

Base: GB Adults 15+

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	3848	7340	10178	6329	+164.5	2350	3317	5385	3035	+129.2	1139	741	1844	704	+61.8		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4460	7340	10674	6214	+139.3	2630	3317	5627	2997	+114.0	1186	741	1889	703	+59.3		
The Guardian	theguardian.com	D	4099	7678	10278	6179	+150.7	2253	4070	5852	3600	+159.8	828	1242	1989	1162	+140.3		
The Guardian/The Observer	theguardian.com	D/S	4649	7678	10648	5999	+129.0	2552	4070	6101	3549	+139.1	893	1242	2052	1158	+129.7		
i	inews.co.uk	D	1845	213	2039	194	+10.5	1066	93	1157	91	+8.5	499	8	507	8	+1.6		
No Print Publication	independent.co.uk	D	0	4376	4376	4376	+1.0	0	1864	1864	1864	+1.0	0	397	397	397	+1.0		
The Times	thetimes.co.uk	D	4219	811	4883	664	+15.7	2450	364	2778	328	+13.4	1014	89	1098	85	+8.3		
The Times/The Sunday Times	thetimes.co.uk	D/S	5861	811	6477	616	+10.5	3376	364	3690	314	+9.3	1169	89	1254	84	+7.2		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	2735	2996	5534	2799	+102.3	1797	1425	3155	1358	+75.6	828	371	1192	364	+43.9		
Daily Express/Sunday Express	express.co.uk	D/S	3321	2996	6067	2746	+82.7	2129	1425	3470	1341	+63.0	880	371	1243	363	+41.2		
Daily Mail	dailymail.co.uk	D	9880	7981	15934	6054	+61.3	6861	4366	10462	3601	+52.5	3294	1404	4538	1244	+37.8		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	11903	7981	17601	5698	+47.9	8046	4366	11520	3474	+43.2	3485	1404	4721	1236	+35.5		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	5731	4948	10022	4291	+74.9	3829	2159	5795	1966	+51.3	1773	477	2233	459	+25.9		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	6639	4948	10847	4208	+63.4	4462	2159	6400	1939	+43.5	1860	477	2318	457	+24.6		
Daily Record	dailyrecord.co.uk	D	1169	552	1663	494	+42.3	852	248	1079	227	+26.7	406	69	473	67	+16.5		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1474	552	1954	480	+32.6	1039	248	1263	224	+21.6	445	69	512	67	+15.0		
Daily Star	dailystar.co.uk	D	2403	1035	3376	973	+40.5	1602	467	2049	447	+27.9	759	120	878	118	+15.6		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2738	1035	3695	957	+34.9	1761	467	2205	444	+25.2	791	120	910	118	+15.0		
Sunday People	mirror.co.uk	S	666	4948	5552	4886	+734.0	425	2159	2566	2141	+504.2	58	477	535	476	+818.4		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	10123	2859	12359	2236	+22.1	7582	1253	8630	1049	+13.8	3915	281	4173	258	+6.6		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	11249	2859	13414	2165	+19.2	8373	1253	9401	1028	+12.3	4084	281	4341	257	+6.3		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	288	142	422	134	+46.5	216	68	283	67	+30.8	123	9	132	9	+7.5		
The Courier - Dundee	thecourier.co.uk	D	295	127	414	119	+40.3	226	69	292	66	+29.3	113	18	130	17	+15.2		
London Evening Standard	standard.co.uk	D	5153	1916	6611	1458	+28.3	3618	843	4313	695	+19.2	1667	194	1845	178	+10.7		
Metro	metro.co.uk	D	10381	1868	11688	1307	+12.6	7108	795	7731	623	+8.8	2899	175	3063	164	+5.7		
The Herald (Scotland)	heraldscotland.com	D	320	327	625	305	+95.1	195	155	343	148	+76.2	108	38	144	37	+34.2		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	418	327	714	297	+71.0	254	155	401	147	+57.9	113	38	150	37	+32.6		
The Scotsman	scotsman.com	D	323	421	714	391	+121.1	165	184	341	175	+106.2	67	54	119	52	+77.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	420	421	802	381	+90.8	215	184	387	173	+80.4	70	54	122	52	+74.2		
Yorkshire Post	yorkshirepost.co.uk	D	540	135	667	128	+23.7	302	65	364	62	+20.5	104	6	110	6	+5.9		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: Men

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2124	4059	5556	3432	+161.6	1275	1888	2987	1712	+134.2	590	437	1002	412	+69.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2416	4059	5803	3387	+140.2	1414	1888	3102	1689	+119.4	622	437	1033	411	+66.1		
The Guardian	theguardian.com	D	2155	4114	5413	3259	+151.2	1166	2283	3183	2016	+172.9	415	749	1114	699	+168.3		
The Guardian/The Observer	theguardian.com	D/S	2419	4114	5598	3179	+131.4	1324	2283	3316	1992	+150.4	455	749	1153	698	+153.3		
i	inews.co.uk	D	1118	136	1237	119	+10.6	622	54	675	52	+8.4	295	7	302	7	+2.2		
No Print Publication	independent.co.uk	D	0	2359	2359	2359	+1.0	0	1026	1026	1026	+1.0	0	222	222	222	+1.0		
The Times	thetimes.co.uk	D	2345	471	2712	367	+15.6	1364	213	1551	187	+13.7	543	55	594	51	+9.4		
The Times/The Sunday Times	thetimes.co.uk	D/S	3193	471	3534	341	+10.7	1829	213	2008	178	+9.8	629	55	680	51	+8.2		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1468	1807	3130	1661	+113.1	969	873	1790	821	+84.7	442	231	667	225	+50.8		
Daily Express/Sunday Express	express.co.uk	D/S	1784	1807	3405	1622	+90.9	1126	873	1935	809	+71.8	466	231	690	224	+48.1		
Daily Mail	dailymail.co.uk	D	4648	4321	7966	3318	+71.4	3190	2351	5145	1955	+61.3	1515	739	2172	658	+43.4		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	5609	4321	8716	3107	+55.4	3785	2351	5661	1876	+49.6	1617	739	2270	653	+40.4		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	3078	2750	5442	2364	+76.8	2108	1216	3209	1101	+52.2	962	271	1222	260	+27.1		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3536	2750	5851	2315	+65.5	2438	1216	3522	1084	+44.5	1017	271	1276	259	+25.5		
Daily Record	dailyrecord.co.uk	D	633	281	878	246	+38.8	456	123	566	110	+24.1	228	35	261	33	+14.5		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	781	281	1017	236	+30.2	535	123	643	108	+20.2	245	35	278	33	+13.5		
Daily Star	dailystar.co.uk	D	1598	751	2304	706	+44.2	1079	353	1417	338	+31.4	518	95	612	94	+18.2		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1791	751	2482	691	+38.6	1172	353	1507	335	+28.6	535	95	629	94	+17.6		
Sunday People	mirror.co.uk	S	328	2750	3040	2712	+826.8	207	1216	1413	1206	+582.3	26	271	297	271	+1025.9		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5761	1520	6902	1141	+19.8	4403	682	4960	556	+12.6	2268	160	2414	146	+6.4		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6291	1520	7397	1106	+17.6	4796	682	5341	545	+11.4	2360	160	2506	146	+6.2		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	150	64	209	59	+39.5	112	33	144	32	+28.8	62	3	64	3	+4.3		
The Courier - Dundee	thecourier.co.uk	D	130	73	199	69	+53.3	97	38	134	37	+37.8	53	8	61	8	+14.5		
London Evening Standard	standard.co.uk	D	2860	1146	3725	865	+30.3	2034	505	2446	412	+20.3	1011	118	1117	106	+10.4		
Metro	metro.co.uk	D	5470	1033	6161	691	+12.6	3871	439	4204	333	+8.6	1630	99	1723	93	+5.7		
The Herald (Scotland)	heraldscotland.com	D	188	211	385	196	+104.2	122	105	223	101	+82.7	75	26	100	25	+33.8		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	238	211	429	191	+80.4	150	105	250	100	+67.0	80	26	105	25	+31.8		
The Scotsman	scotsman.com	D	175	238	398	223	+127.4	86	111	192	107	+124.8	37	34	70	33	+88.5		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	223	238	441	218	+97.9	109	111	214	105	+96.3	38	34	71	33	+86.3		
Yorkshire Post	yorkshirepost.co.uk	D	301	115	412	110	+36.5	171	57	226	55	+32.4	61	5	66	5	+8.3		

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<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: Women

