

NRS PADD (Apr16-Mar17 integrated with comScore Mar2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
Data are strictly embargoed until 08:59 on Monday 26th June 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print, PC and mobile figures in this report should not be compared with previous periods of NRS PADD data.

Base: GB Adults 15+

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Market Total	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
Market Total	49488	40459	16507	37120
Newsbrands	47766	33287	15247	37001
Magazines	37010	29254	8437	15335

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	24616	3671	7017	18644
The Guardian / theguardian.com	24177	3953	7781	18238
No Print Publication / independent.co.uk	19143	0	4493	16355
The Times / thetimes.co.uk	6353	4093	868	2253
Daily Express / express.co.uk	13453	2578	3427	9107
Daily Mail / dailymail.co.uk	31354	9140	7684	22677
Daily Mirror / mirror.co.uk	26143	5312	4115	20718
Daily Record / dailyrecord.co.uk	4916	1115	716	3836
Daily Star / dailystar.co.uk	8122	2274	1623	5027
The Sun / thesun.co.uk	28807	9623	3969	21572
London Evening Standard / standard.co.uk	12912	5160	2039	8837
Metro / metro.co.uk	19684	10576	2509	11282
The Scotsman / scotsman.com	1411	318	475	781

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	9760	20763	22981	1635	3853	14856	+570.6	+152.2
The Guardian / theguardian.com	10278	19997	23070	1107	4180	13899	+511.5	+135.2
No Print Publication / independent.co.uk	4493	16355	19143	0	2788	14650	+0.0	+326.1
The Times / thetimes.co.uk	4806	5775	2923	3430	578	1547	+55.2	+32.2
Daily Express / express.co.uk	5833	11215	11456	1997	2238	7620	+421.8	+130.6
Daily Mail / dailymail.co.uk	15116	27910	27010	4344	3445	16239	+243.0	+107.4
Daily Mirror / mirror.co.uk	8988	23909	23176	2967	2234	17155	+392.2	+190.9
Daily Record / dailyrecord.co.uk	1769	4402	4372	544	515	3147	+341.1	+177.8
Daily Star / dailystar.co.uk	3832	6996	6191	1931	1126	4290	+257.2	+112.0
The Sun / thesun.co.uk	12871	26827	23937	4869	1979	15935	+199.4	+123.8
London Evening Standard / standard.co.uk	6674	11805	10181	2731	1107	6238	+150.2	+93.5
Metro / metro.co.uk	12319	18521	12905	6779	1163	7365	+86.1	+59.8
The Scotsman / scotsman.com	768	1029	1177	233	381	643	+344.2	+83.7

Newsbrands do not include Sunday title

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Market Total	49488	40459	16507	37120
Newsbrands	47766	33287	15247	37001
Magazines	37010	29254	8437	15335

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	6039	2861	738	3168
Hello! / HELLOMAGAZINE.COM	4214	2493	344	1629
BBC Good Food / bbcgoodfood.com	7523	1286	2048	5121
Cosmopolitan* / Cosmopolitan UK	2372	1270	209	1148
Glamour / glamourmagazine.co.uk	1690	860	161	825
Marie Claire / marieclaire.co.uk	1405	597	175	739
Radio Times / radiotimes.com	5777	2661	1019	2572
Time Out / timeout.com	4363	1088	1122	2773
NME/New Musical Express / nme.com	2991	625	504	2121
Men's Health / menshealth.co.uk	1311	975	104	370
What Car? / whatcar.com	2180	668	529	1160
Empire / empireonline.com	1192	636	171	455

