

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

Newspapers

**TV Listings**Radio & 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 &amp; Professional

**Childrens Magazines**Primary 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

**Specials**One 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 &amp; Undercharges

**Leisure Interests**Antiques  
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 - Carp  
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