

PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES



94%



94%

of GB adults 15+



that's **49.5** 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. 77% of GB adults 15+ read a print newspaper or magazine and 77% 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 **47.8** million people consume **newsbrands** across print & digital

9 in 10 adults in Great Britain consume a **newsbrand** either in print or digitally. 64% of GB adults 15+ read a print newspaper and 76% 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



71%



71%

of GB adults 15+



that's **37** 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. 56% of GB adults 15+ read a print magazine and 39% consume **magazine brands** via their PC or mobile device.

* Digital figure includes PC, laptop, mobile & tablet

Monthly Data