

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 3443 | 7189 | 9794 | 6351 | +184.5 | 2139 | 3038 | 4960 | 2822 | +131.9 | 1101 | 639 | 1712 | 611 | +55.5 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 4037 | 7189 | 10268 | 6231 | +154.4 | 2451 | 3038 | 5235 | 2784 | +113.6 | 1155 | 639 | 1765 | 610 | +52.8 | | |
| The Guardian | theguardian.com | D | 3900 | 7650 | 10170 | 6270 | +160.8 | 2190 | 4379 | 6082 | 3892 | +177.8 | 886 | 1622 | 2400 | 1513 | +170.7 | | |
| The Guardian/The Observer | theguardian.com | D/S | 4394 | 7650 | 10502 | 6108 | +139.0 | 2486 | 4379 | 6315 | 3829 | +154.1 | 931 | 1622 | 2439 | 1509 | +162.1 | | |
| i | inews.co.uk | D | 1685 | 314 | 1969 | 284 | +16.9 | 981 | 138 | 1114 | 133 | +13.6 | 509 | 19 | 527 | 18 | +3.6 | | |
| No Print Publication | independent.co.uk | D | 0 | 4915 | 4915 | 4915 | +1.0 | 0 | 2278 | 2278 | 2278 | +1.0 | 0 | 553 | 553 | 553 | +1.0 | | |
| The Times | thetimes.co.uk | D | 4006 | 881 | 4720 | 714 | +17.8 | 2314 | 414 | 2679 | 365 | +15.8 | 1056 | 80 | 1131 | 75 | +7.1 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 5464 | 881 | 6136 | 672 | +12.3 | 3255 | 414 | 3610 | 355 | +10.9 | 1226 | 80 | 1301 | 75 | +6.2 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 2463 | 4015 | 6260 | 3797 | +154.2 | 1636 | 1831 | 3408 | 1772 | +108.4 | 827 | 429 | 1248 | 421 | +51.0 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 2996 | 4015 | 6748 | 3752 | +125.3 | 1966 | 1831 | 3721 | 1755 | +89.3 | 877 | 429 | 1297 | 420 | +47.9 | | |
| Daily Mail | dailymail.co.uk | D | 8392 | 6989 | 14015 | 5623 | +67.0 | 5880 | 3905 | 9269 | 3388 | +57.6 | 3052 | 1362 | 4306 | 1254 | +41.1 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 10027 | 6989 | 15363 | 5336 | +53.2 | 6892 | 3905 | 10186 | 3294 | +47.8 | 3235 | 1362 | 4483 | 1248 | +38.6 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 4894 | 4413 | 8892 | 3998 | +81.7 | 3295 | 1915 | 5096 | 1801 | +54.7 | 1566 | 416 | 1972 | 407 | +26.0 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 5813 | 4413 | 9741 | 3928 | +67.6 | 3892 | 1915 | 5676 | 1784 | +45.9 | 1635 | 416 | 2042 | 406 | +24.9 | | |
