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Table of total readership of the editions according to SMMRI - 2009

Magazine	Magazine issue period	Publisher	Count	Rating (./000)	Σ rating (./000)	Rating (%)	Males	Females	Age 19-20	Age 20-29	Age 30-39	Age 40-49	Age 50-65	Vojvodina	Belgrade	C.Serbia	Urban	Other loc.	Elementary	Secondary	University	
Lepota i zdravlje	monthly	Color Press Group	12	400,415	3,076,813	7.42	82,034	318,382	72,345	129,183	88,401	72,569	37,917	121,727	101,907	176,782	270,805	129,610	92,389	193,925	114,101	
Svet	weekly	Color Press Group	52	382,788		7.09	147,396	235,392	69,862	114,045	81,953	68,292	48,637	100,416	98,630	183,742	240,552	142,236	110,140	222,897	49,751	
Scandal (CPG)	weekly	Color Press Group	44	346,182		6.42	142,919	203,263	64,697	100,937	74,517	63,681	42,350	81,412	92,991	171,779	213,407	132,775	100,862	207,063	38,257	
Bravo	bi weekly	Color Press Group	26	314,330		5.83	90,115	224,215	252,305	19,220	17,913	20,834	4,058	95,106	69,368	149,856	205,254	109,076	253,411	49,142	11,777	
Bravo Casa	monthly	Color Press Group	12	159,362		2.95	60,973	98,389	14,587	48,118	46,184	32,103	18,371	46,107	52,054	61,201	129,530	29,832	19,393	77,923	62,046	
Joy	monthly	Color Press Group	11	140,696		2.61	15,062	125,634	48,655	50,620	17,854	15,846	7,721	39,090	40,526	61,081	101,388	39,308	43,440	58,697	38,559	
CKM	monthly	Color Press Group	12	138,592		2.57	119,149	19,443	21,647	65,574	35,823	11,332	4,216	56,710	36,101	45,781	103,311	35,282	27,427	71,359	39,806	
Moja beba	monthly	Color Press Group	12	125,998		2.34	26,567	99,431	5,414	60,064	39,527	15,764	5,229	39,668	23,860	62,471	79,314	46,684	22,869	73,345	29,784	
Bravo Girl	the rest	Color Press Group	6	100,622		1.86	9,383	91,239	82,683	8,161	3,670	4,887	1,222	31,145	22,100	47,376	63,124	37,498	85,126	12,949	2,547	
TV Novele	monthly	Color Press Group	12	86,794		1.61	12,947	73,808	47,296	12,868	13,471	7,695	5,424	21,470	15,103	50,181	43,525	43,229	57,129	27,379	2,246	
Top Zdravlje	monthly	Color Press Group	12	86,314		1.6	14,489	71,825	3,173	17,032	17,690	21,117	27,302	24,784	17,252	44,278	53,322	32,991	18,443	47,074	20,797	
Hello! (nedeljnik)	weekly	Color Press Group	51	82,062		1.52	14,901	67,161	10,276	25,528	20,383	15,082	10,793	21,614	31,241	29,206	64,121	17,941	12,828	43,473	25,761	
Moje dete	monthly	Color Press Group	2	76,678		1.42	5,602	71,076	2,395	25,538	30,729	13,387	4,630	24,487	10,266	41,925	46,403	30,275	15,254	42,975	18,450	
Bravo Screen Fun	monthly	Color Press Group	12	71,593		1.33	62,278	9,315	48,709	13,679	5,194	3,323	687	30,101	19,318	22,175	49,276	22,316	52,492	14,773	4,328	
Lekovita bilje	monthly	Color Press Group	12	68,504		1.27	15,800	52,704	1,235	7,780	12,112	20,986	26,392	20,224	11,607	36,673	43,774	24,730	15,083	36,483	16,938	
