

PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES



95%



95%

of GB adults 15+



that's **49.4** 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. 79% of GB adults 15+ read a print newspaper or magazine and 76% 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



91%



91%

of GB adults 15+



that's **47.7** million people consume **newsbrands** across print & digital

9 in 10 adults in Great Britain consume a **newsbrand** either in print or digitally. 66% of GB adults 15+ read a print newspaper and 75% 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



72%



72%

of GB adults 15+



that's **37.8** 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. 58% 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