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	3547	5498	3749	2290	541	2492	+111.1	+70.3
Hello! / HELLOMAGAZINE.COM	2805	3961	1907	2307	253	1409	+69.0	+50.2
BBC Good Food / bbcgoodfood.com	3227	6066	6643	880	1456	4295	+485.1	+133.1
Cosmopolitan* / Cosmopolitan UK	1474	2195	1330	1041	177	897	+86.7	+60.9
Glamour / glamourmagazine.co.uk	1014	1569	952	738	122	676	+96.6	+66.6
Marie Claire / marieclaire.co.uk	768	1272	874	531	134	637	+135.5	+82.9
Radio Times / radiotimes.com	3611	5049	3350	2427	729	2166	+117.1	+60.0
Time Out / timeout.com	2090	3583	3620	744	781	2274	+301.0	+108.8
NME/New Musical Express / nme.com	1104	2622	2508	483	370	1887	+378.6	+171.0
Men's Health / menshealth.co.uk	1077	1220	463	848	91	234	+34.5	+21.8
What Car? / whatcar.com	1182	1756	1598	582	424	997	+226.4	+84.3
Empire / empireonline.com	798	1051	605	589	142	395	+87.5	+49.5

*Due to an incomplete definition in the comScore dictionary, Cosmopolitan UK was under-reported in the comScore digital data for March 2017.

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Base: Men

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	12061	2060	3882	8730
The Guardian / theguardian.com	12326	2069	4303	8974
No Print Publication / independent.co.uk	9313	0	2515	7720
The Times / thetimes.co.uk	3347	2314	389	1104
Daily Express / express.co.uk	6868	1395	2111	4353
Daily Mail / dailymail.co.uk	14393	4325	4041	10012
Daily Mirror / mirror.co.uk	11871	2876	2287	8805
Daily Record / dailyrecord.co.uk	2464	605	387	1889
Daily Star / dailystar.co.uk	4903	1518	1123	2800
The Sun / thesun.co.uk	13380	5441	2146	9191
London Evening Standard / standard.co.uk	6469	2904	1157	4082
Metro / metro.co.uk	9177	5689	1415	4339
The Scotsman / scotsman.com	850	175	291	483

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	5371	9898	11185	876	2163	6691	+485.4	+124.6
The Guardian / theguardian.com	5545	9932	11758	567	2394	6780	+495.7	+122.3
No Print Publication / independent.co.uk	2515	7720	9313	0	1593	6797	+0.0	+270.2
The Times / thetimes.co.uk	2618	3092	1411	1936	255	728	+44.6	+27.8
Daily Express / express.co.uk	3382	5495	5810	1059	1373	3487	+392.2	+103.1
Daily Mail / dailymail.co.uk	7470	12602	12273	2120	1791	6924	+232.8	+92.7
Daily Mirror / mirror.co.uk	4898	10677	10137	1734	1194	6973	+312.7	+142.4
Daily Record / dailyrecord.co.uk	958	2200	2169	295	264	1505	+307.0	+157.1
Daily Star / dailystar.co.uk	2595	4100	3631	1272	802	2308	+223.0	+88.9
The Sun / thesun.co.uk	7160	12422	10363	3017	958	6220	+145.9	+86.9
London Evening Standard / standard.co.uk	3752	5824	4867	1602	645	2717	+122.7	+72.4
Metro / metro.co.uk	6649	8582	5192	3985	596	2528	+61.3	+38.0
The Scotsman / scotsman.com	448	615	731	119	235	402	+384.6	+89.7

Newsbrands do not include Sunday title

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Base: Men

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	1012	346	302	503
Hello! / HELLOMAGAZINE.COM	860	267	120	521
BBC Good Food / bbcgoodfood.com	2455	348	853	1611
Cosmopolitan* / Cosmopolitan UK	301	82	72	158
Glamour / glamourmagazine.co.uk	317	43	24	266
Marie Claire / marieclaire.co.uk	175	36	29	116
Radio Times / radiotimes.com	2463	1226	537	942
Time Out / timeout.com	1988	537	583	1145
NME/New Musical Express / nme.com	1964	421	384	1344
Men's Health / menshealth.co.uk	1162	866	77	351
What Car? / whatcar.com	1507	556	367	711
Empire / empireonline.com	710	443	118	194

