

Table of total readership of the editions according to SMMRI december '11.

Magazine	Magazine issue period	Publisher	Count	Rating (.000)	£ 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		
Pozalji recept	monthly	Color Press Grupa	1	541.880		10	88.169	453.710	20.717	71.635	127.780	153.086	168.662	174.396	98.774	268.710	306.395	235.484	157.041	307.863	76.976		
Lepota i zdravlje	monthly	Color Press Grupa	1	401.251		8	42.268	358.983	53.612	125.457	100.540	63.308	58.334	123.142	103.153	174.957	275.357	125.894	77.557	210.137	113.557		
Svet	weekly	Color Press Grupa	4	271.512		5	74.208	197.305	38.705	86.395	62.889	39.664	43.860	60.002	136.379	165.652	105.861	46.796	185.046	39.671			
Bravo	monthly	Color Press Grupa	1	253.454		5	59.562	193.892	177.436	4.746	46.378	24.895	0	52.036	62.453	138.965	137.345	116.109	163.107	70.055	20.293		
TV Novele	monthly	Color Press Grupa	1	204.570		4	41.603	162.968	115.344	29.863	34.036	25.327	0	43.531	28.019	133.020	82.019	122.552	125.823	72.386	6.361		
Scandal	weekly	Color Press Grupa	5	202.462		4	76.671	125.791	35.030	56.071	42.425	34.087	34.849	38.501	53.166	110.795	107.410	95.051	44.239	136.231	21.991		
Brava Casa	monthly	Color Press Grupa	1	160.257		3	48.939	111.319	24.721	29.405	62.046	38.271	5.814	52.925	55.101	52.231	122.609	37.648	15.881	86.948	57.428		
Jay	monthly	Color Press Grupa	1	157.020		3	10.575	146.445	36.797	74.091	30.971	8.502	6.659	49.544	45.943	61.533	115.730	41.289	49.204	88.809	19.007		
Moja beba	monthly	Color Press Grupa	1	156.857		3	34.201	122.656	4.034	75.623	60.407	9.932	6.861	66.622	29.475	60.761	70.140	86.718	41.336	69.791	45.730		
Hellol	weekly	Color Press Grupa	4	154.625		3	27.231	127.394	15.876	44.654	34.623	27.953	31.519	26.692	51.768	76.165	106.536	48.088	13.060	101.624	39.941		
CKM	monthly	Color Press Grupa	1	126.562		2	107.340	19.222	23.653	58.722	19.230	8.902	16.055	39.802	47.686	39.074	100.943	25.619	11.448	90.712	24.402		
Bravo Girl	monthly	Color Press Grupa	1	116.392		2	17.018	99.374	90.057	7.945	12.412	5.979	0	20.988	30.216	65.188	63.960	52.432	78.585	30.491	7.316		
Casa	monthly	Color Press Grupa	1	85.166		2	21.927	63.239	9.301	15.697	35.107	19.947	5.114	28.263	22.954	33.949	64.851	20.315	9.301	32.509	43.356		
Top Zdravlje	monthly	Color Press Grupa	1	77.067		1	11.356	65.711	0	20.431	11.838	11.187	33.611	2.414	10.242	64.411	57.033	20.034	26.491	50.576	0		
Lekovito bilje	monthly	Color Press Grupa	1	69.807		1	8.959	60.848	0	12.022	8.854	19.864	29.067	16.560	16.367	36.881	50.822	18.985	9.350	46.672	13.785		
Screen Fun	monthly	Color Press Grupa	1	68.680	3.527.444	1	68.680	0	47.826	13.783	7.071	0	0	34.139	16.880	17.660	49.693	18.987	34.080	34.600	0		
Moja ljubavna tajna	monthly	Color Press Grupa	1	61.771		1	0	61.771	3.066	18.494	15.590	16.855	7.766	20.547	0	41.224	21.432	40.339	21.704	40.067	0		
Cvece u domu	monthly	Color Press Grupa	1	59.037		1	7.205	51.832	0	4.858	7.934	20.341	25.905	24.300	4.211	30.526	26.807	32.231	24.074	33.233	1.731		
Zena i zdravlje	monthly	Color Press Grupa	1	56.226		1	0	56.226	10.895	13.309	18.436	4.672	8.914	14.019	15.781	26.426	37.558	18.668	15.726	25.652	14.848		
Dobra hrana	monthly	Color Press Grupa	1	51.246		1	5.814	45.432	0	5.640	7.888	18.735	18.983	32.932	10.016	8.298	41.013	10.233	5.697	41.229	4.321		
Sfinga	monthly	Color Press Grupa	1	45.901		1	23.917	21.984	4.686	13.894	7.159	14.875	5.288	12.529	9.455	23.917	24.125	21.776	4.686	33.708	7.507		
Skandi i humor	monthly	Color Press Grupa	1	42.744		1	28.654	14.090	0	15.127	6.330	2.148	19.139	6.330	13.600	22.814	32.658	10.086	0	36.505	6.239		
Osmosmerka oktopod	monthly	Color Press Grupa	1	27.881		1	6.758	21.122	0	4.484	0	4.484	0	23.396	11.545	4.202	12.134	23.234	4.646	0	22.865	5.016	
Skandi 100	monthly	Color Press Grupa	1	27.874		1	12.044	15.829	0	0	0	0	27.874	2.559	9.387	15.927	12.289	15.585	0	27.874	0		
Mini Oktopod	the rest	Color Press Grupa	1	20.060		0	6.057	14.003	0	11.174	0	0	8.886	15.821	4.240	0	15.414	4.646	0	20.060	0		
Moja sudbina	monthly	Color Press Grupa	1	19.523		0	0	19.523	0	0	5.975	6.947	6.601	0	0	19.523	0	19.523	0	19.523	12.922	6.601	0
Osmosmerka osmica	monthly	Color Press Grupa	1	17.833		0	10.181	7.651	0	0	10.714	0	7.119	0	5.584	12.249	17.833	0	0	17.833	0		
Skandi svet	monthly	Color Press Grupa	1	16.377		0	6.856	9.521	0	0	0	10.833	5.544	6.137	0	10.240	10.240	6.137	0	14.217	2.161		
Zona	monthly	Color Press Grupa	1	13.053		0	3.988	9.065	0	0	0	5.312	7.741	0	3.753	9.300	9.300	3.753	3.988	9.065	0		
Domino enigmatika	monthly	Color Press Grupa	1	12.475		0	8.798	3.677	0	0	8.798	3.677	0	0	0	12.475	0	12.475	0	12.475	0		
50 skandi	the rest	Color Press Grupa	1	7.881		0	0	7.881	0	0	0	0	7.881	2.322	2.803	2.755	7.881	0	0	5.077	2.803		
	weekly		4	840.996		16	134.247	706.749	50.260	143.683	176.632	198.204	272.218	205.684	169.073	466.239	523.361	317.635	148.350	549.677	142.970		
	weekly		5	156.365		2,98	25.147	131.218	22.061	47.804	44.295	17.133	25.072	34.464	49.827	72.074	115.222	41.143	20.936	105.652	29.776		
	weekly		5	75.710	1.138.786	1,44	52.946	22.765	918	13.221	20.032	9.768	31.772	10.404	35.211	30.095	58.431	17.280	2.121	35.202	38.388		
	monthly		1	47.945		0,91	7.075	40.869	0	0	13.416	15.597	18.931	30.939	8.886	8.119	32.499	15.446	10.027	32.073	5.844		
	monthly		1	17.770		0,34	0	17.770	0	5.349	3.767	0	8.654	0	4.490	13.281	8.654	9.116	0	14.003	3.767		
