

Table of total readership of the editions according to SMMRI - 2011

Magazine	Magazine issue period	Publisher	Count	Rating (.000)	Σ rating (.000)	Rating (%)	Males	Females	Age 19-20	Age 21-29	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	408.524	3.799.869	7,77	64.429	344.095	60.857	125.814	99.658	68.248	53.948	116.506	113.075	178.943	272.577	135.947	69.833	229.686	109.005
Pasalji recept	monthly	Color Press Group	12	395.860		7,53	51.741	344.119	24.190	68.032	100.039	100.293	103.308	145.581	68.897	181.382	217.200	178.660	102.245	235.990	57.626
Svet	weekly	Color Press Group	53	324.700		6,18	104.866	219.834	49.794	94.242	72.107	48.703	59.854	80.148	81.559	162.993	195.557	129.144	73.915	216.436	34.349
Scandal	weekly	Color Press Group	52	311.844		5,93	113.281	198.562	49.563	86.682	69.625	46.877	59.097	68.339	76.638	166.867	179.508	132.335	78.135	204.811	28.898
Bravo	monthly	Color Press Group	12	270.981		5,16	68.423	202.559	189.757	23.452	27.847	23.355	6.591	75.468	50.927	144.586	163.652	107.330	190.287	65.828	14.867
Hellol	weekly	Color Press Group	51	171.185		3,26	29.098	142.087	19.505	48.071	39.255	27.205	37.149	35.860	59.910	75.415	122.352	48.833	25.415	106.510	39.260
Brava Casa	monthly	Color Press Group	12	148.182		2,82	55.564	92.619	10.335	33.526	53.904	32.564	17.855	36.892	56.448	54.842	120.251	27.931	8.756	84.581	54.845
Joy	monthly	Color Press Group	12	147.978		2,82	15.631	132.348	36.529	60.765	24.611	14.606	11.467	42.341	40.564	65.074	110.389	37.589	32.855	81.463	33.660
Moja beba	monthly	Color Press Group	13	134.416		2,55	17.492	116.924	6.684	54.365	49.744	13.992	9.631	41.951	28.894	63.571	74.072	60.345	24.022	79.483	30.912
TV Novele	monthly	Color Press Group	12	122.689		2,33	16.021	106.668	57.406	21.345	19.605	15.247	9.085	26.960	22.821	72.908	56.142	66.547	71.169	47.570	3.950
CKM	monthly	Color Press Group	12	109.469		2,08	95.928	13.541	8.599	58.726	32.448	6.310	3.387	36.813	32.397	40.260	78.425	31.045	8.157	71.731	29.581
Casa	monthly	Color Press Group	9	85.197		1,62	26.074	59.123	5.133	8.562	29.922	25.977	15.603	26.877	24.408	33.911	64.233	20.964	9.260	41.596	34.341
Bravo Girl	the rest	Color Press Group	5	84.168		1,6	5.000	79.168	61.956	2.542	11.426	5.739	2.506	20.739	20.163	43.266	49.277	34.891	59.574	18.115	6.479
Screen Fun	monthly	Color Press Group	12	79.620		1,52	71.547	8.073	51.402	15.097	5.680	6.407	1.034	28.827	19.019	31.775	56.869	22.752	48.902	26.575	4.143
Torte i kolaci	the rest	Color Press Group	4	79.143		1,51	5.719	73.425	2.225	7.203	23.622	23.313	22.780	36.279	12.051	30.813	40.740	38.403	17.521	52.089	9.534
Lekovita bilje	monthly	Color Press Group	12	69.119		1,31	14.055	55.064	798	8.574	12.360	18.016	29.372	19.637	14.560	34.924	41.630	27.489	9.368	46.253	13.499
Cvece u domu	monthly	Color Press Group	12	67.338		1,28	11.563	55.775	1.289	5.596	12.361	20.506	27.586	23.378	11.321	32.640	42.801	24.537	13.746	44.983	8.608
Osmosmerka oktopod	monthly	Color Press Group	12	59.927		1,14	16.986	42.942	4.912	8.491	8.593	10.414	27.518	19.222	13.925	26.780	41.841	18.086	13.563	38.364	8.000
Top Zdravlje	monthly	Color Press Group	12	57.840		1,1	9.783	48.057	1.585	6.891	12.652	16.411	20.301	14.874	11.954	31.013	36.575	21.265	9.873	37.451	10.517
Zena i zdravlje	monthly	Color Press Group	4	57.203		1,09	5.095	52.108	7.524	7.478	17.599	11.194	13.408	11.378	9.970	35.856	40.795	16.409	11.513	30.365	15.325
Sfinga	monthly	Color Press Group	12	56.806		1,08	25.656	31.150	6.986	9.534	10.972	10.803	18.511	16.466	7.445	32.896	34.211	22.595	8.243	37.134	11.429
Dobra hrana	monthly	Color Press Group	12	53.981		1,03	8.648	45.333	2.172	10.236	11.824	14.635	15.115	24.943	10.044	18.995	34.579	19.403	8.884	38.138	6.959
Bravo Sport	monthly	Color Press Group	3	51.752		0,98	37.791	13.961	43.642	1.906	1.428	4.777	0	21.972	5.872	23.909	23.791	27.961	43.642	6.940	1.170
Moja ljubavna tajna	the rest	Color Press Group	9	44.974		0,86	1.192	43.782	3.300	9.731	12.226	12.140	7.577	12.266	5.421	27.287	23.847	21.127	14.941	28.257	2.327
Moja ljubavna romans	the rest	Color Press Group	3	37.277	0,71	1.261	36.016	5.575	11.680	9.272	5.545	5.205	11.189	3.677	22.411	12.184	25.093	13.812	21.274	2.191	
Star	monthly	Color Press Group	3	34.503	0,66	3.559	30.944	2.215	7.068	8.678	7.304	9.239	5.484	11.896	17.123	21.455	13.048	5.778	26.165	2.561	
Moja kasa	the rest	Color Press Group	4	32.736	0,62	4.952	27.784	11.452	11.913	5.555	1.791	2.025	14.379	7.301	11.056	20.357	12.379	8.621	17.539	6.576	
Osmosmerka osmica	monthly	Color Press Group	12	30.003	0,57	10.537	19.467	1.233	4.375	3.431	4.884	16.080	7.827	6.161	16.015	18.082	11.921	5.937	19.634	4.433	
Mamina skola	monthly	Color Press Group	7	24.393	0,46	4.296	20.097	2.416	14.089	5.637	6.23	1.628	5.989	7.520	10.884	14.875	9.518	2.978	18.514	2.901	
Skandi i humor	monthly	Color Press Group	12	23.601	0,45	12.015	11.587	1.569	4.014	6.109	2.754	9.157	6.894	5.074	11.633	15.263	8.338	2.658	16.465	4.478	
Skandi 100	monthly	Color Press Group	12	22.203	0,42	10.801	11.402	590	3.548	2.108	2.895	13.062	7.396	4.273	10.534	11.826	10.377	3.798	15.015	3.391	
Moja sudbina	monthly	Color Press Group	9	20.996	0,4	1.031	19.965	2.521	2.311	4.383	7.410	4.371	3.282	1.347	16.366	10.846	10.150	9.983	10.415	597	
Skandi svet	monthly	Color Press Group	12	19.884	0,38	5.495	14.389	751	2.451	3.911	4.434	8.337	5.266	2.183	12.435	8.228	11.656	3.115	14.337	2.432	
Istinile price	the rest	Color Press Group	3	19.577	0,37	0	19.577	0	2.016	4.489	5.456	7.616	1.427	1.442	16.708	12.067	7.511	3.272	13.497	2.808	
Mini Sfinga	the rest	Color Press Group	3	18.988	0,36	12.087	6.901	1.271	0	4.076	4.176	9.464	5.797	2.311	10.880	6.745	12.243	3.906	13.491	1.591	
Joker	the rest	Color Press Group	4	18.268	0,35	6.980	11.287	3.812	6.039	0	3.860	4.557	9.484	1.158	7.625	9.121	9.146	2.232	14.280	1.756	
Kucni ljubimac	monthly	Color Press Group	9	16.306	0,31	5.141	11.165	1.050	2.981	6.450	4.056	1.770	4.539	5.096	6.671	11.157	5.150	2.486	10.042	3.778	
Manopol	the rest	Color Press Group	4	15.659	0,3	4.908	10.750	0	2.199	3.922	2.047	7.490	7.960	0	7.698	6.518	9.141	0	11.957	3.702	
Domino enigmatika	the rest	Color Press Group	4	13.166	0,25	6.741	6.425	0	1.199	2.200	5.393	4.375	3.606	2.471	7.090	6.378	6.788	1.191	11.975	0	