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	642	815	705	307	197	370	+192.2	+57.6
Hello! / HELLOMAGAZINE.COM	383	773	612	247	87	477	+21.8	+124.8
BBC Good Food / bbcgoodfood.com	1182	1886	2193	262	569	1273	+605.8	+107.7
Cosmopolitan* / Cosmopolitan UK	155	238	222	79	63	146	+266.2	+94.6
Glamour / glamourmagazine.co.uk	67	303	279	38	14	250	+645.2	+376.1
Marie Claire / marieclaire.co.uk	65	152	139	36	24	110	+390.4	+168.6
Radio Times / radiotimes.com	1724	2086	1344	1119	377	739	+100.9	+42.9
Time Out / timeout.com	1062	1582	1584	403	405	926	+270.3	+87.2
NME/New Musical Express / nme.com	782	1675	1651	314	290	1182	+366.1	+151.2
Men's Health / menshealth.co.uk	940	1096	419	743	66	222	+34.2	+23.6
What Car? / whatcar.com	909	1209	1021	486	298	598	+171.1	+65.8
Empire / empireonline.com	552	614	299	411	96	158	+60.3	+28.6

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Base: Women

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	12554	1610	3136	9913
The Guardian / theguardian.com	11851	1884	3479	9263
No Print Publication / independent.co.uk	9830	0	1977	8635
The Times / thetimes.co.uk	3006	1779	479	1149
Daily Express / express.co.uk	6585	1183	1316	4754
Daily Mail / dailymail.co.uk	16961	4815	3644	12664
Daily Mirror / mirror.co.uk	14272	2435	1827	11914
Daily Record / dailyrecord.co.uk	2453	509	329	1947
Daily Star / dailystar.co.uk	3219	756	500	2227
The Sun / thesun.co.uk	15427	4182	1824	12381
London Evening Standard / standard.co.uk	6443	2256	882	4755
Metro / metro.co.uk	10506	4887	1094	6942
The Scotsman / scotsman.com	561	142	183	298

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	4389	10864	11795	759	1690	8165	+679.6	+186.0
The Guardian / theguardian.com	4733	10065	11312	539	1786	7119	+529.0	+150.4
No Print Publication / independent.co.uk	1977	8635	9830	0	1195	7853	+0.0	+397.1
The Times / thetimes.co.uk	2187	2683	1512	1494	323	819	+69.0	+37.4
Daily Express / express.co.uk	2451	5720	5646	938	865	4133	+456.8	+168.6
Daily Mail / dailymail.co.uk	7646	15307	14737	2224	1654	9315	+252.2	+121.8
Daily Mirror / mirror.co.uk	4090	13232	13039	1233	1040	10181	+486.0	+248.9
Daily Record / dailyrecord.co.uk	811	2202	2204	249	251	1641	+381.6	+202.4
Daily Star / dailystar.co.uk	1237	2896	2560	659	324	1983	+325.8	+160.3
The Sun / thesun.co.uk	5711	14405	13574	1852	1022	9716	+268.9	+170.1
London Evening Standard / standard.co.uk	2922	5981	5314	1129	462	3521	+185.6	+120.5
Metro / metro.co.uk	5669	9939	7713	2794	567	4837	+115.0	+85.3
The Scotsman / scotsman.com	320	415	447	114	146	241	+294.4	+75.4

Newsbrands do not include Sunday title

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Base: Women

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	5027	2515	435	2665
Hello! / HELLOMAGAZINE.COM	3354	2226	224	1108
Cosmopolitan* / Cosmopolitan UK	2071	1188	137	990
BBC Good Food / bbcgoodfood.com	5068	938	1195	3510
Glamour / glamourmagazine.co.uk	1373	817	137	560
Marie Claire / marieclaire.co.uk	1230	561	145	623
Radio Times / radiotimes.com	3314	1435	482	1630
Time Out / timeout.com	2376	551	538	1628
NME/New Musical Express / nme.com	1027	203	120	778
Empire / empireonline.com	483	193	53	260
What Car? / whatcar.com	673	112	163	450
Men's Health / menshealth.co.uk	149	109	27	15