MobiTech	monthly	Color Press Group	12	59,302		1.1	45,415	13,886	23,999	13,338	8,978	10,564	2,422	16,878	16,447	25,975	39,304	19,997	24,055	27,197	8,050	
Moja ljubavna tajna	the rest	Color Press Group	6	45,582		0.84	8,628	36,954	2,204	19,080	4,987	11,332	7,980	10,276	2,851	32,455	24,208	21,375	16,285	23,943	5,354	
Sfinga	monthly	Color Press Group	11	41,850		0.78	21,517	20,332	3,291	6,624	8,367	11,966	11,601	11,665	7,726	22,458	26,049	15,801	9,575	23,187	9,087	
FHM	monthly	Color Press Group	4	35,546		0.66	27,341	8,205	972	23,945	8,828	393	1,409	15,765	10,281	9,500	27,753	7,793	1,562	19,911	14,073	
Dobra hrana	monthly	Color Press Group	12	34,191		0.63	3,455	30,736	424	4,619	9,371	10,420	9,356	14,045	5,056	15,090	21,324	12,867	6,178	20,650	7,362	
Moje kosa	the rest	Color Press Group	7	33,729		0.63	4,195	29,534	9,496	12,876	4,164	6,353	839	11,431	7,807	14,490	26,370	7,359	11,699	16,823	5,207	
Moje ljubav	the rest	Color Press Group	6	27,708		0.51	1,582	26,126	2,204	8,380	7,414	6,704	3,006	8,817	1,100	17,791	15,040	12,668	8,272	18,541	895	
Istinite price	the rest	Color Press Group	5	22,643		0.42	1,900	20,743	717	5,823	3,418	6,334	6,351	6,168	2,201	14,274	13,912	8,731	6,304	15,547	792	
Osmosmerka oktopod	monthly	Color Press Group	12	22,103		0.41	7,134	14,969	1,585	3,655	4,024	3,641	9,198	6,558	5,197	10,348	16,341	5,762	6,123	11,932	4,048	
50 skandi	the rest	Color Press Group	6	18,141		0.34	7,273	10,868	0	4,495	3,536	4,274	5,836	5,517	2,783	9,842	12,676	5,465	1,557	10,301	6,282	
Skandi 100	monthly	Color Press Group	12	16,570		0.31	7,756	8,814	1,099	3,381	1,616	3,867	6,608	6,352	3,437	6,781	10,376	6,194	5,608	7,368	3,595	
Maxi Jaker	monthly	Color Press Group	6	16,569		0.31	8,466	8,103	567	2,022	2,564	5,363	6,053	8,048	1,040	7,481	8,693	7,875	4,967	7,635	3,967	
Moje srce	the rest	Color Press Group	2	15,407		0.29	2,848	12,559	0	0	6,028	7,873	1,506	1,164	3,888	10,356	11,668	3,739	7,080	7,712	615	
Joker	the rest	Color Press Group	4	13,216		0.24	5,763	7,453	0	8,168	0	4,255	794	1,977	3,481	7,758	2,886	10,331	5,676	6,553	987	
Mini Sfinga	the rest	Color Press Group	6	9,781		0.18	6,413	3,368	2,531	1,840	3,936	247	1,226	0	3,888	5,893	3,853	5,928	5,499	4,034	247	
Astro	monthly	Color Press Group	12	9,174		0.17	1,117	8,057	734	3,918	2,623	323	1,576	4,308	2,794	2,073	7,215	1,959	1,771	6,076	1,327	
Moja ljubavna romans	the rest	Color Press Group	6	8,908		0.17	1,088	7,820	471	1,263	3,127	860	3,187	2,342	3,569	2,997	4,184	4,724	3,101	5,621	186	
Skandi i humor	monthly	Color Press Group	12	8,816		0.16	4,734	4,082	0	1,042	1,548	3,418	2,808	2,282	1,191	5,343	5,604	3,212	1,070	6,477	1,268	
L'officiel	the rest	Color Press Group	7	8,285		0.15	443	7,842	1,988	3,362	1,233	635	1,067	2,772	3,354	2,159	8,112	173	1,988	1,761	4,536	
Skandi svet	monthly	Color Press Group	12	8,230		0.15	2,292	5,937	2,474	2,308	433	2,397	618	3,132	283	4,815	5,580	2,650	2,154	4,036	2,040	
Beauty Expert	the rest	Color Press Group	2	7,685		0.14	0	7,685	0	3,373	2,173	2,140	0	3,061	1,198	3,426	7,685	0	0	3,683	4,002	
Osmosmerka osmica	monthly	Color Press Group	11	5,489		0.1	1,563	3,926	1,026	1,375	360	942	1,786	1,620	969	2,899	2,916	2,573	1,716	2,659	1,115	
Zona	monthly	Color Press Group	12	5,199		0.1	2,505	2,694	0	0	227	2,357	2,615	1,470	371	3,358	2,689	2,510	668	4,430	100	
Moja sudbina	the rest	Color Press Group	6	4,669		0.09	0	4,669	398	1,814	328	2,130	0	613	561	3,496	2,522	2,147	613	2,637	1,420	
Monopol	the rest	Color Press Group	3	3,887		0.07	3,434	453	0	0	2,634	0	1,253	417	0	3,470	871	3,017	2,634	871	382	
Mini Jaker	monthly	Color Press Group	6	3,675		0.07	1,190	2,485	0	0	0	2,485	1,190	360	0	3,315	0	3,675	3,315	360	0	
Junior	the rest	Color Press Group	1	3,499		0.06	3,499	0	3,499	0	0	0	0	0	0	3,499	3,499	0	3,499	0	0	
Mini Oktopod	the rest	Color Press Group	6	2,840		0.05	1,330	1,511	0	1,122	1,718	0	0	0	0	2,452	389	1,330	1,511	389	2,452	0
Enigmatski mozaik	the rest	Color Press Group	3	1,565		0.03	760	805	0	0	0	1,168	398	0	0	1,565	1,158	407	0	1,565	0	
Domino enigmatika	the rest	Color Press Group	4	1,247		0.02	582	665	0	323	582	0	342	323	582	342	1,247	0	0	924	323	
King enigmatika	the rest	Color Press Group	3	417	0.01	0	417	0	0	0	0	417	417	0	0	417	0	0	0	417	0	
Story	weekly		51	185,573	1,152,230	3.4	37,601	145,972	17,589	60,343	44,421	34,530	26,690	41,850	79,688	62,035	145,887	37,686	24,688	96,437	62,448	
Moja lepa basta	monthly		12	166,689		3.09	47,093	119,596	7,627	22,669	36,326	54,561	45,506	63,218	38,516	64,956	102,218	64,471	29,746	92,599	44,344	
Lisa Maj stan	monthly		12	148,747		2.76	40,318	108,429	14,894	32,571	42,002	40,408	18,872	49,978	41,242	57,527	116,374	32,373	20,003	75,791	52,952	
Cosmopolitan	monthly		12	128,486		2.38	22,232	106,254	28,921	46,467	26,463	19,417	7,218	31,177	52,127	45,182	104,186	24,300	26,650	56,892	44,945	
Men's Health	weekly		12	103,246		1.91	85,054	18,192	12,303	47,589	24,240	14,046	5,068	26,625	39,223	37,398	81,028	22,218	10,347	53,992	38,908	
National Geographic	weekly		12	70,004		1.3	46,799	23,205	12,713	22,118	18,540	11,189	5,444	21,072	26,166	22,767	55,644	14,360	12,056	26,793	31,155	
Lisa	weekly		51	69,179		1.28	9,652	59,528	4,009	14,396	16,891	20,042	13,842	18,607	19,389	31,183	50,116	19,063	9,143	37,972	22,064	
Elle	monthly		12	55,694		1.03	6,164	49,530	14,224	17,296	11,766	6,537	5,871	12,440	24,222	19,032	50,745	4,949	14,792	16,335	24,567	
Mama (Adria)	monthly		12	42,833		0.79	4,796	38,038	937	17,204	17,402	5,217	2,074	12,453	17,057	13,324	32,952	9,882	3,821	23,012	16,000	
Sensa	monthly		11	40,973		0.76	7,088	33,884	3,559	11,449	11,711	9,226	5,028	12,596	18,336	10,040	35,933	5,039	3,063	14,844	23,065	
Burda Moden	monthly		12	37,848		0.7	5,367	32,481	2,046	3,619	6,277	12,672	13,236	9,733	8,550	19,565	26,994	10,854	9,408	18,172	10,268	
Lisa Zivot sa cvecem	monthly		11	34,663		0.64	6,043	28,620	0	2,063	7,018	15,731	9,851	12,185	5,752	16,726	21,602	13,060	4,688	19,		

Magazine	Magazine issue period	Publisher	Count	Rating (.000)	Σ rating (.000)	Rating (%)	Males	Females	Age 12-19	Age 20-29	Age 30-39	Age 40-49	Age 50-65	Vojvodina	Belgrade	C.Serbia	Urban	Other loc.	Elementary	Secondary	University
Blic Zena	weekly		52	843,089	1,096,810	15.63	138,749	704,340	64,681	147,399	170,630	236,739	223,640	229,992	166,786	446,311	538,113	304,976	207,878	463,458	171,753
Puls	weekly		53	141,755		2.63	33,741	108,014	16,561	42,527	31,985	26,205	24,477	39,124	39,582	63,049	101,198	40,557	24,513	78,436	38,805
Blic Zena Kuhinja	monthly		11	49,151	427,601	0.91	8,720	40,431	769	6,866	9,820	16,224	15,472	12,613	10,107	26,432	28,012	21,139	11,645	27,080	10,426
Nin (Ringier)	weekly		43	45,678		0.85	32,400	13,277	1,207	5,665	8,187	14,647	15,973	11,101	19,158	15,419	36,926	8,751	1,848	14,485	29,345
Blic Zena Ljubavni r	monthly		12	17,137	195,710	0.32	507	16,630	2,304	4,766	3,819	3,831	2,418	4,314	2,976	9,848	9,876	7,262	7,288	8,327	1,522
Svet kompiutera	monthly		11	195,710		3.63	165,789	29,920	38,804	64,971	44,279	35,025	12,632	63,236	60,664	71,809	139,559	56,151	39,711	87,429	68,570
Bazar	bi weekly		26	60,233	392,220	1.12	9,340	50,893	1,771	3,965	9,903	21,729	22,866	12,830	21,862	25,541	46,454	13,780	5,935	25,845	28,454
Politikin zabavnik	weekly		52	58,607		1.09	34,336	24,271	13,873	14,323	9,343	13,534	7,533	14,523	26,707	17,377	49,967	8,640	14,040	18,694	25,873
Viva	monthly		2	41,663	26,007	0.77	12,690	28,974	0	4,986	3,303	19,891	13,484	10,719	15,043	15,902	35,093	6,570	1,038	25,056	15,570
Ilustrovana politika	weekly		52	29,222		0.54	13,403	15,819	336	2,212	3,716	9,982	12,977	5,826	10,576	12,821	21,739	7,482	2,585	16,936	9,701
Viva (dnevodjelnik)	bi weekly		23	26,007	16,159	0.48	5,678	20,329	442	2,133	6,261	6,915	10,257	6,421	9,463	10,123	19,589	6,418	3,625	13,009	9,373
Enigmatika	bi weekly		26	16,159		0.3	6,345	9,814	739	2,145	2,802	2,836	7,636	3,833	6,411	5,915	12,786	3,373	2,201	7,752	6,205
Bilje i zdravlje	bi weekly		26	127,397	361,234	2.36	27,547	99,851	4,114	13,292	24,685	35,450	49,857	22,039	29,708	75,651	82,221	45,176	27,408	67,285	32,705
Enigma	monthly		12	111,905		2.07	52,087	59,818	5,171	15,027	14,877	27,030	49,801	25,078	27,350	59,478	65,042	46,863	16,616	63,438	31,852
Zav	bi weekly		26	36,904	392,220	0.68	31,805	5,099	4,122	5,987	9,235	9,624	7,937	12,980	7,444	16,479	20,161	16,743	8,783	20,917	7,204
Kalibar	monthly		12	33,722		0.63	32,906	816	2,102	10,625	10,734	7,793	2,468	11,177	5,704	16,841	21,488	12,233	3,744	21,791	8,186
