

Top 50 Special Interest magazines worldwide (by circulation)

Rank	Market	Title	Publisher	Frequency	Circulation (000s)	Adult readership (000s)	%
1	Germany	ADAC Motorwelt	ADAC Verlag	Monthly	13,162	16,870	26.3
2	USA	Sports Illustrated	Time Inc.	Weekly	3,205	20,252	10.1
3	USA	Prevention	Rodale Inc.	Monthly	3,008	9,514	4.7
4	USA	Southern Living	Southern Living Inc.	Monthly	2,541	13,080	6.5
5	Denmark	Ide-Nyt	Kai Dige Bach A/S	Quarterly	2,517	2,480	57.8
6	USA	Seventeen	Primedia	Monthly	2,375	8,568	4.3
7	USA	YM	Gruner + Jahr	Monthly	2,203	4,505	2.2
8	USA	Teen	Emap	Monthly	2,058	5,049	2.5
9	USA	Parents	Gruner + Jahr	Monthly	2,005	13,394	6.7
10	Germany	Das Haus	Burda Medien	Fortnightly	1,943	2,330	3.6
11	USA	Field & Stream	Times Mirror Co.	Monthly	1,753	10,137	5.1
12	USA	Ebony	Johnson Publishing	Monthly	1,729	10,979	5.5
13	USA	Country Living	Hearst Corp.	Monthly	1,674	9,550	4.8
14	Austria	Auto Touring	ÖAMTC verlag	Monthly	1,232	2,164	32.1
15	Germany	Wohnen im Eigenen Heim	BHW Bausparkasse	Quarterly	1,139	2,570	4.0
16	Germany	Computer Bild	Axel Springer	Fortnightly	1,057	2,940	4.6
17	Germany	Auto Bild	Axel Springer	Weekly	792	2,850	4.4
18	France	Famille et Education	Publicat	Bi-monthly	770	1,387	2.9
19	Italy	Focus	Gruner + Jahr Mondadori	Monthly	733	3,932	8.3
20	Poland	Życie na Gorąco	Wydawnictwo H. Bauer sp. z o.o.	Weekly	720	3,113	11.4
21	Italy	Cucinare Bene	Del Duca Editori	Monthly	684	1,041	2.2
22	Belgium	Touring	-	Monthly	637	1,303	15.5
23	Belgium	Kerk en Leven	-	Weekly	629	957	11.4
24	Germany	ACE-Lenkrad	ACE Verlag	Monthly	577	1,010	1.6
25	Italy	Cose di casa	World Servizi Editoriali	Monthly	557	2,109	4.5
26	New Zealand	Directions	Automobile Association	Quarterly	557	741	25.3
27	Germany	Computer Bild Spiele	Axel Springer	Monthly	551	1,880	2.9
28	Canada	Food + Drink	LCBO	Bi-monthly	514	1,718	6.9
29	Germany	Sport Bild	Axel Springer	Weekly	512	2,750	4.3
30	Canada	Tribute	Tribute Publishing	9 issues p.a.	501	1,834	7.4
31	Germany	Auto Motor und Sport	Motor-Presse Stuttgart	Fortnightly	494	2,000	3.1
32	France	Le Particulier	Le Particular S.A.	Monthly	477	1,898	4.0
33	Canada	Healthwatch	Multi Vision	Quarterly	471	4,949	19.9
34	Italy	Qui Touring	Touring Club Italiano	Monthly	454	913	1.9
35	France	Top Santé	Emap	Monthly	446	4,945	10.4
36	Italy	Silhouette Donna	3D Editoriale	Monthly	427	1,877	4.0
37	Germany	Mein Schöner Garten	Burda Medien	Monthly	424	2,560	4.0
38	France	Santé Magazine	Sante Magazine	Monthly	407	4,873	10.2
39	UK	Good Housekeeping	National Magazines	Monthly	404	1,725	3.7
40	Austria	Freie Fahrt	ARBÖ	0 issues p.a.	403	785	11.6
41	Italy	Topolino	Walt Disney Italia	Weekly	397	2,053	4.3
42	France	L'Equipe Magazine	SNC L'Equipe	Weekly	384	4,051	8.5
43	Canada	Prime Time	Canterbury Publishing	Monthly	381	475	1.9
44	Thailand	First Year Of Life	-	-	360	-	-
45	France	Auto Plus	Emap/Axel Springer	Weekly	335	2,495	5.2
46	France	Action Auto Moto	SNC Excelsior Filipacchi	Monthly	333	3,153	6.6
47	France	Parents	Hachette Filipacchi Associes	Monthly	332	3,883	8.2
48	UK	Computeractive	VNU Business Publications	Fortnightly	328	-	-
49	Belgium	Bond	-	Weekly	316	529	6.3
50	UK	BBC Gardener's World	BBC	Monthly	311	1,708	3.7