

PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES

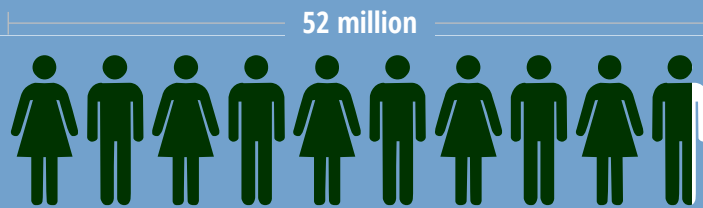


94%



94%

of GB adults 15+



that's **48.6** million people consume newsbrands & magazine brands across print & digital

More than 9 in 10 adults in Great Britain consume a **newsbrand or magazine brand** either in print or digitally. 84% of GB adults 15+ read a print newspaper or magazine and 71% consume **newsbrand or magazine brand** content via their PC or mobile device.

* Digital figure includes PC, laptop, mobile & tablet
Based on all national & regional newsbrands & magazines in NRS PADD

Monthly Data

PRINT & DIGITAL* | CONSUMPTION OF NEWSBRANDS



90%



90%

of GB adults 15+



that's **46.5** million people 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, laptop, mobile & tablet
Based on all national & regional newsbrands in NRS PADD

Monthly Data

PRINT & DIGITAL* | CONSUMPTION OF MAGAZINES



75%



75%

of GB adults 15+



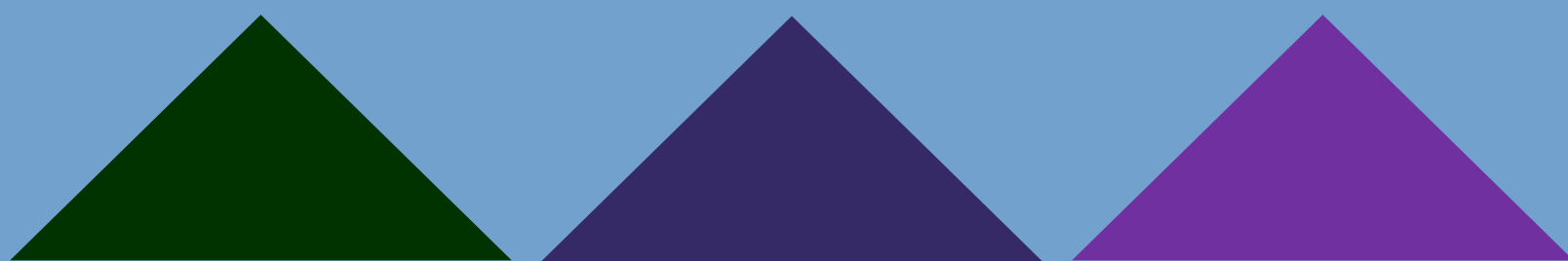
that's **38.9** million people consume magazine brands across print & digital

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



digital delivers...

+12.3%

incremental increase to print readership across newsbrands & magazine brands

+27.3%

incremental increase to print readership across newsbrands

+18.5%

incremental increase to print readership across magazine brands

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet