 | 379 | 243 | 0.641 | 1032 | 903 | 0.875 |
| EVA EXPRESS TREMILA | 160 | 70 | 0.438 | 130 | 71 | 0.546 | 301 | 258 | 0.857 |
| FAMIGLIA CRISTIANA | 549 | 287 | 0.523 | 652 | 400 | 0.613 | 3543 | 3277 | 0.925 |
| FILM TV | 40 | 28 | 0.700 | 34 | 24 | 0.706 | 203 | 187 | 0.921 |
| GENTE | 841 | 411 | 0.489 | 697 | 427 | 0.613 | 1817 | 1652 | 0.909 |
| GIOIA | 362 | 168 | 0.464 | 246 | 125 | 0.508 | 444 | 367 | 0.827 |
| IL GIORNALINO | 64 | 31 | 0.484 | 56 | 30 | 0.536 | 261 | 231 | 0.885 |
| GRAND HOTEL | 118 | 63 | 0.534 | 110 | 75 | 0.682 | 912 | 869 | 0.953 |
| GRAZIA | 405 | 186 | 0.459 | 251 | 141 | 0.562 | 688 | 602 | 0.875 |
| GUERIN SPORTIVO | 83 | 42 | 0.506 | 96 | 70 | 0.729 | 212 | 189 | 0.892 |
| GUIDA TV | 196 | 104 | 0.531 | 241 | 189 | 0.784 | 1044 | 989 | 0.947 |
| INTIMITA' | 198 | 71 | 0.359 | 170 | 108 | 0.635 | 742 | 682 | 0.919 |
| MAGAZINE BEAUTIFUL | 71 | 37 | 0.521 | 58 | 36 | 0.621 | 156 | 148 | 0.949 |
| IL MONDO | 16 | 10 | 0.625 | 25 | 8 | 0.320 | 56 | 49 | 0.875 |
| MOTOSPRINT | 125 | 47 | 0.376 | 109 | 63 | 0.578 | 222 | 194 | 0.874 |
| NOVELLA 2000 | 311 | 151 | 0.486 | 206 | 116 | 0.563 | 546 | 469 | 0.859 |
| OGGI | 783 | 409 | 0.522 | 593 | 380 | 0.641 | 1967 | 1811 | 0.921 |
| PANORAMA | 609 | 350 | 0.575 | 531 | 317 | 0.597 | 1583 | 1440 | 0.910 |
| SORRISI E CANZONI TV | 926 | 540 | 0.583 | 1080 | 842 | 0.780 | 6006 | 5730 | 0.954 |
| STOP | 107 | 37 | 0.346 | 101 | 66 | 0.653 | 445 | 406 | 0.912 |
| TELEPIU' | 241 | 122 | 0.506 | 239 | 162 | 0.678 | 1503 | 1420 | 0.945 |
| TELESETTE | 242 | 118 | 0.488 | 255 | 189 | 0.741 | 1646 | 1572 | 0.955 |
| TOPOLINO | 405 | 217 | 0.536 | 448 | 304 | 0.679 | 1344 | 1200 | 0.893 |
| VISTO | 135 | 65 | 0.481 | 113 | 57 | 0.504 | 437 | 385 | 0.881 |
| VIVERSANI & BELLI | 499 | 208 | 0.417 | 403 | 232 | 0.576 | 810 | 681 | 0.841 |
| **SUPPLEMENTI** | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 229 | 105 | 0.459 | 226 | 161 | 0.712 | 1162 | 1062 | 0.914 |
| DIARIO DELLA SETTIMANA | 28 | 11 | 0.393 | 17 | 3 | 0.176 | 134 | 122 | 0.910 |
| LA GAZZETTA SPORT MAGAZINE | 303 | 157 | 0.518 | 360 | 233 | 0.647 | 1460 | 1352 | 0.926 |
| IO DONNA | 297 | 159 | 0.535 | 194 | 143 | 0.737 | 1437 | 1334 | 0.928 |
| SETTE | 290 | 142 | 0.490 | 262 | 178 | 0.679 | 1860 | 1744 | 0.938 |
| SPECCHIO DELLA STAMPA | 213 | 105 | 0.493 | 157 | 87 | 0.554 | 683 | 578 | 0.846 |
| TV SETTE | 272 | 132 | 0.485 | 278 | 184 | 0.662 | 1919 | 1819 | 0.948 |
| IL VENERDI' | 546 | 241 | 0.441 | 662 | 469 | 0.708 | 2539 | 2318 | 0.913 |

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata** (valori assoluti x 1.000)

## MENSILI

| | 8/9 Numeri su 12 mesi | | | 10/11 Numeri su 12 mesi | | | 12 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 53 | 46 | 0.868 | 58 | 37 | 0.638 | 160 | 137 | 0.856 |
| AD | 75 | 57 | 0.760 | 84 | 59 | 0.702 | 279 | 242 | 0.867 |
| AIRONE | 172 | 101 | 0.587 | 121 | 77 | 0.636 | 388 | 339 | 0.874 |
| AMADEUS | 21 | 10 | 0.476 | 27 | 18 | 0.667 | 54 | 53 | 0.981 |
| ARCHEO | 48 | 32 | 0.667 | 34 | 18 | 0.529 | 145 | 127 | 0.876 |
| ASTRA | 68 | 38 | 0.559 | 72 | 49 | 0.681 | 209 | 187 | 0.895 |
| A TAVOLA | 30 | 20 | 0.667 | 20 | 11 | 0.550 | 88 | 78 | 0.886 |
| AUTO | 140 | 98 | 0.700 | 148 | 122 | 0.824 | 360 | 329 | 0.914 |
| L'AUTOMOBILE | 85 | 40 | 0.471 | 120 | 84 | 0.700 | 963 | 863 | 0.896 |
| BELL'EUROPA | 37 | 26 | 0.703 | 33 | 20 | 0.606 | 155 | 136 | 0.877 |
| BELL'ITALIA | 99 | 56 | 0.566 | 62 | 44 | 0.710 | 295 | 259 | 0.878 |
| BENISSIMO | 49 | 21 | 0.429 | 44 | 29 | 0.659 | 115 | 96 | 0.835 |
| BIMBI SANI E BELLI | 209 | 100 | 0.478 | 149 | 97 | 0.651 | 406 | 335 | 0.825 |
| BRAVA CASA | 131 | 89 | 0.679 | 171 | 118 | 0.690 | 354 | 320 | 0.904 |
| BUONA CUCINA | 100 | 63 | 0.630 | 97 | 64 | 0.660 | 176 | 147 | 0.835 |
| BURDA | 183 | 110 | 0.601 | 187 | 135 | 0.722 | 352 | 304 | 0.864 |
| CAPITAL | 44 | 21 | 0.477 | 39 | 26 | 0.667 | 132 | 113 | 0.856 |
| CARNET | 20 | 13 | 0.650 | 29 | 21 | 0.724 | 86 | 75 | 0.872 |
| CASAVIVA | 255 | 185 | 0.725 | 230 | 161 | 0.700 | 577 | 521 | 0.903 |
| CENTO COSE ENERGY | 106 | 61 | 0.575 | 93 | 62 | 0.667 | 188 | 181 | 0.963 |
| CIAK | 130 | 88 | 0.677 | 96 | 79 | 0.823 | 263 | 238 | 0.905 |
| CIPRIA | 22 | 14 | 0.636 | 35 | 27 | 0.771 | 107 | 104 | 0.972 |
| CLASS | 42 | 21 | 0.500 | 35 | 22 | 0.629 | 115 | 101 | 0.878 |
| CLUB 3 | 14 | 7 | 0.500 | 16 | 10 | 0.625 | 179 | 162 | 0.905 |
| COME STAI | 72 | 46 | 0.639 | 52 | 36 | 0.692 | 81 | 66 | 0.815 |
| CONSIGLI PRATICI | 48 | 22 | 0.458 | 33 | 22 | 0.667 | 58 | 51 | 0.879 |
| COSE DI CASA | 280 | 193 | 0.689 | 230 | 190 | 0.826 | 522 | 482 | 0.923 |
| LA CUCINA ITALIANA | 141 | 78 | 0.553 | 102 | 74 | 0.725 | 324 | 305 | 0.941 |
| CUCINA MODERNA | 149 | 101 | 0.678 | 100 | 75 | 0.750 | 329 | 319 | 0.970 |
| DONNA | 143 | 71 | 0.497 | 95 | 67 | 0.705 | 155 | 117 | 0.755 |
| DONNA E MAMMA | 95 | 46 | 0.484 | 56 | 38 | 0.679 | 151 | 135 | 0.894 |
| DOVE | 59 | 41 | 0.695 | 49 | 32 | 0.653 | 230 | 205 | 0.891 |
| ELLE | 70 | 37 | 0.529 | 43 | 32 | 0.744 | 200 | 186 | 0.930 |
| ELLE DECOR | 23 | 17 | 0.739 | 17 | 13 | 0.765 | 98 | 85 | 0.867 |
| FOCUS | 348 | 242 | 0.695 | 279 | 223 | 0.799 | 1438 | 1371 | 0.953 |
| GARDENIA | 35 | 13 | 0.371 | 44 | 31 | 0.705 | 151 | 136 | 0.901 |
| GENTE MESE | 237 | 147 | 0.620 | 184 | 124 | 0.674 | 330 | 297 | 0.900 |
| GENTE MONEY | 41 | 27 | 0.659 | 40 | 33 | 0.825 | 92 | 73 | 0.793 |
| GENTE MOTORI | 205 | 134 | 0.654 | 195 | 156 | 0.800 | 395 | 342 | 0.866 |
| GENTE VIAGGI | 112 | 79 | 0.705 | 77 | 61 | 0.792 | 222 | 179 | 0.806 |
| GLAMOUR | 29 | 23 | 0.793 | 35 | 27 | 0.771 | 193 | 182 | 0.943 |
| GULLIVER | 41 | 28 | 0.683 | 32 | 22 | 0.688 | 105 | 93 | 0.886 |
| IN CASA | 24 | 14 | 0.583 | 19 | 12 | 0.632 | 54 | 42 | 0.778 |
| INSIEME | 61 | 37 | 0.607 | 49 | 28 | 0.571 | 145 | 131 | 0.903 |
| IO E IL MIO BAMBINO | 185 | 118 | 0.638 | 97 | 55 | 0.567 | 441 | 369 | 0.837 |
| JESUS | 21 | 17 | 0.810 | 25 | 21 | 0.840 | 113 | 89 | 0.788 |
| MADRE | 13 | 8 | 0.615 | 11 | 8 | 0.727 | 129 | 113 | 0.876 |
| MARIE CLAIRE | 146 | 102 | 0.699 | 97 | 87 | 0.897 | 309 | 271 | 0.877 |
| MAX | 187 | 137 | 0.733 | 98 | 75 | 0.765 | 346 | 311 | 0.899 |
| MERIDIANI | 19 | 12 | 0.632 | 12 | 12 | 1.000 | 51 | 43 | 0.843 |
| MESSAGGERO DI S.ANTONIO | 135 | 82 | 0.607 | 169 | 119 | 0.704 | 1380 | 1215 | 0.880 |
| LA MIA BOUTIQUE | 57 | 28 | 0.491 | 39 | 36 | 0.923 | 195 | 175 | 0.897 |
| LA MIA CASA | 55 | 31 | 0.564 | 57 | 33 | 0.579 | 86 | 68 | 0.791 |
| MILLIONAIRE INTRAPRENDERE | 64 | 42 | 0.656 | 74 | 43 | 0.581 | 197 | 177 | 0.898 |
| NAUTICA | 33 | 14 | 0.424 | 46 | 38 | 0.826 | 109 | 90 | 0.826 |
| PESCARE | 83 | 42 | 0.506 | 86 | 69 | 0.802 | 269 | 241 | 0.896 |
| PRATICA | 59 | 28 | 0.475 | 60 | 43 | 0.717 | 191 | 182 | 0.953 |
| QUATTRORUOTE | 625 | 449 | 0.718 | 579 | 490 | 0.846 | 1700 | 1543 | 0.908 |
| QUATTRO ZAMPE | 66 | 33 | 0.500 | 70 | 45 | 0.643 | 185 | 157 | 0.849 |
| QUI TOURING | 57 | 36 | 0.632 | 56 | 41 | 0.732 | 846 | 780 | 0.922 |
| RAKAM | 111 | 78 | 0.703 | 81 | 69 | 0.852 | 174 | 145 | 0.833 |
| SALE & PEPE | 94 | 56 | 0.596 | 85 | 54 | 0.635 | 270 | 253 | 0.937 |
| SALVE | 46 | 22 | 0.478 | 55 | 38 | 0.691 | 124 | 112 | 0.903 |
| SCIENZA & VITA | 31 | 13 | 0.419 | 35 | 23 | 0.657 | 82 | 76 | 0.927 |
| LE SCIENZE | 50 | 34 | 0.680 | 67 | 51 | 0.761 | 207 | 187 | 0.903 |
| SELEZIONE READER'S DIGEST | 171 | 86 | 0.503 | 167 | 100 | 0.599 | 823 | 725 | 0.881 |
| SILHOUETTE DONNA | 229 | 162 | 0.707 | 183 | 128 | 0.699 | 260 | 229 | 0.881 |
| SPEAK UP | 42 | 28 | 0.667 | 53 | 39 | 0.736 | 82 | 79 | 0.963 |
| STARBENE | 387 | 264 | 0.682 | 271 | 194 | 0.716 | 402 | 360 | 0.896 |
| STARTER | 13 | 7 | 0.538 | 10 | 8 | 0.800 | 41 | 35 | 0.854 |
| TUTTI FOTOGRAFI | 22 | 20 | 0.909 | 32 | 25 | 0.781 | 104 | 98 | 0.942 |
| TUTTO | 149 | 116 | 0.779 | 112 | 80 | 0.714 | 229 | 198 | 0.865 |
| TUTTOMOTO | 170 | 131 | 0.771 | 169 | 144 | 0.852 | 228 | 188 | 0.825 |
| TUTTOTURISMO | 55 | 32 | 0.582 | 36 | 26 | 0.722 | 97 | 88 | 0.907 |
| VERA | 154 | 100 | 0.649 | 143 | 82 | 0.573 | 343 | 315 | 0.918 |
| VIAGGIARE | 61 | 28 | 0.459 | 33 | 26 | 0.788 | 94 | 85 | 0.904 |
| VITALITY | 33 | 25 | 0.758 | 28 | 20 | 0.714 | 56 | 50 | 0.893 |
| VOGUE ITALIA | 128 | 59 | 0.461 | 117 | 88 | 0.752 | 164 | 141 | 0.860 |
| WEEKEND VIAGGI | 40 | 29 | 0.725 | 24 | 17 | 0.708 | 43 | 36 | 0.837 |
| DIANA (QUATTORDICINALE) | 49 | 23 | 0.469 | 35 | 20 | 0.571 | 209 | 168 | 0.804 |

# Uomini

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## SETTIMANALI

| | Fino a 1 Numero su 3 mesi | | | 2/3 Numeri su 3 mesi | | | 4/5 Numeri su 3 mesi | | | 6/7 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 333 | 14 | 0.042 | 476 | 41 | 0.086 | 176 | 21 | 0.119 | 60 | 18 | 0.300 |
| ANNA | 301 | 22 | 0.073 | 412 | 42 | 0.102 | 133 | 23 | 0.173 | 69 | 21 | 0.304 |
| AUTO OGGI | 659 | 35 | 0.053 | 1179 | 129 | 0.109 | 514 | 102 | 0.198 | 309 | 100 | 0.324 |
| AUTOSPRINT | 564 | 41 | 0.073 | 929 | 121 | 0.130 | 418 | 105 | 0.251 | 219 | 73 | 0.333 |
| BELLA | 108 | 6 | 0.056 | 194 | 17 | 0.088 | 68 | 16 | 0.235 | 24 | 11 | 0.458 |
| CHI | 526 | 35 | 0.067 | 749 | 83 | 0.111 | 340 | 87 | 0.256 | 126 | 29 | 0.230 |
| CONFIDENZE | 130 | 10 | 0.077 | 157 | 17 | 0.108 | 61 | 16 | 0.262 | 48 | 22 | 0.458 |
| DOMENICA QUIZ | 80 | 5 | 0.063 | 160 | 16 | 0.100 | 62 | 15 | 0.242 | 39 | 20 | 0.513 |
| DONNA MODERNA | 605 | 67 | 0.111 | 1005 | 119 | 0.118 | 395 | 99 | 0.251 | 238 | 80 | 0.336 |
| L'ESPRESSO | 1023 | 65 | 0.064 | 2037 | 193 | 0.095 | 977 | 202 | 0.207 | 602 | 223 | 0.370 |
| EVA EXPRESS TREMILA | 403 | 31 | 0.077 | 580 | 51 | 0.088 | 271 | 59 | 0.218 | 125 | 41 | 0.328 |
| FAMIGLIA CRISTIANA | 810 | 62 | 0.077 | 1499 | 183 | 0.122 | 760 | 168 | 0.221 | 429 | 144 | 0.336 |
| FILM TV | 74 | 2 | 0.027 | 78 | 20 | 0.256 | 46 | 11 | 0.239 | 32 | 14 | 0.438 |
| GENTE | 1160 | 74 | 0.064 | 2180 | 209 | 0.096 | 1027 | 234 | 0.228 | 588 | 235 | 0.400 |
| GIOIA | 489 | 30 | 0.061 | 666 | 44 | 0.066 | 273 | 36 | 0.132 | 100 | 22 | 0.220 |
| IL GIORNALINO | 81 | 10 | 0.123 | 161 | 19 | 0.118 | 48 | 5 | 0.104 | 30 | 11 | 0.367 |
| GRAND HOTEL | 175 | 13 | 0.074 | 207 | 15 | 0.072 | 106 | 24 | 0.226 | 52 | 21 | 0.404 |
| GRAZIA | 482 | 17 | 0.035 | 654 | 56 | 0.086 | 240 | 54 | 0.225 | 121 | 21 | 0.174 |
| GUERIN SPORTIVO | 290 | 13 | 0.045 | 487 | 49 | 0.101 | 253 | 56 | 0.221 | 148 | 50 | 0.338 |
| GUIDA TV | 288 | 15 | 0.052 | 463 | 57 | 0.123 | 312 | 78 | 0.250 | 202 | 75 | 0.371 |
| INTIMITA' | 150 | 5 | 0.033 | 204 | 19 | 0.093 | 92 | 25 | 0.272 | 44 | 13 | 0.295 |
| MAGAZINE BEAUTIFUL | 124 | 8 | 0.065 | 103 | 9 | 0.087 | 50 | 5 | 0.100 | 23 | 6 | 0.261 |
| IL MONDO | 143 | 11 | 0.077 | 117 | 11 | 0.094 | 49 | 4 | 0.082 | 44 | 9 | 0.205 |
| MOTOSPRINT | 417 | 32 | 0.077 | 615 | 66 | 0.107 | 315 | 85 | 0.270 | 208 | 74 | 0.356 |
| NOVELLA 2000 | 587 | 40 | 0.068 | 911 | 119 | 0.131 | 439 | 84 | 0.191 | 219 | 71 | 0.324 |
| OGGI | 1103 | 77 | 0.070 | 2299 | 251 | 0.109 | 1075 | 214 | 0.199 | 581 | 175 | 0.301 |
| PANORAMA | 1394 | 81 | 0.058 | 2603 | 297 | 0.114 | 1349 | 253 | 0.188 | 755 | 258 | 0.342 |
| SORRISI E CANZONI TV | 676 | 82 | 0.121 | 1428 | 227 | 0.159 | 879 | 211 | 0.240 | 636 | 247 | 0.388 |
| STOP | 196 | 12 | 0.061 | 307 | 28 | 0.091 | 132 | 21 | 0.159 | 53 | 16 | 0.302 |
| TELEPIU' | 328 | 40 | 0.122 | 521 | 77 | 0.148 | 265 | 57 | 0.215 | 140 | 71 | 0.507 |
| TELESETTE | 336 | 19 | 0.057 | 594 | 63 | 0.106 | 374 | 73 | 0.195 | 207 | 73 | 0.353 |
| TOPOLINO | 533 | 68 | 0.128 | 882 | 141 | 0.160 | 547 | 142 | 0.260 | 323 | 142 | 0.440 |
| VISTO | 246 | 9 | 0.037 | 398 | 28 | 0.070 | 193 | 27 | 0.140 | 86 | 27 | 0.314 |
| VIVERSANI & BELLI | 513 | 38 | 0.074 | 757 | 71 | 0.094 | 372 | 59 | 0.159 | 264 | 61 | 0.231 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 209 | 19 | 0.091 | 416 | 46 | 0.111 | 213 | 50 | 0.235 | 122 | 43 | 0.352 |
| DIARIO DELLA SETTIMANA | 52 | 5 | 0.096 | 90 | 3 | 0.033 | 58 | 6 | 0.103 | 22 | 3 | 0.136 |
| LA GAZZETTA SPORT MAGAZINE | 522 | 46 | 0.088 | 1312 | 192 | 0.146 | 651 | 172 | 0.264 | 387 | 157 | 0.406 |
| IO DONNA | 212 | 14 | 0.066 | 358 | 40 | 0.112 | 127 | 21 | 0.165 | 88 | 35 | 0.398 |
| SETTE | 360 | 17 | 0.047 | 731 | 60 | 0.082 | 342 | 77 | 0.225 | 256 | 100 | 0.391 |
| SPECCHIO DELLA STAMPA | 567 | 37 | 0.065 | 930 | 97 | 0.104 | 420 | 80 | 0.190 | 244 | 76 | 0.311 |
| TV SETTE | 430 | 32 | 0.074 | 870 | 94 | 0.108 | 355 | 78 | 0.220 | 226 | 73 | 0.323 |
| IL VENERDI' | 721 | 45 | 0.062 | 1546 | 182 | 0.118 | 799 | 177 | 0.222 | 563 | 199 | 0.353 |

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## MENSILI

| | Fino a 1 Numero su 12 mesi | | | 2/3 Numeri su 12 mesi | | | 4/5 Numeri su 12 mesi | | | 6/7 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 228 | 16 | 0.070 | 319 | 45 | 0.141 | 98 | 35 | 0.357 | 53 | 24 | 0.453 |
| AD | 210 | 22 | 0.105 | 351 | 38 | 0.108 | 133 | 39 | 0.293 | 65 | 28 | 0.431 |
| AIRONE | 708 | 45 | 0.064 | 1133 | 133 | 0.117 | 460 | 112 | 0.243 | 165 | 73 | 0.442 |
| AMADEUS | 137 | 10 | 0.073 | 160 | 27 | 0.169 | 66 | 22 | 0.333 | 46 | 18 | 0.391 |
| ARCHEO | 144 | 14 | 0.097 | 193 | 35 | 0.181 | 64 | 19 | 0.297 | 35 | 14 | 0.400 |
| ASTRA | 346 | 12 | 0.035 | 188 | 31 | 0.165 | 52 | 22 | 0.423 | 16 | 13 | 0.813 |
| A TAVOLA | 58 | 2 | 0.034 | 87 | 16 | 0.184 | 26 | 9 | 0.346 | 11 | 6 | 0.545 |
| AUTO | 522 | 84 | 0.161 | 967 | 224 | 0.232 | 501 | 204 | 0.407 | 257 | 146 | 0.568 |
| L'AUTOMOBILE | 251 | 14 | 0.056 | 545 | 93 | 0.171 | 245 | 88 | 0.359 | 150 | 54 | 0.360 |
| BELL'EUROPA | 140 | 14 | 0.100 | 222 | 27 | 0.122 | 71 | 37 | 0.521 | 46 | 21 | 0.457 |
| BELL'ITALIA | 338 | 34 | 0.101 | 524 | 68 | 0.130 | 215 | 62 | 0.288 | 110 | 55 | 0.500 |
| BENISSIMO | 23 | 1 | 0.043 | 38 | 6 | 0.158 | 15 | 4 | 0.267 | 11 | 8 | 0.727 |
| BIMBI SANI E BELLI | 277 | 26 | 0.094 | 344 | 38 | 0.110 | 142 | 39 | 0.275 | 113 | 60 | 0.531 |
| BRAVA CASA | 153 | 17 | 0.111 | 313 | 77 | 0.246 | 172 | 56 | 0.326 | 117 | 65 | 0.556 |
| BUONA CUCINA | 123 | 13 | 0.106 | 152 | 27 | 0.178 | 69 | 21 | 0.304 | 36 | 15 | 0.417 |
| BURDA | 148 | 18 | 0.122 | 145 | 18 | 0.124 | 68 | 19 | 0.279 | 43 | 26 | 0.605 |
| CAPITAL | 463 | 38 | 0.082 | 688 | 89 | 0.129 | 182 | 56 | 0.308 | 103 | 38 | 0.369 |
| CARNET | 107 | 14 | 0.131 | 133 | 16 | 0.120 | 37 | 16 | 0.432 | 20 | 11 | 0.550 |
| CASAVIVA | 378 | 42 | 0.111 | 601 | 93 | 0.155 | 274 | 112 | 0.409 | 170 | 99 | 0.582 |
| CENTO COSE ENERGY | 220 | 20 | 0.091 | 222 | 46 | 0.207 | 77 | 29 | 0.377 | 47 | 26 | 0.553 |
| CIAK | 408 | 44 | 0.108 | 650 | 91 | 0.140 | 326 | 138 | 0.423 | 131 | 53 | 0.405 |
| CIPRIA | 20 | 1 | 0.050 | 17 | 6 | 0.353 | 10 | 4 | 0.400 | 5 | 3 | 0.600 |
| CLASS | 278 | 24 | 0.086 | 387 | 45 | 0.116 | 88 | 27 | 0.307 | 62 | 24 | 0.387 |
| CLUB 3 | 43 | 2 | 0.047 | 59 | 7 | 0.119 | 18 | 5 | 0.278 | 6 | 1 | 0.167 |
| COME STAI | 54 | 6 | 0.111 | 111 | 14 | 0.126 | 58 | 20 | 0.345 | 18 | 11 | 0.611 |
| CONSIGLI PRATICI | 48 | 1 | 0.021 | 41 | 1 | 0.024 | 15 | 7 | 0.467 | 8 | 7 | 0.875 |
| COSE DI CASA | 259 | 49 | 0.189 | 390 | 93 | 0.238 | 206 | 115 | 0.558 | 123 | 83 | 0.675 |
| LA CUCINA ITALIANA | 226 | 15 | 0.066 | 309 | 47 | 0.152 | 165 | 49 | 0.297 | 67 | 46 | 0.687 |
| CUCINA MODERNA | 176 | 25 | 0.142 | 260 | 51 | 0.196 | 99 | 37 | 0.374 | 63 | 31 | 0.492 |
| DONNA | 245 | 27 | 0.110 | 303 | 52 | 0.172 | 110 | 53 | 0.482 | 53 | 29 | 0.547 |
| DONNA E MAMMA | 96 | 14 | 0.146 | 105 | 25 | 0.238 | 31 | 6 | 0.194 | 11 | 6 | 0.545 |
| DOVE | 206 | 5 | 0.024 | 362 | 44 | 0.122 | 143 | 43 | 0.301 | 74 | 28 | 0.378 |
| ELLE | 186 | 9 | 0.048 | 184 | 25 | 0.136 | 51 | 10 | 0.196 | 28 | 7 | 0.250 |
| ELLE DECOR | 53 | 4 | 0.075 | 46 | 1 | 0.022 | 9 | 1 | 0.111 | 9 | 4 | 0.444 |
| FOCUS | 701 | 99 | 0.141 | 1241 | 237 | 0.191 | 804 | 379 | 0.471 | 403 | 233 | 0.578 |
| GARDENIA | 172 | 11 | 0.064 | 209 | 31 | 0.148 | 97 | 22 | 0.227 | 57 | 23 | 0.404 |
| GENTE MESE | 482 | 42 | 0.087 | 822 | 150 | 0.182 | 332 | 123 | 0.370 | 156 | 74 | 0.474 |
| GENTE MONEY | 318 | 12 | 0.038 | 456 | 47 | 0.103 | 160 | 45 | 0.281 | 94 | 31 | 0.330 |
| GENTE MOTORI | 859 | 95 | 0.111 | 1733 | 314 | 0.181 | 928 | 327 | 0.352 | 457 | 257 | 0.562 |
| GENTE VIAGGI | 668 | 39 | 0.058 | 1072 | 117 | 0.109 | 391 | 118 | 0.302 | 193 | 78 | 0.404 |
| GLAMOUR | 87 | 10 | 0.115 | 76 | 6 | 0.079 | 24 | 5 | 0.208 | 19 | 9 | 0.474 |
| GULLIVER | 389 | 27 | 0.069 | 448 | 40 | 0.089 | 125 | 26 | 0.208 | 58 | 21 | 0.362 |
| IN CASA | 136 | 3 | 0.022 | 139 | 10 | 0.072 | 38 | 17 | 0.447 | 27 | 11 | 0.407 |
| INSIEME | 98 | 3 | 0.031 | 132 | 10 | 0.076 | 61 | 16 | 0.262 | 29 | 20 | 0.690 |
| IO E IL MIO BAMBINO | 129 | 29 | 0.225 | 178 | 31 | 0.174 | 92 | 23 | 0.250 | 54 | 21 | 0.389 |
| JESUS | 107 | 4 | 0.037 | 124 | 10 | 0.081 | 32 | 9 | 0.281 | 18 | 4 | 0.222 |
| MADRE | 33 | 3 | 0.091 | 28 | 10 | 0.357 | 15 | 5 | 0.333 | 12 | 7 | 0.583 |
| MARIE CLAIRE | 209 | 23 | 0.110 | 198 | 38 | 0.192 | 70 | 21 | 0.300 | 23 | 17 | 0.739 |
| MAX | 816 | 124 | 0.152 | 1205 | 284 | 0.236 | 551 | 257 | 0.466 | 261 | 145 | 0.556 |
| MERIDIANI | 129 | 9 | 0.070 | 184 | 29 | 0.158 | 60 | 15 | 0.250 | 34 | 13 | 0.382 |
| MESSAGGERO DI S.ANTONIO | 219 | 21 | 0.096 | 360 | 50 | 0.139 | 168 | 38 | 0.226 | 103 | 56 | 0.544 |
| LA MIA BOUTIQUE | 49 | 3 | 0.061 | 30 | 8 | 0.267 | 14 | 7 | 0.500 | 3 | 2 | 0.667 |
| LA MIA CASA | 145 | 5 | 0.034 | 200 | 37 | 0.185 | 80 | 27 | 0.338 | 56 | 30 | 0.536 |
| MILLIONAIRE INTRAPRENDERE | 660 | 58 | 0.088 | 649 | 93 | 0.143 | 210 | 60 | 0.286 | 127 | 53 | 0.417 |
| NAUTICA | 236 | 10 | 0.042 | 270 | 32 | 0.119 | 92 | 36 | 0.391 | 56 | 29 | 0.518 |
| PESCARE | 245 | 23 | 0.094 | 364 | 43 | 0.118 | 201 | 62 | 0.308 | 128 | 73 | 0.570 |
| PRATICA | 59 | 1 | 0.017 | 72 | 8 | 0.111 | 29 | 16 | 0.552 | 20 | 10 | 0.500 |
| QUATTRORUOTE | 1681 | 240 | 0.143 | 3568 | 735 | 0.206 | 1987 | 894 | 0.450 | 1079 | 626 | 0.580 |
| QUATTRO ZAMPE | 165 | 31 | 0.188 | 270 | 60 | 0.222 | 126 | 56 | 0.444 | 54 | 29 | 0.537 |
| QUI TOURING | 134 | 12 | 0.090 | 218 | 33 | 0.151 | 101 | 20 | 0.198 | 70 | 27 | 0.386 |
| RAKAM | 50 | 2 | 0.040 | 66 | 10 | 0.152 | 8 | 0 | 0.000 | 8 | 6 | 0.750 |
| SALE & PEPE | 139 | 4 | 0.029 | 168 | 25 | 0.149 | 90 | 29 | 0.322 | 44 | 26 | 0.591 |
| SALVE | 128 | 4 | 0.031 | 180 | 16 | 0.089 | 89 | 32 | 0.360 | 32 | 13 | 0.406 |
| SCIENZA & VITA | 146 | 5 | 0.034 | 209 | 25 | 0.120 | 128 | 37 | 0.289 | 53 | 22 | 0.415 |
| LE SCIENZE | 154 | 18 | 0.117 | 310 | 41 | 0.132 | 116 | 44 | 0.379 | 57 | 19 | 0.333 |
| SELEZIONE READER'S DIGEST | 424 | 27 | 0.064 | 585 | 46 | 0.079 | 238 | 35 | 0.147 | 153 | 56 | 0.366 |
| SILHOUETTE DONNA | 250 | 34 | 0.136 | 191 | 31 | 0.162 | 78 | 17 | 0.218 | 42 | 17 | 0.405 |
| SPEAK UP | 130 | 10 | 0.077 | 182 | 29 | 0.159 | 67 | 18 | 0.269 | 32 | 7 | 0.219 |
| STARBENE | 438 | 33 | 0.075 | 799 | 101 | 0.126 | 428 | 164 | 0.383 | 170 | 79 | 0.465 |
| STARTER | 127 | 19 | 0.150 | 172 | 20 | 0.116 | 87 | 41 | 0.471 | 45 | 24 | 0.533 |
| TUTTI FOTOGRAFI | 101 | 6 | 0.059 | 137 | 16 | 0.117 | 83 | 30 | 0.361 | 28 | 15 | 0.536 |
| TUTTO | 212 | 21 | 0.099 | 364 | 75 | 0.206 | 203 | 86 | 0.424 | 94 | 55 | 0.585 |
| TUTTOMOTO | 480 | 82 | 0.171 | 745 | 155 | 0.208 | 465 | 144 | 0.310 | 245 | 127 | 0.518 |
| TUTTOTURISMO | 380 | 30 | 0.079 | 446 | 29 | 0.065 | 165 | 42 | 0.255 | 73 | 30 | 0.411 |
| VERA | 222 | 26 | 0.117 | 280 | 45 | 0.161 | 150 | 38 | 0.253 | 60 | 39 | 0.650 |
| VIAGGIARE | 390 | 32 | 0.082 | 373 | 34 | 0.091 | 151 | 47 | 0.311 | 57 | 25 | 0.439 |
| VITALITY | 63 | 2 | 0.032 | 108 | 13 | 0.120 | 32 | 19 | 0.594 | 12 | 7 | 0.583 |
| VOGUE ITALIA | 481 | 14 | 0.029 | 592 | 89 | 0.150 | 222 | 87 | 0.392 | 81 | 36 | 0.444 |
| WEEKEND VIAGGI | 182 | 14 | 0.077 | 307 | 36 | 0.117 | 106 | 13 | 0.123 | 45 | 16 | 0.356 |
| DIANA (QUATTORDICINALE) | 134 | 18 | 0.134 | 269 | 35 | 0.130 | 134 | 38 | 0.284 | 46 | 23 | 0.500 |

# Uomini

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## SETTIMANALI

| | 8/9 Numeri su 3 mesi | | | 10/11 Numeri su 3 mesi | | | 12 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 36 | 18 | 0.500 | 25 | 17 | 0.680 | 92 | 62 | 0.674 |
| ANNA | 23 | 16 | 0.696 | 34 | 27 | 0.794 | 94 | 68 | 0.723 |
| AUTO OGGI | 105 | 55 | 0.524 | 130 | 70 | 0.538 | 274 | 236 | 0.861 |
| AUTOSPRINT | 118 | 53 | 0.449 | 116 | 58 | 0.500 | 225 | 188 | 0.836 |
| BELLA | 21 | 6 | 0.286 | 18 | 10 | 0.556 | 30 | 19 | 0.633 |
| CHI | 75 | 38 | 0.507 | 75 | 45 | 0.600 | 210 | 186 | 0.886 |
| CONFIDENZE | 20 | 12 | 0.600 | 16 | 11 | 0.688 | 85 | 77 | 0.906 |
| DOMENICA QUIZ | 20 | 15 | 0.750 | 27 | 19 | 0.704 | 123 | 114 | 0.927 |
| DONNA MODERNA | 112 | 50 | 0.446 | 130 | 82 | 0.631 | 406 | 343 | 0.845 |
| L'ESPRESSO | 246 | 99 | 0.402 | 246 | 168 | 0.683 | 675 | 599 | 0.887 |
| EVA EXPRESS TREMILA | 73 | 35 | 0.479 | 67 | 45 | 0.672 | 115 | 102 | 0.887 |
| FAMIGLIA CRISTIANA | 218 | 102 | 0.468 | 263 | 160 | 0.608 | 1477 | 1342 | 0.909 |
| FILM TV | 23 | 16 | 0.696 | 21 | 17 | 0.810 | 103 | 97 | 0.942 |
| GENTE | 296 | 142 | 0.480 | 260 | 156 | 0.600 | 653 | 590 | 0.904 |
| GIOIA | 45 | 23 | 0.511 | 43 | 17 | 0.395 | 110 | 93 | 0.845 |
| IL GIORNALINO | 26 | 12 | 0.462 | 25 | 13 | 0.520 | 137 | 120 | 0.876 |
| GRAND HOTEL | 33 | 16 | 0.485 | 48 | 28 | 0.583 | 296 | 288 | 0.973 |
| GRAZIA | 51 | 14 | 0.275 | 44 | 19 | 0.432 | 141 | 118 | 0.837 |
| GUERIN SPORTIVO | 80 | 40 | 0.500 | 89 | 62 | 0.697 | 191 | 172 | 0.901 |
| GUIDA TV | 117 | 60 | 0.513 | 123 | 106 | 0.862 | 497 | 467 | 0.940 |
| INTIMITA' | 21 | 10 | 0.476 | 24 | 14 | 0.583 | 120 | 105 | 0.875 |
| MAGAZINE BEAUTIFUL | 13 | 9 | 0.692 | 12 | 8 | 0.667 | 19 | 19 | 1.000 |
| IL MONDO | 12 | 6 | 0.500 | 18 | 6 | 0.333 | 35 | 31 | 0.886 |
| MOTOSPRINT | 106 | 39 | 0.368 | 89 | 52 | 0.584 | 170 | 147 | 0.865 |
| NOVELLA 2000 | 125 | 71 | 0.568 | 68 | 45 | 0.662 | 200 | 170 | 0.850 |
| OGGI | 268 | 154 | 0.575 | 227 | 138 | 0.608 | 760 | 703 | 0.925 |
| PANORAMA | 362 | 212 | 0.586 | 341 | 208 | 0.610 | 895 | 816 | 0.912 |
| SORRISI E CANZONI TV | 413 | 246 | 0.596 | 512 | 408 | 0.797 | 2642 | 2527 | 0.956 |
| STOP | 32 | 14 | 0.438 | 29 | 21 | 0.724 | 110 | 93 | 0.845 |
| TELEPIU' | 87 | 54 | 0.621 | 112 | 83 | 0.741 | 680 | 639 | 0.940 |
| TELESETTE | 107 | 56 | 0.523 | 121 | 92 | 0.760 | 765 | 727 | 0.950 |
| TOPOLINO | 198 | 128 | 0.646 | 227 | 165 | 0.727 | 626 | 575 | 0.919 |
| VISTO | 47 | 19 | 0.404 | 48 | 23 | 0.479 | 160 | 141 | 0.881 |
| VIVERSANI & BELLI | 100 | 45 | 0.450 | 90 | 53 | 0.589 | 229 | 196 | 0.856 |
| **SUPPLEMENTI** | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 70 | 28 | 0.400 | 87 | 61 | 0.701 | 482 | 436 | 0.905 |
| DIARIO DELLA SETTIMANA | 22 | 7 | 0.318 | 11 | 3 | 0.273 | 70 | 69 | 0.986 |
| LA GAZZETTA SPORT MAGAZINE | 234 | 123 | 0.526 | 315 | 210 | 0.667 | 1184 | 1096 | 0.926 |
| IO DONNA | 111 | 68 | 0.613 | 69 | 51 | 0.739 | 517 | 474 | 0.917 |
| SETTE | 150 | 78 | 0.520 | 168 | 116 | 0.690 | 949 | 881 | 0.928 |
| SPECCHIO DELLA STAMPA | 102 | 44 | 0.431 | 70 | 38 | 0.543 | 332 | 284 | 0.855 |
| TV SETTE | 136 | 74 | 0.544 | 153 | 99 | 0.647 | 929 | 882 | 0.949 |
| IL VENERDI' | 300 | 148 | 0.493 | 374 | 275 | 0.735 | 1363 | 1236 | 0.907 |

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata** (valori assoluti x 1.000)

## MENSILI

| | 8/9 Numeri su 12 mesi | | | 10/11 Numeri su 12 mesi | | | 12 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 34 | 30 | 0.882 | 35 | 25 | 0.714 | 90 | 84 | 0.933 |
| AD | 30 | 24 | 0.800 | 36 | 27 | 0.750 | 130 | 123 | 0.946 |
| AIRONE | 88 | 55 | 0.625 | 65 | 39 | 0.600 | 203 | 181 | 0.892 |
| AMADEUS | 7 | 0 | 0.000 | 17 | 12 | 0.706 | 25 | 24 | 0.960 |
| ARCHEO | 23 | 20 | 0.870 | 13 | 6 | 0.462 | 83 | 74 | 0.892 |
| ASTRA | 6 | 6 | 1.000 | 9 | 9 | 1.000 | 45 | 43 | 0.956 |
| A TAVOLA | 7 | 4 | 0.571 | 9 | 5 | 0.556 | 27 | 24 | 0.889 |
| AUTO | 129 | 93 | 0.721 | 126 | 106 | 0.841 | 298 | 276 | 0.926 |
| L'AUTOMOBILE | 65 | 32 | 0.492 | 82 | 61 | 0.744 | 677 | 621 | 0.917 |
| BELL'EUROPA | 11 | 11 | 1.000 | 19 | 9 | 0.474 | 58 | 45 | 0.776 |
| BELL'ITALIA | 52 | 36 | 0.692 | 32 | 27 | 0.844 | 164 | 138 | 0.841 |
| BENISSIMO | 6 | 4 | 0.667 | 5 | 5 | 1.000 | 7 | 5 | 0.714 |
| BIMBI SANI E BELLI | 31 | 17 | 0.548 | 33 | 24 | 0.727 | 88 | 79 | 0.898 |
| BRAVA CASA | 35 | 25 | 0.714 | 42 | 29 | 0.690 | 104 | 94 | 0.904 |
| BUONA CUCINA | 18 | 13 | 0.722 | 18 | 15 | 0.833 | 38 | 32 | 0.842 |
| BURDA | 15 | 13 | 0.867 | 13 | 5 | 0.385 | 17 | 12 | 0.706 |
| CAPITAL | 28 | 15 | 0.536 | 25 | 18 | 0.720 | 79 | 71 | 0.899 |
| CARNET | 11 | 7 | 0.636 | 20 | 17 | 0.850 | 42 | 36 | 0.857 |
| CASAVIVA | 61 | 51 | 0.836 | 70 | 49 | 0.700 | 183 | 164 | 0.896 |
| CENTO COSE ENERGY | 24 | 13 | 0.542 | 17 | 12 | 0.706 | 29 | 28 | 0.966 |
| CIAK | 69 | 46 | 0.667 | 53 | 48 | 0.906 | 138 | 126 | 0.913 |
| CIPRIA | 3 | 3 | 1.000 | 1 | 1 | 1.000 | 8 | 8 | 1.000 |
| CLASS | 29 | 16 | 0.552 | 26 | 17 | 0.654 | 78 | 73 | 0.936 |
| CLUB 3 | 10 | 4 | 0.400 | 7 | 6 | 0.857 | 65 | 56 | 0.862 |
| COME STAI | 16 | 11 | 0.688 | 10 | 8 | 0.800 | 19 | 17 | 0.895 |
| CONSIGLI PRATICI | 8 | 1 | 0.125 | 4 | 2 | 0.500 | 3 | 1 | 0.333 |
| COSE DI CASA | 66 | 49 | 0.742 | 57 | 45 | 0.789 | 142 | 134 | 0.944 |
| LA CUCINA ITALIANA | 26 | 14 | 0.538 | 35 | 27 | 0.771 | 102 | 100 | 0.980 |
| CUCINA MODERNA | 34 | 23 | 0.676 | 33 | 29 | 0.879 | 78 | 75 | 0.962 |
| DONNA | 26 | 10 | 0.385 | 10 | 5 | 0.500 | 38 | 24 | 0.632 |
| DONNA E MAMMA | 20 | 9 | 0.450 | 8 | 0 | 0.000 | 20 | 18 | 0.900 |
| DOVE | 26 | 22 | 0.846 | 23 | 17 | 0.739 | 127 | 117 | 0.921 |
| ELLE | 12 | 4 | 0.333 | 6 | 5 | 0.833 | 25 | 21 | 0.840 |
| ELLE DECOR | 0 | 0 | | 6 | 4 | 0.667 | 23 | 20 | 0.870 |
| FOCUS | 203 | 138 | 0.680 | 161 | 133 | 0.826 | 851 | 819 | 0.962 |
| GARDENIA | 10 | 6 | 0.600 | 17 | 8 | 0.471 | 81 | 73 | 0.901 |
| GENTE MESE | 77 | 52 | 0.675 | 69 | 46 | 0.667 | 118 | 103 | 0.873 |
| GENTE MONEY | 27 | 15 | 0.556 | 29 | 23 | 0.793 | 68 | 58 | 0.853 |
| GENTE MOTORI | 185 | 114 | 0.616 | 169 | 139 | 0.822 | 315 | 280 | 0.889 |
| GENTE VIAGGI | 69 | 49 | 0.710 | 56 | 42 | 0.750 | 91 | 66 | 0.725 |
| GLAMOUR | 1 | 1 | 1.000 | 13 | 7 | 0.538 | 33 | 32 | 0.970 |
| GULLIVER | 24 | 17 | 0.708 | 22 | 15 | 0.682 | 60 | 53 | 0.883 |
| IN CASA | 5 | 2 | 0.400 | 6 | 2 | 0.333 | 21 | 17 | 0.810 |
| INSIEME | 9 | 6 | 0.667 | 5 | 3 | 0.600 | 35 | 31 | 0.886 |
| IO E IL MIO BAMBINO | 50 | 36 | 0.720 | 19 | 13 | 0.684 | 87 | 65 | 0.747 |
| JESUS | 13 | 9 | 0.692 | 14 | 13 | 0.929 | 46 | 38 | 0.826 |
| MADRE | 0 | 0 | | 2 | 2 | 1.000 | 39 | 33 | 0.846 |
| MARIE CLAIRE | 24 | 14 | 0.583 | 28 | 25 | 0.893 | 70 | 58 | 0.829 |
| MAX | 114 | 80 | 0.702 | 76 | 55 | 0.724 | 216 | 197 | 0.912 |
| MERIDIANI | 7 | 4 | 0.571 | 10 | 10 | 1.000 | 25 | 23 | 0.920 |
| MESSAGGERO DI S.ANTONIO | 53 | 30 | 0.566 | 74 | 49 | 0.662 | 466 | 392 | 0.841 |
| LA MIA BOUTIQUE | 0 | 0 | | 3 | 3 | 1.000 | 5 | 5 | 1.000 |
| LA MIA CASA | 15 | 7 | 0.467 | 17 | 11 | 0.647 | 29 | 23 | 0.793 |
| MILLIONAIRE INTRAPRENDERE | 48 | 35 | 0.729 | 50 | 26 | 0.520 | 135 | 122 | 0.904 |
| NAUTICA | 27 | 12 | 0.444 | 38 | 30 | 0.789 | 84 | 72 | 0.857 |
| PESCARE | 77 | 37 | 0.481 | 70 | 56 | 0.800 | 214 | 193 | 0.902 |
| PRATICA | 3 | 3 | 1.000 | 11 | 6 | 0.545 | 23 | 23 | 1.000 |
| QUATTRORUOTE | 519 | 389 | 0.750 | 448 | 384 | 0.857 | 1280 | 1191 | 0.930 |
| QUATTRO ZAMPE | 22 | 10 | 0.455 | 19 | 19 | 1.000 | 79 | 69 | 0.873 |
| QUI TOURING | 25 | 7 | 0.280 | 24 | 20 | 0.833 | 473 | 448 | 0.947 |
| RAKAM | 7 | 2 | 0.286 | 4 | 4 | 1.000 | 15 | 12 | 0.800 |
| SALE & PEPE | 14 | 11 | 0.786 | 16 | 10 | 0.625 | 71 | 69 | 0.972 |
| SALVE | 14 | 4 | 0.286 | 12 | 9 | 0.750 | 50 | 46 | 0.920 |
| SCIENZA & VITA | 14 | 6 | 0.429 | 30 | 20 | 0.667 | 55 | 50 | 0.909 |
| LE SCIENZE | 35 | 27 | 0.771 | 41 | 35 | 0.854 | 125 | 114 | 0.912 |
| SELEZIONE READER'S DIGEST | 81 | 43 | 0.531 | 71 | 47 | 0.662 | 419 | 375 | 0.895 |
| SILHOUETTE DONNA | 23 | 14 | 0.609 | 16 | 13 | 0.813 | 28 | 24 | 0.857 |
| SPEAK UP | 17 | 13 | 0.765 | 30 | 20 | 0.667 | 35 | 33 | 0.943 |
| STARBENE | 85 | 68 | 0.800 | 75 | 48 | 0.640 | 113 | 98 | 0.867 |
| STARTER | 10 | 7 | 0.700 | 8 | 5 | 0.625 | 34 | 27 | 0.794 |
| TUTTI FOTOGRAFI | 19 | 16 | 0.842 | 28 | 23 | 0.821 | 75 | 68 | 0.907 |
| TUTTO | 53 | 48 | 0.906 | 48 | 36 | 0.750 | 93 | 82 | 0.882 |
| TUTTOMOTO | 161 | 121 | 0.752 | 158 | 138 | 0.873 | 182 | 155 | 0.852 |
| TUTTOTURISMO | 30 | 15 | 0.500 | 23 | 13 | 0.565 | 45 | 42 | 0.933 |
| VERA | 7 | 4 | 0.571 | 20 | 14 | 0.700 | 44 | 38 | 0.864 |
| VIAGGIARE | 37 | 20 | 0.541 | 16 | 12 | 0.750 | 51 | 50 | 0.980 |
| VITALITY | 0 | 0 | | 6 | 6 | 1.000 | 9 | 7 | 0.778 |
| VOGUE ITALIA | 23 | 8 | 0.348 | 26 | 18 | 0.692 | 52 | 43 | 0.827 |
| WEEKEND VIAGGI | 15 | 10 | 0.667 | 16 | 10 | 0.625 | 18 | 16 | 0.889 |
| DIANA (QUATTORDICINALE) | 32 | 23 | 0.719 | 35 | 20 | 0.571 | 159 | 138 | 0.868 |

# Donne

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: **• valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## SETTIMANALI

| | Fino a 1 Numero su 3 mesi | | | 2/3 Numeri su 3 mesi | | | 4/5 Numeri su 3 mesi | | | 6/7 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 1009 | 51 | 0.051 | 2275 | 203 | 0.089 | 998 | 161 | 0.161 | 482 | 137 | 0.284 |
| ANNA | 1083 | 60 | 0.055 | 2229 | 206 | 0.092 | 973 | 150 | 0.154 | 484 | 109 | 0.225 |
| AUTO OGGI | 182 | 8 | 0.044 | 176 | 22 | 0.125 | 42 | 13 | 0.310 | 47 | 15 | 0.319 |
| AUTOSPRINT | 92 | 6 | 0.065 | 122 | 13 | 0.107 | 34 | 2 | 0.059 | 35 | 16 | 0.457 |
| BELLA | 579 | 32 | 0.055 | 1382 | 75 | 0.054 | 649 | 89 | 0.137 | 323 | 79 | 0.245 |
| CHI | 906 | 59 | 0.065 | 1650 | 183 | 0.111 | 804 | 167 | 0.208 | 474 | 157 | 0.331 |
| CONFIDENZE | 531 | 26 | 0.049 | 959 | 75 | 0.078 | 446 | 81 | 0.182 | 314 | 95 | 0.303 |
| DOMENICA QUIZ | 83 | 3 | 0.036 | 144 | 19 | 0.132 | 66 | 12 | 0.182 | 50 | 24 | 0.480 |
| DONNA MODERNA | 1387 | 106 | 0.076 | 3202 | 407 | 0.127 | 1883 | 462 | 0.245 | 1249 | 391 | 0.313 |
| L'ESPRESSO | 726 | 41 | 0.056 | 1020 | 87 | 0.085 | 547 | 99 | 0.181 | 275 | 96 | 0.349 |
| EVA EXPRESS TREMILA | 470 | 23 | 0.049 | 864 | 80 | 0.093 | 340 | 60 | 0.176 | 187 | 39 | 0.209 |
| FAMIGLIA CRISTIANA | 899 | 66 | 0.073 | 1650 | 217 | 0.132 | 965 | 221 | 0.229 | 627 | 190 | 0.303 |
| FILM TV | 37 | 4 | 0.108 | 41 | 9 | 0.220 | 36 | 7 | 0.194 | 35 | 10 | 0.286 |
| GENTE | 1404 | 116 | 0.083 | 3159 | 360 | 0.114 | 1624 | 327 | 0.201 | 993 | 341 | 0.343 |
| GIOIA | 1441 | 66 | 0.046 | 2835 | 232 | 0.082 | 1307 | 214 | 0.164 | 751 | 184 | 0.245 |
| IL GIORNALINO | 157 | 14 | 0.089 | 157 | 28 | 0.178 | 88 | 15 | 0.170 | 30 | 8 | 0.267 |
| GRAND HOTEL | 268 | 22 | 0.082 | 415 | 43 | 0.104 | 256 | 56 | 0.219 | 130 | 38 | 0.292 |
| GRAZIA | 1363 | 62 | 0.045 | 2799 | 281 | 0.100 | 1259 | 194 | 0.154 | 715 | 196 | 0.274 |
| GUERIN SPORTIVO | 39 | 4 | 0.103 | 52 | 3 | 0.058 | 24 | 0 | 0.000 | 27 | 7 | 0.259 |
| GUIDA TV | 293 | 38 | 0.130 | 439 | 53 | 0.121 | 260 | 71 | 0.273 | 173 | 59 | 0.341 |
| INTIMITA' | 487 | 21 | 0.043 | 868 | 52 | 0.060 | 450 | 92 | 0.204 | 326 | 104 | 0.319 |
| MAGAZINE BEAUTIFUL | 172 | 26 | 0.151 | 233 | 19 | 0.082 | 124 | 28 | 0.226 | 95 | 30 | 0.316 |
| IL MONDO | 43 | 4 | 0.093 | 32 | 1 | 0.031 | 17 | 0 | 0.000 | 9 | 5 | 0.556 |
| MOTOSPRINT | 116 | 6 | 0.052 | 75 | 8 | 0.107 | 41 | 7 | 0.171 | 32 | 3 | 0.094 |
| NOVELLA 2000 | 805 | 57 | 0.071 | 1357 | 103 | 0.076 | 685 | 136 | 0.199 | 388 | 118 | 0.304 |
| OGGI | 1406 | 92 | 0.065 | 2904 | 374 | 0.129 | 1616 | 311 | 0.192 | 1031 | 335 | 0.325 |
| PANORAMA | 1098 | 84 | 0.077 | 1699 | 146 | 0.086 | 775 | 143 | 0.185 | 455 | 139 | 0.305 |
| SORRISI E CANZONI TV | 771 | 88 | 0.114 | 1530 | 196 | 0.128 | 959 | 217 | 0.226 | 595 | 206 | 0.346 |
| STOP | 288 | 17 | 0.059 | 541 | 61 | 0.113 | 274 | 44 | 0.161 | 161 | 41 | 0.255 |
| TELEPIU' | 306 | 27 | 0.088 | 487 | 68 | 0.140 | 284 | 56 | 0.197 | 214 | 57 | 0.266 |
| TELESETTE | 343 | 20 | 0.058 | 569 | 61 | 0.107 | 251 | 48 | 0.191 | 240 | 60 | 0.250 |
| TOPOLINO | 476 | 50 | 0.105 | 776 | 126 | 0.162 | 524 | 134 | 0.256 | 392 | 150 | 0.383 |
| VISTO | 266 | 15 | 0.056 | 514 | 47 | 0.091 | 249 | 52 | 0.209 | 133 | 29 | 0.218 |
| VIVERSANI & BELLI | 1084 | 59 | 0.054 | 2044 | 153 | 0.075 | 1142 | 151 | 0.132 | 817 | 217 | 0.266 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 341 | 18 | 0.053 | 592 | 78 | 0.132 | 305 | 61 | 0.200 | 178 | 47 | 0.264 |
| DIARIO DELLA SETTIMANA | 57 | 3 | 0.053 | 68 | 2 | 0.029 | 28 | 3 | 0.107 | 17 | 4 | 0.235 |
| LA GAZZETTA SPORT MAGAZINE | 271 | 14 | 0.052 | 341 | 46 | 0.135 | 159 | 29 | 0.182 | 130 | 53 | 0.408 |
| IO DONNA | 561 | 53 | 0.094 | 999 | 113 | 0.113 | 480 | 76 | 0.158 | 274 | 83 | 0.303 |
| SETTE | 280 | 19 | 0.068 | 470 | 45 | 0.096 | 315 | 47 | 0.149 | 245 | 80 | 0.327 |
| SPECCHIO DELLA STAMPA | 523 | 51 | 0.098 | 880 | 112 | 0.127 | 367 | 51 | 0.139 | 196 | 32 | 0.163 |
| TV SETTE | 361 | 30 | 0.083 | 695 | 70 | 0.101 | 414 | 75 | 0.181 | 269 | 111 | 0.413 |
| IL VENERDI' | 603 | 30 | 0.050 | 1274 | 124 | 0.097 | 652 | 120 | 0.184 | 419 | 119 | 0.284 |

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata** (valori assoluti x 1.000)

## MENSILI

| | Fino a 1 Numero su 12 mesi | | | 2/3 Numeri su 12 mesi | | | 4/5 Numeri su 12 mesi | | | 6/7 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 168 | 12 | 0.071 | 305 | 57 | 0.187 | 96 | 24 | 0.250 | 53 | 17 | 0.321 |
| AD | 228 | 24 | 0.105 | 434 | 55 | 0.127 | 198 | 67 | 0.338 | 106 | 46 | 0.434 |
| AIRONE | 542 | 34 | 0.063 | 923 | 67 | 0.073 | 365 | 72 | 0.197 | 158 | 36 | 0.228 |
| AMADEUS | 98 | 0 | 0.000 | 90 | 11 | 0.122 | 30 | 7 | 0.233 | 23 | 9 | 0.391 |
| ARCHEO | 116 | 10 | 0.086 | 198 | 31 | 0.157 | 66 | 17 | 0.258 | 28 | 5 | 0.179 |
| ASTRA | 912 | 44 | 0.048 | 550 | 78 | 0.142 | 173 | 55 | 0.318 | 80 | 25 | 0.313 |
| A TAVOLA | 124 | 12 | 0.097 | 186 | 27 | 0.145 | 94 | 24 | 0.255 | 51 | 18 | 0.353 |
| AUTO | 129 | 10 | 0.078 | 149 | 34 | 0.228 | 74 | 26 | 0.351 | 28 | 13 | 0.464 |
| L'AUTOMOBILE | 122 | 15 | 0.123 | 133 | 49 | 0.368 | 59 | 19 | 0.322 | 43 | 16 | 0.372 |
| BELL'EUROPA | 175 | 16 | 0.091 | 246 | 26 | 0.106 | 113 | 27 | 0.239 | 61 | 22 | 0.361 |
| BELL'ITALIA | 308 | 21 | 0.068 | 528 | 50 | 0.095 | 257 | 54 | 0.210 | 100 | 42 | 0.420 |
| BENISSIMO | 336 | 44 | 0.131 | 613 | 56 | 0.091 | 353 | 106 | 0.300 | 156 | 69 | 0.442 |
| BIMBI SANI E BELLI | 720 | 75 | 0.104 | 1263 | 196 | 0.155 | 463 | 134 | 0.289 | 278 | 108 | 0.388 |
| BRAVA CASA | 423 | 29 | 0.069 | 902 | 116 | 0.129 | 488 | 175 | 0.359 | 273 | 105 | 0.385 |
| BUONA CUCINA | 211 | 26 | 0.123 | 557 | 104 | 0.187 | 282 | 74 | 0.262 | 165 | 70 | 0.424 |
| BURDA | 856 | 66 | 0.077 | 1549 | 216 | 0.139 | 641 | 194 | 0.303 | 365 | 180 | 0.493 |
| CAPITAL | 233 | 8 | 0.034 | 284 | 40 | 0.141 | 92 | 12 | 0.130 | 56 | 28 | 0.500 |
| CARNET | 122 | 9 | 0.074 | 156 | 27 | 0.173 | 50 | 25 | 0.500 | 23 | 14 | 0.609 |
| CASAVIVA | 692 | 70 | 0.101 | 1461 | 195 | 0.133 | 702 | 221 | 0.315 | 365 | 146 | 0.400 |
| CENTO COSE ENERGY | 559 | 41 | 0.073 | 789 | 81 | 0.103 | 445 | 138 | 0.310 | 181 | 99 | 0.547 |
| CIAK | 332 | 32 | 0.096 | 467 | 76 | 0.163 | 220 | 58 | 0.264 | 114 | 43 | 0.377 |
| CIPRIA | 296 | 62 | 0.209 | 319 | 62 | 0.194 | 183 | 79 | 0.432 | 61 | 33 | 0.541 |
| CLASS | 209 | 12 | 0.057 | 204 | 20 | 0.098 | 78 | 15 | 0.192 | 28 | 4 | 0.143 |
| CLUB 3 | 52 | 5 | 0.096 | 63 | 9 | 0.143 | 38 | 7 | 0.184 | 13 | 3 | 0.231 |
| COME STAI | 203 | 12 | 0.059 | 340 | 56 | 0.165 | 186 | 45 | 0.242 | 84 | 43 | 0.512 |
| CONSIGLI PRATICI | 250 | 28 | 0.112 | 353 | 43 | 0.122 | 231 | 64 | 0.277 | 76 | 31 | 0.408 |
| COSE DI CASA | 611 | 71 | 0.116 | 1038 | 243 | 0.234 | 584 | 247 | 0.423 | 296 | 173 | 0.584 |
| LA CUCINA ITALIANA | 387 | 28 | 0.072 | 744 | 145 | 0.195 | 397 | 119 | 0.300 | 201 | 89 | 0.443 |
| CUCINA MODERNA | 398 | 43 | 0.108 | 851 | 116 | 0.136 | 407 | 144 | 0.354 | 258 | 134 | 0.519 |
| DONNA | 564 | 60 | 0.106 | 1149 | 194 | 0.169 | 600 | 198 | 0.330 | 288 | 153 | 0.531 |
| DONNA E MAMMA | 216 | 21 | 0.097 | 391 | 67 | 0.171 | 180 | 48 | 0.267 | 119 | 55 | 0.462 |
| DOVE | 235 | 8 | 0.034 | 400 | 44 | 0.110 | 152 | 47 | 0.309 | 68 | 27 | 0.397 |
| ELLE | 461 | 36 | 0.078 | 807 | 123 | 0.152 | 354 | 93 | 0.263 | 148 | 53 | 0.358 |
| ELLE DECOR | 146 | 17 | 0.116 | 183 | 17 | 0.093 | 90 | 32 | 0.356 | 40 | 9 | 0.225 |
| FOCUS | 546 | 63 | 0.115 | 923 | 187 | 0.203 | 513 | 179 | 0.349 | 352 | 175 | 0.497 |
| GARDENIA | 243 | 11 | 0.045 | 264 | 35 | 0.133 | 129 | 27 | 0.209 | 82 | 32 | 0.390 |
| GENTE MESE | 704 | 48 | 0.068 | 1240 | 192 | 0.155 | 561 | 154 | 0.275 | 329 | 132 | 0.401 |
| GENTE MONEY | 179 | 9 | 0.050 | 166 | 12 | 0.072 | 55 | 9 | 0.164 | 32 | 15 | 0.469 |
| GENTE MOTORI | 304 | 29 | 0.095 | 318 | 41 | 0.129 | 133 | 40 | 0.301 | 82 | 30 | 0.366 |
| GENTE VIAGGI | 490 | 39 | 0.080 | 667 | 65 | 0.097 | 275 | 55 | 0.200 | 109 | 42 | 0.385 |
| GLAMOUR | 282 | 27 | 0.096 | 351 | 71 | 0.202 | 118 | 40 | 0.339 | 108 | 34 | 0.315 |
| GULLIVER | 234 | 12 | 0.051 | 278 | 25 | 0.090 | 102 | 23 | 0.225 | 41 | 19 | 0.463 |
| IN CASA | 210 | 11 | 0.052 | 258 | 22 | 0.085 | 105 | 34 | 0.324 | 47 | 34 | 0.723 |
| INSIEME | 310 | 19 | 0.061 | 464 | 50 | 0.108 | 200 | 60 | 0.300 | 150 | 71 | 0.473 |
| IO E IL MIO BAMBINO | 321 | 28 | 0.087 | 540 | 108 | 0.200 | 301 | 95 | 0.316 | 262 | 114 | 0.435 |
| JESUS | 96 | 6 | 0.063 | 140 | 20 | 0.143 | 54 | 16 | 0.296 | 21 | 10 | 0.476 |
| MADRE | 103 | 10 | 0.097 | 130 | 19 | 0.146 | 69 | 26 | 0.377 | 32 | 10 | 0.313 |
| MARIE CLAIRE | 759 | 70 | 0.092 | 1261 | 187 | 0.148 | 483 | 136 | 0.282 | 229 | 113 | 0.493 |
| MAX | 572 | 89 | 0.156 | 621 | 148 | 0.238 | 263 | 81 | 0.308 | 124 | 73 | 0.589 |
| MERIDIANI | 99 | 8 | 0.081 | 140 | 18 | 0.129 | 82 | 32 | 0.390 | 34 | 19 | 0.559 |
| MESSAGGERO DI S.ANTONIO | 235 | 24 | 0.102 | 424 | 44 | 0.104 | 238 | 70 | 0.294 | 133 | 52 | 0.391 |
| LA MIA BOUTIQUE | 217 | 26 | 0.120 | 332 | 77 | 0.232 | 175 | 44 | 0.251 | 114 | 54 | 0.474 |
| LA MIA CASA | 281 | 22 | 0.078 | 357 | 67 | 0.188 | 186 | 43 | 0.231 | 90 | 48 | 0.533 |
| MILLIONAIRE INTRAPRENDERE | 501 | 48 | 0.096 | 313 | 39 | 0.125 | 127 | 35 | 0.276 | 43 | 19 | 0.442 |
| NAUTICA | 71 | 6 | 0.085 | 57 | 12 | 0.211 | 33 | 6 | 0.182 | 13 | 5 | 0.385 |
| PESCARE | 66 | 5 | 0.076 | 71 | 16 | 0.225 | 28 | 2 | 0.071 | 17 | 3 | 0.176 |
| PRATICA | 348 | 20 | 0.057 | 517 | 66 | 0.128 | 243 | 49 | 0.202 | 126 | 47 | 0.373 |
| QUATTRORUOTE | 1206 | 149 | 0.124 | 1174 | 267 | 0.227 | 542 | 177 | 0.327 | 216 | 94 | 0.435 |
| QUATTRO ZAMPE | 255 | 20 | 0.078 | 298 | 32 | 0.107 | 157 | 38 | 0.242 | 49 | 15 | 0.306 |
| QUI TOURING | 86 | 5 | 0.058 | 139 | 16 | 0.115 | 42 | 9 | 0.214 | 53 | 25 | 0.472 |
| RAKAM | 496 | 35 | 0.071 | 858 | 91 | 0.106 | 316 | 93 | 0.294 | 224 | 82 | 0.366 |
| SALE & PEPE | 387 | 36 | 0.093 | 680 | 94 | 0.138 | 334 | 82 | 0.246 | 198 | 81 | 0.409 |
| SALVE | 251 | 10 | 0.040 | 444 | 57 | 0.128 | 268 | 74 | 0.276 | 117 | 54 | 0.462 |
| SCIENZA & VITA | 98 | 8 | 0.082 | 112 | 8 | 0.071 | 68 | 20 | 0.294 | 32 | 10 | 0.313 |
| LE SCIENZE | 113 | 13 | 0.115 | 186 | 30 | 0.161 | 82 | 21 | 0.256 | 37 | 10 | 0.270 |
| SELEZIONE READER'S DIGEST | 380 | 23 | 0.061 | 598 | 46 | 0.077 | 211 | 42 | 0.199 | 112 | 35 | 0.313 |
| SILHOUETTE DONNA | 821 | 77 | 0.094 | 1575 | 285 | 0.181 | 843 | 275 | 0.326 | 467 | 221 | 0.473 |
| SPEAK UP | 143 | 13 | 0.091 | 118 | 14 | 0.119 | 61 | 9 | 0.148 | 59 | 25 | 0.424 |
| STARBENE | 911 | 74 | 0.081 | 1768 | 260 | 0.147 | 1150 | 313 | 0.272 | 609 | 293 | 0.481 |
| STARTER | 14 | 0 | 0.000 | 17 | 0 | 0.000 | 12 | 2 | 0.167 | 8 | 2 | 0.250 |
| TUTTI FOTOGRAFI | 60 | 0 | 0.000 | 60 | 6 | 0.100 | 9 | 0 | 0.000 | 18 | 14 | 0.778 |
| TUTTO | 217 | 20 | 0.092 | 372 | 75 | 0.202 | 235 | 96 | 0.409 | 155 | 71 | 0.458 |
| TUTTOMOTO | 153 | 13 | 0.085 | 144 | 27 | 0.188 | 73 | 21 | 0.288 | 43 | 21 | 0.488 |
| TUTTOTURISMO | 189 | 17 | 0.090 | 275 | 11 | 0.040 | 71 | 13 | 0.183 | 43 | 19 | 0.442 |
| VERA | 686 | 66 | 0.096 | 1264 | 178 | 0.141 | 666 | 180 | 0.270 | 420 | 192 | 0.457 |
| VIAGGIARE | 227 | 19 | 0.084 | 283 | 25 | 0.088 | 92 | 21 | 0.228 | 47 | 19 | 0.404 |
| VITALITY | 252 | 6 | 0.024 | 363 | 55 | 0.152 | 232 | 47 | 0.203 | 105 | 30 | 0.286 |
| VOGUE ITALIA | 1014 | 82 | 0.081 | 1360 | 196 | 0.144 | 518 | 134 | 0.259 | 220 | 98 | 0.445 |
| WEEKEND VIAGGI | 217 | 17 | 0.078 | 181 | 26 | 0.144 | 101 | 34 | 0.337 | 38 | 17 | 0.447 |
| DIANA (QUATTORDICINALE) | 102 | 10 | 0.098 | 86 | 3 | 0.035 | 37 | 5 | 0.135 | 19 | 5 | 0.263 |

