

TABLE 1

Youth TGI Figures 2000

TITLE	PUBLISHER	% FEMALE READERSHIP AGED UNDER 15	AVERAGE AGE OF READERSHIP
Big!	EMAP Metro	63.65	12.51
Live & Kicking	BBC Worldwide	66.33	12.08
Shout	DC Thomson	77.73	12.69
Smash Hits	EMAP Metro	77.88	11.93
TV Hits	Attic Futura	61.98	12.79
It's Bliss	EMAP Elan	52.44	14.56
J17	EMAP Elan	46.65	14.75
Mizz	IPC Magazines	76.16	13.25
Sugar	Attic Futura	55.41	14.37
Top of the Pops	BBC Worldwide	74.94	12.16
2000AD	Egmont Fleetway	57.71	13.72