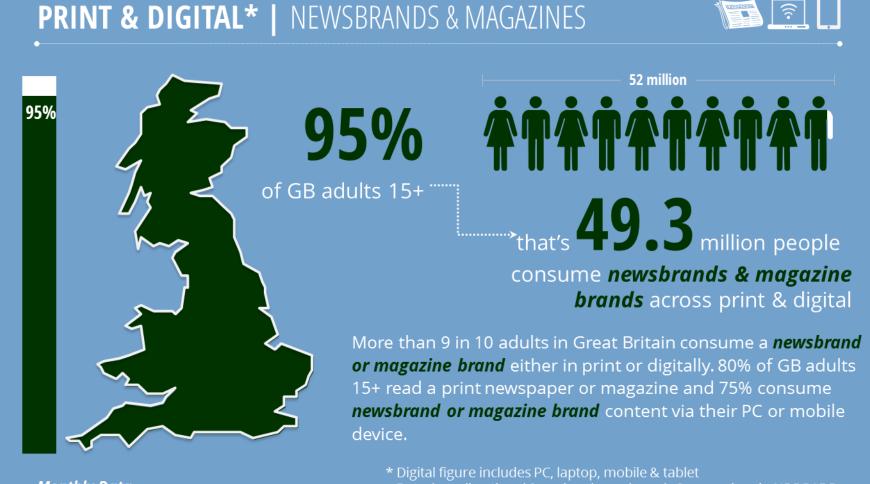
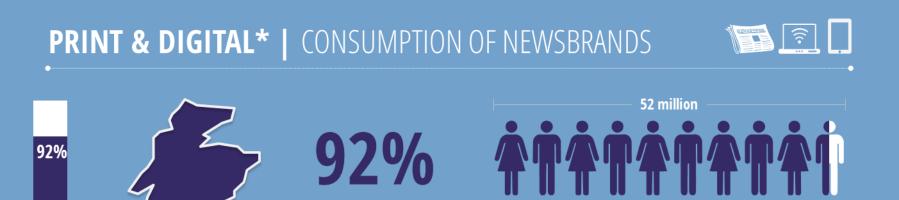


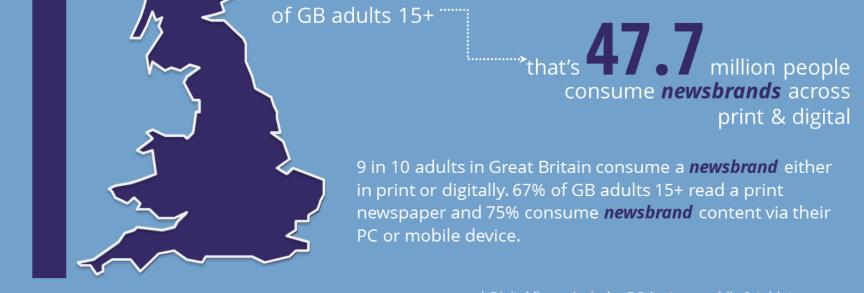
Data are strictly embargoed until 23:59 on Tuesday 23rd August 2016



Monthly Data

Based on all national & regional newsbrands & magazines in NRS PADD





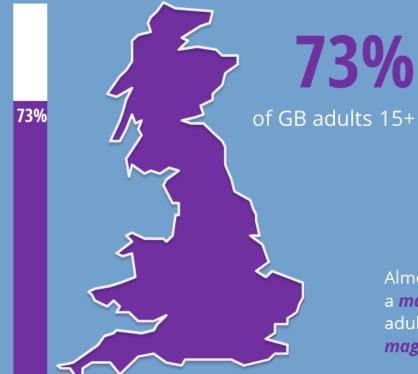
Monthly Data

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

PRINT & DIGITAL* | CONSUMPTION OF MAGAZINES



print & digital



37.8 million people that's consume *magazine brands* across

52 million

Almost three quarters of adults in Great Britain consume a *magazine brand* either in print or digitally. 59% of GB adults 15+ read a print magazine and 39% consume *magazine brands* via their PC or mobile device.

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.



Publishers Audience Measurement Company,

7/8 Market Place, London W1W 8AG



