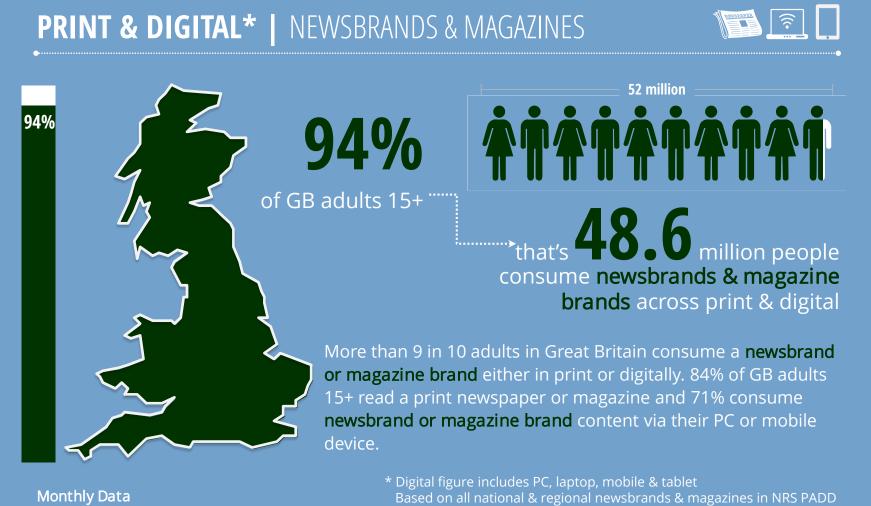


NRS DATA RELEASE | APRIL 2014 – MARCH 2015

Data are strictly embargoed until 23:59 on Tuesday 2nd June 2015



PRINT & DIGITAL* | CONSUMPTION OF NEWSBRANDS



90% of GB adults 15+

million people 'that's

52 million

consume newsbrands across print & digital

9 in 10 adults in Great Britain consume a newsbrand either in print or digitally. 71% of GB adults 15+ read a print newspaper and 69% consume newsbrand content via their PC or mobile device.

* Digital figure includes PC lanton mobile & tablet

90%

PRINT & DIGITAL* | CONSUMPTION OF MAGAZINES



52 million 75% 75% of GB adults 15+ **38.9** million people that's consume magazine brands across print & digital Three quarters of adults in Great Britain consume a magazine brand either in print or digitally. 63% of GB adults 15+ read a print magazine and 40% consume magazine brands via their PC or mobile device. * Digital figure includes PC, laptop, mobile & tablet **Monthly Data**

DIGITAL INCREMENTAL* | NEWSBRANDS & MAGAZINES





+12.3%incremental increase to print readership across newsbrands & magazine brands

digital delivers...

+27.3%

incremental increase to print readership across newsbrands

+18.5%

incremental increase to print readership across magazine brands

Monthly Data

The National Readership Survey was established in 1956 and today provides the most authoritative and valued audience research in use for print and digital advertising trading in the UK.

The survey covers over 250 of Britain's major newsbrands and magazines, showing the size and nature of the audiences they achieve.

MORE INFORMATION

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