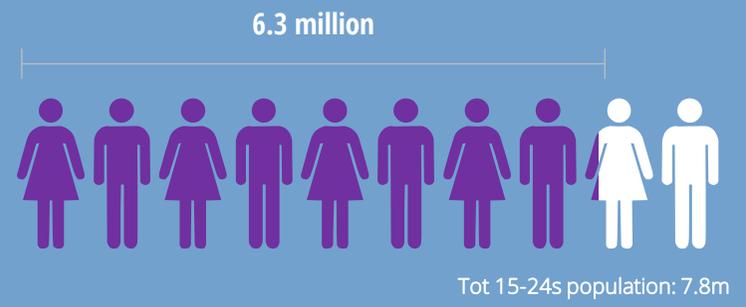


# 15-24s vs adults | CONSUMPTION OF MAGAZINE MEDIA

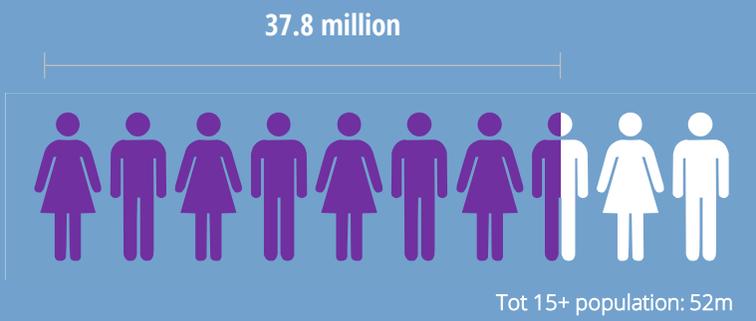


A greater percentage of young adults read magazine media than the adult population

**82%**  
of GB 15-24s



**73%**  
of GB adults 15+



Monthly Data

The National Readership Survey was established in 1956 and today provides the most authoritative and valued audience research in use for print & 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.

**MORE INFORMATION**  
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