	monthly		1	201.532		3,84	64.638	136.894	11.413	37.977	63.388	48.145	40.610	65.547	59.964	76.021	136.058	65.474	11.413	130.398	59.721		
	monthly		1	158.884		3,02	3.382	155.502	48.102	57.171	25.412	19.494	8.706	28.492	55.533	74.859	125.099	33.786	37.157	68.932	52.795		
	weekly		4	147.150		2,8	20.435	126.715	16.469	32.353	42.337	39.243	16.749	27.974	62.686	56.491	107.995	39.156	16.530	84.461	46.159		
	monthly		1	109.566		2,09	37.614	71.952	0	32.562	18.472	12.846	46.046	49.504	17.644	42.417	65.573	43.993	11.884	71.456	26.226		
	monthly		1	95.835		1,82	38.722	57.113	20.681	26.770	30.087	13.867	4.430	30.999	37.835	27.001	80.391	15.444	14.938	38.827	42.070		
	monthly		1	82.508	1.131.020	1,57	71.427	11.081	19.742	41.151	3.815	6.252	11.548	22.400	30.902	29.205	69.572	12.936	19.742	35.868	26.899		
	monthly		1	78.390		1,49	14.835	63.555	20.974	29.285	24.291	3.840	0	17.233	41.309	19.848	67.282	11.108	20.974	34.250	23.166		
	monthly		1	76.190		1,45	23.265	52.925	0	35.305	29.565	5.596	5.724	26.243	24.545	25.402	39.225	36.965	15.019	50.452	10.719		
	monthly		1	64.863		1,23	6.882	57.980	0	23.815	23.465	9.106	8.477	24.879	29.831	10.153	46.060	18.803	0	42.799	22.064		
	weekly		5	58.165		1,11	6.794	51.372	1.112	7.012	13.549	16.885	19.607	11.527	22.339	24.299	40.950	17.215	8.276	35.704	14.186		
	monthly		1	57.937		1,1	4.447	53.490	0	16.017	11.626	14.270	16.023	10.710	34.189	13.038	54.371	3.566	13.367	33.661	10.908		
	monthly		1	184.923		3,52	162.074	22.849	23.215	71.313	51.829	13.839	24.728	70.071	50.166	64.686	125.163	59.760	11.982	112.814	60.128		
	weekly		5	94.749		1,8	47.536	47.213	24.745	22.312	23.228	13.336	11.129	17.577	36.121	41.051	72.505	22.244	25.683	37.145	31.921		
	bi weekly		2	61.355	452.629	1,17	10.127	51.228	0	5.786	8.027	16.922	30.620	11.635	19.266	30.454	48.934	12.421	1.460	29.320	30.576		
	bi weekly		2	60.274		1,15	29.284	30.990	0	7.252	15.872	5.541	31.611	20.767	21.145	18.364	50.463	9.811	0	47.527	12.748		
	monthly		1	30.545		0,58	7.861	22.684	0	6.250	6.842	11.289	6.165	0	16.665	13.881	24.296	6.250	0	14.332	16.213		
	weekly		5	20.783		0,4	4.473	16.310	0	1.383	3.184	2.151	14.065	5.507	8.800	6.477	15.250	5.532	1.528	9.199	10.056		
	monthly		1	155.318		2,96	69.283	86.035	0	23.573	23.338	41.545	66.863	49.901	37.291	68.127	86.808	68.510	11.741	106.746	36.832		
	bi weekly		3	108.211		2,06	20.693	87.518	2.236	13.019	15.330	34.892	42.734	14.362	45.830	48.019	86.767	21.444	9.124	69.563	29.524		
	bi weekly		2	45.619		0,87	19.779	25.841	0	0	11.227	9.407	24.985	4.755	5.993	34.872	37.578	8.041	3.133	40.831	1.655		
	bi weekly		3	25.848		0,49	19.446	6.402	1.510	6.817	1.220	8.283	8.017	6.927	3.935	14.986	17.350	8.498	3.798	14.757	7.293		
	monthly		1	24.																			