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	2905	4683	3044	1983	344	2122	+99.9	+73.1
Hello! / HELLOMAGAZINE.COM	2422	3188	1294	2060	167	932	+50.7	+38.5
Cosmopolitan* / Cosmopolitan UK	1320	1957	1109	962	114	751	+74.3	+56.9
BBC Good Food / bbcgoodfood.com	2046	4180	4450	618	888	3022	+440.4	+147.7
Glamour / glamourmagazine.co.uk	948	1265	673	700	108	426	+68.0	+44.9
Marie Claire / marieclaire.co.uk	703	1120	735	496	110	527	+119.3	+75.0
Radio Times / radiotimes.com	1887	2963	2006	1308	352	1427	+131.0	+75.6
Time Out / timeout.com	1028	2001	2036	340	375	1348	+331.0	+131.1
NME/New Musical Express / nme.com	322	947	857	169	80	705	+404.7	+219.0
Empire / empireonline.com	246	438	306	177	46	237	+149.9	+96.3
What Car? / whatcar.com	274	547	576	96	126	399	+501.6	+145.8
Men's Health / menshealth.co.uk	136	124	44	105	25	13	+36.8	+9.3

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Base: ABC1 Adults

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	15722	2997	5170	11382
The Guardian / theguardian.com	15846	3138	6015	11513
No Print Publication / independent.co.uk	12010	0	3317	10056
The Times / thetimes.co.uk	5180	3419	725	1820
Daily Express / express.co.uk	8287	1461	2401	5561
Daily Mail / dailymail.co.uk	19018	5675	5490	13492
Daily Mirror / mirror.co.uk	15089	2203	2916	12324
Daily Record / dailyrecord.co.uk	2821	453	508	2272
Daily Star / dailystar.co.uk	4350	633	1084	3047
The Sun / thesun.co.uk	15890	3569	2820	12669
London Evening Standard / standard.co.uk	8220	3553	1539	5445
Metro / metro.co.uk	11813	6302	1750	6892
The Scotsman / scotsman.com	1012	241	373	527

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	7351	13085	14431	1290	2637	8370	+424.5	+113.9
The Guardian / theguardian.com	7894	12880	15012	834	2966	7951	+404.9	+100.7
No Print Publication / independent.co.uk	3317	10056	12010	0	1955	8693	+0.0	+262.1
The Times / thetimes.co.uk	4002	4725	2356	2824	455	1178	+51.5	+29.4
Daily Express / express.co.uk	3748	6740	7187	1100	1547	4539	+467.3	+121.1
Daily Mail / dailymail.co.uk	9901	16647	16501	2517	2371	9117	+235.1	+92.1
Daily Mirror / mirror.co.uk	4852	13527	14025	1063	1562	10236	+584.9	+211.0
Daily Record / dailyrecord.co.uk	921	2452	2657	164	369	1900	+523.5	+206.2
Daily Star / dailystar.co.uk	1691	3576	3838	512	774	2659	+587.4	+157.2
The Sun / thesun.co.uk	5968	14437	14359	1530	1453	9921	+345.2	+166.2
London Evening Standard / standard.co.uk	4637	7441	6414	1805	778	3583	+131.3	+77.3
Metro / metro.co.uk	7502	11020	7994	3818	792	4311	+87.5	+57.5
The Scotsman / scotsman.com	591	713	841	171	299	421	+320.2	+71.3

Newsbrands do not include Sunday title

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Base: ABC1 Adults

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	3533	1496	530	1909
Hello! / HELLOMAGAZINE.COM	2608	1492	236	1043
BBC Good Food / bbcgoodfood.com	5104	926	1566	3352
Cosmopolitan* / Cosmopolitan UK	1464	807	150	686
Glamour / glamourmagazine.co.uk	1105	548	103	531
Marie Claire / marieclaire.co.uk	906	389	134	453
Radio Times / radiotimes.com	4049	1981	714	1708
Time Out / timeout.com	3033	856	845	1838
NME/New Musical Express / nme.com	1970	463	385	1324
Men's Health / menshealth.co.uk	862	635	76	258
What Car? / whatcar.com	1483	449	385	791
Empire / empireonline.com	834	446	124	316