# Donne

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## SETTIMANALI

| | 8/9 Numeri su 3 mesi | | | 10/11 Numeri su 3 mesi | | | 12 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 188 | 96 | 0.511 | 135 | 68 | 0.504 | 418 | 327 | 0.782 |
| ANNA | 248 | 132 | 0.532 | 134 | 87 | 0.649 | 522 | 434 | 0.831 |
| AUTO OGGI | 20 | 9 | 0.450 | 27 | 11 | 0.407 | 77 | 61 | 0.792 |
| AUTOSPRINT | 15 | 7 | 0.467 | 15 | 6 | 0.400 | 83 | 68 | 0.819 |
| BELLA | 158 | 60 | 0.380 | 118 | 81 | 0.686 | 253 | 219 | 0.866 |
| CHI | 213 | 105 | 0.493 | 169 | 103 | 0.609 | 513 | 435 | 0.848 |
| CONFIDENZE | 156 | 62 | 0.397 | 147 | 85 | 0.578 | 478 | 448 | 0.937 |
| DOMENICA QUIZ | 32 | 19 | 0.594 | 29 | 14 | 0.483 | 104 | 98 | 0.942 |
| DONNA MODERNA | 678 | 321 | 0.473 | 481 | 314 | 0.653 | 1340 | 1220 | 0.910 |
| L'ESPRESSO | 141 | 69 | 0.489 | 133 | 76 | 0.571 | 357 | 303 | 0.849 |
| EVA EXPRESS TREMILA | 87 | 35 | 0.402 | 63 | 26 | 0.413 | 186 | 156 | 0.839 |
| FAMIGLIA CRISTIANA | 331 | 185 | 0.559 | 389 | 240 | 0.617 | 2066 | 1935 | 0.937 |
| FILM TV | 16 | 12 | 0.750 | 13 | 8 | 0.615 | 99 | 90 | 0.909 |
| GENTE | 545 | 269 | 0.494 | 437 | 271 | 0.620 | 1163 | 1062 | 0.913 |
| GIOIA | 317 | 145 | 0.457 | 204 | 108 | 0.529 | 334 | 273 | 0.817 |
| IL GIORNALINO | 38 | 19 | 0.500 | 32 | 17 | 0.531 | 123 | 111 | 0.902 |
| GRAND HOTEL | 85 | 47 | 0.553 | 63 | 47 | 0.746 | 615 | 581 | 0.945 |
| GRAZIA | 354 | 171 | 0.483 | 207 | 122 | 0.589 | 547 | 483 | 0.883 |
| GUERIN SPORTIVO | 3 | 2 | 0.667 | 7 | 7 | 1.000 | 20 | 17 | 0.850 |
| GUIDA TV | 79 | 44 | 0.557 | 118 | 83 | 0.703 | 547 | 522 | 0.954 |
| INTIMITA' | 177 | 60 | 0.339 | 146 | 94 | 0.644 | 623 | 577 | 0.926 |
| MAGAZINE BEAUTIFUL | 57 | 28 | 0.491 | 46 | 29 | 0.630 | 137 | 129 | 0.942 |
| IL MONDO | 5 | 5 | 1.000 | 7 | 2 | 0.286 | 20 | 18 | 0.900 |
| MOTOSPRINT | 19 | 8 | 0.421 | 20 | 12 | 0.600 | 52 | 47 | 0.904 |
| NOVELLA 2000 | 186 | 80 | 0.430 | 137 | 71 | 0.518 | 345 | 299 | 0.867 |
| OGGI | 515 | 255 | 0.495 | 366 | 241 | 0.658 | 1207 | 1108 | 0.918 |
| PANORAMA | 247 | 138 | 0.559 | 190 | 108 | 0.568 | 688 | 624 | 0.907 |
| SORRISI E CANZONI TV | 514 | 294 | 0.572 | 568 | 434 | 0.764 | 3364 | 3203 | 0.952 |
| STOP | 74 | 23 | 0.311 | 72 | 46 | 0.639 | 336 | 314 | 0.935 |
| TELEPIU' | 155 | 67 | 0.432 | 127 | 78 | 0.614 | 822 | 782 | 0.951 |
| TELESETTE | 134 | 62 | 0.463 | 134 | 97 | 0.724 | 882 | 845 | 0.958 |
| TOPOLINO | 207 | 89 | 0.430 | 221 | 139 | 0.629 | 718 | 625 | 0.870 |
| VISTO | 88 | 45 | 0.511 | 64 | 34 | 0.531 | 277 | 244 | 0.881 |
| VIVERSANI & BELLI | 399 | 163 | 0.409 | 313 | 179 | 0.572 | 581 | 484 | 0.833 |
| **SUPPLEMENTI** | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 159 | 77 | 0.484 | 139 | 100 | 0.719 | 680 | 626 | 0.921 |
| DIARIO DELLA SETTIMANA | 6 | 3 | 0.500 | 6 | 0 | 0.000 | 63 | 53 | 0.841 |
| LA GAZZETTA SPORT MAGAZINE | 69 | 34 | 0.493 | 44 | 23 | 0.523 | 275 | 257 | 0.935 |
| IO DONNA | 186 | 92 | 0.495 | 125 | 92 | 0.736 | 920 | 860 | 0.935 |
| SETTE | 140 | 65 | 0.464 | 94 | 62 | 0.660 | 912 | 862 | 0.945 |
| SPECCHIO DELLA STAMPA | 111 | 61 | 0.550 | 87 | 49 | 0.563 | 352 | 294 | 0.835 |
| TV SETTE | 136 | 58 | 0.426 | 125 | 85 | 0.680 | 990 | 937 | 0.946 |
| IL VENERDI' | 245 | 92 | 0.376 | 288 | 194 | 0.674 | 1176 | 1082 | 0.920 |

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## MENSILI

| | 8/9 Numeri su 12 mesi | | | 10/11 Numeri su 12 mesi | | | 12 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 20 | 15 | 0.750 | 23 | 11 | 0.478 | 70 | 53 | 0.757 |
| AD | 44 | 33 | 0.750 | 48 | 32 | 0.667 | 149 | 119 | 0.799 |
| AIRONE | 84 | 46 | 0.548 | 57 | 38 | 0.667 | 185 | 157 | 0.849 |
| AMADEUS | 14 | 10 | 0.714 | 10 | 6 | 0.600 | 29 | 29 | 1.000 |
| ARCHEO | 26 | 12 | 0.462 | 21 | 12 | 0.571 | 62 | 53 | 0.855 |
| ASTRA | 62 | 33 | 0.532 | 63 | 40 | 0.635 | 164 | 144 | 0.878 |
| A TAVOLA | 23 | 16 | 0.696 | 11 | 5 | 0.455 | 61 | 53 | 0.869 |
| AUTO | 12 | 4 | 0.333 | 22 | 16 | 0.727 | 61 | 52 | 0.852 |
| L'AUTOMOBILE | 19 | 8 | 0.421 | 38 | 23 | 0.605 | 287 | 243 | 0.847 |
| BELL'EUROPA | 26 | 14 | 0.538 | 13 | 12 | 0.923 | 97 | 91 | 0.938 |
| BELL'ITALIA | 47 | 20 | 0.426 | 29 | 17 | 0.586 | 131 | 121 | 0.924 |
| BENISSIMO | 42 | 17 | 0.405 | 40 | 25 | 0.625 | 108 | 91 | 0.843 |
| BIMBI SANI E BELLI | 178 | 83 | 0.466 | 116 | 73 | 0.629 | 318 | 256 | 0.805 |
| BRAVA CASA | 96 | 64 | 0.667 | 128 | 89 | 0.695 | 250 | 226 | 0.904 |
| BUONA CUCINA | 82 | 50 | 0.610 | 79 | 49 | 0.620 | 138 | 115 | 0.833 |
| BURDA | 168 | 97 | 0.577 | 174 | 130 | 0.747 | 335 | 293 | 0.875 |
| CAPITAL | 16 | 7 | 0.438 | 14 | 9 | 0.643 | 54 | 42 | 0.778 |
| CARNET | 9 | 6 | 0.667 | 9 | 4 | 0.444 | 44 | 39 | 0.886 |
| CASAVIVA | 193 | 135 | 0.699 | 161 | 112 | 0.696 | 394 | 357 | 0.906 |
| CENTO COSE ENERGY | 82 | 48 | 0.585 | 76 | 50 | 0.658 | 159 | 153 | 0.962 |
| CIAK | 62 | 41 | 0.661 | 42 | 30 | 0.714 | 125 | 112 | 0.896 |
| CIPRIA | 20 | 11 | 0.550 | 34 | 26 | 0.765 | 99 | 95 | 0.960 |
| CLASS | 13 | 4 | 0.308 | 9 | 5 | 0.556 | 36 | 28 | 0.778 |
| CLUB 3 | 4 | 4 | 1.000 | 8 | 4 | 0.500 | 114 | 107 | 0.939 |
| COME STAI | 57 | 36 | 0.632 | 43 | 27 | 0.628 | 62 | 49 | 0.790 |
| CONSIGLI PRATICI | 41 | 21 | 0.512 | 29 | 20 | 0.690 | 55 | 50 | 0.909 |
| COSE DI CASA | 215 | 144 | 0.670 | 173 | 145 | 0.838 | 380 | 348 | 0.916 |
| LA CUCINA ITALIANA | 114 | 64 | 0.561 | 67 | 47 | 0.701 | 222 | 205 | 0.923 |
| CUCINA MODERNA | 115 | 78 | 0.678 | 68 | 46 | 0.676 | 251 | 244 | 0.972 |
| DONNA | 117 | 61 | 0.521 | 85 | 61 | 0.718 | 117 | 93 | 0.795 |
| DONNA E MAMMA | 75 | 37 | 0.493 | 48 | 38 | 0.792 | 132 | 117 | 0.886 |
| DOVE | 33 | 19 | 0.576 | 26 | 14 | 0.538 | 103 | 88 | 0.854 |
| ELLE | 58 | 33 | 0.569 | 37 | 27 | 0.730 | 176 | 165 | 0.938 |
| ELLE DECOR | 23 | 17 | 0.739 | 11 | 9 | 0.818 | 75 | 65 | 0.867 |
| FOCUS | 144 | 104 | 0.722 | 118 | 90 | 0.763 | 587 | 552 | 0.940 |
| GARDENIA | 25 | 7 | 0.280 | 26 | 22 | 0.846 | 71 | 64 | 0.901 |
| GENTE MESE | 160 | 95 | 0.594 | 115 | 79 | 0.687 | 212 | 195 | 0.920 |
| GENTE MONEY | 14 | 12 | 0.857 | 11 | 11 | 1.000 | 24 | 15 | 0.625 |
| GENTE MOTORI | 20 | 20 | 1.000 | 26 | 17 | 0.654 | 81 | 62 | 0.765 |
| GENTE VIAGGI | 43 | 29 | 0.674 | 21 | 18 | 0.857 | 130 | 113 | 0.869 |
| GLAMOUR | 28 | 21 | 0.750 | 22 | 20 | 0.909 | 160 | 150 | 0.938 |
| GULLIVER | 17 | 12 | 0.706 | 11 | 6 | 0.545 | 44 | 40 | 0.909 |
| IN CASA | 19 | 12 | 0.632 | 13 | 9 | 0.692 | 33 | 25 | 0.758 |
| INSIEME | 52 | 31 | 0.596 | 44 | 25 | 0.568 | 110 | 100 | 0.909 |
| IO E IL MIO BAMBINO | 135 | 81 | 0.600 | 78 | 42 | 0.538 | 354 | 303 | 0.856 |
| JESUS | 8 | 8 | 1.000 | 11 | 8 | 0.727 | 67 | 51 | 0.761 |
| MADRE | 13 | 8 | 0.615 | 9 | 6 | 0.667 | 90 | 80 | 0.889 |
| MARIE CLAIRE | 123 | 88 | 0.715 | 69 | 61 | 0.884 | 239 | 213 | 0.891 |
| MAX | 73 | 56 | 0.767 | 22 | 19 | 0.864 | 130 | 114 | 0.877 |
| MERIDIANI | 12 | 8 | 0.667 | 2 | 2 | 1.000 | 27 | 21 | 0.778 |
| MESSAGGERO DI S.ANTONIO | 81 | 51 | 0.630 | 95 | 70 | 0.737 | 915 | 823 | 0.899 |
| LA MIA BOUTIQUE | 57 | 28 | 0.491 | 35 | 33 | 0.943 | 190 | 170 | 0.895 |
| LA MIA CASA | 40 | 24 | 0.600 | 40 | 21 | 0.525 | 57 | 45 | 0.789 |
| MILLIONAIRE INTRAPRENDERE | 16 | 7 | 0.438 | 24 | 17 | 0.708 | 62 | 55 | 0.887 |
| NAUTICA | 6 | 1 | 0.167 | 8 | 8 | 1.000 | 25 | 18 | 0.720 |
| PESCARE | 6 | 5 | 0.833 | 17 | 13 | 0.765 | 55 | 48 | 0.873 |
| PRATICA | 56 | 25 | 0.446 | 49 | 37 | 0.755 | 168 | 159 | 0.946 |
| QUATTRORUOTE | 106 | 60 | 0.566 | 131 | 106 | 0.809 | 420 | 352 | 0.838 |
| QUATTRO ZAMPE | 44 | 23 | 0.523 | 52 | 27 | 0.519 | 106 | 88 | 0.830 |
| QUI TOURING | 32 | 30 | 0.938 | 32 | 21 | 0.656 | 373 | 331 | 0.887 |
| RAKAM | 104 | 76 | 0.731 | 77 | 64 | 0.831 | 159 | 134 | 0.843 |
| SALE & PEPE | 80 | 45 | 0.563 | 69 | 44 | 0.638 | 200 | 184 | 0.920 |
| SALVE | 32 | 18 | 0.563 | 43 | 29 | 0.674 | 74 | 66 | 0.892 |
| SCIENZA & VITA | 17 | 8 | 0.471 | 5 | 3 | 0.600 | 28 | 25 | 0.893 |
| LE SCIENZE | 15 | 7 | 0.467 | 26 | 17 | 0.654 | 82 | 73 | 0.890 |
| SELEZIONE READER'S DIGEST | 90 | 44 | 0.489 | 96 | 53 | 0.552 | 405 | 350 | 0.864 |
| SILHOUETTE DONNA | 206 | 148 | 0.718 | 168 | 116 | 0.690 | 232 | 205 | 0.884 |
| SPEAK UP | 25 | 15 | 0.600 | 23 | 19 | 0.826 | 47 | 47 | 1.000 |
| STARBENE | 302 | 196 | 0.649 | 197 | 146 | 0.741 | 289 | 262 | 0.907 |
| STARTER | 3 | 0 | 0.000 | 3 | 3 | 1.000 | 8 | 8 | 1.000 |
| TUTTI FOTOGRAFI | 4 | 4 | 1.000 | 4 | 2 | 0.500 | 29 | 29 | 1.000 |
| TUTTO | 96 | 68 | 0.708 | 63 | 44 | 0.698 | 136 | 116 | 0.853 |
| TUTTOMOTO | 9 | 9 | 1.000 | 10 | 7 | 0.700 | 46 | 33 | 0.717 |
| TUTTOTURISMO | 25 | 17 | 0.680 | 13 | 13 | 1.000 | 53 | 47 | 0.887 |
| VERA | 147 | 96 | 0.653 | 123 | 69 | 0.561 | 299 | 276 | 0.923 |
| VIAGGIARE | 24 | 8 | 0.333 | 18 | 14 | 0.778 | 43 | 35 | 0.814 |
| VITALITY | 33 | 25 | 0.758 | 23 | 14 | 0.609 | 47 | 43 | 0.915 |
| VOGUE ITALIA | 105 | 51 | 0.486 | 91 | 70 | 0.769 | 112 | 98 | 0.875 |
| WEEKEND VIAGGI | 25 | 19 | 0.760 | 8 | 7 | 0.875 | 25 | 20 | 0.800 |
| DIANA (QUATTORDICINALE) | 17 | 0 | 0.000 | 0 | 0 | | 50 | 30 | 0.600 |

# Responsabili acquisti

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

## SETTIMANALI

| | Fino a 1 Numero su 3 mesi | | | 2/3 Numeri su 3 mesi | | | 4/5 Numeri su 3 mesi | | | 6/7 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 681 | 38 | 0.056 | 1583 | 134 | 0.085 | 621 | 96 | 0.155 | 298 | 81 | 0.272 |
| ANNA | 646 | 35 | 0.054 | 1476 | 117 | 0.079 | 598 | 103 | 0.172 | 285 | 68 | 0.239 |
| AUTO OGGI | 111 | 0 | 0.000 | 160 | 24 | 0.150 | 27 | 7 | 0.259 | 32 | 11 | 0.344 |
| AUTOSPRINT | 105 | 5 | 0.048 | 134 | 14 | 0.104 | 46 | 8 | 0.174 | 34 | 13 | 0.382 |
| BELLA | 401 | 16 | 0.040 | 1025 | 66 | 0.064 | 466 | 64 | 0.137 | 241 | 52 | 0.216 |
| CHI | 532 | 36 | 0.068 | 1043 | 125 | 0.120 | 491 | 117 | 0.238 | 270 | 81 | 0.300 |
| CONFIDENZE | 370 | 18 | 0.049 | 710 | 54 | 0.076 | 363 | 63 | 0.174 | 224 | 64 | 0.286 |
| DOMENICA QUIZ | 49 | 3 | 0.061 | 120 | 19 | 0.158 | 64 | 6 | 0.094 | 42 | 18 | 0.429 |
| DONNA MODERNA | 938 | 78 | 0.083 | 2185 | 272 | 0.124 | 1147 | 279 | 0.243 | 764 | 247 | 0.323 |
| L'ESPRESSO | 511 | 30 | 0.059 | 814 | 85 | 0.104 | 463 | 95 | 0.205 | 230 | 82 | 0.357 |
| EVA EXPRESS TREMILA | 314 | 20 | 0.064 | 612 | 53 | 0.087 | 250 | 51 | 0.204 | 122 | 25 | 0.205 |
| FAMIGLIA CRISTIANA | 666 | 50 | 0.075 | 1365 | 171 | 0.125 | 739 | 171 | 0.231 | 543 | 161 | 0.297 |
| FILM TV | 21 | 4 | 0.190 | 20 | 5 | 0.250 | 20 | 7 | 0.350 | 17 | 5 | 0.294 |
| GENTE | 941 | 62 | 0.066 | 2235 | 251 | 0.112 | 1139 | 236 | 0.207 | 714 | 268 | 0.375 |
| GIOIA | 900 | 44 | 0.049 | 1866 | 146 | 0.078 | 810 | 138 | 0.170 | 424 | 90 | 0.212 |
| IL GIORNALINO | 82 | 8 | 0.098 | 102 | 18 | 0.176 | 57 | 13 | 0.228 | 20 | 3 | 0.150 |
| GRAND HOTEL | 197 | 11 | 0.056 | 309 | 32 | 0.104 | 180 | 45 | 0.250 | 94 | 29 | 0.309 |
| GRAZIA | 849 | 24 | 0.028 | 1805 | 170 | 0.094 | 746 | 102 | 0.137 | 469 | 118 | 0.252 |
| GUERIN SPORTIVO | 47 | 4 | 0.085 | 45 | 1 | 0.022 | 20 | 2 | 0.100 | 23 | 6 | 0.261 |
| GUIDA TV | 201 | 17 | 0.085 | 341 | 60 | 0.176 | 187 | 51 | 0.273 | 138 | 50 | 0.362 |
| INTIMITA' | 342 | 19 | 0.056 | 636 | 36 | 0.057 | 343 | 67 | 0.195 | 281 | 88 | 0.313 |
| MAGAZINE BEAUTIFUL | 87 | 20 | 0.230 | 79 | 5 | 0.063 | 31 | 2 | 0.065 | 37 | 4 | 0.108 |
| IL MONDO | 42 | 1 | 0.024 | 29 | 1 | 0.034 | 17 | 0 | 0.000 | 14 | 6 | 0.429 |
| MOTOSPRINT | 75 | 3 | 0.040 | 61 | 5 | 0.082 | 30 | 9 | 0.300 | 19 | 4 | 0.211 |
| NOVELLA 2000 | 535 | 34 | 0.064 | 962 | 76 | 0.079 | 487 | 91 | 0.187 | 269 | 85 | 0.316 |
| OGGI | 967 | 59 | 0.061 | 2150 | 276 | 0.128 | 1101 | 208 | 0.189 | 782 | 258 | 0.330 |
| PANORAMA | 697 | 43 | 0.062 | 1231 | 108 | 0.088 | 562 | 112 | 0.199 | 298 | 93 | 0.312 |
| SORRISI E CANZONI TV | 483 | 41 | 0.085 | 992 | 112 | 0.113 | 594 | 136 | 0.229 | 413 | 134 | 0.324 |
| STOP | 195 | 8 | 0.041 | 415 | 54 | 0.130 | 223 | 41 | 0.184 | 124 | 31 | 0.250 |
| TELEPIU' | 177 | 16 | 0.090 | 293 | 41 | 0.140 | 191 | 30 | 0.157 | 114 | 29 | 0.254 |
| TELESETTE | 212 | 13 | 0.061 | 366 | 41 | 0.112 | 153 | 29 | 0.190 | 166 | 43 | 0.259 |
| TOPOLINO | 335 | 27 | 0.081 | 510 | 96 | 0.188 | 355 | 87 | 0.245 | 261 | 91 | 0.349 |
| VISTO | 219 | 9 | 0.041 | 368 | 36 | 0.098 | 184 | 37 | 0.201 | 105 | 21 | 0.200 |
| VIVERSANI & BELLI | 649 | 23 | 0.035 | 1318 | 111 | 0.084 | 742 | 100 | 0.135 | 540 | 120 | 0.222 |
| **SUPPLEMENTI** | | | | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 184 | 14 | 0.076 | 339 | 47 | 0.139 | 164 | 31 | 0.189 | 90 | 23 | 0.256 |
| DIARIO DELLA SETTIMANA | 33 | 2 | 0.061 | 44 | 1 | 0.023 | 24 | 3 | 0.125 | 22 | 4 | 0.182 |
| LA GAZZETTA SPORT MAGAZINE | 167 | 11 | 0.066 | 256 | 33 | 0.129 | 129 | 37 | 0.287 | 86 | 31 | 0.360 |
| IO DONNA | 315 | 33 | 0.105 | 585 | 68 | 0.116 | 257 | 29 | 0.113 | 146 | 47 | 0.322 |
| SETTE | 167 | 12 | 0.072 | 322 | 24 | 0.075 | 189 | 31 | 0.164 | 174 | 68 | 0.391 |
| SPECCHIO DELLA STAMPA | 300 | 24 | 0.080 | 558 | 68 | 0.122 | 222 | 32 | 0.144 | 101 | 19 | 0.188 |
| TV SETTE | 243 | 10 | 0.041 | 463 | 51 | 0.110 | 282 | 64 | 0.227 | 166 | 79 | 0.476 |
| IL VENERDI' | 413 | 22 | 0.053 | 871 | 76 | 0.087 | 475 | 80 | 0.168 | 267 | 81 | 0.303 |

# Responsabili acquisti

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata** (valori assoluti x 1.000)

## MENSILI

| | Fino a 1 Numero su 12 mesi | | | 2/3 Numeri su 12 mesi | | | 4/5 Numeri su 12 mesi | | | 6/7 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 144 | 5 | 0.035 | 251 | 48 | 0.191 | 77 | 16 | 0.208 | 38 | 10 | 0.263 |
| AD | 164 | 14 | 0.085 | 314 | 40 | 0.127 | 140 | 33 | 0.236 | 82 | 26 | 0.317 |
| AIRONE | 340 | 19 | 0.056 | 659 | 60 | 0.091 | 230 | 45 | 0.196 | 127 | 34 | 0.268 |
| AMADEUS | 52 | 3 | 0.058 | 99 | 15 | 0.152 | 25 | 7 | 0.280 | 16 | 8 | 0.500 |
| ARCHEO | 72 | 5 | 0.069 | 147 | 29 | 0.197 | 40 | 6 | 0.150 | 28 | 7 | 0.250 |
| ASTRA | 486 | 15 | 0.031 | 287 | 35 | 0.122 | 65 | 20 | 0.308 | 40 | 13 | 0.325 |
| A TAVOLA | 84 | 9 | 0.107 | 131 | 23 | 0.176 | 71 | 19 | 0.268 | 50 | 16 | 0.320 |
| AUTO | 99 | 13 | 0.131 | 118 | 22 | 0.186 | 52 | 21 | 0.404 | 19 | 13 | 0.684 |
| L'AUTOMOBILE | 67 | 8 | 0.119 | 78 | 18 | 0.231 | 46 | 15 | 0.326 | 15 | 7 | 0.467 |
| BELL'EUROPA | 111 | 4 | 0.036 | 182 | 20 | 0.110 | 70 | 21 | 0.300 | 30 | 6 | 0.200 |
| BELL'ITALIA | 220 | 16 | 0.073 | 391 | 39 | 0.100 | 182 | 45 | 0.247 | 70 | 31 | 0.443 |
| BENISSIMO | 228 | 30 | 0.132 | 471 | 38 | 0.081 | 254 | 83 | 0.327 | 114 | 52 | 0.456 |
| BIMBI SANI E BELLI | 404 | 31 | 0.077 | 865 | 137 | 0.158 | 368 | 101 | 0.274 | 206 | 78 | 0.379 |
| BRAVA CASA | 296 | 13 | 0.044 | 711 | 79 | 0.111 | 378 | 128 | 0.339 | 210 | 76 | 0.362 |
| BUONA CUCINA | 157 | 17 | 0.108 | 433 | 73 | 0.169 | 228 | 68 | 0.298 | 131 | 55 | 0.420 |
| BURDA | 596 | 48 | 0.081 | 1120 | 155 | 0.138 | 428 | 118 | 0.276 | 247 | 125 | 0.506 |
| CAPITAL | 173 | 2 | 0.012 | 251 | 30 | 0.120 | 78 | 10 | 0.128 | 37 | 11 | 0.297 |
| CARNET | 71 | 7 | 0.099 | 102 | 18 | 0.176 | 33 | 11 | 0.333 | 17 | 7 | 0.412 |
| CASAVIVA | 503 | 56 | 0.111 | 1107 | 133 | 0.120 | 542 | 157 | 0.290 | 266 | 107 | 0.402 |
| CENTO COSE ENERGY | 226 | 12 | 0.053 | 253 | 25 | 0.099 | 137 | 52 | 0.380 | 52 | 26 | 0.500 |
| CIAK | 150 | 10 | 0.067 | 204 | 16 | 0.078 | 84 | 21 | 0.250 | 35 | 15 | 0.429 |
| CIPRIA | 115 | 39 | 0.339 | 156 | 32 | 0.205 | 84 | 36 | 0.429 | 24 | 13 | 0.542 |
| CLASS | 113 | 9 | 0.080 | 176 | 17 | 0.097 | 52 | 5 | 0.096 | 25 | 6 | 0.240 |
| CLUB 3 | 27 | 5 | 0.185 | 30 | 8 | 0.267 | 31 | 7 | 0.226 | 10 | 3 | 0.300 |
| COME STAI | 102 | 9 | 0.088 | 190 | 38 | 0.200 | 121 | 25 | 0.207 | 41 | 20 | 0.488 |
| CONSIGLI PRATICI | 160 | 13 | 0.081 | 251 | 29 | 0.116 | 178 | 38 | 0.213 | 64 | 30 | 0.469 |
| COSE DI CASA | 374 | 40 | 0.107 | 686 | 167 | 0.243 | 399 | 166 | 0.416 | 210 | 126 | 0.600 |
| LA CUCINA ITALIANA | 293 | 17 | 0.058 | 604 | 114 | 0.189 | 309 | 76 | 0.246 | 165 | 79 | 0.479 |
| CUCINA MODERNA | 283 | 31 | 0.110 | 613 | 65 | 0.106 | 291 | 103 | 0.354 | 182 | 90 | 0.495 |
| DONNA | 338 | 27 | 0.080 | 716 | 108 | 0.151 | 365 | 106 | 0.290 | 187 | 90 | 0.481 |
| DONNA E MAMMA | 168 | 19 | 0.113 | 355 | 49 | 0.138 | 146 | 44 | 0.301 | 95 | 42 | 0.442 |
| DOVE | 150 | 6 | 0.040 | 276 | 23 | 0.083 | 108 | 23 | 0.213 | 59 | 22 | 0.373 |
| ELLE | 227 | 18 | 0.079 | 420 | 58 | 0.138 | 187 | 52 | 0.278 | 60 | 18 | 0.300 |
| ELLE DECOR | 75 | 10 | 0.133 | 123 | 8 | 0.065 | 46 | 19 | 0.413 | 29 | 6 | 0.207 |
| FOCUS | 230 | 21 | 0.091 | 455 | 76 | 0.167 | 249 | 90 | 0.361 | 159 | 68 | 0.428 |
| GARDENIA | 181 | 4 | 0.022 | 219 | 26 | 0.119 | 97 | 24 | 0.247 | 75 | 25 | 0.333 |
| GENTE MESE | 457 | 26 | 0.057 | 796 | 125 | 0.157 | 382 | 110 | 0.288 | 234 | 84 | 0.359 |
| GENTE MONEY | 139 | 3 | 0.022 | 152 | 9 | 0.059 | 45 | 9 | 0.200 | 28 | 13 | 0.464 |
| GENTE MOTORI | 233 | 16 | 0.069 | 319 | 59 | 0.185 | 138 | 32 | 0.232 | 73 | 25 | 0.342 |
| GENTE VIAGGI | 363 | 18 | 0.050 | 533 | 53 | 0.099 | 236 | 43 | 0.182 | 69 | 22 | 0.319 |
| GLAMOUR | 110 | 14 | 0.127 | 118 | 17 | 0.144 | 30 | 6 | 0.200 | 28 | 12 | 0.429 |
| GULLIVER | 148 | 7 | 0.047 | 184 | 27 | 0.147 | 69 | 12 | 0.174 | 25 | 13 | 0.520 |
| IN CASA | 152 | 4 | 0.026 | 210 | 20 | 0.095 | 75 | 22 | 0.293 | 23 | 17 | 0.739 |
| INSIEME | 205 | 13 | 0.063 | 359 | 38 | 0.106 | 170 | 44 | 0.259 | 134 | 67 | 0.500 |
| IO E IL MIO BAMBINO | 197 | 22 | 0.112 | 422 | 89 | 0.211 | 243 | 89 | 0.366 | 218 | 87 | 0.399 |
| JESUS | 57 | 4 | 0.070 | 111 | 14 | 0.126 | 51 | 13 | 0.255 | 15 | 5 | 0.333 |
| MADRE | 82 | 8 | 0.098 | 108 | 17 | 0.157 | 49 | 15 | 0.306 | 26 | 9 | 0.346 |
| MARIE CLAIRE | 390 | 30 | 0.077 | 643 | 77 | 0.120 | 246 | 73 | 0.297 | 120 | 62 | 0.517 |
| MAX | 265 | 32 | 0.121 | 293 | 78 | 0.266 | 77 | 18 | 0.234 | 38 | 20 | 0.526 |
| MERIDIANI | 69 | 7 | 0.101 | 102 | 6 | 0.059 | 58 | 21 | 0.362 | 30 | 10 | 0.333 |
| MESSAGGERO DI S.ANTONIO | 175 | 22 | 0.126 | 343 | 30 | 0.087 | 182 | 52 | 0.286 | 123 | 42 | 0.341 |
| LA MIA BOUTIQUE | 134 | 18 | 0.134 | 208 | 54 | 0.260 | 114 | 32 | 0.281 | 67 | 31 | 0.463 |
| LA MIA CASA | 202 | 8 | 0.040 | 255 | 38 | 0.149 | 138 | 32 | 0.232 | 72 | 34 | 0.472 |
| MILLIONAIRE INTRAPRENDERE | 267 | 24 | 0.090 | 222 | 17 | 0.077 | 84 | 23 | 0.274 | 38 | 16 | 0.421 |
| NAUTICA | 56 | 4 | 0.071 | 57 | 15 | 0.263 | 25 | 5 | 0.200 | 8 | 2 | 0.250 |
| PESCARE | 56 | 3 | 0.054 | 69 | 13 | 0.188 | 30 | 7 | 0.233 | 22 | 10 | 0.455 |
| PRATICA | 224 | 17 | 0.076 | 358 | 38 | 0.106 | 159 | 30 | 0.189 | 77 | 24 | 0.312 |
| QUATTRORUOTE | 825 | 94 | 0.114 | 871 | 173 | 0.199 | 441 | 145 | 0.329 | 196 | 85 | 0.434 |
| QUATTRO ZAMPE | 123 | 9 | 0.073 | 174 | 24 | 0.138 | 80 | 23 | 0.288 | 32 | 8 | 0.250 |
| QUI TOURING | 51 | 7 | 0.137 | 96 | 8 | 0.083 | 42 | 8 | 0.190 | 33 | 11 | 0.333 |
| RAKAM | 394 | 23 | 0.058 | 663 | 69 | 0.104 | 234 | 70 | 0.299 | 177 | 68 | 0.384 |
| SALE & PEPE | 260 | 22 | 0.085 | 493 | 51 | 0.103 | 260 | 70 | 0.269 | 149 | 60 | 0.403 |
| SALVE | 187 | 5 | 0.027 | 349 | 40 | 0.115 | 220 | 59 | 0.268 | 90 | 41 | 0.456 |
| SCIENZA & VITA | 63 | 3 | 0.048 | 87 | 7 | 0.080 | 62 | 16 | 0.258 | 21 | 4 | 0.190 |
| LE SCIENZE | 82 | 5 | 0.061 | 142 | 24 | 0.169 | 58 | 14 | 0.241 | 20 | 6 | 0.300 |
| SELEZIONE READER'S DIGEST | 309 | 11 | 0.036 | 459 | 40 | 0.087 | 170 | 33 | 0.194 | 91 | 29 | 0.319 |
| SILHOUETTE DONNA | 453 | 38 | 0.084 | 681 | 104 | 0.153 | 376 | 110 | 0.293 | 212 | 81 | 0.382 |
| SPEAK UP | 57 | 8 | 0.140 | 58 | 4 | 0.069 | 34 | 3 | 0.088 | 26 | 13 | 0.500 |
| STARBENE | 556 | 36 | 0.065 | 1187 | 157 | 0.132 | 725 | 206 | 0.284 | 409 | 176 | 0.430 |
| STARTER | 16 | 0 | 0.000 | 18 | 2 | 0.111 | 8 | 5 | 0.625 | 8 | 2 | 0.250 |
| TUTTI FOTOGRAFI | 51 | 2 | 0.039 | 44 | 6 | 0.136 | 11 | 2 | 0.182 | 14 | 14 | 1.000 |
| TUTTO | 59 | 0 | 0.000 | 77 | 15 | 0.195 | 27 | 9 | 0.333 | 30 | 11 | 0.367 |
| TUTTOMOTO | 85 | 8 | 0.094 | 81 | 13 | 0.160 | 59 | 20 | 0.339 | 21 | 11 | 0.524 |
| TUTTOTURISMO | 132 | 8 | 0.061 | 209 | 6 | 0.029 | 55 | 10 | 0.182 | 34 | 11 | 0.324 |
| VERA | 372 | 37 | 0.099 | 789 | 104 | 0.132 | 378 | 92 | 0.243 | 277 | 137 | 0.495 |
| VIAGGIARE | 130 | 14 | 0.108 | 189 | 10 | 0.053 | 61 | 9 | 0.148 | 28 | 17 | 0.607 |
| VITALITY | 113 | 5 | 0.044 | 185 | 27 | 0.146 | 96 | 13 | 0.135 | 48 | 16 | 0.333 |
| VOGUE ITALIA | 576 | 43 | 0.075 | 763 | 105 | 0.138 | 266 | 62 | 0.233 | 124 | 57 | 0.460 |
| WEEKEND VIAGGI | 107 | 6 | 0.056 | 150 | 14 | 0.093 | 75 | 23 | 0.307 | 26 | 7 | 0.269 |
| DIANA (QUATTORDICINALE) | 49 | 5 | 0.102 | 84 | 4 | 0.048 | 27 | 4 | 0.148 | 17 | 4 | 0.235 |

# Responsabili acquisti

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata**

(valori assoluti x 1.000)

| SETTIMANALI | 8/9 Numeri su 3 mesi | | | 10/11 Numeri su 3 mesi | | | 12 Numeri su 3 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 3 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| AMICA | 119 | 57 | 0.479 | 78 | 38 | 0.487 | 272 | 211 | 0.776 |
| ANNA | 146 | 71 | 0.486 | 87 | 59 | 0.678 | 347 | 290 | 0.836 |
| AUTO OGGI | 16 | 9 | 0.563 | 21 | 7 | 0.333 | 63 | 48 | 0.762 |
| AUTOSPRINT | 17 | 13 | 0.765 | 11 | 5 | 0.455 | 50 | 44 | 0.880 |
| BELLA | 116 | 45 | 0.388 | 78 | 57 | 0.731 | 201 | 170 | 0.846 |
| CHI | 122 | 60 | 0.492 | 108 | 73 | 0.676 | 354 | 296 | 0.836 |
| CONFIDENZE | 99 | 41 | 0.414 | 119 | 64 | 0.538 | 353 | 333 | 0.943 |
| DOMENICA QUIZ | 20 | 13 | 0.650 | 29 | 15 | 0.517 | 88 | 85 | 0.966 |
| DONNA MODERNA | 412 | 201 | 0.488 | 303 | 209 | 0.690 | 852 | 772 | 0.906 |
| L'ESPRESSO | 104 | 47 | 0.452 | 113 | 70 | 0.619 | 297 | 247 | 0.832 |
| EVA EXPRESS TREMILA | 68 | 24 | 0.353 | 43 | 18 | 0.419 | 123 | 101 | 0.821 |
| FAMIGLIA CRISTIANA | 249 | 137 | 0.550 | 314 | 199 | 0.634 | 1564 | 1457 | 0.932 |
| FILM TV | 12 | 8 | 0.667 | 12 | 6 | 0.500 | 82 | 72 | 0.878 |
| GENTE | 364 | 189 | 0.519 | 322 | 200 | 0.621 | 871 | 803 | 0.922 |
| GIOIA | 204 | 99 | 0.485 | 126 | 54 | 0.429 | 228 | 192 | 0.842 |
| IL GIORNALINO | 15 | 4 | 0.267 | 10 | 4 | 0.400 | 91 | 74 | 0.813 |
| GRAND HOTEL | 76 | 43 | 0.566 | 43 | 30 | 0.698 | 458 | 434 | 0.948 |
| GRAZIA | 204 | 87 | 0.426 | 125 | 78 | 0.624 | 346 | 303 | 0.876 |
| GUERIN SPORTIVO | 5 | 5 | 1.000 | 13 | 10 | 0.769 | 20 | 16 | 0.800 |
| GUIDA TV | 54 | 31 | 0.574 | 97 | 61 | 0.629 | 445 | 427 | 0.960 |
| INTIMITA' | 141 | 48 | 0.340 | 94 | 59 | 0.628 | 491 | 454 | 0.925 |
| MAGAZINE BEAUTIFUL | 16 | 4 | 0.250 | 5 | 2 | 0.400 | 25 | 23 | 0.920 |
| IL MONDO | 2 | 2 | 1.000 | 8 | 0 | 0.000 | 24 | 21 | 0.875 |
| MOTOSPRINT | 13 | 5 | 0.385 | 25 | 18 | 0.720 | 36 | 36 | 1.000 |
| NOVELLA 2000 | 119 | 49 | 0.412 | 90 | 47 | 0.522 | 227 | 190 | 0.837 |
| OGGI | 348 | 173 | 0.497 | 267 | 182 | 0.682 | 908 | 831 | 0.915 |
| PANORAMA | 186 | 104 | 0.559 | 134 | 83 | 0.619 | 531 | 491 | 0.925 |
| SORRISI E CANZONI TV | 295 | 146 | 0.495 | 386 | 283 | 0.733 | 2270 | 2168 | 0.955 |
| STOP | 55 | 18 | 0.327 | 51 | 31 | 0.608 | 272 | 248 | 0.912 |
| TELEPIU' | 100 | 44 | 0.440 | 71 | 37 | 0.521 | 573 | 541 | 0.944 |
| TELESETTE | 87 | 43 | 0.494 | 108 | 78 | 0.722 | 645 | 622 | 0.964 |
| TOPOLINO | 145 | 58 | 0.400 | 141 | 74 | 0.525 | 463 | 388 | 0.838 |
| VISTO | 56 | 29 | 0.518 | 46 | 26 | 0.565 | 224 | 194 | 0.866 |
| VIVERSANI & BELLI | 272 | 126 | 0.463 | 215 | 107 | 0.498 | 395 | 338 | 0.856 |
| **SUPPLEMENTI** | | | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 87 | 41 | 0.471 | 70 | 46 | 0.657 | 472 | 430 | 0.911 |
| DIARIO DELLA SETTIMANA | 3 | 2 | 0.667 | 3 | 2 | 0.667 | 56 | 51 | 0.911 |
| LA GAZZETTA SPORT MAGAZINE | 33 | 19 | 0.576 | 36 | 19 | 0.528 | 229 | 212 | 0.926 |
| IO DONNA | 108 | 55 | 0.509 | 73 | 57 | 0.781 | 633 | 593 | 0.937 |
| SETTE | 102 | 57 | 0.559 | 72 | 50 | 0.694 | 670 | 633 | 0.945 |
| SPECCHIO DELLA STAMPA | 64 | 38 | 0.594 | 55 | 27 | 0.491 | 255 | 220 | 0.863 |
| TV SETTE | 83 | 44 | 0.530 | 92 | 64 | 0.696 | 699 | 656 | 0.938 |
| IL VENERDI' | 159 | 65 | 0.409 | 204 | 136 | 0.667 | 919 | 852 | 0.927 |

