

MARKET SEGMENTATION CODES**01/06/2009****Newspapers**

Newspapers

TV ListingsRadio & TV Listings
Satellite / Cable**Music**Classical
Country
Dance
Heavy Metal
Jazz
Other
Pop
Practical / Playing
Rock**Men's Fashion / Interest**Men's Lifestyle
Mens Lifestyle Weeklies**Adult**Adult Humour / Graphic Novels
Adult Magazines
Gay Lifestyle Magazines**Trade & Professional**

Trade & Professional

Childrens MagazinesPrimary Boys
Pre Teen
Primary Girls
Pre-School**Home Improvement (was Home Interest)**DIY
Gardening
Woodworking**Puzzle Magazines**Children's
Cross Reference
Crosswords
Kriss Kross
Logic Titles
Mixed Content
Word Search
Young Women's
Puzzles Arrowwords**News & Current affairs**Business & Finance
Current Affairs - Domestic
Current Affairs - International
Science**Buying & Selling**Buying & Selling - General
Buying & Selling - Property**Countryside & County**National Launch
Regional**Teenage Magazines**Teenage Comics
Teenage Lifestyle
Teenage Entertainment**Supplements**

Supplements

Vouchers

Vouchers

SpecialsOne shots
Summer Spls / Annuals / Calenders
Stamps / Collectibles
Non News
Confectionary**General**Astrology
Crime
Job Adverts
Literacy
Misc. (General Interest)
Religion
Sci-Fi
Tatoo**Foreign Titles**France
Germany
Italy
Spain
Other
Middle East**Computing**Amiga Leisure
Design
Gaming - Multi Format Console
Gaming - Nintendo
Gaming - PC Games
Gaming - Sega
Gaming - Sony
Gaming - Xbox
Internet
Linux
Mac
PC Help
PC Performance
PC Technical
PC Trade**Partworks**National Launch
Tests**Adjustments & Undercharges**

Adjustments & Undercharges

Leisure InterestsAntiques
Art
Aviation
Boating
Camping / Walking / Climbing
Collecting
Crafts
Electronics & Radio
Entertainment / Listings
Equestrian
Film & Video Reviews
Games
General Health & Fitness
Hi-Fi
Holiday
Home Entertainment
Military
Modelling
Pets - Birds
Pets - Cats
Pets - Dogs
Pets - Fish
Photography
Racing & Betting
Radio Controlled Modelling
Railways - Modern
Railways - Steam
Transport - General
TV & Film Spin Offs
Video & Camcorders
Wildlife
Yachting
Dance & Theatre**Motoring & Motorcycling**Caravanning
Motorcycling - Biker
Motorcycling - Classics
Motorcycling - General
Motorcycling - Sport
Motoring - 4x4
Motoring - Buying & Selling
Motoring - Classics
Motoring - Custom
Motoring - General
Motoring - Kit Car
Motoring - Performance
Motoring - Sporting
Motoring - Trucks**Sport**Angling - Coarse
Angling - Game
Angling - Sea
Athletics
Bodybuilding
Cricket
Cycle Sports - Cycling
Cycle sports - Mountain Bike
Football - Adult
Football - Club Specific
Football - Youth
Golf
Other Sports
Ring / Combat Sport
Rugby
Shooting
Skiing & Snowboarding
Watersport**Women's Interest**Cookery & Kitchen
Fiction (Romantic / Literary)
Hair
Home Interest
Machine Knitting
Needlecraft
Parenthood
Sewing & Knitting
Weddings & Brides
Women's General Interest
Women's Health & Beauty
Women's Lifestyle / Fashion
Women's Practical
Women's Slimming
Women's Weeklies
Young Women
Women's Celebrity Weeklies