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
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<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	1724	3280	4621	2897	+168.0	1075	1429	2398	1324	+123.2	550	304	842	292	+53.2		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2044	3280	4871	2827	+138.3	1216	1429	2525	1308	+107.6	564	304	856	292	+51.8		
The Guardian	theguardian.com	D	1944	3564	4864	2920	+150.2	1087	1787	2670	1583	+145.7	413	493	876	463	+112.2		
The Guardian/The Observer	theguardian.com	D/S	2230	3564	5050	2820	+126.5	1228	1787	2785	1557	+126.9	438	493	899	461	+105.1		
i	inews.co.uk	D	727	77	802	75	+10.4	444	39	482	38	+8.7	204	2	205	2	+0.7		
No Print Publication	independent.co.uk	D	0	2017	2017	2017	+1.0	0	838	838	838	+1.0	0	174	174	174	+1.0		
The Times	thetimes.co.uk	D	1874	340	2171	297	+15.9	1086	150	1228	141	+13.0	471	34	504	33	+7.1		
The Times/The Sunday Times	thetimes.co.uk	D/S	2668	340	2943	275	+10.3	1546	150	1682	136	+8.8	540	34	573	33	+6.1		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1267	1188	2404	1137	+89.8	828	552	1365	537	+64.9	386	140	525	139	+36.0		
Daily Express/Sunday Express	express.co.uk	D/S	1537	1188	2661	1124	+73.2	1002	552	1535	532	+53.1	414	140	553	139	+33.5		
Daily Mail	dailymail.co.uk	D	5231	3660	7968	2737	+52.3	3671	2015	5317	1646	+44.8	1779	664	2365	586	+32.9		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6294	3660	8885	2591	+41.2	4261	2015	5860	1598	+37.5	1868	664	2451	583	+31.2		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	2653	2198	4580	1927	+72.6	1720	943	2586	865	+50.3	812	206	1011	199	+24.5		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3103	2198	4996	1893	+61.0	2024	943	2878	854	+42.2	844	206	1042	198	+23.5		
Daily Record	dailyrecord.co.uk	D	536	271	785	248	+46.3	396	125	513	117	+29.7	178	34	212	34	+18.9		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	693	271	937	244	+35.3	504	125	620	116	+23.1	200	34	233	34	+16.9		
Daily Star	dailystar.co.uk	D	805	284	1072	267	+33.2	523	114	632	109	+20.8	241	24	265	24	+10.0		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	947	284	1213	266	+28.1	588	114	697	109	+18.5	256	24	280	24	+9.4		
Sunday People	mirror.co.uk	S	338	2198	2512	2174	+644.0	218	943	1153	935	+429.9	32	206	238	206	+646.5		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	4362	1338	5457	1095	+25.1	3178	571	3671	493	+15.5	1647	121	1759	112	+6.8		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4958	1338	6017	1059	+21.4	3577	571	4060	483	+13.5	1724	121	1835	111	+6.5		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	138	78	213	75	+54.2	104	35	138	34	+33.1	61	7	68	7	+10.7		
The Courier - Dundee	thecourier.co.uk	D	165	54	215	50	+30.1	129	31	158	30	+22.9	60	11	69	10	+15.9		
London Evening Standard	standard.co.uk	D	2293	770	2885	592	+25.8	1584	338	1867	283	+17.8	656	76	728	72	+11.0		
Metro	metro.co.uk	D	4911	835	5527	616	+12.5	3237	356	3526	289	+8.9	1269	76	1340	71	+5.6		
The Herald (Scotland)	heraldscotland.com	D	132	116	240	108	+82.2	73	50	121	48	+65.3	33	12	44	12	+35.3		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	180	116	285	106	+58.6	104	50	151	47	+44.9	34	12	45	12	+34.4		
The Scotsman	scotsman.com	D	148	183	316	168	+113.8	80	73	148	69	+86.2	30	20	49	19	+63.6		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	197	183	360	163	+82.7	105	73	173	67	+64.0	32	20	51	19	+59.6		
Yorkshire Post	yorkshirepost.co.uk	D	238	20	256	18	+7.4	131	8	138	7	+5.1	42	1	43	1	+2.3		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: ABC1 Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s				
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	3146	5535	7801	4655	+148.0	1921	2554	4228	2308	+120.1	946	583	1497	551	+58.3			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3634	5535	8185	4551	+125.2	2147	2554	4420	2273	+105.9	986	583	1536	550	+55.7			
The Guardian	theguardian.com	D	3246	5845	7818	4572	+140.8	1831	3182	4610	2779	+151.8	690	1001	1616	926	+134.1			
The Guardian/The Observer	theguardian.com	D/S	3709	5845	8116	4406	+118.8	2080	3182	4813	2732	+131.3	746	1001	1669	923	+123.6			
i	inews.co.uk	D	1483	159	1622	139	+9.4	858	66	922	64	+7.5	385	7	391	7	+1.7			
No Print Publication	independent.co.uk	D	0	3174	3174	3174	+1.0	0	1393	1393	1393	+1.0	0	301	301	301	+1.0			
The Times	thetimes.co.uk	D	3513	594	3988	475	+13.5	2055	278	2304	249	+12.1	896	71	963	67	+7.5			
The Times/The Sunday Times	thetimes.co.uk	D/S	4836	594	5273	437	+9.0	2834	278	3070	236	+8.3	1034	71	1101	67	+6.5			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	1572	2070	3512	1940	+123.4	1001	1008	1966	964	+96.3	445	265	706	261	+58.8			
Daily Express/Sunday Express	express.co.uk	D/S	1942	2070	3844	1902	+97.9	1213	1008	2164	951	+78.4	482	265	742	261	+54.1			
Daily Mail	dailymail.co.uk	D	6129	5785	10472	4343	+70.9	4249	3253	6917	2668	+62.8	2073	1093	3048	975	+47.0			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	7306	5785	11407	4101	+56.1	4923	3253	7506	2584	+52.5	2184	1093	3154	971	+44.5			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	2441	3492	5544	3103	+127.1	1523	1561	2972	1450	+95.2	616	352	957	340	+55.2			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2858	3492	5909	3051	+106.8	1790	1561	3226	1436	+80.2	640	352	980	339	+53.0			
Daily Record	dailyrecord.co.uk	D	472	365	802	331	+70.1	303	166	457	154	+51.0	130	41	170	40	+30.9			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	616	365	937	322	+52.2	376	166	529	152	+40.5	146	41	186	40	+27.4			
Daily Star	dailystar.co.uk	D	737	737	1442	705	+95.7	461	343	792	331	+71.8	185	89	273	88	+47.6			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	842	737	1542	699	+83.0	503	343	834	331	+65.7	198	89	286	88	+44.4			
Sunday People	mirror.co.uk	S	225	3492	3687	3462	+1536.4	131	1561	1685	1554	+1187.0	14	352	366	352	+2537.6			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3763	2022	5436	1672	+44.4	2640	891	3419	779	+29.5	1240	197	1424	184	+14.8			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4237	2022	5873	1635	+38.6	2961	891	3731	770	+26.0	1293	197	1477	184	+14.2			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	171	87	257	86	+50.1	125	41	166	41	+32.8	72	4	76	4	+5.4			
The Courier - Dundee	thecourier.co.uk	D	169	99	261	93	+54.8	129	54	180	52	+40.2	66	16	80	15	+22.1			
London Evening Standard	standard.co.uk	D	3459	1416	4499	1039	+30.0	2354	654	2881	526	+22.4	1045	156	1186	141	+13.5			
Metro	metro.co.uk	D	6128	1351	7077	949	+15.5	4146	592	4616	471	+11.4	1654	135	1781	127	+7.7			
The Herald (Scotland)	heraldscotland.com	D	256	250	490	234	+91.6	157	115	268	110	+70.1	81	28	109	27	+33.6			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	319	250	545	226	+71.0	188	115	297	109	+57.8	84	28	111	27	+32.6			
The Scotsman	scotsman.com	D	256	269	501	245	+96.0	137	122	252	115	+83.7	45	39	83	38	+83.0			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	329	269	565	236	+71.6	178	122	291	112	+62.8	48	39	86	38	+77.9			
Yorkshire Post	yorkshirepost.co.uk	D	399	104	497	98	+24.6	221	49	268	48	+21.6	79	4	83	4	+5.4			

