

Mail
METRO
MEDIA

**Weekend Magazine
Reader Survey
June 2023**



METHODOLOGY

We wanted to find out how readers consume Weekend Magazine, what they like most about it (including how they rate different sections) and how they engage with what they've seen.



APPROACH:

10 min online survey on our Matters Community



FIELDWORK DATES:

28th February – 13th March 2023



SAMPLE:

548 participants aged 18+ monthly Weekend Magazine readers

Data weighted to monthly print audience by age and gender

A LITTLE ABOUT WEEKEND

Weekend Magazine is the most read TV magazine and read by more people than almost all TV listing magazines and Saturday supplements

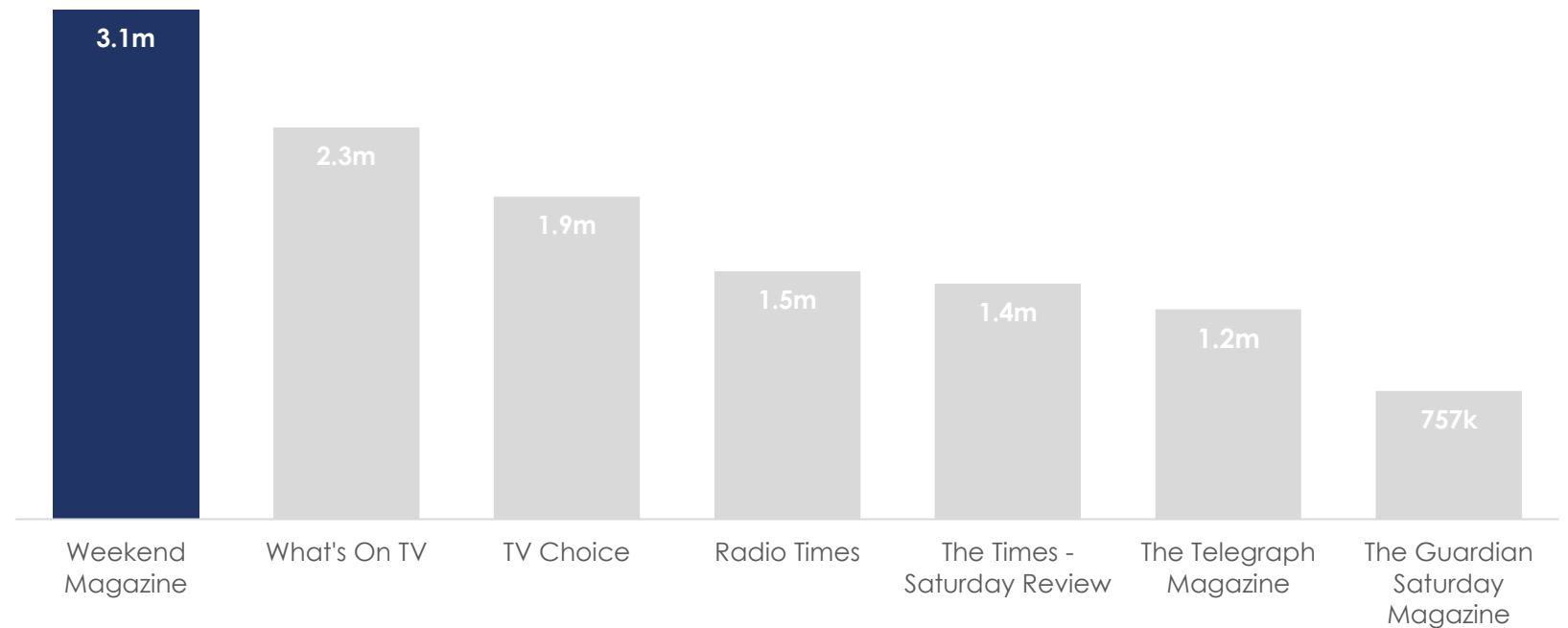
2.3m

read Weekend Magazine every week

3.1m

read Weekend Magazine every month

Monthly Reach of Weekend vs. Key Competitors



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KEY FINDINGS

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Weekend magazine is **#1 amongst other TV listing magazines and Saturday supplements** with **3.1m readers every month!**

IT'S A REASON TO BUY SATURDAY'S PAPER

- 3 in 4 readers say Weekend is a reason to **purchase Daily Mail on Saturday**

HOW DO READERS CONSUME WEEKEND MAGAZINE?

- **On average, Weekend is read for 27 minutes and kept all week!**
- **8 in 10** read the **majority of their copy** of the magazine

IT'S A GREAT TV LISTINGS MAGAZINE...

- **Daily TV Listings** is the **top-rated section** amongst readers (87%)
- Weekend is held in high regard – **3 in 5** agree it's the **best TV listings magazine** and **85%** say it's useful

KEY FINDINGS SUMMARY 1



NOT ONLY A GREAT TV MAGAZINE...