Tip	weekly		51	33,688	361,234	0.62	31,943	1,746	5,713	11,679	7,404	5,834	3,057	10,963	6,287	16,438	23,262	10,426	7,876	20,004	5,809
Trece oko	bi weekly		26	32,163		0.6	16,138	16,024	2,306	1,897	4,844	10,541	12,574	8,529	8,565	15,069	20,392	11,771	8,917	17,414	5,831
Revija 92	weekly		52	16,441	361,234	0.3	12,836	3,605	262	1,660	4,275	5,555	4,690	3,441	3,577	9,423	9,898	6,543	1,806	11,914	2,720
Gloria	weekly		52	239,809		4.44	45,105	194,704	16,302	50,764	58,756	59,815	54,172	55,450	103,998	80,361	192,580	47,229	24,824	114,707	100,278
OK magazin	monthly		12	121,425	271,383	2.25	17,427	103,999	98,292	3,796	9,911	7,831	1,596	39,257	31,412	50,757	82,968	38,458	97,637	18,240	5,549
Scandall	weekly		7	271,383		5.03	135,128	136,255	51,370	82,190	66,497	41,537	29,789	65,896	76,038	129,450	167,980	103,403	85,391	157,302	28,690
The Best Shop	monthly		10	113,565	216,419	2.1	9,562	104,003	34,574	36,659	21,475	14,946	5,910	25,862	39,523	48,180	88,476	25,088	32,561	48,152	32,852
The Men	monthly		10	42,988		0.8	30,661	12,327	4,581	10,880	14,632	8,063	4,832	7,680	21,028	14,280	39,481	3,506	3,866	18,843	20,278
The Best Home	monthly		8	29,446	216,419	0.55	4,359	25,088	3,637	8,041	8,552	6,503	2,715	6,839	12,289	10,318	26,720	2,726	2,561	13,857	13,029
Glam Shopping	monthly		6	22,775		0.42	341	22,435	5,365	8,071	5,864	2,849	626	6,605	6,737	9,433	18,236	4,539	5,365	8,768	8,643
Yachting and sailing	the rest		7	7,645	188,070	0.14	5,706	1,939	0	2,006	2,474	1,366	1,800	955	5,779	911	7,645	0	0	2,393	5,253
Sport united	bi weekly		5	5,279		0.1	4,440	839	1,394	2,261	1,342	283	0	1,691	3,589	0	4,235	1,045	1,394	2,261	1,625
Objektiv	weekly		12	1,749	188,070	0.03	1,316	434	642	412	252	314	129	239	390	1,121	935	815	642	368	739
Grazia	monthly		12	60,420		1.12	3,528	56,892	8,812	21,286	15,510	9,933	4,879	13,454	17,332	29,633	52,351	8,069	14,118	24,518	21,784
Playboy	monthly		12	44,909	188,070	0.83	38,181	6,728	7,020	17,068	10,922	6,703	3,196	10,200	18,213	16,495	35,255	9,654	9,327	24,788	10,794
Maxim	monthly		10	42,186		0.78	37,183	5,003	4,591	24,619	9,790	2,154	1,033	11,762	13,929	16,495	34,123	8,063	4,111	26,845	11,229
Cosaviva	monthly		11	28,660	92,084	0.53	9,676	18,984	848	6,011	9,070	8,743	3,988	5,543	14,961	8,156	26,295	2,366	2,359	10,939	15,363
Sole e Pepe	monthly		10	11,895		0.22	3,935	7,960	0	3,498	3,016	3,566	1,814	3,581	5,589	2,726	11,186	709	282	5,399	6,213
Cica	weekly		52	40,942	92,084	0.76	4,558	36,384	3,123	6,687	8,895	12,071	10,166	10,519	11,715	18,708	29,382	11,561	7,764	23,398	9,781
Jolie	monthly		4	27,136		0.5	4,472	22,664	6,337	10,988	7,185	1,103	1,524	3,717	8,763	14,657	23,463	3,673	6,802	12,841	7,494
Vita	weekly		12	24,006	92,084	0.44	4,601	19,405	669	3,251	6,199	7,108	6,779	7,078	11,044	5,884	19,896	4,110	2,894	12,128	8,984