Moja ljubav	monthly	Color Press Group	3	11.728	0,22	0	11.728	1.646	1.695	3.958	2.936	1.493	0	0	11.728	3.521	8.208	3.673	8.055	0	
Mini Oktopod	the rest	Color Press Group	8	10.572	0,2	3.031	7.541	0	2.806	1.610	2.503	3.652	5.217	1.231	4.124	7.063	3.508	0	8.082	2.490	
50 skandi	the rest	Color Press Group	9	10.277	0,2	3.714	6.563	477	940	1.844	2.611	4.405	2.763	1.872	5.643	7.833	2.444	1.831	6.169	2.277	
Savrseno vencanje	the rest	Color Press Group	4	9.098	0,17	1.919	7.179	1.412	2.930	3.877	0	880	1.937	880	6.281	7.442	1.656	1.412	6.144	1.543	
Zona	monthly	Color Press Group	12	8.093	0,15	913	7.179	0	1.108	1.264	2.437	3.284	1.067	1.208	5.818	4.124	3.969	2.754	3.972	1.367	
Moja price	monthly	Color Press Group	4	5.979	0,11	0	5.979	3.585	0	1.724	671	0	0	862	5.117	2.858	3.121	1.165	4.143	671	
Intelligent life	the rest	Color Press Group	5	3.666	0,07	1.225	2.440	0	975	2.181	0	510	0	3.666	0	3.666	0	0	975	2.691	
	monthly		12	188.611	1.213.980	3,58	49.476	139.136	8.296	37.833	63.948	43.003	35.533	57.780	55.541	75.291	145.891	42.720	12.487	112.458	63.667
	weekly		51	183.239		3,49	28.403	154.836	17.492	50.684	49.493	31.604	33.966	38.140	76.511	68.588	142.098	41.141	20.277	108.955	54.007
	monthly		12	162.435		3,09	47.577	114.858	4.431	21.947	41.991	46.708	47.359	59.782	35.328	67.326	96.311	66.124	14.958	104.920	42.558
	monthly		12	156.775		2,98	15.180	141.594	39.379	59.198	32.683	18.237	7.278	39.119	58.147	59.509	118.273	38.502	33.476	80.976	42.323
	monthly		12	104.983		1,99	89.479	15.505	18.501	45.572	26.486	9.389	5.035	22.755	40.836	41.392	84.965	20.019	14.463	61.051	29.470
	monthly		12	81.691		1,55	43.354	38.336	17.702	25.323	20.170	11.865	6.630	27.743	33.010	20.938	67.715	13.976	15.822	35.165	30.704
	weekly		52	72.144		1,37	8.153	63.991	2.632	11.743	18.572	19.518	19.680	16.836	23.244	32.064	49.650	22.494	8.471	45.616	18.057
	monthly		11	70.200		1,34	9.146	61.054	1.211	16.834	22.122	15.934	14.099	18.529	34.814	16.857	59.692	10.509	2.884	34.874	32.442
	monthly		12	67.467		1,28	8.126	59.341	14.529	21.664	15.856	7.631	7.788	16.519	34.647	16.301	59.136	8.332	14.786	25.583	27.099
	monthly		12	54.336		1,03	8.143	46.193	663	22.740	21.886	3.732	5.316	9.474	21.335	23.527	36.897	17.439	3.416	34.222	16.698
	monthly		12	42.806		0,81	5.180	37.627	604	8.873	6.434	11									

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	weekly		52	805.886	1.078.087	15,33	113.761	692.125	55.028	132.935	176.056	190.906	250.961	202.577	174.346	428.963	504.946	300.941	139.860	518.018	148.008
	weekly		52	138.634		2,64	28.303	110.330	14.048	35.016	34.238	23.086	32.246	34.402	44.709	59.523	99.153	39.480	19.305	88.368	30.961
	weekly		53	56.994		1,08	39.312	17.681	1.085	8.501	10.352	12.267	24.789	11.410	27.087	18.498	47.193	9.801	1.667	23.525	31.802
	monthly		12	49.533		0,94	7.271	42.262	932	9.423	11.925	12.690	14.564	14.362	13.199	21.972	31.542	17.991	5.743	35.324	8.466
	monthly		12	27.040	0,51	0	27.040	1.834	7.092	8.428	4.267	5.420	4.506	5.275	17.259	15.122	11.918	4.051	18.796	4.194	
	weekly		52	243.281	536.361	4,63	38.411	204.870	17.300	47.639	60.553	51.452	66.336	53.546	104.662	85.072	190.367	52.914	24.888	135.147	83.245
