

PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES



93%



93%

of GB adults 15+



that's **48.0** 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 62% consume **newsbrand or magazine brand** content via their PC or mobile device.

Monthly Data

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

PRINT & DIGITAL* | CONSUMPTION OF NEWSBRANDS



87%



87%

of GB adults 15+



that's **44.8** million people consume newsbrands across print & digital

Almost 9 in 10 adults in Great Britain consume a **newsbrand** either in print or digitally. 72% of GB adults 15+ read a print newspaper and 59% consume **newsbrand** content via their PC or mobile device.

Monthly Data

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

PRINT & DIGITAL* | CONSUMPTION OF MAGAZINES



73%



73%

of GB adults 15+



that's **37.9** million people consume magazine brands across print & digital

Almost three quarters of adults in Great Britain consume a **magazine brand** either in print or digitally. 65% of GB adults 15+ read a print magazine and 31% consume **magazine brands** via their PC or mobile device.

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet

DIGITAL INCREMENTAL* | NEWSBRANDS & MAGAZINES



+9.7%

incremental increase to print readership across **newsbrands & magazine brands**



digital delivers...

+21.2%

incremental increase to print readership across **newsbrands**



+13.4%

incremental increase to print readership across **magazine brands**

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet