

PRINT & DIGITAL\* | CONSUMPTION OF NEWSBRANDS



**81.7%**  
of GB adults 15+



that's **42.1** million people consume newsbrands across print & digital

More than 8 in 10 adults in Great Britain consume a newsbrand either in print or digitally. 73.3% of GB adults 15+ read a print newspaper and 35.5% visit newsbrand websites via their PC or laptop.

Monthly Data

\* Digital figure is PC & laptop only and doesn't include tablet & mobile  
Based on all national & regional newsbrands in NRS PADD

PRINT & DIGITAL\* | CONSUMPTION OF MAGAZINES



**72.0%**  
of GB adults 15+



that's **37.1** million people consume magazine brands across print & digital

Over two thirds of adults in Great Britain consume a magazine brand either in print or digitally. 66.9% of GB adults 15+ read a print magazine and 19.4% consume magazine brands via their PC or laptop.

Monthly Data

\* Digital figure is PC & laptop only and doesn't include tablet & mobile

ONLINE INCREMENTAL\* | NEWSBRANDS



online delivers a **+11.4%** incremental increase to print readership across newsbrands

ONLINE INCREMENTAL\* | MAGAZINE BRANDS



online delivers a **+7.6%** incremental increase to print readership across magazine brands

Monthly Data

\* Online figure is PC & laptop only and doesn't include tablet & mobile

PRINT & ONLINE\* | NEWSBRANDS (QUALITIES)



**20.6** million adults consume quality daily newsbrands across print and online

that's **40.0%** of GB adults 15+



Monthly Data

\* Online figure is PC & laptop only and doesn't include tablet & mobile  
Based on all national quality daily newsbrands in NRS PADD



**+85.7%** uplift on the print reach by online – the biggest uplift among the newsbrand sector

PRINT & ONLINE\* | NEWSBRANDS (MID MARKETS)



**20.3** million adults consume mid market daily newsbrands across print and online

that's **39.3%** of GB adults 15+



Monthly Data

\* Online figure is PC & laptop only and doesn't include tablet & mobile  
Based on all national mid market daily newsbrands in NRS PADD



**+60.0%** uplift on the print reach by online

PRINT & ONLINE\* | NEWSBRANDS (POPULARS)



**21.8** million adults consume popular daily newsbrands across print and online

that's **42.2%** of GB adults 15+



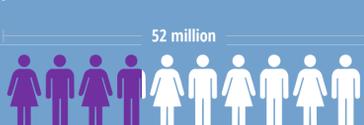
Monthly Data

\* Online figure is PC & laptop only and doesn't include tablet & mobile  
Based on all national popular daily newsbrands in NRS PADD



**+25.4%** uplift on the print reach by online

PRINT & ONLINE\* | MAGAZINE BRANDS (MONTHLIES)



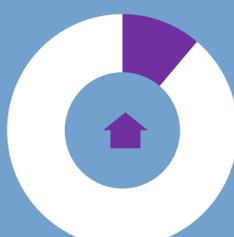
**19.5** million adults read consumer women's monthly magazines across print and online

that's **37.8%** of GB adults 15+



Monthly Data

\* Online figure is PC & laptop only and doesn't include tablet & mobile



**+11.2%** uplift on the print reach by online

PRINT & ONLINE\* | MAGAZINE BRANDS (WEEKLIES)



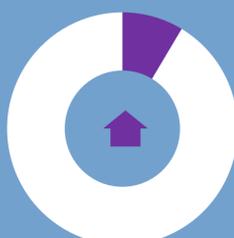
**14.0** million adults read consumer women's weekly magazines across print and online

that's **27.1%** of GB adults 15+



Monthly Data

\* Online figure is PC & laptop only and doesn't include tablet & mobile



**+8.6%** uplift on the print reach by online