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	1994	3138	2331	1202	395	1538	+136.1	+77.1
Hello! / HELLOMAGAZINE.COM	1705	2437	1232	1376	171	903	+74.8	+53.0
BBC Good Food / bbcgoodfood.com	2403	4026	4487	617	1079	2702	+451.3	+112.4
Cosmopolitan* / Cosmopolitan UK	953	1341	814	651	124	511	+81.4	+53.6
Glamour / glamourmagazine.co.uk	646	1030	610	495	75	459	+101.7	+71.0
Marie Claire / marieclaire.co.uk	520	803	557	349	102	385	+132.6	+74.1
Radio Times / radiotimes.com	2639	3546	2253	1796	503	1410	+104.4	+53.4
Time Out / timeout.com	1604	2457	2466	567	577	1429	+254.5	+89.1
NME/New Musical Express / nme.com	826	1689	1620	350	280	1144	+325.6	+138.5
Men's Health / menshealth.co.uk	709	795	326	535	67	153	+35.7	+21.5
What Car? / whatcar.com	819	1180	1108	376	303	664	+230.6	+81.1
Empire / empireonline.com	565	727	427	407	107	268	+86.9	+47.4

*Due to an incomplete definition in the comScore dictionary, Cosmopolitan UK was under-reported in the comScore digital data for March 2017.

NRS PADD (Apr16-Mar17 integrated with comScore Mar2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print, PC and mobile figures in this report should not be compared with previous periods of NRS PADD data.

Base: C2DE Adults

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	8894	674	1847	7261
The Guardian / theguardian.com	8331	815	1766	6724
No Print Publication / independent.co.uk	7132	0	1176	6299
The Times / thetimes.co.uk	1173	674	142	433
Daily Express / express.co.uk	5166	1117	1026	3546
Daily Mail / dailymail.co.uk	12337	3465	2195	9184
Daily Mirror / mirror.co.uk	11054	3108	1198	8394
Daily Record / dailyrecord.co.uk	2095	662	208	1564
Daily Star / dailystar.co.uk	3772	1641	539	1980
The Sun / thesun.co.uk	12917	6054	1149	8904
London Evening Standard / standard.co.uk	4692	1607	500	3392
Metro / metro.co.uk	7871	4275	760	4399
The Scotsman / scotsman.com	398	77	101	254

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	2408	7678	8549	345	1216	6486	+1220.4	+269.3
The Guardian / theguardian.com	2383	7117	8058	272	1214	5947	+921.9	+249.5
No Print Publication / independent.co.uk	1176	6299	7132	0	833	5956	+0.0	+506.5
The Times / thetimes.co.uk	804	1050	567	606	123	369	+74.1	+45.9
Daily Express / express.co.uk	2085	4474	4269	897	691	3081	+362.4	+147.8
Daily Mail / dailymail.co.uk	5215	11263	10509	1828	1074	7121	+256.0	+136.6
Daily Mirror / mirror.co.uk	4136	10382	9151	1904	672	6918	+255.6	+167.3
Daily Record / dailyrecord.co.uk	848	1950	1715	380	145	1247	+216.4	+147.0
Daily Star / dailystar.co.uk	2141	3420	2353	1419	352	1631	+129.9	+76.2
The Sun / thesun.co.uk	6903	12391	9578	3339	527	6014	+113.4	+87.1
London Evening Standard / standard.co.uk	2037	4363	3767	925	329	2655	+192.0	+130.3
Metro / metro.co.uk	4817	7500	4911	2961	371	3054	+84.1	+63.4
The Scotsman / scotsman.com	177	316	336	63	82	221	+419.6	+125.2

Newsbrands do not include Sunday title

NRS PADD (Apr16-Mar17 integrated with comScore Mar2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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Base: C2DE Adults

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	2506	1365	207	1259
Hello! / HELLOMAGAZINE.COM	1606	1001	108	586
Cosmopolitan* / Cosmopolitan UK	907	463	59	462
BBC Good Food / bbcgoodfood.com	2418	360	482	1769
Glamour / glamourmagazine.co.uk	585	312	57	294
Marie Claire / marieclaire.co.uk	500	207	41	286
Radio Times / radiotimes.com	1728	680	306	864
Time Out / timeout.com	1330	232	276	935
NME/New Musical Express / nme.com	1022	162	119	797
Men's Health / menshealth.co.uk	449	340	29	112
What Car? / whatcar.com	696	219	145	369
Empire / empireonline.com	360	190	47	138