- Weekend is **visually appealing** (84%) and seen as **vital** (65%)
- Whilst Daily TV Listings is widely read, **4 in 5** read the **food & drink** section whilst **7 in 10** read the **puzzles & prizes** section
- The **puzzles & prizes** (80%), **Sarah Vine** (76%) and **food & drink** (70%) sections are **rated highly**

HOW DO READERS ENGAGE WITH WHAT THEY'VE SEEN?

- 2 in 5 **notice advertising** in Weekend, 3 in 10 agree it **draws their attention to new brands**
- Readers **act on advertising** - **3 in 5** have **looked for more information online / in store** as a result of seeing advertising or an article

KEY FINDINGS SUMMARY 2

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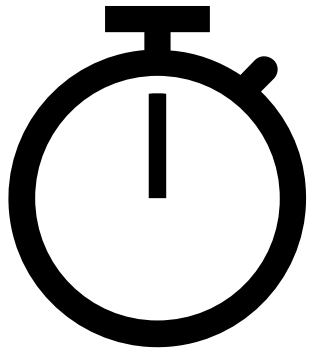
**HOW DO READERS
CONSUME WEEKEND
MAGAZINE?**

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READERS SPEND NEARLY A HALF AN HOUR READING WEEKEND AND KEEP IT IN THEIR HOMES ALL WEEK!

Q - Which, if any, of the following best describes how much of the edition you read? / How long, on average, would you say you spend reading Weekend Magazine each time? / How long do you typically keep an edition of Weekend Magazine in your home to read?

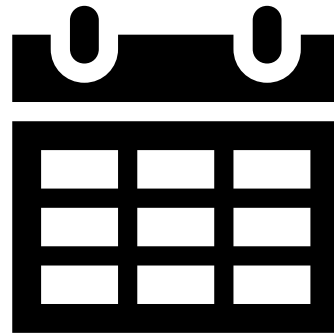
AVERAGE TIME SPENT READING



27 minutes

in total spent by readers reading their copy of Weekend Magazine on average

AVERAGE TIME COPY KEPT FOR



7 in 10

readers keep their copy of Weekend all week

PROPORTION OF EDITION READ



82%

read the majority of the magazine

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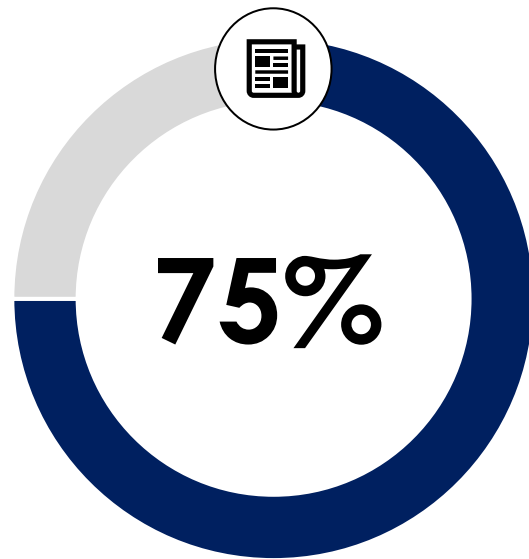
**WHY DO READERS
READ WEEKEND
MAGAZINE?**

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3 IN 4 SAY WEEKEND MAGAZINE IS A REASON TO PURCHASE DAILY MAIL ON SATURDAY; 4 IN 5 WOULD PICK IT AS THEIR FIRST CHOICE OF TV LISTING MAGAZINE

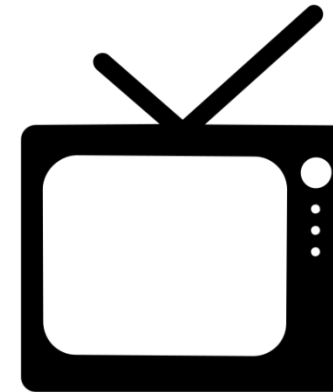
Q - Which, if any, of the following statements do you agree with most?

Q - You said that you have read each of the following TV listings magazines in the last month. If you had to pick one to read which would it be?



agree Weekend Magazine is a reason, if not the only reason, they buy Saturday's edition of the Daily Mail

(39% agree it's an important reason, if not the reason they buy)



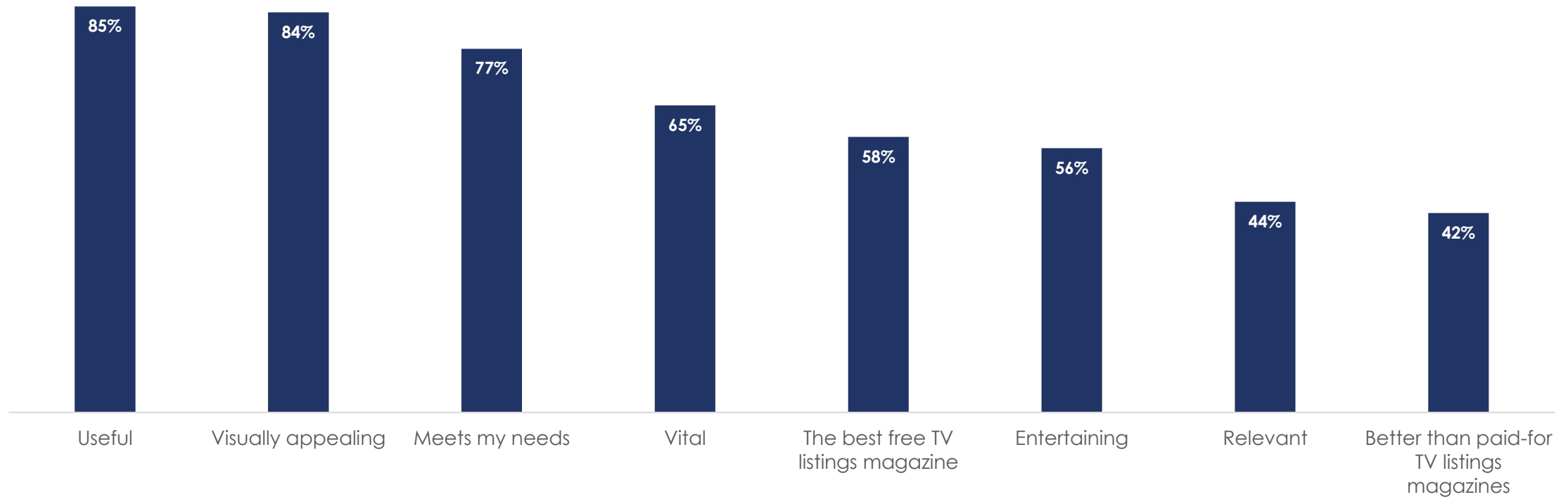
4 in 5

would pick Weekend Magazine as their first choice of TV listing magazine

OVER 4 IN 5 VIEW WEEKEND MAGAZINE AS BEING VISUALLY APPEALING WHILST 2 IN 3 SAY IT IS VITAL

Q - For the following statements, please pick which you believe best describes Weekend Magazine for each row. We accept that you may not completely agree with the statements shown. In each instance, please pick the one that best fits your view.

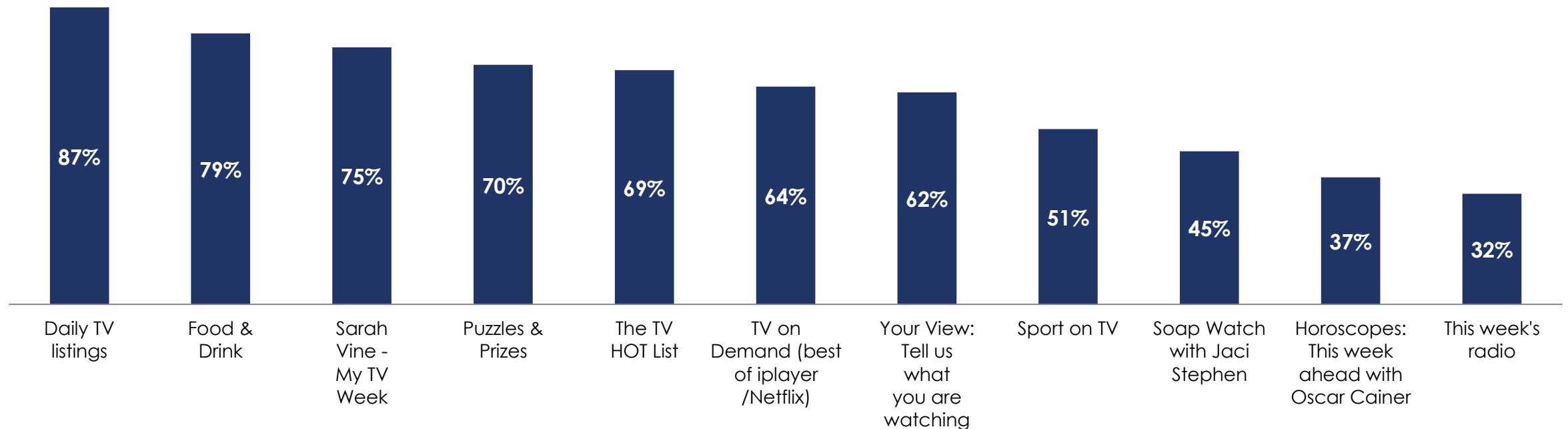
Brand Associations



WHILST DAILY TV LISTINGS IS READ MOST, 4 IN 5 READ THE FOOD & DRINK AND 7 IN 10 READ THE PUZZLES & PRIZES SECTIONS

Q – The following sections are part of Weekend Magazine. How frequently, if at all, do you read each of the following sections? [NET: Every Week / Once Every 2-3 Weeks / Once Every Month]

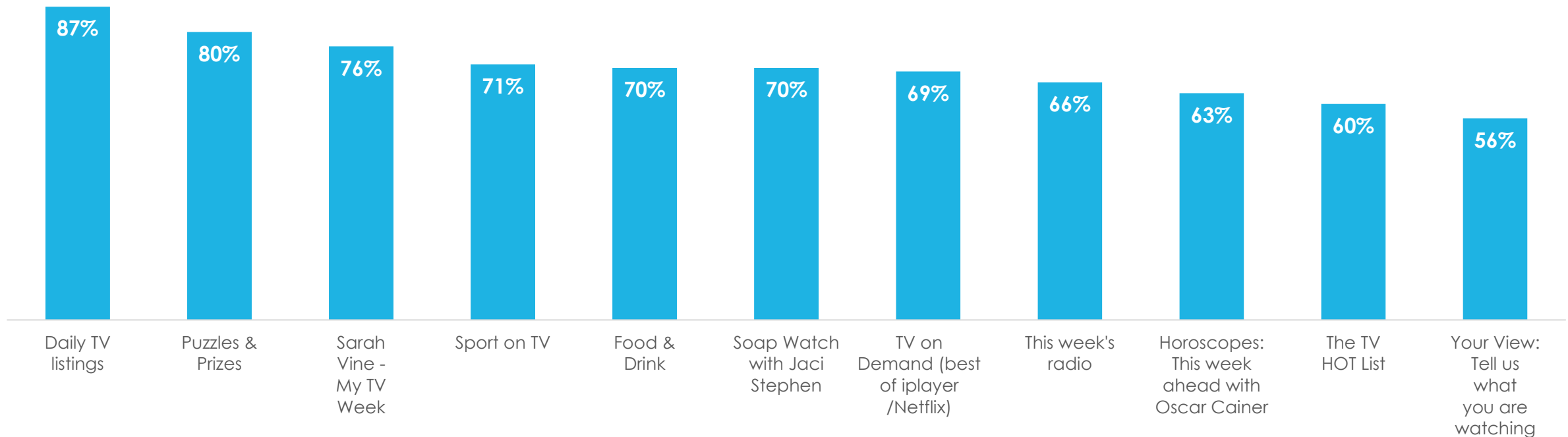
Readership by Section



9 IN 10 RATE THE DAILY TV LISTINGS HIGHLY WHILST THE PUZZLES (80%), MY TV WEEK (76%) AND FOOD & DRINK SECTIONS ALSO RATE HIGHLY (70%)

Q - How would you personally rate each of the following sections? [NET: Excellent & Good]

Rating by Sections



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HOW DO
READERS ENGAGE
WITH WHAT
THEY’VE SEEN?
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2 IN 5 OFTEN NOTICE ADVERTISING IN WEEKEND MAGAZINE – 3 IN 10 AGREE THAT WEEKEND MAGAZINE DRAWS READERS’ ATTENTION TO NEW BRANDS

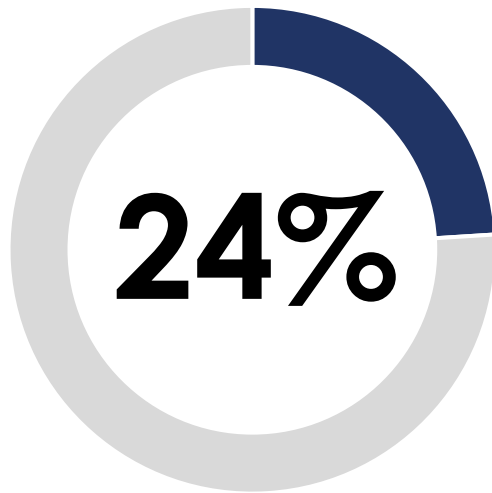
Q - Thinking about Weekend Magazine and its advertising. Please state your level of agreement or disagreement with each of the following statements.



READERS ACT ON ADVERTISING - 3 IN 5 HAVE LOOKED FOR MORE INFORMATION AS A RESULT OF SEEING ADVERTISING OR AN ARTICLE

Q - Have you taken any action as a result of things you have seen and read recently?
Q - Which, if any, of the following have you done recently as a result of seeing an article/advertising?

CALL TO ACTION BY MONTHLY READERS



Have taken action as a result of seeing an advert or article

ACTION TAKEN FROM SEEING ADVERT



3 in 5
Have looked for more information online / in store



1 in 2
Have bought something seen featured

ACTION TAKEN FROM SEEING ARTICLE



3 in 5
Have looked for more information online / in store



2 in 5
Have talked to others about what they've seen/read