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: C2DE Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency	Print	PC	Net Print + PC	PC Only	Increase with	Print	PC	Net Print + PC	PC Only	Increase with	Print	PC	Net Print + PC	PC Only	Increase with		
		(Print)	000s	000s	Total (Net)	000s	PC	000s	000s	000s	000s	%	000s	000s	000s	000s	000s	%	
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	702	1804	2377	1674	+238.4	429	762	1157	728	+169.6	193	158	347	153	+79.3		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	826	1804	2489	1663	+201.3	483	762	1207	724	+149.8	200	158	353	153	+76.8		
The Guardian	theguardian.com	D	853	1833	2460	1607	+188.4	422	888	1242	820	+194.4	137	241	373	236	+171.6		
The Guardian/The Observer	theguardian.com	D/S	940	1833	2532	1592	+169.4	471	888	1288	817	+173.4	147	241	383	236	+160.2		
i	inews.co.uk	D	362	55	416	54	+15.0	209	26	235	26	+12.7	114	1	115	1	+1.2		
No Print Publication	independent.co.uk	D	0	1202	1202	1202	+1.0	0	471	471	471	+1.0	0	96	96	96	+1.0		
The Times	thetimes.co.uk	D	707	217	895	189	+26.7	395	85	475	80	+20.2	118	18	135	17	+14.8		
The Times/The Sunday Times	thetimes.co.uk	D/S	1025	217	1204	179	+17.5	542	85	620	78	+14.3	135	18	152	17	+12.9		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1163	925	2023	859	+73.9	796	417	1189	393	+49.4	383	106	486	102	+26.7		
Daily Express/Sunday Express	express.co.uk	D/S	1379	925	2223	844	+61.2	916	417	1306	390	+42.6	399	106	501	102	+25.7		
Daily Mail	dailymail.co.uk	D	3750	2196	5462	1712	+45.6	2612	1113	3546	933	+35.7	1221	311	1490	269	+22.0		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4597	2196	6194	1597	+34.7	3123	1113	4014	891	+28.5	1301	311	1567	265	+20.4		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	3290	1456	4478	1188	+36.1	2306	597	2822	516	+22.4	1157	125	1276	119	+10.3		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3781	1456	4938	1157	+30.6	2672	597	3174	503	+18.8	1220	125	1338	118	+9.7		
Daily Record	dailyrecord.co.uk	D	697	187	861	164	+23.5	549	81	622	73	+13.3	276	28	303	27	+9.7		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	859	187	1017	158	+18.4	663	81	735	72	+10.9	299	28	326	27	+8.9		
Daily Star	dailystar.co.uk	D	1666	297	1934	268	+16.1	1141	123	1258	116	+10.2	574	30	604	30	+5.3		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1895	297	2153	257	+13.6	1257	123	1371	113	+9.0	593	30	623	30	+5.1		
Sunday People	mirror.co.uk	S	440	1456	1865	1424	+323.5	294	597	881	587	+199.9	44	125	169	125	+281.0		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6360	837	6923	563	+8.9	4942	361	5212	270	+5.5	2675	83	2749	74	+2.8		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	7012	837	7542	530	+7.6	5412	361	5670	258	+4.8	2791	83	2864	73	+2.6		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	117	55	165	48	+41.3	91	27	117	26	+28.2	51	6	56	5	+10.6		
The Courier - Dundee	thecourier.co.uk	D	126	28	153	26	+21.0	97	15	112	15	+15.0	47	3	50	3	+5.6		
London Evening Standard	standard.co.uk	D	1694	500	2112	418	+24.7	1264	189	1432	168	+13.3	623	38	659	37	+5.9		
Metro	metro.co.uk	D	4253	517	4611	358	+8.4	2962	203	3114	152	+5.1	1245	41	1282	37	+3.0		
The Herald (Scotland)	heraldscotland.com	D	64	77	135	70	+109.0	37	41	75	38	+101.8	26	10	36	10	+36.3		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	99	77	169	70	+71.0	65	41	103	38	+58.1	29	10	39	10	+32.5		
The Scotsman	scotsman.com	D	67	152	213	146	+217.1	28	62	89	61	+216.2	22	15	37	15	+65.9		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	91	152	237	146	+160.1	36	62	97	61	+167.3	22	15	37	15	+65.9		
Yorkshire Post	yorkshirepost.co.uk	D	141	31	170	29	+20.9	81	16	95	14	+17.6	25	2	27	2	+7.3		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: Adults 15 - 34