	monthly		8	139.618		2,66	19.003	120.615	97.593	10.276	9.036	16.659	6.054	46.114	33.194	60.311	84.408	55.210	94.387	34.562	10.669
	monthly		3	126.808		2,41	19.677	107.131	99.233	5.904	13.151	5.263	3.256	42.972	29.491	54.346	67.378	59.430	99.640	20.663	6.505
	monthly		11	26.654		0,51	3.363	23.291	3.546	6.497	5.912	5.115	5.585	4.893	8.106	13.655	19.580	7.074	7.176	11.851	7.626
	monthly		12	207.763	3,95	182.547	25.216	35.896	71.029	49.949	31.197	19.692	61.531	66.298	79.935	148.241	59.522	32.935	116.551	58.277	
	weekly		52	90.020	504.061	1,71	43.915	46.105	20.562	23.607	17.509	14.548	13.795	20.454	38.303	31.264	73.611	16.410	19.719	40.667	29.634
	bi weekly		26	70.658		1,34	28.197	42.461	4.009	9.856	13.328	11.366	32.099	18.356	26.164	26.139	52.122	18.536	7.230	46.962	16.466
	bi weekly		26	65.678		1,25	8.367	57.311	1.695	6.485	8.837	12.688	35.974	12.510	26.525	26.644	52.014	13.663	4.512	31.890	29.275
	monthly		12	38.994		0,74	5.942	33.052	1.468	2.412	8.318	10.341	16.455	4.823	14.242	19.929	30.029	8.965	2.309	19.845	16.840
	weekly		51	30.948	0,59	9.779	21.169	438	2.267	4.269	6.703	17.271	5.994	12.956	11.998	23.221	7.727	3.070	17.774	10.104	
	weekly		12	156.568	419.388	2,98	68.702	87.866	4.109	16.985	24.289	43.763	67.422	41.421	37.918	77.229	93.592	62.977	19.950	102.682	33.936
	bi weekly		26	100.697		1,91	21.361	79.336	1.724	8.134	20.494	28.696	41.651	17.125	30.580	52.992	69.794	30.903	10.392	65.113	25.192
	monthly		12	45.788		0,87	43.883	1.905	1.843	16.056	14.326	7.925	5.638	14.101	6.188	25.498	24.346	21.442	3.262	33.556	8.969
	bi weekly		27	44.435		0,85	37.247	7.189	3.851	8.097	15.405	10.385	6.698	9.980	8.235	26.220	25.193	19.243	6.747	29.485	8.203
	bi weekly		26	43.433	0,83	19.188	24.245	3.335	2.511	6.492	10.730	20.366	11.201	11.700	20.532	28.763	14.671	8.910	27.488	7.035	
	monthly		51	28.467	0,54	26.617	1.850	2.524	9.083	7.028	5.167	4.665	8.585	5.345	14.536	17.993	10.474	2.976	22.578	2.913	
	monthly		12	114.572	2,21	9.943	106.629	25.544	32.465	27.615	17.502	13.448	30.525	42.887	43.160	81.845	34.728	26.186	58.679	31.707	
	monthly		10	52.432	1	45.305	7.127	3.547	16.111	20.728	5.268	6.778	11.331	23.649	17.452	43.716	8.715	5.209	33.235	13.988	
	monthly		10	32.073	0,99	19.450	32.623	2.152	10.159	19.820	10.499	9.445	12.721	26.624	12.728	47.565	4.508	2.152	26.460	23.461	
	monthly		10	34.633	0,66	30.807	3.826	1.341	14.400	13.943	2.371	2.580	7.776	14.282	12.575	25.642	8.991	1.649	22.823	10.162	
	monthly		10	19.668	0,37	4.672	14.996	0	3.243	5.622	4.456	6.348	4.745	12.365	2.558	17.396	2.271	415	8.702	10.550	
	monthly		11	88.718	1,69	4.397	84.321	16.836	30.698	25.487	9.079	6.618	19.247	37.322	32.149	64.754	23.964	15.923	46.234	26.561	
	the rest		9	20.779	0,4	16.358	4.421	1.756	11.062	2.906	2.299	2.756	3.264	10.547	6.968	15.320	5.459	1.756	12.168	6.855	
	the rest		2	10.272	0,2	0	10.272	0	3.954	6.318	0	0	2.073	2.211	5.989	8.062	2.211	0	4.144	6.128	
	the rest		1	5.325	0,1	5.325	0	0	0	5.325	0	0	5.325	0	0	5.325	0	0	5.325	0	
	weekly		50	41.605	41.605	0,79	2.977	38.629	2.801	4.380	9.964	11.233	13.228	10.197	11.481	19.928	28.592	13.013	7.916	27.186	6.503