Valore medio della probabilità individuale di lettura per valori di frequenza di lettura dichiarata
Analisi secondo: ● **valori di frequenza di lettura dichiarata** (valori assoluti x 1.000)

## MENSILI

| | 8/9 Numeri su 12 mesi | | | 10/11 Numeri su 12 mesi | | | 12 Numeri su 12 mesi | | |
|---|---|---|---|---|---|---|---|---|---|
| | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) | Ultimi 12 mesi (A) | Ultimo periodo (B) | Probabilità di lettura (B/A) |
| ABITARE | 24 | 20 | 0.833 | 15 | 5 | 0.333 | 54 | 43 | 0.796 |
| AD | 30 | 20 | 0.667 | 33 | 23 | 0.697 | 117 | 102 | 0.872 |
| AIRONE | 52 | 31 | 0.596 | 36 | 17 | 0.472 | 154 | 126 | 0.818 |
| AMADEUS | 6 | 3 | 0.500 | 10 | 7 | 0.700 | 18 | 17 | 0.944 |
| ARCHEO | 19 | 8 | 0.421 | 10 | 5 | 0.500 | 50 | 45 | 0.900 |
| ASTRA | 36 | 21 | 0.583 | 28 | 19 | 0.679 | 99 | 88 | 0.889 |
| A TAVOLA | 22 | 15 | 0.682 | 11 | 5 | 0.455 | 58 | 50 | 0.862 |
| AUTO | 14 | 11 | 0.786 | 17 | 10 | 0.588 | 58 | 45 | 0.776 |
| L'AUTOMOBILE | 10 | 6 | 0.600 | 23 | 12 | 0.522 | 251 | 220 | 0.876 |
| BELL'EUROPA | 15 | 9 | 0.600 | 9 | 8 | 0.889 | 71 | 64 | 0.901 |
| BELL'ITALIA | 30 | 13 | 0.433 | 27 | 17 | 0.630 | 114 | 101 | 0.886 |
| BENISSIMO | 34 | 17 | 0.500 | 34 | 25 | 0.735 | 88 | 72 | 0.818 |
| BIMBI SANI E BELLI | 141 | 69 | 0.489 | 83 | 47 | 0.566 | 263 | 216 | 0.821 |
| BRAVA CASA | 71 | 50 | 0.704 | 91 | 65 | 0.714 | 169 | 146 | 0.864 |
| BUONA CUCINA | 63 | 39 | 0.619 | 66 | 46 | 0.697 | 113 | 100 | 0.885 |
| BURDA | 120 | 61 | 0.508 | 121 | 94 | 0.777 | 218 | 192 | 0.881 |
| CAPITAL | 13 | 8 | 0.615 | 17 | 12 | 0.706 | 55 | 44 | 0.800 |
| CARNET | 13 | 8 | 0.615 | 5 | 2 | 0.400 | 36 | 32 | 0.889 |
| CASAVIVA | 139 | 89 | 0.640 | 118 | 87 | 0.737 | 256 | 239 | 0.934 |
| CENTO COSE ENERGY | 23 | 19 | 0.826 | 39 | 21 | 0.538 | 53 | 50 | 0.943 |
| CIAK | 17 | 7 | 0.412 | 15 | 7 | 0.467 | 61 | 51 | 0.836 |
| CIPRIA | 5 | 4 | 0.800 | 28 | 21 | 0.750 | 37 | 36 | 0.973 |
| CLASS | 8 | 4 | 0.500 | 11 | 8 | 0.727 | 36 | 28 | 0.778 |
| CLUB 3 | 4 | 4 | 1.000 | 7 | 2 | 0.286 | 106 | 101 | 0.953 |
| COME STAI | 41 | 27 | 0.659 | 21 | 10 | 0.476 | 42 | 38 | 0.905 |
| CONSIGLI PRATICI | 26 | 14 | 0.538 | 27 | 17 | 0.630 | 33 | 31 | 0.939 |
| COSE DI CASA | 155 | 110 | 0.710 | 124 | 107 | 0.863 | 246 | 228 | 0.927 |
| LA CUCINA ITALIANA | 100 | 52 | 0.520 | 51 | 35 | 0.686 | 176 | 163 | 0.926 |
| CUCINA MODERNA | 82 | 56 | 0.683 | 52 | 32 | 0.615 | 187 | 185 | 0.989 |
| DONNA | 76 | 40 | 0.526 | 58 | 39 | 0.672 | 76 | 60 | 0.789 |
| DONNA E MAMMA | 65 | 30 | 0.462 | 46 | 36 | 0.783 | 122 | 106 | 0.869 |
| DOVE | 28 | 18 | 0.643 | 24 | 13 | 0.542 | 81 | 66 | 0.815 |
| ELLE | 39 | 18 | 0.462 | 25 | 21 | 0.840 | 93 | 86 | 0.925 |
| ELLE DECOR | 16 | 12 | 0.750 | 5 | 5 | 1.000 | 45 | 42 | 0.933 |
| FOCUS | 76 | 52 | 0.684 | 58 | 43 | 0.741 | 378 | 356 | 0.942 |
| GARDENIA | 18 | 7 | 0.389 | 22 | 17 | 0.773 | 55 | 51 | 0.927 |
| GENTE MESE | 102 | 57 | 0.559 | 78 | 49 | 0.628 | 141 | 134 | 0.950 |
| GENTE MONEY | 12 | 10 | 0.833 | 11 | 10 | 0.909 | 30 | 23 | 0.767 |
| GENTE MOTORI | 24 | 18 | 0.750 | 29 | 21 | 0.724 | 82 | 62 | 0.756 |
| GENTE VIAGGI | 26 | 18 | 0.692 | 17 | 14 | 0.824 | 87 | 69 | 0.793 |
| GLAMOUR | 9 | 5 | 0.556 | 10 | 10 | 1.000 | 64 | 59 | 0.922 |
| GULLIVER | 8 | 3 | 0.375 | 8 | 3 | 0.375 | 35 | 32 | 0.914 |
| IN CASA | 9 | 6 | 0.667 | 7 | 3 | 0.429 | 27 | 24 | 0.889 |
| INSIEME | 39 | 21 | 0.538 | 42 | 24 | 0.571 | 102 | 91 | 0.892 |
| IO E IL MIO BAMBINO | 126 | 74 | 0.587 | 60 | 32 | 0.533 | 328 | 279 | 0.851 |
| JESUS | 4 | 4 | 1.000 | 7 | 4 | 0.571 | 56 | 41 | 0.732 |
| MADRE | 7 | 5 | 0.714 | 9 | 6 | 0.667 | 81 | 75 | 0.926 |
| MARIE CLAIRE | 59 | 38 | 0.644 | 35 | 31 | 0.886 | 139 | 127 | 0.914 |
| MAX | 33 | 26 | 0.788 | 7 | 5 | 0.714 | 64 | 54 | 0.844 |
| MERIDIANI | 4 | 2 | 0.500 | 4 | 4 | 1.000 | 20 | 17 | 0.850 |
| MESSAGGERO DI S.ANTONIO | 68 | 45 | 0.662 | 77 | 54 | 0.701 | 711 | 630 | 0.886 |
| LA MIA BOUTIQUE | 38 | 17 | 0.447 | 29 | 27 | 0.931 | 120 | 115 | 0.958 |
| LA MIA CASA | 22 | 16 | 0.727 | 29 | 16 | 0.552 | 37 | 28 | 0.757 |
| MILLIONAIRE INTRAPRENDERE | 12 | 6 | 0.500 | 10 | 4 | 0.400 | 51 | 47 | 0.922 |
| NAUTICA | 10 | 5 | 0.500 | 14 | 9 | 0.643 | 23 | 19 | 0.826 |
| PESCARE | 10 | 8 | 0.800 | 18 | 15 | 0.833 | 51 | 41 | 0.804 |
| PRATICA | 40 | 15 | 0.375 | 39 | 31 | 0.795 | 107 | 100 | 0.935 |
| QUATTRORUOTE | 103 | 62 | 0.602 | 104 | 87 | 0.837 | 336 | 276 | 0.821 |
| QUATTRO ZAMPE | 24 | 11 | 0.458 | 35 | 20 | 0.571 | 66 | 55 | 0.833 |
| QUI TOURING | 16 | 14 | 0.875 | 19 | 10 | 0.526 | 301 | 287 | 0.953 |
| RAKAM | 70 | 53 | 0.757 | 57 | 48 | 0.842 | 129 | 108 | 0.837 |
| SALE & PEPE | 55 | 35 | 0.636 | 51 | 35 | 0.686 | 147 | 130 | 0.884 |
| SALVE | 20 | 11 | 0.550 | 36 | 25 | 0.694 | 79 | 71 | 0.899 |
| SCIENZA & VITA | 10 | 5 | 0.500 | 3 | 3 | 1.000 | 26 | 25 | 0.962 |
| LE SCIENZE | 14 | 6 | 0.429 | 17 | 10 | 0.588 | 72 | 63 | 0.875 |
| SELEZIONE READER'S DIGEST | 69 | 31 | 0.449 | 64 | 35 | 0.547 | 311 | 277 | 0.891 |
| SILHOUETTE DONNA | 92 | 58 | 0.630 | 91 | 58 | 0.637 | 106 | 91 | 0.858 |
| SPEAK UP | 11 | 6 | 0.545 | 15 | 11 | 0.733 | 30 | 28 | 0.933 |
| STARBENE | 176 | 109 | 0.619 | 146 | 114 | 0.781 | 167 | 149 | 0.892 |
| STARTER | 6 | 3 | 0.500 | 3 | 3 | 1.000 | 6 | 6 | 1.000 |
| TUTTI FOTOGRAFI | 7 | 7 | 1.000 | 6 | 5 | 0.833 | 24 | 24 | 1.000 |
| TUTTO | 13 | 6 | 0.462 | 10 | 6 | 0.600 | 21 | 12 | 0.571 |
| TUTTOMOTO | 7 | 7 | 1.000 | 14 | 7 | 0.500 | 36 | 27 | 0.750 |
| TUTTOTURISMO | 22 | 15 | 0.682 | 5 | 5 | 1.000 | 36 | 31 | 0.861 |
| VERA | 108 | 77 | 0.713 | 69 | 31 | 0.449 | 201 | 187 | 0.930 |
| VIAGGIARE | 20 | 10 | 0.500 | 18 | 11 | 0.611 | 18 | 16 | 0.889 |
| VITALITY | 6 | 3 | 0.500 | 10 | 6 | 0.600 | 23 | 19 | 0.826 |
| VOGUE ITALIA | 38 | 16 | 0.421 | 38 | 28 | 0.737 | 70 | 57 | 0.814 |
| WEEKEND VIAGGI | 23 | 16 | 0.696 | 11 | 9 | 0.818 | 20 | 15 | 0.750 |
| DIANA (QUATTORDICINALE) | 11 | 3 | 0.273 | 0 | 0 | | 46 | 26 | 0.565 |

# LETTORI CUMULATI

# Adulti

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

| SETTIMANALI | LETTORI NUMERO MEDIO valori x 1.000 | % | LETTORI CUMULATI DOPO 2 uscite | 3 uscite | 6 uscite | 9 uscite | Lettori ultimi 3 mesi dato dichiarato |
|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **49445** | **100.0** | | | | | |
| AMICA | 1234 | 2.5 | 1819 | 2259 | 3195 | 3839 | 6703 |
| ANNA | 1397 | 2.8 | 2008 | 2464 | 3421 | 4064 | 6740 |
| AUTO OGGI | 866 | 1.8 | 1198 | 1437 | 1925 | 2251 | 3740 |
| AUTOSPRINT | 758 | 1.5 | 1044 | 1244 | 1640 | 1892 | 2986 |
| BELLA | 721 | 1.5 | 999 | 1207 | 1660 | 1987 | 3925 |
| CHI | 1712 | 3.5 | 2400 | 2884 | 3842 | 4454 | 6831 |
| CONFIDENZE | 1037 | 2.1 | 1341 | 1550 | 1970 | 2252 | 3549 |
| DOMENICA QUIZ | 392 | 0.8 | 457 | 496 | 574 | 627 | 1018 |
| DONNA MODERNA | 4060 | 8.2 | 5614 | 6685 | 8698 | 9882 | 13109 |
| L'ESPRESSO | 2321 | 4.7 | 3215 | 3851 | 5120 | 5936 | 9006 |
| EVA EXPRESS TREMILA | 783 | 1.6 | 1104 | 1339 | 1831 | 2165 | 3830 |
| FAMIGLIA CRISTIANA | 5215 | 10.5 | 6493 | 7322 | 8862 | 9781 | 12382 |
| FILM TV | 317 | 0.6 | 357 | 379 | 420 | 447 | 655 |
| GENTE | 4387 | 8.9 | 6105 | 7313 | 9662 | 11106 | 15491 |
| GIOIA | 1487 | 3.0 | 2238 | 2816 | 4069 | 4944 | 8916 |
| IL GIORNALINO | 401 | 0.8 | 479 | 527 | 623 | 687 | 1134 |
| GRAND HOTEL | 1238 | 2.5 | 1448 | 1582 | 1842 | 2013 | 2748 |
| GRAZIA | 1810 | 3.7 | 2638 | 3265 | 4585 | 5473 | 8976 |
| GUERIN SPORTIVO | 482 | 1.0 | 628 | 727 | 926 | 1059 | 1711 |
| GUIDA TV | 1729 | 3.5 | 2091 | 2319 | 2733 | 2981 | 3912 |
| INTIMITA' | 1192 | 2.4 | 1509 | 1722 | 2139 | 2413 | 3733 |
| MAGAZINE BEAUTIFUL | 351 | 0.7 | 433 | 485 | 585 | 653 | 1210 |
| IL MONDO | 113 | 0.2 | 134 | 147 | 178 | 202 | 552 |
| MOTOSPRINT | 585 | 1.2 | 802 | 952 | 1247 | 1436 | 2275 |
| NOVELLA 2000 | 1465 | 3.0 | 2076 | 2522 | 3440 | 4047 | 6452 |
| OGGI | 4430 | 9.0 | 6067 | 7242 | 9576 | 11035 | 15358 |
| PANORAMA | 3507 | 7.1 | 4814 | 5744 | 7599 | 8789 | 12851 |
| SORRISI E CANZONI TV | 8586 | 17.4 | 10118 | 11032 | 12618 | 13491 | 15487 |
| STOP | 750 | 1.5 | 954 | 1094 | 1379 | 1571 | 2606 |
| TELEPIU' | 2157 | 4.4 | 2574 | 2840 | 3331 | 3626 | 4527 |
| TELESETTE | 2296 | 4.6 | 2725 | 3006 | 3548 | 3891 | 5057 |
| TOPOLINO | 2675 | 5.4 | 3473 | 3984 | 4879 | 5374 | 6651 |
| VISTO | 741 | 1.5 | 952 | 1096 | 1393 | 1601 | 2768 |
| VIVERSANI & BELLI | 1929 | 3.9 | 2756 | 3357 | 4594 | 5418 | 8705 |
| **SUPPLEMENTI** | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1691 | 3.4 | 2063 | 2298 | 2740 | 3018 | 3992 |
| DIARIO DELLA SETTIMANA | 165 | 0.3 | 189 | 204 | 237 | 263 | 572 |
| LA GAZZETTA SPORT MAGAZINE | 2451 | 5.0 | 3083 | 3486 | 4217 | 4642 | 5894 |
| IO DONNA | 2071 | 4.2 | 2505 | 2789 | 3338 | 3690 | 5027 |
| SETTE | 2509 | 5.1 | 2967 | 3251 | 3780 | 4113 | 5411 |
| SPECCHIO DELLA STAMPA | 1306 | 2.6 | 1795 | 2139 | 2831 | 3284 | 5180 |
| TV SETTE | 2696 | 5.5 | 3222 | 3557 | 4195 | 4600 | 6090 |
| IL VENERDI' | 4025 | 8.1 | 5089 | 5773 | 7048 | 7828 | 10325 |

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

## MENSILI

| | LETTORI NUMERO MEDIO | | LETTORI CUMULATI DOPO | | | | Lettori ultimo anno dato dichiarato |
|---|---|---|---|---|---|---|---|
| | valori x 1.000 | % | 2 uscite | 3 uscite | 6 uscite | 9 uscite | |
| POPOLAZIONE | 49445 | 100.0 | | | | | |
| ABITARE | 449 | 0.9 | 572 | 653 | 813 | 916 | 1591 |
| AD | 677 | 1.4 | 862 | 987 | 1236 | 1398 | 2160 |
| AIRONE | 1090 | 2.2 | 1532 | 1860 | 2551 | 3023 | 5134 |
| AMADEUS | 186 | 0.4 | 225 | 250 | 303 | 341 | 753 |
| ARCHEO | 322 | 0.7 | 399 | 449 | 548 | 615 | 1071 |
| ASTRA | 554 | 1.1 | 745 | 880 | 1166 | 1367 | 2668 |
| A TAVOLA | 222 | 0.4 | 266 | 293 | 348 | 388 | 776 |
| AUTO | 1289 | 2.6 | 1698 | 1954 | 2383 | 2605 | 3275 |
| L'AUTOMOBILE | 1337 | 2.7 | 1598 | 1749 | 2012 | 2162 | 2716 |
| BELL'EUROPA | 373 | 0.8 | 476 | 544 | 677 | 762 | 1298 |
| BELL'ITALIA | 746 | 1.5 | 992 | 1165 | 1512 | 1741 | 2835 |
| BENISSIMO | 440 | 0.9 | 598 | 707 | 918 | 1052 | 1754 |
| BIMBI SANI E BELLI | 1209 | 2.4 | 1700 | 2036 | 2666 | 3041 | 4364 |
| BRAVA CASA | 1164 | 2.4 | 1542 | 1787 | 2237 | 2505 | 3499 |
| BUONA CUCINA | 623 | 1.3 | 822 | 951 | 1183 | 1318 | 1968 |
| BURDA | 1286 | 2.6 | 1767 | 2100 | 2737 | 3128 | 4535 |
| CAPITAL | 470 | 0.9 | 655 | 787 | 1061 | 1251 | 2316 |
| CARNET | 240 | 0.5 | 289 | 319 | 380 | 423 | 781 |
| CASAVIVA | 1846 | 3.7 | 2492 | 2929 | 3746 | 4230 | 5706 |
| CENTO COSE ENERGY | 783 | 1.6 | 1064 | 1255 | 1629 | 1870 | 2926 |
| CIAK | 941 | 1.9 | 1264 | 1483 | 1900 | 2154 | 3135 |
| CIPRIA | 395 | 0.8 | 497 | 581 | 675 | 740 | 1077 |
| CLASS | 315 | 0.6 | 407 | 472 | 611 | 710 | 1526 |
| CLUB 3 | 219 | 0.4 | 239 | 250 | 273 | 291 | 501 |
| COME STAI | 354 | 0.7 | 453 | 516 | 636 | 714 | 1260 |
| CONSIGLI PRATICI | 278 | 0.6 | 360 | 415 | 526 | 603 | 1161 |
| COSE DI CASA | 1942 | 3.9 | 2542 | 2910 | 3513 | 3817 | 4539 |
| LA CUCINA ITALIANA | 995 | 2.0 | 1307 | 1512 | 1895 | 2128 | 3063 |
| CUCINA MODERNA | 1076 | 2.2 | 1410 | 1629 | 2032 | 2271 | 3089 |
| DONNA | 1021 | 2.1 | 1469 | 1772 | 2325 | 2641 | 3706 |
| DONNA E MAMMA | 462 | 0.9 | 594 | 678 | 834 | 931 | 1451 |
| DOVE | 525 | 1.1 | 662 | 755 | 948 | 1086 | 1978 |
| ELLE | 610 | 1.2 | 828 | 983 | 1298 | 1503 | 2532 |
| ELLE DECOR | 200 | 0.4 | 237 | 260 | 306 | 339 | 713 |
| FOCUS | 3389 | 6.9 | 4318 | 4900 | 5878 | 6387 | 7548 |
| GARDENIA | 373 | 0.8 | 473 | 543 | 687 | 788 | 1485 |
| GENTE MESE | 1483 | 3.0 | 2096 | 2519 | 3316 | 3793 | 5377 |
| GENTE MONEY | 315 | 0.6 | 415 | 487 | 645 | 763 | 1634 |
| GENTE MOTORI | 1765 | 3.6 | 2458 | 2919 | 3749 | 4220 | 5609 |
| GENTE VIAGGI | 872 | 1.8 | 1238 | 1505 | 2058 | 2428 | 4276 |
| GLAMOUR | 432 | 0.9 | 533 | 598 | 721 | 801 | 1322 |
| GULLIVER | 337 | 0.7 | 455 | 542 | 729 | 865 | 1853 |
| IN CASA | 209 | 0.4 | 265 | 303 | 383 | 444 | 1057 |
| INSIEME | 444 | 0.9 | 571 | 656 | 829 | 946 | 1699 |
| IO E IL MIO BAMBINO | 990 | 2.0 | 1282 | 1462 | 1773 | 1947 | 2600 |
| JESUS | 206 | 0.4 | 241 | 263 | 309 | 343 | 752 |
| MADRE | 218 | 0.4 | 248 | 267 | 306 | 334 | 574 |
| MARIE CLAIRE | 1065 | 2.2 | 1452 | 1720 | 2240 | 2561 | 3784 |
| MAX | 1725 | 3.5 | 2408 | 2853 | 3612 | 4009 | 5044 |
| MERIDIANI | 211 | 0.4 | 261 | 292 | 356 | 401 | 845 |
| MESSAGGERO DI S.ANTONIO | 1771 | 3.6 | 2104 | 2298 | 2630 | 2822 | 3564 |
| LA MIA BOUTIQUE | 460 | 0.9 | 566 | 634 | 758 | 831 | 1224 |
| LA MIA CASA | 409 | 0.8 | 537 | 621 | 783 | 889 | 1593 |
| MILLIONAIRE INTRAPRENDERE | 666 | 1.3 | 925 | 1109 | 1484 | 1731 | 2965 |
| NAUTICA | 278 | 0.6 | 346 | 392 | 486 | 551 | 1016 |
| PESCARE | 579 | 1.2 | 719 | 807 | 976 | 1082 | 1559 |
| PRATICA | 470 | 1.0 | 599 | 689 | 874 | 999 | 1723 |
| QUATTRORUOTE | 5663 | 11.5 | 7685 | 8971 | 11090 | 12145 | 14358 |
| QUATTRO ZAMPE | 516 | 1.0 | 672 | 769 | 947 | 1056 | 1696 |
| QUI TOURING | 1004 | 2.0 | 1131 | 1203 | 1335 | 1421 | 1804 |
| RAKAM | 611 | 1.2 | 818 | 962 | 1250 | 1439 | 2392 |
| SALE & PEPE | 740 | 1.5 | 963 | 1113 | 1408 | 1598 | 2491 |
| SALVE | 432 | 0.9 | 561 | 650 | 832 | 955 | 1734 |
| SCIENZA & VITA | 248 | 0.5 | 311 | 351 | 432 | 488 | 994 |
| LE SCIENZE | 469 | 0.9 | 577 | 646 | 777 | 861 | 1379 |
| SELEZIONE READER'S DIGEST | 1222 | 2.5 | 1521 | 1723 | 2139 | 2429 | 3863 |
| SILHOUETTE DONNA | 1475 | 3.0 | 2090 | 2500 | 3238 | 3658 | 4940 |
| SPEAK UP | 272 | 0.6 | 340 | 385 | 475 | 535 | 969 |
| STARBENE | 2135 | 4.3 | 3007 | 3606 | 4721 | 5374 | 7332 |
| STARTER | 157 | 0.3 | 193 | 215 | 259 | 288 | 548 |
| TUTTI FOTOGRAFI | 230 | 0.5 | 268 | 291 | 338 | 370 | 655 |
| TUTTO | 893 | 1.8 | 1167 | 1334 | 1616 | 1770 | 2341 |
| TUTTOMOTO | 1053 | 2.1 | 1400 | 1624 | 2015 | 2231 | 2916 |
| TUTTOTURISMO | 337 | 0.7 | 438 | 510 | 670 | 789 | 1829 |
| VERA | 1260 | 2.5 | 1761 | 2103 | 2745 | 3129 | 4388 |
| VIAGGIARE | 360 | 0.7 | 485 | 571 | 748 | 871 | 1807 |
| VITALITY | 274 | 0.6 | 362 | 422 | 548 | 635 | 1285 |
| VOGUE ITALIA | 1025 | 2.1 | 1509 | 1860 | 2566 | 3020 | 4896 |
| WEEKEND VIAGGI | 255 | 0.5 | 331 | 383 | 491 | 568 | 1285 |
| DIANA (QUATTORDICINALE) | 348 | 0.7 | 424 | 471 | 566 | 629 | 1120 |

# Uomini

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

| SETTIMANALI | LETTORI NUMERO MEDIO valori x 1.000 | % | LETTORI CUMULATI DOPO 2 uscite | 3 uscite | 6 uscite | 9 uscite | Lettori ultimi 3 mesi dato dichiarato |
|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **23775** | **100.0** | | | | | |
| AMICA | 191 | 0.8 | 269 | 329 | 464 | 565 | 1199 |
| ANNA | 219 | 0.9 | 311 | 378 | 514 | 604 | 1067 |
| AUTO OGGI | 726 | 3.1 | 1026 | 1245 | 1695 | 1995 | 3169 |
| AUTOSPRINT | 639 | 2.7 | 908 | 1099 | 1473 | 1708 | 2590 |
| BELLA | 86 | 0.4 | 116 | 136 | 174 | 200 | 463 |
| CHI | 503 | 2.1 | 696 | 835 | 1116 | 1301 | 2101 |
| CONFIDENZE | 165 | 0.7 | 205 | 230 | 279 | 310 | 518 |
| DOMENICA QUIZ | 203 | 0.9 | 238 | 259 | 299 | 327 | 511 |
| DONNA MODERNA | 839 | 3.5 | 1165 | 1391 | 1828 | 2095 | 2889 |
| L'ESPRESSO | 1550 | 6.5 | 2141 | 2563 | 3400 | 3932 | 5807 |
| EVA EXPRESS TREMILA | 364 | 1.5 | 504 | 606 | 819 | 963 | 1634 |
| FAMIGLIA CRISTIANA | 2160 | 9.1 | 2731 | 3110 | 3817 | 4239 | 5456 |
| FILM TV | 177 | 0.7 | 203 | 218 | 244 | 261 | 378 |
| GENTE | 1640 | 6.9 | 2284 | 2743 | 3651 | 4223 | 6165 |
| GIOIA | 265 | 1.1 | 377 | 463 | 658 | 802 | 1726 |
| IL GIORNALINO | 190 | 0.8 | 231 | 257 | 307 | 339 | 508 |
| GRAND HOTEL | 403 | 1.7 | 467 | 507 | 589 | 645 | 916 |
| GRAZIA | 300 | 1.3 | 429 | 525 | 732 | 879 | 1732 |
| GUERIN SPORTIVO | 442 | 1.9 | 582 | 678 | 870 | 997 | 1538 |
| GUIDA TV | 859 | 3.6 | 1046 | 1164 | 1380 | 1512 | 2003 |
| INTIMITA' | 192 | 0.8 | 238 | 269 | 334 | 379 | 655 |
| MAGAZINE BEAUTIFUL | 63 | 0.3 | 77 | 86 | 107 | 124 | 344 |
| IL MONDO | 78 | 0.3 | 96 | 108 | 134 | 155 | 419 |
| MOTOSPRINT | 494 | 2.1 | 699 | 841 | 1117 | 1290 | 1919 |
| NOVELLA 2000 | 600 | 2.5 | 844 | 1023 | 1392 | 1635 | 2549 |
| OGGI | 1713 | 7.2 | 2358 | 2834 | 3808 | 4430 | 6313 |
| PANORAMA | 2126 | 8.9 | 2951 | 3535 | 4682 | 5399 | 7699 |
| SORRISI E CANZONI TV | 3947 | 16.6 | 4693 | 5142 | 5900 | 6301 | 7185 |
| STOP | 206 | 0.9 | 266 | 307 | 396 | 459 | 859 |
| TELEPIU' | 1021 | 4.3 | 1226 | 1358 | 1600 | 1742 | 2132 |
| TELESETTE | 1103 | 4.6 | 1324 | 1470 | 1751 | 1927 | 2504 |
| TOPOLINO | 1362 | 5.7 | 1764 | 2021 | 2473 | 2719 | 3336 |
| VISTO | 273 | 1.1 | 360 | 421 | 555 | 651 | 1178 |
| VIVERSANI & BELLI | 523 | 2.2 | 733 | 886 | 1204 | 1416 | 2326 |
| **SUPPLEMENTI** | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 683 | 2.9 | 832 | 925 | 1101 | 1213 | 1598 |
| DIARIO DELLA SETTIMANA | 96 | 0.4 | 111 | 121 | 143 | 159 | 327 |
| LA GAZZETTA SPORT MAGAZINE | 1996 | 8.4 | 2522 | 2857 | 3455 | 3791 | 4604 |
| IO DONNA | 703 | 3.0 | 823 | 895 | 1027 | 1111 | 1481 |
| SETTE | 1329 | 5.6 | 1591 | 1756 | 2062 | 2253 | 2955 |
| SPECCHIO DELLA STAMPA | 657 | 2.8 | 912 | 1094 | 1461 | 1701 | 2664 |
| TV SETTE | 1332 | 5.6 | 1608 | 1789 | 2138 | 2358 | 3099 |
| IL VENERDI' | 2262 | 9.5 | 2891 | 3290 | 4012 | 4435 | 5667 |

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

## MENSILI

| | LETTORI NUMERO MEDIO | | LETTORI CUMULATI DOPO | | | | Lettori ultimo anno dato dichiarato |
|---|---|---|---|---|---|---|---|
| | valori x 1.000 | % | 2 uscite | 3 uscite | 6 uscite | 9 uscite | |
| **POPOLAZIONE** | **23775** | 100.0 | | | | | |
| ABITARE | 259 | 1.1 | 329 | 376 | 470 | 531 | 856 |
| AD | 301 | 1.3 | 374 | 425 | 530 | 600 | 955 |
| AIRONE | 640 | 2.7 | 909 | 1107 | 1519 | 1793 | 2822 |
| AMADEUS | 114 | 0.5 | 142 | 161 | 199 | 227 | 459 |
| ARCHEO | 182 | 0.8 | 224 | 251 | 305 | 342 | 554 |
| ASTRA | 135 | 0.6 | 181 | 213 | 283 | 332 | 663 |
| A TAVOLA | 66 | 0.3 | 73 | 78 | 87 | 96 | 225 |
| AUTO | 1134 | 4.8 | 1512 | 1750 | 2147 | 2347 | 2800 |
| L'AUTOMOBILE | 964 | 4.1 | 1164 | 1283 | 1496 | 1620 | 2015 |
| BELL'EUROPA | 164 | 0.7 | 217 | 253 | 320 | 361 | 567 |
| BELL'ITALIA | 420 | 1.8 | 558 | 653 | 839 | 958 | 1436 |
| BENISSIMO | 33 | 0.1 | 34 | 35 | 37 | 39 | 105 |
| BIMBI SANI E BELLI | 284 | 1.2 | 384 | 451 | 577 | 655 | 1029 |
| BRAVA CASA | 361 | 1.5 | 466 | 533 | 646 | 707 | 938 |
| BUONA CUCINA | 135 | 0.6 | 170 | 192 | 232 | 257 | 454 |
| BURDA | 110 | 0.5 | 140 | 160 | 200 | 226 | 448 |
| CAPITAL | 324 | 1.4 | 466 | 567 | 777 | 920 | 1568 |
| CARNET | 117 | 0.5 | 142 | 157 | 189 | 211 | 370 |
| CASAVIVA | 611 | 2.6 | 811 | 939 | 1168 | 1302 | 1737 |
| CENTO COSE ENERGY | 174 | 0.7 | 230 | 267 | 338 | 382 | 636 |
| CIAK | 547 | 2.3 | 741 | 872 | 1120 | 1270 | 1774 |
| CIPRIA | 25 | 0.1 | 27 | 28 | 29 | 31 | 64 |
| CLASS | 226 | 1.0 | 297 | 347 | 453 | 526 | 948 |
| CLUB 3 | 80 | 0.3 | 90 | 96 | 108 | 117 | 209 |
| COME STAI | 87 | 0.4 | 103 | 111 | 130 | 143 | 285 |
| CONSIGLI PRATICI | 21 | 0.1 | 24 | 26 | 30 | 34 | 126 |
| COSE DI CASA | 570 | 2.4 | 725 | 818 | 968 | 1041 | 1241 |
| LA CUCINA ITALIANA | 297 | 1.2 | 375 | 429 | 534 | 602 | 932 |
| CUCINA MODERNA | 271 | 1.1 | 352 | 405 | 499 | 553 | 742 |
| DONNA | 201 | 0.8 | 281 | 333 | 426 | 481 | 785 |
| DONNA E MAMMA | 79 | 0.3 | 98 | 109 | 130 | 144 | 290 |
| DOVE | 277 | 1.2 | 344 | 391 | 488 | 556 | 960 |
| ELLE | 81 | 0.3 | 106 | 125 | 165 | 193 | 492 |
| ELLE DECOR | 34 | 0.1 | 36 | 38 | 42 | 46 | 145 |
| FOCUS | 2038 | 8.6 | 2579 | 2910 | 3455 | 3735 | 4364 |
| GARDENIA | 174 | 0.7 | 217 | 247 | 309 | 352 | 644 |
| GENTE MESE | 589 | 2.5 | 832 | 995 | 1293 | 1467 | 2056 |
| GENTE MONEY | 232 | 1.0 | 318 | 381 | 517 | 616 | 1152 |
| GENTE MOTORI | 1527 | 6.4 | 2141 | 2548 | 3274 | 3677 | 4646 |
| GENTE VIAGGI | 510 | 2.1 | 750 | 925 | 1282 | 1518 | 2541 |
| GLAMOUR | 70 | 0.3 | 80 | 86 | 100 | 111 | 254 |
| GULLIVER | 200 | 0.8 | 279 | 338 | 468 | 561 | 1125 |
| IN CASA | 62 | 0.3 | 81 | 93 | 119 | 139 | 372 |
| INSIEME | 89 | 0.4 | 105 | 115 | 137 | 153 | 368 |
| IO E IL MIO BAMBINO | 219 | 0.9 | 279 | 316 | 382 | 420 | 610 |
| JESUS | 88 | 0.4 | 104 | 114 | 138 | 156 | 355 |
| MADRE | 59 | 0.2 | 62 | 64 | 69 | 72 | 129 |
| MARIE CLAIRE | 196 | 0.8 | 252 | 289 | 357 | 398 | 623 |
| MAX | 1143 | 4.8 | 1607 | 1905 | 2403 | 2657 | 3239 |
| MERIDIANI | 104 | 0.4 | 128 | 145 | 180 | 206 | 448 |
| MESSAGGERO DI S.ANTONIO | 636 | 2.7 | 783 | 872 | 1028 | 1117 | 1441 |
| LA MIA BOUTIQUE | 27 | 0.1 | 29 | 30 | 33 | 36 | 104 |
| LA MIA CASA | 140 | 0.6 | 186 | 215 | 272 | 309 | 542 |
| MILLIONAIRE INTRAPRENDERE | 447 | 1.9 | 630 | 763 | 1031 | 1205 | 1878 |
| NAUTICA | 221 | 0.9 | 283 | 325 | 410 | 468 | 803 |
| PESCARE | 487 | 2.0 | 616 | 700 | 856 | 954 | 1298 |
| PRATICA | 68 | 0.3 | 77 | 83 | 94 | 102 | 216 |
| QUATTRORUOTE | 4458 | 18.8 | 6000 | 6958 | 8487 | 9215 | 10562 |
| QUATTRO ZAMPE | 274 | 1.2 | 362 | 414 | 503 | 550 | 735 |
| QUI TOURING | 567 | 2.4 | 642 | 687 | 773 | 828 | 1046 |
| RAKAM | 37 | 0.2 | 41 | 44 | 50 | 55 | 158 |
| SALE & PEPE | 175 | 0.7 | 214 | 240 | 291 | 325 | 543 |
| SALVE | 123 | 0.5 | 156 | 179 | 227 | 260 | 505 |
| SCIENZA & VITA | 165 | 0.7 | 210 | 240 | 299 | 340 | 634 |
| LE SCIENZE | 298 | 1.3 | 368 | 414 | 502 | 559 | 838 |
| SELEZIONE READER'S DIGEST | 629 | 2.6 | 786 | 892 | 1110 | 1261 | 1972 |
| SILHOUETTE DONNA | 149 | 0.6 | 208 | 248 | 322 | 367 | 627 |
| SPEAK UP | 130 | 0.5 | 169 | 196 | 250 | 286 | 492 |
| STARBENE | 592 | 2.5 | 821 | 979 | 1281 | 1465 | 2107 |
| STARTER | 143 | 0.6 | 178 | 200 | 242 | 269 | 483 |
| TUTTI FOTOGRAFI | 175 | 0.7 | 208 | 229 | 269 | 296 | 471 |
| TUTTO | 404 | 1.7 | 532 | 612 | 746 | 820 | 1068 |
| TUTTOMOTO | 922 | 3.9 | 1240 | 1446 | 1804 | 1996 | 2437 |
| TUTTOTURISMO | 201 | 0.8 | 270 | 321 | 434 | 519 | 1162 |
| VERA | 203 | 0.9 | 280 | 332 | 433 | 495 | 783 |
| VIAGGIARE | 221 | 0.9 | 302 | 361 | 482 | 564 | 1074 |
| VITALITY | 54 | 0.2 | 65 | 71 | 84 | 95 | 230 |
| VOGUE ITALIA | 295 | 1.2 | 427 | 521 | 711 | 836 | 1476 |
| WEEKEND VIAGGI | 115 | 0.5 | 157 | 187 | 251 | 296 | 689 |
| DIANA (QUATTORDICINALE) | 296 | 1.2 | 362 | 405 | 487 | 540 | 809 |

# Donne

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

| SETTIMANALI | LETTORI NUMERO MEDIO valori x 1.000 | % | LETTORI CUMULATI DOPO 2 uscite | 3 uscite | 6 uscite | 9 uscite | Lettori ultimi 3 mesi dato dichiarato |
|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **25670** | 100.0 | | | | | |
| AMICA | 1044 | 4.1 | 1550 | 1930 | 2731 | 3274 | 5505 |
| ANNA | 1178 | 4.6 | 1698 | 2087 | 2907 | 3460 | 5674 |
| AUTO OGGI | 140 | 0.5 | 172 | 192 | 230 | 257 | 571 |
| AUTOSPRINT | 119 | 0.5 | 136 | 146 | 167 | 184 | 396 |
| BELLA | 635 | 2.5 | 883 | 1072 | 1487 | 1787 | 3462 |
| CHI | 1209 | 4.7 | 1703 | 2049 | 2725 | 3153 | 4729 |
| CONFIDENZE | 872 | 3.4 | 1136 | 1320 | 1691 | 1942 | 3031 |
| DOMENICA QUIZ | 189 | 0.7 | 219 | 238 | 275 | 300 | 507 |
| DONNA MODERNA | 3220 | 12.5 | 4449 | 5294 | 6870 | 7787 | 10220 |
| L'ESPRESSO | 771 | 3.0 | 1073 | 1288 | 1720 | 2003 | 3199 |
| EVA EXPRESS TREMILA | 419 | 1.6 | 600 | 733 | 1012 | 1202 | 2196 |
| FAMIGLIA CRISTIANA | 3054 | 11.9 | 3762 | 4212 | 5045 | 5542 | 6926 |
| FILM TV | 140 | 0.5 | 154 | 161 | 175 | 186 | 277 |
| GENTE | 2747 | 10.7 | 3821 | 4570 | 6011 | 6883 | 9326 |
| GIOIA | 1223 | 4.8 | 1861 | 2353 | 3412 | 4142 | 7190 |
| IL GIORNALINO | 211 | 0.8 | 247 | 270 | 316 | 348 | 625 |
| GRAND HOTEL | 835 | 3.3 | 982 | 1075 | 1253 | 1368 | 1832 |
| GRAZIA | 1510 | 5.9 | 2209 | 2739 | 3853 | 4594 | 7244 |
| GUERIN SPORTIVO | 41 | 0.2 | 46 | 49 | 56 | 62 | 173 |
| GUIDA TV | 870 | 3.4 | 1046 | 1155 | 1352 | 1469 | 1910 |
| INTIMITA' | 1001 | 3.9 | 1271 | 1452 | 1805 | 2034 | 3078 |
| MAGAZINE BEAUTIFUL | 288 | 1.1 | 357 | 399 | 478 | 529 | 865 |
| IL MONDO | 35 | 0.1 | 38 | 39 | 44 | 47 | 133 |
| MOTOSPRINT | 91 | 0.4 | 103 | 111 | 130 | 146 | 356 |
| NOVELLA 2000 | 865 | 3.4 | 1232 | 1499 | 2047 | 2412 | 3903 |
| OGGI | 2717 | 10.6 | 3709 | 4408 | 5768 | 6605 | 9045 |
| PANORAMA | 1381 | 5.4 | 1863 | 2208 | 2917 | 3390 | 5153 |
| SORRISI E CANZONI TV | 4639 | 18.1 | 5425 | 5890 | 6717 | 7191 | 8302 |
| STOP | 545 | 2.1 | 688 | 786 | 983 | 1112 | 1746 |
| TELEPIU' | 1136 | 4.4 | 1348 | 1482 | 1731 | 1884 | 2396 |
| TELESETTE | 1193 | 4.6 | 1401 | 1536 | 1797 | 1964 | 2553 |
| TOPOLINO | 1312 | 5.1 | 1710 | 1963 | 2406 | 2655 | 3315 |
| VISTO | 468 | 1.8 | 592 | 675 | 839 | 950 | 1590 |
| VIVERSANI & BELLI | 1406 | 5.5 | 2022 | 2471 | 3390 | 4002 | 6379 |
| **SUPPLEMENTI** | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 1008 | 3.9 | 1232 | 1373 | 1639 | 1805 | 2394 |
| DIARIO DELLA SETTIMANA | 68 | 0.3 | 77 | 83 | 95 | 104 | 245 |
| LA GAZZETTA SPORT MAGAZINE | 455 | 1.8 | 561 | 629 | 762 | 851 | 1290 |
| IO DONNA | 1368 | 5.3 | 1682 | 1894 | 2311 | 2580 | 3546 |
| SETTE | 1181 | 4.6 | 1376 | 1495 | 1718 | 1861 | 2456 |
| SPECCHIO DELLA STAMPA | 650 | 2.5 | 883 | 1045 | 1370 | 1583 | 2516 |
| TV SETTE | 1364 | 5.3 | 1615 | 1769 | 2058 | 2242 | 2991 |
| IL VENERDI' | 1763 | 6.9 | 2198 | 2483 | 3036 | 3393 | 4657 |

