

# weekend

The hugely popular Weekend magazine is edited by Andrew Davies. It is a key driver of Daily Mail's robust Saturday sale. With attention-grabbing covers featuring stars of the small screen, it focuses on the best of the week's TV and radio, with readers often keeping the comprehensive listings for the whole week. In addition to TV listing, Weekend includes a ten-page on demand TV guide with more than 100 must-see shows, highlighting the best of Netflix, BBC iPlayer, Amazon Prime Video, Disney+ and other streamers.



**DID YOU KNOW?**  
WEEKEND IS THE UK'S MOST-READ SUPPLEMENT

## WHAT?



**1.45** MILLION  
ABC CIRCULATION  
(Daily Mail Sat)



**2.28** MILLION  
WEEKLY READERSHIP

## WHERE?



## WHO?

### GENDER



**58**  
AVERAGE AGE



**64%**  
ABC1



**84%**  
HOMEOWNERS

## WHY?

### GREEN-FINGERED

**+77%**

spend more on their gardens vs. the average GB resident

### TV ADDICTS

**+63%**

more likely to spend more than 30 hours watching TV per week

### FOODIES

**70%**

prefer to cook meals from scratch