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s	000s			
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	870	2527	3132	2262	+260.0	421	1099	1466	1045	+248.1	111	231	337	226	+204.2			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	1012	2527	3253	2241	+221.5	459	1099	1496	1037	+225.9	113	231	339	226	+200.8			
The Guardian	theguardian.com	D	1568	2883	3867	2298	+146.5	757	1498	2107	1350	+178.4	211	422	618	407	+192.4			
The Guardian/The Observer	theguardian.com	D/S	1704	2883	3943	2239	+131.4	810	1498	2148	1338	+165.2	224	422	630	406	+181.4			
i	inews.co.uk	D	526	57	580	54	+10.2	246	32	278	32	+12.8	70	1	71	1	+1.8			
No Print Publication	independent.co.uk	D	0	1658	1658	1658	+1.0	0	701	701	701	+1.0	0	145	145	145	+1.0			
The Times	thetimes.co.uk	D	1280	243	1488	208	+16.3	636	104	732	96	+15.1	165	22	186	22	+13.1			
The Times/The Sunday Times	thetimes.co.uk	D/S	1664	243	1864	199	+12.0	776	104	873	96	+12.4	175	22	196	22	+12.4			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	491	681	1147	656	+133.6	280	313	583	303	+108.3	66	75	141	75	+112.3			
Daily Express/Sunday Express	express.co.uk	D/S	628	681	1270	641	+102.1	349	313	649	300	+86.0	66	75	141	75	+112.3			
Daily Mail	dailymail.co.uk	D	2598	2606	4614	2016	+77.6	1467	1371	2645	1177	+80.3	391	399	766	374	+95.5			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	3082	2606	5014	1932	+62.7	1671	1371	2834	1163	+69.6	416	399	790	374	+89.9			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	1849	1678	3251	1402	+75.8	1043	679	1662	619	+59.4	277	134	408	131	+47.5			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2159	1678	3530	1370	+63.4	1221	679	1830	609	+49.9	292	134	423	131	+44.9			
Daily Record	dailyrecord.co.uk	D	322	132	443	121	+37.5	179	54	231	52	+29.0	50	11	61	11	+22.3			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	369	132	488	118	+32.0	206	54	257	51	+24.9	57	11	68	11	+19.3			
Daily Star	dailystar.co.uk	D	932	323	1228	296	+31.7	534	133	660	126	+23.6	195	27	221	26	+13.4			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1091	323	1375	284	+26.1	595	133	721	126	+21.1	206	27	232	26	+12.6			
Sunday People	mirror.co.uk	S	92	1678	1761	1670	+1817.8	57	679	732	675	+1195.3	8	134	141	134	+1781.5			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3779	894	4436	657	+17.4	2531	385	2845	314	+12.4	941	81	1017	76	+8.1			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4224	894	4860	636	+15.1	2809	385	3118	309	+11.0	1013	81	1089	76	+7.5			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	52	10	62	10	+18.6	37	6	44	6	+17.0	18	3	21	3	+17.9			
The Courier - Dundee	thecourier.co.uk	D	67	13	79	12	+18.4	47	7	55	7	+15.6	16	0	17	0	+2.4			
London Evening Standard	standard.co.uk	D	1844	716	2385	541	+29.3	1357	330	1627	270	+19.9	668	80	738	70	+10.4			
Metro	metro.co.uk	D	4101	609	4490	389	+9.5	2867	255	3056	189	+6.6	1253	54	1302	49	+3.9			
The Herald (Scotland)	heraldscotland.com	D	76	88	162	86	+112.3	44	37	81	36	+82.6	25	8	33	8	+31.1			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	103	88	188	85	+82.0	65	37	101	36	+55.3	25	8	33	8	+31.1			
The Scotsman	scotsman.com	D	64	89	149	85	+131.6	26	32	57	31	+117.8	11	6	17	6	+52.6			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	82	89	164	83	+101.2	35	32	65	30	+86.2	11	6	17	6	+52.6			
Yorkshire Post	yorkshirepost.co.uk	D	152	28	180	28	+18.3	72	15	87	15	+21.6	15	1	16	1	+5.8			

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: Adults 35+

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency	Print	PC	Net Print + PC	PC Only	Increase with	Print	PC	Net Print + PC	PC Only	Increase with	Print	PC	Net Print + PC	PC Only	Increase with		
		(Print)	000s	000s	Total (Net)	000s	PC	000s	000s	Total (Net)	000s	PC	000s	000s	Total (Net)	000s	PC	000s	
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2978	4813	7046	4067	+136.6	1929	2218	3919	1991	+103.2	1029	511	1507	478	+46.5		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3448	4813	7421	3973	+115.2	2171	2218	4131	1960	+90.3	1073	511	1550	477	+44.4		
The Guardian	theguardian.com	D	2531	4795	6411	3880	+153.3	1496	2572	3746	2250	+150.4	616	820	1372	755	+122.5		
The Guardian/The Observer	theguardian.com	D/S	2945	4795	6705	3760	+127.7	1742	2572	3953	2211	+126.9	670	820	1422	752	+112.4		
i	inews.co.uk	D	1319	156	1459	140	+10.6	820	61	879	59	+7.2	429	7	436	7	+1.6		
No Print Publication	independent.co.uk	D	0	2718	2718	2718	+1.0	0	1164	1164	1164	+1.0	0	251	251	251	+1.0		
The Times	thetimes.co.uk	D	2940	568	3395	456	+15.5	1814	260	2046	232	+12.8	849	67	912	63	+7.4		
The Times/The Sunday Times	thetimes.co.uk	D/S	4197	568	4613	417	+9.9	2599	260	2817	218	+8.4	995	67	1057	63	+6.3		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	2245	2315	4388	2143	+95.5	1517	1112	2572	1055	+69.5	762	296	1051	289	+38.0		
Daily Express/Sunday Express	express.co.uk	D/S	2693	2315	4797	2105	+78.2	1780	1112	2821	1041	+58.5	814	296	1103	288	+35.4		
Daily Mail	dailymail.co.uk	D	7281	5375	11320	4038	+55.5	5394	2995	7818	2424	+44.9	2902	1005	3772	870	+30.0		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	8821	5375	12587	3767	+42.7	6375	2995	8686	2311	+36.3	3069	1005	3931	862	+28.1		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	3882	3271	6771	2889	+74.4	2786	1480	4132	1347	+48.3	1497	343	1825	328	+21.9		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4480	3271	7317	2837	+63.3	3241	1480	4571	1330	+41.0	1568	343	1894	326	+20.8		
Daily Record	dailyrecord.co.uk	D	847	420	1220	373	+44.1	673	194	848	175	+26.1	356	58	412	56	+15.6		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1105	420	1467	362	+32.7	833	194	1006	173	+20.8	388	58	444	56	+14.4		
Daily Star	dailystar.co.uk	D	1470	711	2148	677	+46.1	1068	334	1389	321	+30.1	564	93	657	92	+16.3		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1647	711	2320	673	+40.8	1165	334	1484	318	+27.3	585	93	677	92	+15.8		
Sunday People	mirror.co.uk	S	574	3271	3790	3216	+560.6	368	1480	1834	1466	+398.1	51	343	393	343	+675.9		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6345	1964	7923	1578	+24.9	5051	867	5785	735	+14.5	2974	200	3155	182	+6.1		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	7025	1964	8554	1529	+21.8	5564	867	6283	719	+12.9	3072	200	3252	181	+5.9		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	236	132	360	124	+52.7	179	62	239	60	+33.7	105	6	111	6	+5.8		
The Courier - Dundee	thecourier.co.uk	D	228	114	335	107	+46.8	178	62	237	59	+33.0	96	18	113	17	+17.4		
London Evening Standard	standard.co.uk	D	3309	1200	4225	917	+27.7	2261	513	2686	425	+18.8	999	114	1107	108	+10.8		
Metro	metro.co.uk	D	6280	1260	7198	918	+14.6	4241	540	4674	434	+10.2	1646	121	1761	115	+7.0		
The Herald (Scotland)	heraldscotland.com	D	244	240	463	219	+89.7	151	118	263	112	+74.3	82	30	111	29	+35.2		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	314	240	526	212	+67.4	189	118	300	111	+58.8	88	30	117	29	+33.0		
The Scotsman	scotsman.com	D	258	332	565	306	+118.5	139	152	284	145	+104.0	56	48	102	46	+82.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	338	332	637	299	+88.3	180	152	322	143	+79.3	59	48	105	46	+78.3		
Yorkshire Post	yorkshirepost.co.uk	D	387	107	487	100	+25.8	230	50	277	46	+20.2	89	5	94	5	+5.9		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: Greater London

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	558	1284	1654	1096	+196.4	314	595	860	546	+174.0	121	131	246	125	+103.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	651	1284	1735	1085	+166.6	347	595	887	540	+155.5	124	131	250	125	+100.8		
The Guardian	theguardian.com	D	1157	1435	2150	993	+85.9	603	765	1240	637	+105.6	208	244	428	218	+105.1		
The Guardian/The Observer	theguardian.com	D/S	1293	1435	2230	937	+72.5	667	765	1294	627	+94.0	223	244	441	218	+98.1		
i	inews.co.uk	D	194	25	219	25	+12.9	96	13	109	13	+13.7	33	0	34	0	+1.4		
No Print Publication	independent.co.uk	D	0	768	768	768	+1.0	0	317	317	317	+1.0	0	63	63	63	+1.0		
The Times	thetimes.co.uk	D	891	137	990	99	+11.1	507	59	558	51	+10.1	191	12	202	12	+6.0		
The Times/The Sunday Times	thetimes.co.uk	D/S	1155	137	1235	80	+6.9	636	59	684	48	+7.5	218	12	229	12	+5.3		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	327	403	715	388	+118.5	159	182	338	179	+112.0	41	39	80	39	+94.0		
Daily Express/Sunday Express	express.co.uk	D/S	396	403	781	384	+97.1	182	182	361	179	+97.9	50	39	89	39	+77.9		
Daily Mail	dailymail.co.uk	D	1516	1341	2520	1004	+66.2	905	741	1504	600	+66.3	322	253	547	224	+69.6		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	1797	1341	2754	957	+53.3	1032	741	1620	589	+57.0	344	253	567	223	+64.7		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	973	790	1614	641	+65.8	611	321	892	281	+46.0	236	69	303	66	+28.1		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1111	790	1732	621	+55.9	707	321	983	276	+39.0	250	69	316	66	+26.4		
Daily Record	dailyrecord.co.uk	D	9	55	64	55	+609.8	6	22	29	22	+348.3	3	4	6	4	+143.6		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	9	55	64	55	+609.8	6	22	29	22	+348.3	3	4	6	4	+143.6		
Daily Star	dailystar.co.uk	D	254	130	370	115	+45.4	144	55	196	52	+35.8	67	12	79	12	+17.7		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	298	130	410	111	+37.3	170	55	218	48	+28.6	69	12	80	12	+17.4		
Sunday People	mirror.co.uk	S	70	790	849	779	+1112.2	29	321	349	320	+1094.8	2	69	71	69	+3473.5		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1553	419	1872	319	+20.6	1121	188	1273	151	+13.5	482	36	514	32	+6.7		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1692	419	2009	317	+18.8	1209	188	1360	151	+12.5	502	36	535	32	+6.4		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	0	6	6	6	+1.0	0	3	3	3	+1.0	0	1	1	1	+1.0		
The Courier - Dundee	thecourier.co.uk	D	0	12	12	12	+1.0	0	5	5	5	+1.0	0	1	1	1	+1.0		
London Evening Standard	standard.co.uk	D	3617	528	3848	232	+6.4	2779	237	2907	129	+4.6	1374	61	1420	47	+3.4		
Metro	metro.co.uk	D	4180	351	4292	111	+2.7	3232	152	3302	70	+2.2	1595	39	1628	33	+2.0		
The Herald (Scotland)	heraldscotland.com	D	1	20	21	20	+1720.9	1	10	11	10	+848.0	1	2	4	2	+212.1		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	9	20	29	20	+210.2	4	10	14	10	+219.5	1	2	4	2	+212.1		
The Scotsman	scotsman.com	D	11	18	30	18	+160.3	1	6	8	6	+557.8	0	1	1	1	+1.0		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	17	18	36	18	+105.6	1	6	8	6	+557.8	0	1	1	1	+1.0		
Yorkshire Post	yorkshirepost.co.uk	D	3	8	11	8	+287.6	0	4	4	4	+1.0	1	0	1	0	+54.2		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only



Base: Scotland

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s				
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	122	457	549	428	+350.6	76	206	274	198	+258.8	25	44	68	43	+173.2			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	167	457	580	413	+247.1	93	206	287	194	+209.7	28	44	71	43	+155.7			
The Guardian	theguardian.com	D	264	541	705	441	+167.3	156	294	413	256	+164.2	48	102	144	95	+197.1			
The Guardian/The Observer	theguardian.com	D/S	294	541	731	436	+148.2	172	294	427	255	+148.1	55	102	150	94	+171.0			
i	inews.co.uk	D	106	19	125	19	+17.5	63	8	71	8	+12.8	28	1	29	1	+2.2			
No Print Publication	independent.co.uk	D	0	276	276	276	+1.0	0	126	126	126	+1.0	0	26	26	26	+1.0			
The Times	thetimes.co.uk	D	191	64	248	57	+29.8	100	33	132	32	+31.7	45	10	55	10	+22.3			
The Times/The Sunday Times	thetimes.co.uk	D/S	306	64	359	52	+17.1	173	33	202	28	+16.4	51	10	61	10	+19.6			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	251	241	476	225	+89.7	186	101	283	97	+52.3	101	22	124	22	+22.0			
Daily Express/Sunday Express	express.co.uk	D/S	296	241	520	225	+76.0	216	101	313	97	+45.0	103	22	125	22	+21.7			
Daily Mail	dailymail.co.uk	D	452	500	890	438	+97.0	308	257	546	238	+77.2	150	70	220	69	+45.9			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	555	500	983	427	+76.9	363	257	599	236	+65.2	159	70	228	69	+43.3			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	169	358	510	342	+202.8	84	147	230	146	+172.9	41	25	66	25	+59.6			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	217	358	551	334	+153.7	108	147	253	145	+133.3	45	25	69	24	+54.5			
Daily Record	dailyrecord.co.uk	D	1107	247	1296	189	+17.1	814	116	909	95	+11.7	395	40	433	38	+9.5			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1399	247	1574	175	+12.5	995	116	1087	93	+9.3	431	40	468	37	+8.7			
Daily Star	dailystar.co.uk	D	192	64	254	62	+32.3	144	26	170	26	+18.3	93	5	98	5	+5.5			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	218	64	280	62	+28.4	163	26	189	26	+16.2	101	5	106	5	+5.1			
Sunday People	mirror.co.uk	S	18	358	376	358	+1961.0	7	147	154	147	+2133.3	0	25	25	25	+6884.9			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	967	199	1118	151	+15.6	742	91	815	74	+9.9	464	20	481	17	+3.7			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1110	199	1249	140	+12.6	819	91	890	71	+8.7	477	20	494	17	+3.6			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	288	85	365	77	+26.9	216	41	255	39	+18.3	123	7	130	7	+5.4			
The Courier - Dundee	thecourier.co.uk	D	295	77	365	70	+23.6	226	45	268	42	+18.8	113	14	125	13	+11.3			
London Evening Standard	standard.co.uk	D	12	68	78	66	+560.7	6	31	37	31	+471.1	0	7	7	7	+1.0			
Metro	metro.co.uk	D	857	95	930	72	+8.5	547	40	580	33	+6.0	167	9	176	9	+5.3			
The Herald (Scotland)	heraldscotland.com	D	298	164	440	142	+47.5	188	87	268	80	+42.4	106	24	129	23	+21.2			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	371	164	504	134	+36.1	229	87	307	78	+34.2	110	24	132	23	+20.6			
The Scotsman	scotsman.com	D	279	248	498	218	+78.2	153	123	267	114	+74.0	63	41	101	39	+61.6			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	347	248	555	209	+60.2	192	123	303	111	+57.8	64	41	102	39	+60.7			
Yorkshire Post	yorkshirepost.co.uk	D	2	1	3	1	+78.5	0	1	1	1	+1.0	0	0	0	0	+1.0			

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<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: Rest of GB

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s	000s			
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	3168	5599	7974	4806	+151.7	1960	2517	4251	2292	+116.9	993	566	1529	536	+53.9			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3642	5599	8358	4716	+129.5	2190	2517	4453	2263	+103.3	1034	566	1568	534	+51.7			
The Guardian	theguardian.com	D	2679	5702	7423	4744	+177.1	1494	3011	4200	2706	+181.2	571	896	1418	847	+148.4			
The Guardian/The Observer	theguardian.com	D/S	3062	5702	7687	4625	+151.1	1713	3011	4381	2668	+155.7	616	896	1461	846	+137.4			
i	inews.co.uk	D	1544	170	1695	150	+9.7	907	71	977	70	+7.7	437	7	444	7	+1.6			
No Print Publication	independent.co.uk	D	0	3333	3333	3333	+1.0	0	1421	1421	1421	+1.0	0	308	308	308	+1.0			
The Times	thetimes.co.uk	D	3137	610	3646	508	+16.2	1843	271	2088	245	+13.3	778	67	841	63	+8.1			
The Times/The Sunday Times	thetimes.co.uk	D/S	4400	610	4884	484	+11.0	2567	271	2805	238	+9.3	901	67	964	63	+7.0			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	2157	2352	4343	2186	+101.3	1452	1143	2534	1082	+74.5	685	309	988	302	+44.1			
Daily Express/Sunday Express	express.co.uk	D/S	2629	2352	4766	2137	+81.3	1731	1143	2796	1066	+61.6	727	309	1029	302	+41.5			
Daily Mail	dailymail.co.uk	D	7912	6140	12523	4612	+58.3	5649	3368	8413	2764	+48.9	2821	1081	3771	950	+33.7			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9550	6140	13864	4314	+45.2	6651	3368	9301	2649	+39.8	2981	1081	3926	944	+31.7			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	4589	3800	7898	3308	+72.1	3134	1690	4673	1539	+49.1	1496	383	1864	368	+24.6			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5311	3800	8564	3253	+61.2	3646	1690	5164	1519	+41.7	1565	383	1932	367	+23.4			
Daily Record	dailyrecord.co.uk	D	53	250	304	250	+469.3	31	109	141	109	+348.8	9	26	34	26	+300.7			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	66	250	317	250	+376.7	38	109	147	109	+288.1	11	26	37	26	+225.6			
Daily Star	dailystar.co.uk	D	1956	841	2752	796	+40.7	1314	385	1683	369	+28.1	599	102	700	101	+16.9			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2221	841	3005	783	+35.3	1428	385	1797	369	+25.8	622	102	723	101	+16.3			
Sunday People	mirror.co.uk	S	577	3800	4327	3749	+649.4	389	1690	2062	1674	+430.8	56	383	438	382	+684.6			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	7603	2241	9368	1765	+23.2	5719	974	6542	824	+14.4	2968	225	3177	209	+7.0			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	8448	2241	10156	1708	+20.2	6345	974	7150	805	+12.7	3105	225	3313	207	+6.7			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	0	50	50	50	+1.0	0	24	24	24	+1.0	0	2	2	2	+1.0			
The Courier - Dundee	thecourier.co.uk	D	0	38	38	38	+1.0	0	19	19	19	+1.0	0	4	4	4	+1.0			
London Evening Standard	standard.co.uk	D	1524	1319	2684	1160	+76.1	833	575	1368	535	+64.3	294	126	417	124	+42.0			
Metro	metro.co.uk	D	5343	1423	6467	1123	+21.0	3329	603	3848	520	+15.6	1137	127	1259	122	+10.8			
The Herald (Scotland)	heraldscotland.com	D	21	143	164	143	+688.0	5	59	64	59	+1072.1	0	12	12	12	+1.0			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	38	143	181	143	+378.7	20	59	79	59	+288.7	2	12	14	12	+519.0			
The Scotsman	scotsman.com	D	32	154	186	154	+481.9	11	55	66	55	+523.1	5	12	17	12	+261.5			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	56	154	211	154	+274.5	22	55	77	55	+254.1	7	12	19	12	+183.5			
Yorkshire Post	yorkshirepost.co.uk	D	535	126	653	118	+22.1	302	60	359	57	+18.9	103	6	108	6	+5.5			

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