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	1552	2360	1418	1088	146	954	+83.6	+61.5
Hello! / HELLOMAGAZINE.COM	1100	1524	675	931	82	506	+60.5	+46.0
Cosmopolitan* / Cosmopolitan UK	521	854	517	391	53	387	+95.9	+74.2
BBC Good Food / bbcgoodfood.com	824	2040	2156	262	378	1594	+572.2	+193.3
Glamour / glamourmagazine.co.uk	368	539	342	243	46	217	+87.6	+58.9
Marie Claire / marieclaire.co.uk	248	468	317	182	31	252	+141.1	+101.4
Radio Times / radiotimes.com	972	1503	1097	632	226	757	+154.1	+77.9
Time Out / timeout.com	486	1126	1154	177	204	845	+472.3	+173.9
NME/New Musical Express / nme.com	278	932	888	133	90	743	+530.0	+267.2
Men's Health / menshealth.co.uk	368	425	137	313	24	82	+32.3	+22.3
What Car? / whatcar.com	363	575	490	206	121	333	+217.9	+91.7
Empire / empireonline.com	233	324	178	182	35	127	+89.0	+54.6

*Due to an incomplete definition in the comScore dictionary, Cosmopolitan UK was under-reported in the comScore digital data for March 2017.

NRS PADD (Apr16-Mar17 integrated with comScore Mar2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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Base: Adults 15 - 34

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	9613	838	2382	8017
The Guardian / theguardian.com	10024	1484	2878	8052
No Print Publication / independent.co.uk	9049	0	1771	7935
The Times / thetimes.co.uk	1927	1192	182	794
Daily Express / express.co.uk	4870	478	1003	3917
Daily Mail / dailymail.co.uk	12711	2287	2464	11028
Daily Mirror / mirror.co.uk	11095	1697	1341	9764
Daily Record / dailyrecord.co.uk	1541	305	165	1313
Daily Star / dailystar.co.uk	3083	888	602	1943
The Sun / thesun.co.uk	12317	3624	1328	10536
London Evening Standard / standard.co.uk	5095	1804	696	3771
Metro / metro.co.uk	8539	4090	914	5810
The Scotsman / scotsman.com	397	61	116	262

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	2961	8387	9372	241	1226	6652	+1046.6	+224.6
The Guardian / theguardian.com	3796	8595	9719	305	1429	6228	+575.7	+164.1
No Print Publication / independent.co.uk	1771	7935	9049	0	1114	7278	+0.0	+411.1
The Times / thetimes.co.uk	1347	1798	938	989	129	580	+61.7	+43.0
Daily Express / express.co.uk	1453	4250	4552	318	620	3417	+917.8	+235.2
Daily Mail / dailymail.co.uk	4275	11611	12332	380	1100	8436	+455.9	+197.4
Daily Mirror / mirror.co.uk	2868	10402	10533	561	692	8227	+553.6	+286.9
Daily Record / dailyrecord.co.uk	461	1430	1426	116	111	1081	+404.7	+234.5
Daily Star / dailystar.co.uk	1470	2673	2365	718	410	1613	+247.2	+109.8
The Sun / thesun.co.uk	4679	11691	11301	1016	626	7638	+239.9	+163.2
London Evening Standard / standard.co.uk	2306	4754	4212	883	340	2789	+182.4	+121.0
Metro / metro.co.uk	4677	8158	6385	2153	380	3861	+108.8	+82.6
The Scotsman / scotsman.com	174	306	353	44	91	223	+551.1	+128.3

Newsbrands do not include Sunday title

NRS PADD (Apr16-Mar17 integrated with comScore Mar2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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Base: Adults 15 - 34

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	2564	1249	224	1485
Hello! / HELLOMAGAZINE.COM	1419	762	90	634
Cosmopolitan* / Cosmopolitan UK	1686	805	68	1021
Glamour / glamourmagazine.co.uk	887	558	88	347
BBC Good Food / bbcgoodfood.com	3279	487	594	2584
Marie Claire / marieclaire.co.uk	678	238	78	429
Time Out / timeout.com	2546	470	581	1805
Radio Times / radiotimes.com	1342	467	232	754
NME/New Musical Express / nme.com	1521	347	263	1052
Men's Health / menshealth.co.uk	786	568	63	255
Empire / empireonline.com	632	364	77	225
What Car? / whatcar.com	618	192	103	372

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	1456	2393	1665	898	171	1108	+105.3	+76.1
Hello! / HELLOMAGAZINE.COM	847	1356	702	717	63	572	+86.2	+67.5
Cosmopolitan* / Cosmopolitan UK	871	1624	1084	601	62	815	+109.5	+93.5
Glamour / glamourmagazine.co.uk	641	816	421	465	70	246	+59.0	+38.4
BBC Good Food / bbcgoodfood.com	1048	2875	3003	276	404	2230	+573.4	+212.8
Marie Claire / marieclaire.co.uk	313	619	491	188	60	365	+184.5	+116.4
Time Out / timeout.com	983	2116	2272	274	430	1563	+442.3	+158.9
Radio Times / radiotimes.com	691	1174	923	419	168	651	+187.4	+94.1
NME/New Musical Express / nme.com	592	1318	1266	255	203	929	+338.6	+157.0
Men's Health / menshealth.co.uk	629	733	310	477	53	157	+38.4	+25.0
Empire / empireonline.com	435	572	292	340	61	198	+73.6	+45.5
What Car? / whatcar.com	290	540	454	164	78	328	+221.8	+113.0

*Due to an incomplete definition in the comScore dictionary, Cosmopolitan UK was under-reported in the comScore digital data for March 2017.

NRS PADD (Apr16-Mar17 integrated with comScore Mar2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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Base: Adults 35+

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	15003	2832	4635	10627
The Guardian / theguardian.com	14153	2470	4903	10186
No Print Publication / independent.co.uk	10094	0	2722	8420
The Times / thetimes.co.uk	4426	2902	686	1459
Daily Express / express.co.uk	8583	2100	2424	5191
Daily Mail / dailymail.co.uk	18643	6853	5220	11648
Daily Mirror / mirror.co.uk	15048	3614	2773	10954
Daily Record / dailyrecord.co.uk	3375	809	551	2523
Daily Star / dailystar.co.uk	5039	1386	1020	3083
The Sun / thesun.co.uk	16489	5999	2642	11036
London Evening Standard / standard.co.uk	7817	3356	1343	5066
Metro / metro.co.uk	11145	6486	1595	5472
The Scotsman / scotsman.com	1013	256	359	519

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	6799	12376	13609	1394	2627	8204	+429.7	+120.7
The Guardian / theguardian.com	6482	11402	13351	801	2751	7671	+473.0	+118.3
No Print Publication / independent.co.uk	2722	8420	10094	0	1673	7371	+0.0	+270.8
The Times / thetimes.co.uk	3459	3977	1985	2441	449	968	+52.5	+28.0
Daily Express / express.co.uk	4380	6965	6905	1679	1618	4203	+308.8	+95.9
Daily Mail / dailymail.co.uk	10841	16299	14678	3965	2344	7802	+172.0	+72.0
Daily Mirror / mirror.co.uk	6121	13507	12643	2406	1542	8928	+316.4	+145.9
Daily Record / dailyrecord.co.uk	1309	2971	2947	428	403	2066	+317.1	+157.9
Daily Star / dailystar.co.uk	2362	4323	3826	1213	716	2677	+263.6	+113.3
The Sun / thesun.co.uk	8192	15136	12636	3853	1353	8297	+174.9	+101.3
London Evening Standard / standard.co.uk	4369	7051	5970	1848	767	3449	+132.9	+78.9
Metro / metro.co.uk	7641	10362	6520	4625	783	3504	+71.8	+45.9
The Scotsman / scotsman.com	594	723	824	189	290	420	+295.0	+70.7

Newsbrands do not include Sunday title

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Base: Adults 35+

Only brands with NRS claimed assigned sample of 100+ for Mobile are included

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
Hello! / HELLOMAGAZINE.COM	2795	1731	254	995
OK! / ok.co.uk	3475	1612	513	1683
BBC Good Food / bbcgoodfood.com	4244	799	1454	2537
Cosmopolitan* / Cosmopolitan UK	686	466	142	127
Marie Claire / marieclaire.co.uk	727	358	97	310
Glamour / glamourmagazine.co.uk	804	302	73	478
Radio Times / radiotimes.com	4435	2194	787	1818
Time Out / timeout.com	1817	619	541	967
NME/New Musical Express / nme.com	1470	278	241	1070
What Car? / whatcar.com	1562	476	427	789
Men's Health / menshealth.co.uk	525	407	41	115
Empire / empireonline.com	561	272	94	229

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
Hello! / HELLOMAGAZINE.COM	1958	2605	1205	1590	190	837	+61.5	+42.8
OK! / ok.co.uk	2090	3105	2084	1391	370	1384	+115.5	+66.2
BBC Good Food / bbcgoodfood.com	2179	3191	3640	604	1053	2065	+431.3	+94.8
Cosmopolitan* / Cosmopolitan UK	603	571	246	440	115	83	+47.3	+13.7
Marie Claire / marieclaire.co.uk	455	653	384	344	272	74	+103.0	+59.8
Glamour / glamourmagazine.co.uk	374	752	531	273	51	430	+165.9	+115.1
Radio Times / radiotimes.com	2920	3874	2427	2008	561	1516	+102.2	+51.9
Time Out / timeout.com	1106	1466	1348	469	351	711	+193.8	+64.3
NME/New Musical Express / nme.com	512	1304	1242	228	166	958	+428.7	+187.1
What Car? / whatcar.com	892	1216	1143	418	345	669	+228.3	+75.0
Men's Health / menshealth.co.uk	448	487	154	371	38	77	+29.1	+17.2
Empire / empireonline.com	364	480	313	249	81	198	+106.2	+54.3

*Due to an incomplete definition in the comScore dictionary, Cosmopolitan UK was under-reported in the comScore digital data for March 2017.

Market Total Table

Market Total - Net brand reach of Newsbrands and Magazines across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

Newsbrands - Net brand reach of Newsbrands across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

Magazines - Net brand reach of Magazines across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

Newsbrands (1) / Magazines (1)

Net Print, PC and Total Mobile Total - Net brand reach across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

Total Print - Readers of the print title (but could also visit the website via a PC and/or view the title via a browser or app on a smartphone or tablet)

Total PC - Visitors to the website via a PC (but could also read the print title and/or view the title via a browser or app on a smartphone or tablet)

Total Mobile - Read and view a brand's digital content via a browser or app on a smartphone or tablet (but could also read the print title and/or visit the website via a PC)

Newsbrands (2) / Magazines (2)

Net Print and PC Total - Net reach of the title across Print and/or PC (de-duplicated)

Net Print and Mobile Total - Net reach of the title across Print and/or via app or browser on a smartphone or tablet (de-duplicated)

Net PC & Mobile Total - Net reach of the title across PC and/or via a browser or app on a smartphone or tablet (de-duplicated)

Print Only (and not PC or Mobile) - Readers of the print title only (and do not visit the website via a PC or view the title via a browser or app on a smartphone or tablet)

PC Only (and not Print or Mobile) - Visitors to the website via a PC (and do not read the print title or view the title via a browser or app on a smartphone or tablet)

Mobile Only (and not Print or PC) - Read and view a brand's digital content via a browser or app on a smartphone or tablet (and do not read the print title or visit the website via a PC)

Increase PC & Mobile adds to Print - % readership increase relative to the print title when PC visitors and smartphone and tablet visitors are included

Increase Mobile adds to Print & PC - % readership increase relative to the combined print & PC reach when smartphone & tablet viewers are included