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

## MENSILI

| | LETTORI NUMERO MEDIO | | LETTORI CUMULATI DOPO | | | | Lettori ultimo anno dato dichiarato |
|---|---|---|---|---|---|---|---|
| | valori x 1.000 | % | 2 uscite | 3 uscite | 6 uscite | 9 uscite | |
| **POPOLAZIONE** | **25670** | 100.0 | | | | | |
| ABITARE | 189 | 0.7 | 243 | 277 | 343 | 385 | 734 |
| AD | 376 | 1.5 | 488 | 562 | 706 | 798 | 1205 |
| AIRONE | 451 | 1.8 | 623 | 752 | 1033 | 1231 | 2313 |
| AMADEUS | 72 | 0.3 | 83 | 90 | 104 | 115 | 294 |
| ARCHEO | 140 | 0.5 | 175 | 198 | 243 | 273 | 517 |
| ASTRA | 418 | 1.6 | 564 | 667 | 883 | 1035 | 2004 |
| A TAVOLA | 156 | 0.6 | 192 | 215 | 261 | 292 | 550 |
| AUTO | 155 | 0.6 | 186 | 204 | 237 | 258 | 474 |
| L'AUTOMOBILE | 373 | 1.5 | 434 | 466 | 516 | 542 | 701 |
| BELL'EUROPA | 209 | 0.8 | 259 | 292 | 357 | 401 | 731 |
| BELL'ITALIA | 326 | 1.3 | 434 | 512 | 672 | 783 | 1399 |
| BENISSIMO | 407 | 1.6 | 564 | 672 | 881 | 1012 | 1649 |
| BIMBI SANI E BELLI | 925 | 3.6 | 1316 | 1585 | 2089 | 2387 | 3335 |
| BRAVA CASA | 803 | 3.1 | 1075 | 1255 | 1591 | 1798 | 2561 |
| BUONA CUCINA | 488 | 1.9 | 652 | 759 | 951 | 1062 | 1513 |
| BURDA | 1176 | 4.6 | 1627 | 1940 | 2537 | 2902 | 4087 |
| CAPITAL | 145 | 0.6 | 189 | 220 | 284 | 331 | 748 |
| CARNET | 123 | 0.5 | 147 | 162 | 191 | 212 | 411 |
| CASAVIVA | 1236 | 4.8 | 1681 | 1990 | 2577 | 2928 | 3968 |
| CENTO COSE ENERGY | 610 | 2.4 | 834 | 988 | 1292 | 1489 | 2291 |
| CIAK | 393 | 1.5 | 523 | 611 | 780 | 884 | 1361 |
| CIPRIA | 369 | 1.4 | 470 | 533 | 646 | 709 | 1012 |
| CLASS | 89 | 0.3 | 110 | 125 | 158 | 184 | 578 |
| CLUB 3 | 139 | 0.5 | 149 | 154 | 166 | 174 | 292 |
| COME STAI | 267 | 1.0 | 350 | 404 | 506 | 571 | 975 |
| CONSIGLI PRATICI | 257 | 1.0 | 336 | 389 | 496 | 569 | 1034 |
| COSE DI CASA | 1372 | 5.3 | 1817 | 2093 | 2546 | 2777 | 3297 |
| LA CUCINA ITALIANA | 698 | 2.7 | 931 | 1083 | 1361 | 1526 | 2131 |
| CUCINA MODERNA | 805 | 3.1 | 1058 | 1224 | 1533 | 1718 | 2347 |
| DONNA | 820 | 3.2 | 1188 | 1439 | 1899 | 2161 | 2921 |
| DONNA E MAMMA | 383 | 1.5 | 496 | 569 | 704 | 788 | 1160 |
| DOVE | 248 | 1.0 | 318 | 364 | 460 | 529 | 1018 |
| ELLE | 529 | 2.1 | 721 | 858 | 1133 | 1309 | 2040 |
| ELLE DECOR | 166 | 0.6 | 200 | 222 | 264 | 293 | 568 |
| FOCUS | 1351 | 5.3 | 1739 | 1990 | 2423 | 2652 | 3183 |
| GARDENIA | 199 | 0.8 | 256 | 296 | 379 | 437 | 841 |
| GENTE MESE | 894 | 3.5 | 1264 | 1524 | 2023 | 2326 | 3322 |
| GENTE MONEY | 82 | 0.3 | 97 | 106 | 128 | 147 | 482 |
| GENTE MOTORI | 238 | 0.9 | 317 | 371 | 475 | 543 | 963 |
| GENTE VIAGGI | 362 | 1.4 | 488 | 580 | 775 | 910 | 1735 |
| GLAMOUR | 362 | 1.4 | 453 | 511 | 621 | 690 | 1068 |
| GULLIVER | 137 | 0.5 | 176 | 203 | 261 | 304 | 727 |
| IN CASA | 147 | 0.6 | 185 | 210 | 264 | 306 | 685 |
| INSIEME | 355 | 1.4 | 466 | 541 | 692 | 792 | 1331 |
| IO E IL MIO BAMBINO | 771 | 3.0 | 1004 | 1146 | 1391 | 1527 | 1990 |
| JESUS | 119 | 0.5 | 138 | 149 | 171 | 188 | 398 |
| MADRE | 159 | 0.6 | 186 | 203 | 237 | 261 | 445 |
| MARIE CLAIRE | 870 | 3.4 | 1199 | 1431 | 1883 | 2163 | 3162 |
| MAX | 582 | 2.3 | 802 | 948 | 1209 | 1353 | 1805 |
| MERIDIANI | 107 | 0.4 | 132 | 147 | 176 | 196 | 397 |
| MESSAGGERO DI S.ANTONIO | 1135 | 4.4 | 1321 | 1426 | 1602 | 1705 | 2122 |
| LA MIA BOUTIQUE | 433 | 1.7 | 537 | 603 | 724 | 795 | 1120 |
| LA MIA CASA | 269 | 1.0 | 351 | 406 | 511 | 580 | 1051 |
| MILLIONAIRE INTRAPRENDERE | 219 | 0.9 | 295 | 347 | 453 | 526 | 1087 |
| NAUTICA | 57 | 0.2 | 63 | 67 | 76 | 83 | 214 |
| PESCARE | 92 | 0.4 | 102 | 108 | 119 | 128 | 261 |
| PRATICA | 402 | 1.6 | 522 | 606 | 780 | 896 | 1507 |
| QUATTRORUOTE | 1204 | 4.7 | 1686 | 2012 | 2603 | 2930 | 3796 |
| QUATTRO ZAMPE | 243 | 0.9 | 310 | 355 | 444 | 506 | 961 |
| QUI TOURING | 437 | 1.7 | 489 | 515 | 563 | 593 | 757 |
| RAKAM | 575 | 2.2 | 777 | 919 | 1200 | 1384 | 2234 |
| SALE & PEPE | 565 | 2.2 | 748 | 873 | 1117 | 1273 | 1948 |
| SALVE | 309 | 1.2 | 405 | 470 | 604 | 695 | 1229 |
| SCIENZA & VITA | 83 | 0.3 | 101 | 111 | 132 | 148 | 360 |
| LE SCIENZE | 172 | 0.7 | 209 | 232 | 275 | 302 | 541 |
| SELEZIONE READER'S DIGEST | 593 | 2.3 | 735 | 831 | 1029 | 1168 | 1891 |
| SILHOUETTE DONNA | 1326 | 5.2 | 1882 | 2252 | 2916 | 3291 | 4312 |
| SPEAK UP | 142 | 0.6 | 171 | 189 | 225 | 250 | 476 |
| STARBENE | 1543 | 6.0 | 2186 | 2627 | 3440 | 3909 | 5225 |
| STARTER | 14 | 0.1 | 15 | 16 | 17 | 19 | 65 |
| TUTTI FOTOGRAFI | 56 | 0.2 | 60 | 63 | 69 | 74 | 184 |
| TUTTO | 489 | 1.9 | 635 | 723 | 870 | 950 | 1273 |
| TUTTOMOTO | 131 | 0.5 | 160 | 177 | 211 | 235 | 479 |
| TUTTOTURISMO | 136 | 0.5 | 168 | 190 | 236 | 270 | 667 |
| VERA | 1057 | 4.1 | 1481 | 1771 | 2312 | 2634 | 3605 |
| VIAGGIARE | 140 | 0.5 | 183 | 211 | 267 | 307 | 733 |
| VITALITY | 220 | 0.9 | 298 | 352 | 463 | 540 | 1055 |
| VOGUE ITALIA | 729 | 2.8 | 1083 | 1340 | 1855 | 2183 | 3420 |
| WEEKEND VIAGGI | 140 | 0.5 | 175 | 196 | 240 | 272 | 596 |
| DIANA (QUATTORDICINALE) | 53 | 0.2 | 62 | 67 | 79 | 90 | 311 |

# Responsabili acquisti

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

| SETTIMANALI | LETTORI NUMERO MEDIO valori x 1.000 | % | LETTORI CUMULATI DOPO 2 uscite | 3 uscite | 6 uscite | 9 uscite | Lettori ultimi 3 mesi dato dichiarato |
|---|---|---|---|---|---|---|---|
| **POPOLAZIONE** | **20056** | 100.0 | | | | | |
| AMICA | 655 | 3.3 | 981 | 1229 | 1762 | 2130 | 3652 |
| ANNA | 743 | 3.7 | 1068 | 1310 | 1821 | 2167 | 3585 |
| AUTO OGGI | 105 | 0.5 | 125 | 137 | 162 | 181 | 430 |
| AUTOSPRINT | 102 | 0.5 | 119 | 129 | 151 | 169 | 397 |
| BELLA | 470 | 2.3 | 658 | 802 | 1120 | 1348 | 2528 |
| CHI | 788 | 3.9 | 1098 | 1314 | 1737 | 2004 | 2920 |
| CONFIDENZE | 636 | 3.2 | 835 | 975 | 1259 | 1450 | 2239 |
| DOMENICA QUIZ | 159 | 0.8 | 187 | 204 | 237 | 259 | 413 |
| DONNA MODERNA | 2059 | 10.3 | 2830 | 3360 | 4352 | 4934 | 6601 |
| L'ESPRESSO | 656 | 3.3 | 908 | 1086 | 1440 | 1667 | 2531 |
| EVA EXPRESS TREMILA | 293 | 1.5 | 424 | 522 | 727 | 867 | 1531 |
| FAMIGLIA CRISTIANA | 2347 | 11.7 | 2906 | 3264 | 3923 | 4317 | 5441 |
| FILM TV | 107 | 0.5 | 117 | 121 | 131 | 137 | 184 |
| GENTE | 2009 | 10.0 | 2758 | 3271 | 4243 | 4829 | 6587 |
| GIOIA | 763 | 3.8 | 1149 | 1446 | 2088 | 2537 | 4558 |
| IL GIORNALINO | 125 | 0.6 | 150 | 165 | 195 | 216 | 378 |
| GRAND HOTEL | 625 | 3.1 | 735 | 805 | 936 | 1020 | 1357 |
| GRAZIA | 883 | 4.4 | 1286 | 1594 | 2256 | 2709 | 4544 |
| GUERIN SPORTIVO | 45 | 0.2 | 49 | 51 | 56 | 61 | 172 |
| GUIDA TV | 696 | 3.5 | 836 | 922 | 1073 | 1161 | 1463 |
| INTIMITA' | 770 | 3.8 | 987 | 1132 | 1407 | 1581 | 2328 |
| MAGAZINE BEAUTIFUL | 61 | 0.3 | 73 | 79 | 93 | 104 | 280 |
| IL MONDO | 31 | 0.2 | 34 | 36 | 40 | 44 | 135 |
| MOTOSPRINT | 79 | 0.4 | 86 | 90 | 100 | 108 | 258 |
| NOVELLA 2000 | 572 | 2.9 | 811 | 986 | 1356 | 1608 | 2688 |
| OGGI | 1988 | 9.9 | 2704 | 3203 | 4165 | 4752 | 6525 |
| PANORAMA | 1035 | 5.2 | 1370 | 1610 | 2098 | 2421 | 3639 |
| SORRISI E CANZONI TV | 3022 | 15.1 | 3513 | 3805 | 4333 | 4642 | 5433 |
| STOP | 431 | 2.1 | 548 | 627 | 784 | 885 | 1335 |
| TELEPIU' | 738 | 3.7 | 869 | 952 | 1105 | 1199 | 1519 |
| TELESETTE | 870 | 4.3 | 1007 | 1096 | 1263 | 1368 | 1738 |
| TOPOLINO | 819 | 4.1 | 1082 | 1252 | 1553 | 1723 | 2211 |
| VISTO | 351 | 1.8 | 449 | 515 | 645 | 732 | 1201 |
| VIVERSANI & BELLI | 924 | 4.6 | 1316 | 1599 | 2177 | 2563 | 4131 |
| **SUPPLEMENTI** | | | | | | | |
| D LA REPUBBLICA DELLE DONNE | 632 | 3.2 | 762 | 845 | 999 | 1094 | 1407 |
| DIARIO DELLA SETTIMANA | 65 | 0.3 | 72 | 75 | 84 | 92 | 186 |
| LA GAZZETTA SPORT MAGAZINE | 362 | 1.8 | 438 | 486 | 578 | 637 | 937 |
| IO DONNA | 882 | 4.4 | 1060 | 1180 | 1416 | 1567 | 2116 |
| SETTE | 875 | 4.4 | 1007 | 1084 | 1223 | 1311 | 1696 |
| SPECCHIO DELLA STAMPA | 428 | 2.1 | 565 | 659 | 850 | 976 | 1557 |
| TV SETTE | 968 | 4.8 | 1143 | 1248 | 1436 | 1554 | 2028 |
| IL VENERDI' | 1311 | 6.5 | 1608 | 1801 | 2177 | 2421 | 3307 |

Lettori di singole testate raggiunti dopo 1, 2, 3, 6, 9 uscite
Metodo: probabilità individuale

## MENSILI

| | LETTORI NUMERO MEDIO | | LETTORI CUMULATI DOPO | | | | Lettori ultimo anno dato dichiarato |
|---|---|---|---|---|---|---|---|
| | valori x 1.000 | % | 2 uscite | 3 uscite | 6 uscite | 9 uscite | |
| **POPOLAZIONE** | **20056** | 100.0 | | | | | |
| ABITARE | 148 | 0.7 | 191 | 219 | 273 | 308 | 605 |
| AD | 257 | 1.3 | 337 | 389 | 493 | 561 | 880 |
| AIRONE | 331 | 1.7 | 452 | 543 | 737 | 874 | 1598 |
| AMADEUS | 60 | 0.3 | 69 | 74 | 85 | 94 | 227 |
| ARCHEO | 105 | 0.5 | 132 | 150 | 185 | 208 | 366 |
| ASTRA | 210 | 1.0 | 276 | 323 | 424 | 499 | 1040 |
| A TAVOLA | 137 | 0.7 | 170 | 192 | 233 | 261 | 428 |
| AUTO | 134 | 0.7 | 156 | 168 | 192 | 210 | 378 |
| L'AUTOMOBILE | 285 | 1.4 | 322 | 341 | 372 | 390 | 489 |
| BELL'EUROPA | 132 | 0.7 | 162 | 182 | 224 | 253 | 489 |
| BELL'ITALIA | 261 | 1.3 | 346 | 405 | 526 | 607 | 1034 |
| BENISSIMO | 316 | 1.6 | 447 | 538 | 712 | 818 | 1224 |
| BIMBI SANI E BELLI | 678 | 3.4 | 955 | 1144 | 1495 | 1703 | 2330 |
| BRAVA CASA | 557 | 2.8 | 756 | 889 | 1145 | 1306 | 1925 |
| BUONA CUCINA | 398 | 2.0 | 538 | 630 | 795 | 888 | 1190 |
| BURDA | 794 | 4.0 | 1108 | 1328 | 1753 | 2014 | 2850 |
| CAPITAL | 118 | 0.6 | 153 | 177 | 231 | 270 | 624 |
| CARNET | 85 | 0.4 | 100 | 110 | 129 | 143 | 278 |
| CASAVIVA | 868 | 4.3 | 1200 | 1433 | 1875 | 2139 | 2931 |
| CENTO COSE ENERGY | 205 | 1.0 | 271 | 315 | 399 | 455 | 782 |
| CIAK | 127 | 0.6 | 161 | 186 | 237 | 273 | 566 |
| CIPRIA | 180 | 0.9 | 226 | 254 | 304 | 331 | 451 |
| CLASS | 77 | 0.4 | 93 | 104 | 129 | 148 | 421 |
| CLUB 3 | 131 | 0.7 | 140 | 144 | 153 | 160 | 216 |
| COME STAI | 168 | 0.8 | 220 | 254 | 320 | 361 | 559 |
| CONSIGLI PRATICI | 171 | 0.9 | 231 | 273 | 357 | 414 | 738 |
| COSE DI CASA | 944 | 4.7 | 1231 | 1408 | 1700 | 1848 | 2194 |
| LA CUCINA ITALIANA | 535 | 2.7 | 719 | 841 | 1065 | 1199 | 1698 |
| CUCINA MODERNA | 562 | 2.8 | 737 | 856 | 1082 | 1220 | 1690 |
| DONNA | 469 | 2.3 | 681 | 830 | 1116 | 1285 | 1816 |
| DONNA E MAMMA | 325 | 1.6 | 426 | 493 | 618 | 694 | 997 |
| DOVE | 171 | 0.9 | 217 | 249 | 317 | 368 | 725 |
| ELLE | 271 | 1.4 | 367 | 437 | 581 | 674 | 1051 |
| ELLE DECOR | 102 | 0.5 | 123 | 137 | 165 | 184 | 340 |
| FOCUS | 706 | 3.5 | 876 | 987 | 1183 | 1293 | 1605 |
| GARDENIA | 154 | 0.8 | 201 | 234 | 304 | 352 | 667 |
| GENTE MESE | 585 | 2.9 | 827 | 997 | 1322 | 1520 | 2190 |
| GENTE MONEY | 76 | 0.4 | 90 | 98 | 120 | 138 | 418 |
| GENTE MOTORI | 232 | 1.2 | 306 | 356 | 455 | 522 | 900 |
| GENTE VIAGGI | 236 | 1.2 | 325 | 391 | 534 | 638 | 1330 |
| GLAMOUR | 122 | 0.6 | 143 | 157 | 185 | 206 | 369 |
| GULLIVER | 97 | 0.5 | 123 | 140 | 177 | 204 | 477 |
| IN CASA | 97 | 0.5 | 127 | 148 | 192 | 225 | 504 |
| INSIEME | 298 | 1.5 | 396 | 462 | 594 | 680 | 1050 |
| IO E IL MIO BAMBINO | 673 | 3.4 | 877 | 1001 | 1209 | 1320 | 1595 |
| JESUS | 85 | 0.4 | 100 | 110 | 128 | 141 | 301 |
| MADRE | 135 | 0.7 | 159 | 174 | 204 | 225 | 362 |
| MARIE CLAIRE | 438 | 2.2 | 592 | 699 | 911 | 1047 | 1632 |
| MAX | 233 | 1.2 | 308 | 358 | 451 | 505 | 777 |
| MERIDIANI | 65 | 0.3 | 81 | 90 | 110 | 124 | 286 |
| MESSAGGERO DI S.ANTONIO | 875 | 4.4 | 1026 | 1110 | 1253 | 1336 | 1679 |
| LA MIA BOUTIQUE | 294 | 1.5 | 363 | 408 | 489 | 536 | 710 |
| LA MIA CASA | 171 | 0.9 | 229 | 268 | 348 | 402 | 755 |
| MILLIONAIRE INTRAPRENDERE | 136 | 0.7 | 175 | 201 | 258 | 299 | 684 |
| NAUTICA | 60 | 0.3 | 66 | 70 | 78 | 85 | 192 |
| PESCARE | 96 | 0.5 | 107 | 113 | 127 | 137 | 255 |
| PRATICA | 254 | 1.3 | 337 | 397 | 521 | 604 | 1003 |
| QUATTRORUOTE | 923 | 4.6 | 1273 | 1513 | 1953 | 2204 | 2876 |
| QUATTRO ZAMPE | 150 | 0.7 | 184 | 205 | 247 | 277 | 533 |
| QUI TOURING | 344 | 1.7 | 373 | 388 | 417 | 437 | 557 |
| RAKAM | 440 | 2.2 | 604 | 721 | 953 | 1104 | 1724 |
| SALE & PEPE | 403 | 2.0 | 533 | 622 | 799 | 916 | 1415 |
| SALVE | 252 | 1.3 | 331 | 386 | 498 | 573 | 981 |
| SCIENZA & VITA | 62 | 0.3 | 75 | 82 | 98 | 109 | 271 |
| LE SCIENZE | 128 | 0.6 | 153 | 168 | 199 | 220 | 406 |
| SELEZIONE READER'S DIGEST | 456 | 2.3 | 559 | 632 | 786 | 897 | 1474 |
| SILHOUETTE DONNA | 538 | 2.7 | 779 | 944 | 1254 | 1438 | 2010 |
| SPEAK UP | 73 | 0.4 | 84 | 90 | 104 | 114 | 231 |
| STARBENE | 946 | 4.7 | 1337 | 1607 | 2113 | 2412 | 3366 |
| STARTER | 20 | 0.1 | 21 | 22 | 23 | 24 | 65 |
| TUTTI FOTOGRAFI | 61 | 0.3 | 65 | 67 | 73 | 78 | 157 |
| TUTTO | 58 | 0.3 | 71 | 79 | 95 | 106 | 238 |
| TUTTOMOTO | 93 | 0.5 | 109 | 118 | 137 | 150 | 304 |
| TUTTOTURISMO | 86 | 0.4 | 108 | 124 | 159 | 184 | 494 |
| VERA | 665 | 3.3 | 918 | 1093 | 1424 | 1623 | 2194 |
| VIAGGIARE | 86 | 0.4 | 110 | 126 | 158 | 182 | 464 |
| VITALITY | 88 | 0.4 | 121 | 144 | 190 | 223 | 480 |
| VOGUE ITALIA | 368 | 1.8 | 543 | 669 | 927 | 1097 | 1874 |
| WEEKEND VIAGGI | 90 | 0.4 | 114 | 129 | 159 | 180 | 411 |
| DIANA (QUATTORDICINALE) | 46 | 0.2 | 53 | 57 | 67 | 75 | 233 |