



Newly-launched BBC History Magazine became the UK's best-selling history title



star: the celebrity magazine brings teenagers the latest from LA and London



BBC Gardeners' World recorded its highest-ever circulation figure of 383,000 copies

BBC Worldwide is the UK's third largest consumer magazine publisher, both by revenue and readership.

Leading titles

The new BBC History Magazine achieved its monthly target circulation of 50,000 and quickly became the best-selling history magazine in the UK.

BBC Worldwide's first-ever general women's interest magazine – eve – was launched. It is achieving its aim of attracting women back to glossy magazines with more upmarket and affluent readers than its competitors. allabouteve.co.uk is the first interactive website to be launched simultaneously with a magazine in this market.

The launch of star: the celebrity magazine offered teenagers something cooler and more sophisticated than other teen titles.

In its first magazine acquisition for ten years, BBC Worldwide bought the prestigious title, Gardens Illustrated, from John Brown Publishing. It complements the much-loved gardening sector market leader, BBC Gardeners' World.

Radio Times

Radio Times remains the UK's most profitable magazine – and this was its most profitable year ever. In the year of its 4,000th issue, a new-look Radio Times was launched and the brand extended into electronic programme guides and recommended choices on ONdigital and TiVo. The Radio Times Guide to Film launched on the web and as a book.

Match of the Day Magazine ceased regular monthly publication, but the brand will continue with occasional one-off magazines and other publishing.

Good Food Magazine exceeded all expectations, with copy sales back over the 300,000 mark for the first time in two years. It was named Consumer Subscription Magazine of the Year [see page 25].

Pre-school magazines

BBC Worldwide continues to lead this market, with titles such as Bob the Builder and Tweenies. Toybox remained overall market leader with its highest-ever circulation of 237,000.

New educational magazines

Aimed at 5–7 year olds, The Magic Key and Number Time were launched, joining the successful Learning is Fun!, all linked to the National Curriculum.

Partner publishing

BBC Worldwide won the contract to produce a monthly magazine for London's South Bank Centre, and is also publishing a bi-monthly magazine for IMZ, a classical music television society.

Winning laurels

BBC Worldwide became the first publisher in the world to carry the Forest Stewardship Council logo on one of its consumer magazines, BBC Wildlife, to indicate the environmentally-sound credentials of its paper. BBC Music Magazine will be the next BBC title to be printed on FSC paper.

The outstanding quality of the magazines was reflected by the large number of awards they received, including three from the British Society of Magazine Editors [see page 25].