

PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES



89.6%
of GB adults 15+



that's **46.2** million people consume **newsbrands & magazines** across print & digital

Almost 9 in 10 adults in Great Britain consume a **newsbrand or magazine** either in print or digitally. 85.5% of GB adults 15+ read a print newspaper or magazine and 35.5% visit **newsbrand or magazine** websites via their PC or laptop.

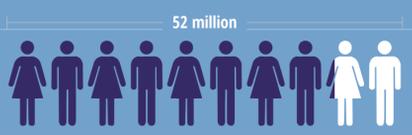
Monthly Data

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

PRINT & DIGITAL* | CONSUMPTION OF NEWSBRANDS



80.2%
of GB adults 15+



that's **41.4** million people consume **newsbrands** across print & digital

8 in 10 adults in Great Britain consume a **newsbrand** either in print or digitally. 72.7% of GB adults 15+ read a print newspaper and 33.0% visit **newsbrand** websites via their PC or laptop.

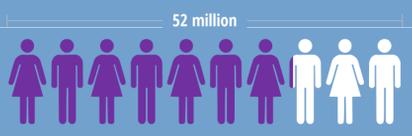
Monthly Data

* 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



70.7%
of GB adults 15+



that's **36.5** 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. 65.8% of GB adults 15+ read a print magazine and 17.4% consume **magazine brands** via their PC or laptop.

Monthly Data

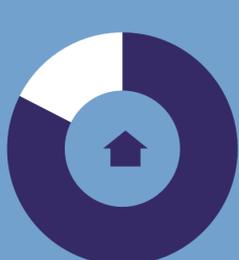
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PRINT & ONLINE* | NEWSBRANDS (QUALITIES)



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

that's **38.6%** of GB adults 15+



+82.5%

uplift on the print reach by online – the biggest uplift among the newsbrand sector

Monthly Data

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

PRINT & ONLINE* | NEWSBRANDS (MID MARKETS)



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

that's **37.5%** of GB adults 15+



+55.4%

uplift on the print reach by online

Monthly Data

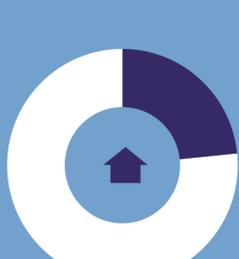
* Online figure is PC & laptop only and doesn't include tablet & mobile
Based on all national mid market daily newsbrands in NRS PADD

PRINT & ONLINE* | NEWSBRANDS (POPULARS)



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

that's **40.9%** of GB adults 15+



+23.4%

uplift on the print reach by online

Monthly Data

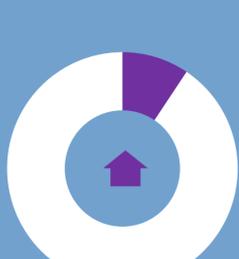
* Online figure is PC & laptop only and doesn't include tablet & mobile
Based on all national popular daily newsbrands in NRS PADD

PRINT & ONLINE* | MAGAZINE BRANDS (MONTHLIES)



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

that's **36.8%** of GB adults 15+



+9.4%

uplift on the print reach by online

Monthly Data

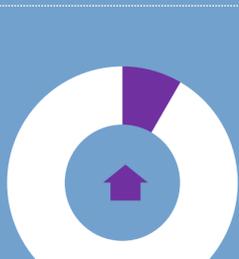
* Online figure is PC & laptop only and doesn't include tablet & mobile

PRINT & ONLINE* | MAGAZINE BRANDS (WEEKLIES)



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

that's **26.7%** of GB adults 15+



+8.4%

uplift on the print reach by online

Monthly Data

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