| Daily Record | dailyrecord.co.uk | D | 1041 | 637 | 1619 | 578 | +55.6 | 759 | 278 | 1019 | 260 | +34.2 | 393 | 67 | 458 | 66 | +16.7 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 1346 | 637 | 1912 | 566 | +42.1 | 979 | 278 | 1234 | 255 | +26.1 | 441 | 67 | 507 | 65 | +14.8 | | |
| Daily Star | dailystar.co.uk | D | 2200 | 1440 | 3585 | 1385 | +63.0 | 1490 | 642 | 2113 | 623 | +41.8 | 762 | 149 | 910 | 148 | +19.4 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 2499 | 1440 | 3873 | 1374 | +55.0 | 1653 | 642 | 2274 | 621 | +37.6 | 796 | 149 | 944 | 148 | +18.5 | | |
| Sunday People | mirror.co.uk | S | 625 | 4413 | 5012 | 4387 | +701.6 | 411 | 1915 | 2320 | 1908 | +463.9 | 42 | 416 | 458 | 416 | +992.9 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 9107 | 4195 | 12629 | 3522 | +38.7 | 6842 | 1873 | 8514 | 1673 | +24.4 | 3486 | 412 | 3878 | 391 | +11.2 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 10180 | 4195 | 13650 | 3470 | +34.1 | 7608 | 1873 | 9261 | 1654 | +21.7 | 3671 | 412 | 4062 | 391 | +10.6 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 241 | 136 | 373 | 131 | +54.4 | 177 | 59 | 235 | 58 | +32.8 | 111 | 12 | 124 | 12 | +11.1 | | |
| The Courier - Dundee | thecourier.co.uk | D | 250 | 118 | 361 | 110 | +44.1 | 170 | 54 | 222 | 52 | +30.7 | 93 | 12 | 105 | 12 | +12.8 | | |
| London Evening Standard | standard.co.uk | D | 5055 | 2288 | 6794 | 1739 | +34.4 | 3408 | 1059 | 4277 | 870 | +25.5 | 1587 | 257 | 1824 | 237 | +14.9 | | |
| Metro | metro.co.uk | D | 10499 | 2740 | 12425 | 1926 | +18.3 | 6879 | 1134 | 7785 | 905 | +13.2 | 2963 | 237 | 3176 | 214 | +7.2 | | |
| The Herald (Scotland) | heraldscotland.com | D | 315 | 352 | 651 | 336 | +106.7 | 169 | 141 | 307 | 138 | +81.9 | 89 | 23 | 111 | 23 | +25.4 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 404 | 352 | 736 | 332 | +82.1 | 229 | 141 | 367 | 137 | +60.0 | 96 | 23 | 118 | 23 | +23.6 | | |
| The Scotsman | scotsman.com | D | 274 | 472 | 716 | 442 | +161.6 | 147 | 203 | 344 | 197 | +133.8 | 55 | 42 | 96 | 41 | +74.7 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 360 | 472 | 799 | 439 | +122.1 | 183 | 203 | 378 | 196 | +107.2 | 59 | 42 | 100 | 41 | +69.2 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 437 | 176 | 605 | 168 | +38.4 | 226 | 78 | 301 | 76 | +33.6 | 85 | 11 | 96 | 11 | +12.9 | | |

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

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 1927 | 4045 | 5454 | 3528 | +183.1 | 1167 | 1795 | 2823 | 1657 | +142.0 | 598 | 400 | 980 | 382 | +63.9 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 2221 | 4045 | 5695 | 3474 | +156.4 | 1334 | 1795 | 2964 | 1630 | +122.1 | 627 | 400 | 1008 | 381 | +60.8 | | |
| The Guardian | theguardian.com | D | 2073 | 4237 | 5539 | 3466 | +167.2 | 1112 | 2513 | 3365 | 2253 | +202.6 | 441 | 1018 | 1394 | 953 | +215.8 | | |
| The Guardian/The Observer | theguardian.com | D/S | 2291 | 4237 | 5684 | 3394 | +148.2 | 1268 | 2513 | 3483 | 2215 | +174.8 | 463 | 1018 | 1412 | 949 | +205.2 | | |
| i | inews.co.uk | D | 972 | 195 | 1149 | 176 | +18.1 | 554 | 83 | 634 | 81 | +14.5 | 293 | 12 | 304 | 11 | +3.8 | | |
| No Print Publication | independent.co.uk | D | 0 | 2890 | 2890 | 2890 | +1.0 | 0 | 1405 | 1405 | 1405 | +1.0 | 0 | 360 | 360 | 360 | +1.0 | | |
| The Times | thetimes.co.uk | D | 2302 | 471 | 2678 | 376 | +16.3 | 1299 | 202 | 1481 | 182 | +14.0 | 582 | 45 | 625 | 43 | +7.4 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 3027 | 471 | 3378 | 351 | +11.6 | 1778 | 202 | 1954 | 176 | +9.9 | 673 | 45 | 716 | 43 | +6.4 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 1341 | 2482 | 3678 | 2337 | +174.3 | 868 | 1160 | 1994 | 1126 | +129.7 | 434 | 280 | 709 | 276 | +63.5 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 1634 | 2482 | 3942 | 2307 | +141.2 | 1035 | 1160 | 2148 | 1113 | +107.5 | 460 | 280 | 735 | 275 | +59.7 | | |
| Daily Mail | dailymail.co.uk | D | 4045 | 3690 | 7003 | 2958 | +73.1 | 2766 | 2049 | 4542 | 1775 | +64.2 | 1424 | 706 | 2072 | 648 | +45.5 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 4851 | 3690 | 7657 | 2806 | +57.8 | 3262 | 2049 | 4989 | 1727 | +53.0 | 1502 | 706 | 2147 | 646 | +43.0 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 2744 | 2493 | 4981 | 2237 | +81.5 | 1882 | 1099 | 2918 | 1036 | +55.0 | 870 | 244 | 1110 | 240 | +27.5 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 3193 | 2493 | 5408 | 2216 | +69.4 | 2185 | 1099 | 3213 | 1028 | +47.1 | 907 | 244 | 1146 | 240 | +26.4 | | |
| Daily Record | dailyrecord.co.uk | D | 557 | 429 | 953 | 395 | +70.9 | 397 | 187 | 570 | 173 | +43.7 | 215 | 46 | 259 | 44 | +20.6 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 715 | 429 | 1104 | 389 | +54.4 | 502 | 187 | 675 | 172 | +34.3 | 245 | 46 | 289 | 44 | +18.1 | | |
| Daily Star | dailystar.co.uk | D | 1488 | 957 | 2404 | 916 | +61.6 | 1025 | 450 | 1461 | 436 | +42.6 | 518 | 111 | 628 | 110 | +21.2 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 1672 | 957 | 2578 | 906 | +54.2 | 1126 | 450 | 1561 | 435 | +38.6 | 534 | 111 | 644 | 110 | +20.6 | | |
| Sunday People | mirror.co.uk | S | 299 | 2493 | 2781 | 2482 | +830.1 | 183 | 1099 | 1281 | 1098 | +598.8 | 13 | 244 | 257 | 244 | +1820.3 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 5144 | 2349 | 7078 | 1934 | +37.6 | 3971 | 1061 | 4913 | 942 | +23.7 | 2040 | 236 | 2263 | 223 | +10.9 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 5681 | 2349 | 7581 | 1900 | +33.5 | 4374 | 1061 | 5302 | 928 | +21.2 | 2157 | 236 | 2380 | 223 | +10.3 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 122 | 98 | 217 | 95 | +77.7 | 87 | 39 | 126 | 39 | +44.7 | 48 | 10 | 58 | 10 | +20.3 | | |
| The Courier - Dundee | thecourier.co.uk | D | 124 | 77 | 197 | 74 | +59.5 | 80 | 33 | 111 | 32 | +39.7 | 42 | 5 | 47 | 5 | +12.2 | | |
| London Evening Standard | standard.co.uk | D | 2860 | 1379 | 3898 | 1039 | +36.3 | 1973 | 650 | 2508 | 535 | +27.1 | 971 | 161 | 1120 | 148 | +15.3 | | |
| Metro | metro.co.uk | D | 5721 | 1563 | 6815 | 1094 | +19.1 | 3828 | 675 | 4367 | 539 | +14.1 | 1685 | 149 | 1820 | 135 | +8.0 | | |
| The Herald (Scotland) | heraldscotland.com | D | 167 | 257 | 414 | 247 | +148.3 | 97 | 103 | 197 | 100 | +103.8 | 53 | 15 | 68 | 15 | +27.1 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 205 | 257 | 448 | 243 | +118.8 | 124 | 103 | 224 | 100 | +80.1 | 59 | 15 | 74 | 14 | +24.3 | | |
| The Scotsman | scotsman.com | D | 156 | 313 | 447 | 291 | +185.9 | 82 | 136 | 212 | 131 | +160.2 | 30 | 27 | 56 | 27 | +89.8 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 207 | 313 | 496 | 289 | +139.4 | 101 | 136 | 232 | 130 | +128.5 | 32 | 27 | 59 | 27 | +82.1 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 246 | 98 | 340 | 95 | +38.5 | 129 | 39 | 167 | 38 | +29.6 | 43 | 7 | 49 | 7 | +15.8 | | |

KEY:

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

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Women

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 1516 | 3144 | 4340 | 2824 | +186.2 | 972 | 1244 | 2137 | 1165 | +119.8 | 503 | 239 | 732 | 229 | +45.6 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 1815 | 3144 | 4573 | 2757 | +151.9 | 1117 | 1244 | 2271 | 1154 | +103.3 | 527 | 239 | 756 | 229 | +43.4 | | |
| The Guardian | theguardian.com | D | 1827 | 3412 | 4631 | 2804 | +153.4 | 1078 | 1866 | 2716 | 1639 | +152.1 | 445 | 604 | 1006 | 561 | +126.1 | | |
| The Guardian/The Observer | theguardian.com | D/S | 2104 | 3412 | 4818 | 2714 | +129.0 | 1218 | 1866 | 2832 | 1614 | +132.5 | 468 | 604 | 1027 | 559 | +119.5 | | |
| i | inews.co.uk | D | 712 | 118 | 820 | 108 | +15.1 | 427 | 55 | 479 | 52 | +12.3 | 216 | 7 | 223 | 7 | +3.4 | | |
| No Print Publication | independent.co.uk | D | 0 | 2025 | 2025 | 2025 | +1.0 | 0 | 873 | 873 | 873 | +1.0 | 0 | 193 | 193 | 193 | +1.0 | | |
| The Times | thetimes.co.uk | D | 1704 | 410 | 2042 | 338 | +19.8 | 1015 | 212 | 1198 | 183 | +18.0 | 474 | 34 | 506 | 32 | +6.8 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 2437 | 410 | 2758 | 321 | +13.2 | 1477 | 212 | 1656 | 179 | +12.1 | 553 | 34 | 585 | 32 | +5.8 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 1122 | 1533 | 2582 | 1460 | +130.1 | 768 | 672 | 1414 | 647 | +84.2 | 393 | 149 | 539 | 146 | +37.1 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 1361 | 1533 | 2806 | 1445 | +106.2 | 931 | 672 | 1573 | 643 | +69.0 | 417 | 149 | 563 | 146 | +35.0 | | |
| Daily Mail | dailymail.co.uk | D | 4348 | 3300 | 7013 | 2665 | +61.3 | 3114 | 1856 | 4727 | 1613 | +51.8 | 1628 | 655 | 2234 | 606 | +37.2 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 5176 | 3300 | 7706 | 2530 | +48.9 | 3630 | 1856 | 5197 | 1567 | +43.2 | 1733 | 655 | 2335 | 602 | +34.7 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 2150 | 1920 | 3911 | 1760 | +81.9 | 1413 | 815 | 2178 | 765 | +54.2 | 696 | 172 | 863 | 167 | +24.0 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 2620 | 1920 | 4333 | 1712 | +65.4 | 1707 | 815 | 2463 | 756 | +44.3 | 729 | 172 | 896 | 167 | +22.9 | | |
| Daily Record | dailyrecord.co.uk | D | 483 | 208 | 666 | 183 | +37.9 | 362 | 91 | 448 | 86 | +23.8 | 178 | 22 | 200 | 21 | +12.0 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 630 | 208 | 807 | 177 | +28.1 | 477 | 91 | 560 | 83 | +17.3 | 196 | 22 | 218 | 21 | +10.8 | | |
| Daily Star | dailystar.co.uk | D | 712 | 483 | 1181 | 465 | +66.0 | 465 | 192 | 652 | 187 | +40.2 | 244 | 38 | 281 | 38 | +15.5 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 828 | 483 | 1295 | 467 | +56.5 | 527 | 192 | 713 | 186 | +35.3 | 262 | 38 | 300 | 38 | +14.4 | | |
| Sunday People | mirror.co.uk | S | 326 | 1920 | 2231 | 1905 | +583.8 | 228 | 815 | 1039 | 811 | +355.5 | 29 | 172 | 201 | 172 | +604.4 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 3963 | 1845 | 5551 | 1588 | +40.1 | 2871 | 813 | 3602 | 731 | +25.5 | 1447 | 176 | 1615 | 168 | +11.6 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 4499 | 1845 | 6069 | 1569 | +34.9 | 3234 | 813 | 3959 | 726 | +22.4 | 1514 | 176 | 1682 | 168 | +11.1 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 119 | 38 | 156 | 37 | +30.6 | 90 | 20 | 109 | 19 | +21.3 | 63 | 3 | 66 | 3 | +4.2 | | |
| The Courier - Dundee | thecourier.co.uk | D | 126 | 41 | 163 | 37 | +29.1 | 90 | 21 | 111 | 21 | +22.9 | 51 | 7 | 58 | 7 | +13.3 | | |
| London Evening Standard | standard.co.uk | D | 2196 | 909 | 2896 | 700 | +31.9 | 1435 | 408 | 1769 | 334 | +23.3 | 616 | 96 | 704 | 89 | +14.4 | | |
| Metro | metro.co.uk | D | 4778 | 1177 | 5609 | 832 | +17.4 | 3052 | 459 | 3418 | 366 | +12.0 | 1278 | 88 | 1357 | 79 | +6.2 | | |
| The Herald (Scotland) | heraldscotland.com | D | 149 | 95 | 238 | 89 | +60.0 | 72 | 38 | 110 | 38 | +52.5 | 35 | 8 | 43 | 8 | +22.9 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 200 | 95 | 288 | 89 | +44.4 | 105 | 38 | 142 | 38 | +36.1 | 36 | 8 | 44 | 8 | +22.4 | | |
| The Scotsman | scotsman.com | D | 117 | 159 | 269 | 152 | +129.2 | 65 | 68 | 132 | 66 | +100.8 | 25 | 15 | 40 | 14 | +57.0 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 153 | 159 | 303 | 151 | +98.6 | 81 | 68 | 147 | 65 | +80.6 | 27 | 15 | 41 | 14 | +53.5 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 191 | 78 | 265 | 73 | +38.4 | 97 | 39 | 134 | 38 | +39.0 | 43 | 5 | 47 | 4 | +10.0 | | |

KEY:

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

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: ABC1 Adults

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 2854 | 5179 | 7288 | 4434 | +155.3 | 1777 | 2284 | 3863 | 2086 | +117.4 | 951 | 501 | 1426 | 475 | +49.9 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 3342 | 5179 | 7670 | 4328 | +129.5 | 2043 | 2284 | 4097 | 2054 | +100.6 | 1001 | 501 | 1474 | 474 | +47.3 | | |
| The Guardian | theguardian.com | D | 3141 | 5746 | 7684 | 4543 | +144.6 | 1816 | 3376 | 4762 | 2946 | +162.2 | 751 | 1327 | 1980 | 1228 | +163.5 | | |
| The Guardian/The Observer | theguardian.com | D/S | 3537 | 5746 | 7934 | 4397 | +124.3 | 2056 | 3376 | 4951 | 2894 | +140.7 | 791 | 1327 | 2015 | 1224 | +154.8 | | |
| i | inews.co.uk | D | 1365 | 257 | 1592 | 227 | +16.7 | 776 | 120 | 891 | 114 | +14.7 | 409 | 16 | 424 | 16 | +3.8 | | |
| No Print Publication | independent.co.uk | D | 0 | 3653 | 3653 | 3653 | +1.0 | 0 | 1740 | 1740 | 1740 | +1.0 | 0 | 436 | 436 | 436 | +1.0 | | |
| The Times | thetimes.co.uk | D | 3364 | 728 | 3938 | 574 | +17.1 | 1980 | 358 | 2292 | 312 | +15.8 | 923 | 73 | 992 | 69 | +7.5 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 4574 | 728 | 5108 | 534 | +11.7 | 2780 | 358 | 3082 | 302 | +10.9 | 1071 | 73 | 1140 | 69 | +6.5 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 1413 | 2858 | 4121 | 2708 | +191.6 | 910 | 1331 | 2205 | 1295 | +142.4 | 451 | 322 | 769 | 318 | +70.6 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 1744 | 2858 | 4416 | 2672 | +153.2 | 1119 | 1331 | 2401 | 1282 | +114.5 | 477 | 322 | 795 | 318 | +66.7 | | |
| Daily Mail | dailymail.co.uk | D | 5285 | 4988 | 9238 | 3953 | +74.8 | 3678 | 2909 | 6191 | 2512 | +68.3 | 1912 | 1103 | 2928 | 1016 | +53.1 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 6280 | 4988 | 10031 | 3750 | +59.7 | 4300 | 2909 | 6742 | 2443 | +56.8 | 2016 | 1103 | 3026 | 1010 | +50.1 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 1996 | 3033 | 4796 | 2800 | +140.3 | 1264 | 1358 | 2567 | 1303 | +103.1 | 523 | 306 | 823 | 300 | +57.4 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 2380 | 3033 | 5145 | 2765 | +116.2 | 1508 | 1358 | 2800 | 1293 | +85.7 | 541 | 306 | 841 | 300 | +55.5 | | |
| Daily Record | dailyrecord.co.uk | D | 418 | 403 | 789 | 371 | +88.7 | 274 | 190 | 453 | 178 | +65.1 | 140 | 52 | 191 | 51 | +36.0 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 562 | 403 | 926 | 365 | +64.9 | 369 | 190 | 545 | 176 | +47.8 | 164 | 52 | 214 | 50 | +30.8 | | |
| Daily Star | dailystar.co.uk | D | 674 | 986 | 1635 | 960 | +142.4 | 444 | 444 | 882 | 437 | +98.5 | 216 | 105 | 321 | 105 | +48.6 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 771 | 986 | 1728 | 957 | +124.2 | 487 | 444 | 924 | 437 | +89.6 | 222 | 105 | 327 | 105 | +47.3 | | |
| Sunday People | mirror.co.uk | S | 242 | 3033 | 3261 | 3018 | +1246.9 | 149 | 1358 | 1503 | 1354 | +910.8 | 8 | 306 | 315 | 306 | +3691.9 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 3350 | 2889 | 5898 | 2548 | +76.0 | 2352 | 1319 | 3574 | 1223 | +52.0 | 1093 | 297 | 1378 | 286 | +26.2 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 3795 | 2889 | 6303 | 2508 | +66.1 | 2674 | 1319 | 3884 | 1210 | +45.2 | 1149 | 297 | 1435 | 286 | +24.9 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 144 | 87 | 227 | 83 | +57.9 | 103 | 30 | 132 | 29 | +28.0 | 59 | 5 | 64 | 5 | +8.0 | | |
| The Courier - Dundee | thecourier.co.uk | D | 138 | 94 | 225 | 87 | +62.5 | 91 | 42 | 131 | 40 | +43.8 | 51 | 11 | 62 | 11 | +20.8 | | |
| London Evening Standard | standard.co.uk | D | 3511 | 1764 | 4809 | 1298 | +37.0 | 2315 | 845 | 2998 | 683 | +29.5 | 1030 | 212 | 1225 | 195 | +18.9 | | |
| Metro | metro.co.uk | D | 6315 | 2031 | 7717 | 1402 | +22.2 | 4049 | 864 | 4730 | 681 | +16.8 | 1688 | 186 | 1855 | 167 | +9.9 | | |
| The Herald (Scotland) | heraldscotland.com | D | 232 | 275 | 498 | 266 | +114.4 | 127 | 102 | 227 | 101 | +79.5 | 69 | 20 | 89 | 20 | +28.9 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 294 | 275 | 556 | 262 | +89.0 | 163 | 102 | 263 | 100 | +61.3 | 72 | 20 | 92 | 20 | +27.4 | | |
| The Scotsman | scotsman.com | D | 205 | 364 | 542 | 337 | +164.6 | 110 | 159 | 263 | 153 | +138.4 | 45 | 37 | 81 | 36 | +80.4 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 263 | 364 | 597 | 335 | +127.4 | 138 | 159 | 291 | 152 | +110.0 | 49 | 37 | 85 | 36 | +73.3 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 334 | 126 | 452 | 118 | +35.2 | 172 | 58 | 228 | 56 | +32.3 | 72 | 8 | 80 | 8 | +11.3 | | |

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

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: C2DE Adults

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 588 | 2010 | 2506 | 1917 | +325.9 | 362 | 754 | 1097 | 735 | +203.1 | 150 | 138 | 286 | 136 | +90.9 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 695 | 2010 | 2598 | 1904 | +274.0 | 409 | 754 | 1138 | 730 | +178.6 | 154 | 138 | 290 | 136 | +88.5 | | |
| The Guardian | theguardian.com | D | 759 | 1904 | 2486 | 1727 | +227.6 | 373 | 1003 | 1319 | 946 | +253.3 | 135 | 295 | 420 | 285 | +211.2 | | |
| The Guardian/The Observer | theguardian.com | D/S | 857 | 1904 | 2568 | 1711 | +199.6 | 429 | 1003 | 1364 | 935 | +218.0 | 140 | 295 | 424 | 284 | +203.7 | | |
| i | inews.co.uk | D | 320 | 57 | 377 | 57 | +17.8 | 204 | 19 | 223 | 19 | +9.1 | 100 | 3 | 103 | 3 | +2.8 | | |
| No Print Publication | independent.co.uk | D | 0 | 1262 | 1262 | 1262 | +1.0 | 0 | 538 | 538 | 538 | +1.0 | 0 | 117 | 117 | 117 | +1.0 | | |
| The Times | thetimes.co.uk | D | 643 | 152 | 782 | 139 | +21.7 | 334 | 56 | 387 | 53 | +16.0 | 133 | 6 | 139 | 6 | +4.7 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 890 | 152 | 1028 | 138 | +15.6 | 474 | 56 | 528 | 53 | +11.2 | 155 | 6 | 161 | 6 | +4.0 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 1050 | 1157 | 2138 | 1089 | +103.7 | 726 | 500 | 1203 | 477 | +65.7 | 376 | 107 | 479 | 103 | +27.5 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 1252 | 1157 | 2332 | 1080 | +86.3 | 846 | 500 | 1320 | 473 | +55.9 | 400 | 107 | 502 | 102 | +25.6 | | |
| Daily Mail | dailymail.co.uk | D | 3108 | 2001 | 4778 | 1670 | +53.7 | 2202 | 996 | 3078 | 876 | +39.8 | 1140 | 258 | 1378 | 238 | +20.9 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 3747 | 2001 | 5333 | 1586 | +42.3 | 2592 | 996 | 3443 | 851 | +32.8 | 1219 | 258 | 1456 | 237 | +19.5 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 2899 | 1380 | 4096 | 1198 | +41.3 | 2031 | 556 | 2528 | 497 | +24.5 | 1043 | 110 | 1149 | 106 | +10.2 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 3433 | 1380 | 4597 | 1163 | +33.9 | 2384 | 556 | 2876 | 492 | +20.6 | 1095 | 110 | 1201 | 106 | +9.7 | | |
| Daily Record | dailyrecord.co.uk | D | 623 | 234 | 830 | 208 | +33.3 | 485 | 88 | 566 | 81 | +16.8 | 253 | 16 | 268 | 15 | +6.0 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 784 | 234 | 985 | 201 | +25.7 | 611 | 88 | 690 | 79 | +12.9 | 277 | 16 | 292 | 15 | +5.4 | | |
| Daily Star | dailystar.co.uk | D | 1525 | 454 | 1950 | 425 | +27.9 | 1046 | 198 | 1232 | 186 | +17.8 | 546 | 44 | 589 | 43 | +7.8 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 1729 | 454 | 2145 | 417 | +24.1 | 1166 | 198 | 1350 | 184 | +15.8 | 574 | 44 | 617 | 43 | +7.4 | | |
| Sunday People | mirror.co.uk | S | 383 | 1380 | 1752 | 1368 | +357.1 | 263 | 556 | 817 | 554 | +211.0 | 34 | 110 | 143 | 110 | +326.1 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 5756 | 1306 | 6731 | 974 | +16.9 | 4490 | 555 | 4940 | 450 | +10.0 | 2394 | 115 | 2499 | 105 | +4.4 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 6386 | 1306 | 7347 | 962 | +15.1 | 4933 | 555 | 5377 | 444 | +9.0 | 2522 | 115 | 2627 | 105 | +4.2 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 98 | 49 | 146 | 48 | +49.2 | 74 | 29 | 103 | 29 | +39.5 | 52 | 8 | 60 | 8 | +14.6 | | |
| The Courier - Dundee | thecourier.co.uk | D | 112 | 24 | 136 | 24 | +21.3 | 78 | 12 | 91 | 12 | +15.5 | 42 | 1 | 43 | 1 | +3.0 | | |
| London Evening Standard | standard.co.uk | D | 1544 | 524 | 1985 | 440 | +28.5 | 1092 | 214 | 1280 | 187 | +17.1 | 557 | 44 | 599 | 42 | +7.6 | | |
| Metro | metro.co.uk | D | 4184 | 709 | 4708 | 524 | +12.5 | 2830 | 270 | 3055 | 225 | +7.9 | 1275 | 51 | 1322 | 47 | +3.7 | | |
| The Herald (Scotland) | heraldscotland.com | D | 83 | 76 | 154 | 71 | +85.0 | 42 | 39 | 80 | 37 | +88.9 | 20 | 3 | 23 | 3 | +13.6 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 110 | 76 | 180 | 70 | +63.7 | 66 | 39 | 103 | 37 | +56.6 | 23 | 3 | 26 | 3 | +11.6 | | |
| The Scotsman | scotsman.com | D | 69 | 108 | 174 | 105 | +152.5 | 37 | 44 | 81 | 44 | +120.0 | 10 | 5 | 15 | 5 | +49.2 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 97 | 108 | 202 | 105 | +107.6 | 44 | 44 | 88 | 43 | +98.5 | 10 | 5 | 15 | 5 | +49.2 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 103 | 50 | 153 | 50 | +48.9 | 53 | 20 | 73 | 20 | +37.8 | 14 | 3 | 17 | 3 | +20.9 | | |

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

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Adults 15 - 34

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 799 | 2510 | 3069 | 2270 | +284.2 | 401 | 1025 | 1378 | 977 | +243.6 | 121 | 202 | 319 | 198 | +164.4 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 938 | 2510 | 3175 | 2237 | +238.7 | 454 | 1025 | 1418 | 964 | +212.4 | 125 | 202 | 323 | 198 | +158.7 | | |
| The Guardian | theguardian.com | D | 1438 | 2721 | 3650 | 2212 | +153.8 | 707 | 1560 | 2112 | 1405 | +198.6 | 223 | 566 | 760 | 537 | +240.5 | | |
| The Guardian/The Observer | theguardian.com | D/S | 1559 | 2721 | 3721 | 2161 | +138.6 | 767 | 1560 | 2157 | 1390 | +181.1 | 231 | 566 | 768 | 537 | +232.1 | | |
| i | inews.co.uk | D | 527 | 109 | 619 | 92 | +17.5 | 239 | 35 | 272 | 33 | +13.7 | 88 | 6 | 94 | 6 | +6.3 | | |
| No Print Publication | independent.co.uk | D | 0 | 1747 | 1747 | 1747 | +1.0 | 0 | 811 | 811 | 811 | +1.0 | 0 | 190 | 190 | 190 | +1.0 | | |
| The Times | thetimes.co.uk | D | 1174 | 220 | 1338 | 165 | +14.0 | 548 | 106 | 641 | 93 | +17.0 | 181 | 22 | 201 | 20 | +11.2 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 1508 | 220 | 1665 | 157 | +10.4 | 709 | 106 | 801 | 92 | +13.0 | 197 | 22 | 217 | 20 | +10.2 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 472 | 1128 | 1557 | 1085 | +229.7 | 261 | 503 | 755 | 494 | +189.1 | 87 | 113 | 198 | 112 | +128.8 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 569 | 1128 | 1643 | 1074 | +189.0 | 315 | 503 | 805 | 490 | +155.6 | 89 | 113 | 200 | 112 | +125.8 | | |
| Daily Mail | dailymail.co.uk | D | 1992 | 2326 | 3916 | 1924 | +96.6 | 1132 | 1251 | 2263 | 1131 | +99.9 | 334 | 391 | 713 | 379 | +113.5 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 2395 | 2326 | 4237 | 1842 | +76.9 | 1287 | 1251 | 2406 | 1119 | +87.0 | 360 | 391 | 739 | 379 | +105.1 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 1511 | 1466 | 2830 | 1319 | +87.3 | 880 | 611 | 1461 | 580 | +65.9 | 252 | 127 | 377 | 124 | +49.4 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 1811 | 1466 | 3108 | 1297 | +71.6 | 1024 | 611 | 1599 | 576 | +56.2 | 263 | 127 | 387 | 124 | +47.3 | | |
| Daily Record | dailyrecord.co.uk | D | 277 | 179 | 450 | 173 | +62.4 | 186 | 82 | 267 | 81 | +43.5 | 56 | 19 | 75 | 19 | +33.8 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 336 | 179 | 507 | 171 | +50.9 | 224 | 82 | 305 | 81 | +36.0 | 65 | 19 | 84 | 19 | +29.3 | | |
| Daily Star | dailystar.co.uk | D | 848 | 469 | 1293 | 446 | +52.6 | 501 | 209 | 703 | 202 | +40.4 | 198 | 47 | 245 | 47 | +23.7 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 978 | 469 | 1418 | 440 | +45.0 | 561 | 209 | 762 | 202 | +35.9 | 214 | 47 | 261 | 47 | +21.9 | | |
| Sunday People | mirror.co.uk | S | 94 | 1466 | 1555 | 1462 | +1558.3 | 54 | 611 | 662 | 608 | +1128.2 | 5 | 127 | 131 | 127 | +2669.9 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 3291 | 1443 | 4477 | 1186 | +36.0 | 2267 | 619 | 2825 | 558 | +24.6 | 853 | 128 | 976 | 123 | +14.5 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 3710 | 1443 | 4871 | 1161 | +31.3 | 2537 | 619 | 3087 | 550 | +21.7 | 918 | 128 | 1041 | 123 | +13.4 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 54 | 35 | 86 | 32 | +60.4 | 31 | 14 | 45 | 14 | +43.5 | 12 | 2 | 13 | 2 | +14.7 | | |
| The Courier - Dundee | thecourier.co.uk | D | 61 | 24 | 84 | 23 | +38.4 | 31 | 13 | 44 | 13 | +43.7 | 14 | 3 | 18 | 3 | +22.0 | | |
| London Evening Standard | standard.co.uk | D | 1731 | 780 | 2322 | 591 | +34.1 | 1195 | 370 | 1498 | 303 | +25.3 | 617 | 94 | 702 | 85 | +13.8 | | |
| Metro | metro.co.uk | D | 3964 | 1030 | 4632 | 668 | +16.9 | 2686 | 450 | 3026 | 339 | +12.6 | 1243 | 98 | 1330 | 87 | +7.0 | | |
| The Herald (Scotland) | heraldscotland.com | D | 89 | 78 | 164 | 75 | +84.2 | 45 | 33 | 79 | 33 | +73.6 | 18 | 5 | 23 | 5 | +26.7 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 120 | 78 | 195 | 75 | +62.6 | 66 | 33 | 99 | 33 | +50.5 | 18 | 5 | 23 | 5 | +26.7 | | |
| The Scotsman | scotsman.com | D | 51 | 147 | 193 | 142 | +278.0 | 30 | 57 | 86 | 56 | +189.8 | 7 | 12 | 18 | 11 | +160.8 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 71 | 147 | 213 | 142 | +199.6 | 36 | 57 | 92 | 56 | +154.8 | 7 | 12 | 18 | 11 | +160.8 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 109 | 66 | 174 | 65 | +59.6 | 49 | 31 | 80 | 31 | +63.0 | 4 | 2 | 6 | 2 | +51.7 | | |

KEY:

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

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Adults 35+

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 2644 | 4679 | 6725 | 4081 | +154.4 | 1738 | 2014 | 3582 | 1845 | +106.1 | 980 | 437 | 1394 | 413 | +42.1 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 3099 | 4679 | 7093 | 3994 | +128.9 | 1998 | 2014 | 3817 | 1819 | +91.1 | 1030 | 437 | 1442 | 412 | +40.0 | | |
| The Guardian | theguardian.com | D | 2462 | 4929 | 6520 | 4058 | +164.9 | 1482 | 2819 | 3969 | 2487 | +167.8 | 663 | 1055 | 1639 | 976 | +147.2 | | |
| The Guardian/The Observer | theguardian.com | D/S | 2835 | 4929 | 6782 | 3947 | +139.2 | 1718 | 2819 | 4158 | 2440 | +142.0 | 699 | 1055 | 1671 | 972 | +139.0 | | |
| i | inews.co.uk | D | 1158 | 205 | 1350 | 192 | +16.6 | 741 | 104 | 842 | 100 | +13.5 | 420 | 13 | 433 | 13 | +3.1 | | |
| No Print Publication | independent.co.uk | D | 0 | 3168 | 3168 | 3168 | +1.0 | 0 | 1467 | 1467 | 1467 | +1.0 | 0 | 364 | 364 | 364 | +1.0 | | |
| The Times | thetimes.co.uk | D | 2833 | 661 | 3382 | 549 | +19.4 | 1766 | 308 | 2038 | 272 | +15.4 | 875 | 58 | 930 | 55 | +6.3 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 3956 | 661 | 4471 | 515 | +13.0 | 2545 | 308 | 2808 | 263 | +10.3 | 1029 | 58 | 1084 | 55 | +5.4 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 1991 | 2887 | 4703 | 2712 | +136.3 | 1374 | 1328 | 2653 | 1278 | +93.0 | 740 | 316 | 1050 | 310 | +41.9 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 2427 | 2887 | 5105 | 2678 | +110.3 | 1651 | 1328 | 2916 | 1265 | +76.6 | 788 | 316 | 1097 | 309 | +39.2 | | |
| Daily Mail | dailymail.co.uk | D | 6400 | 4663 | 10100 | 3699 | +57.8 | 4749 | 2654 | 7006 | 2257 | +47.5 | 2718 | 971 | 3593 | 875 | +32.2 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 7632 | 4663 | 11127 | 3494 | +45.8 | 5605 | 2654 | 7779 | 2174 | +38.8 | 2875 | 971 | 3744 | 869 | +30.2 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 3383 | 2947 | 6062 | 2679 | +79.2 | 2414 | 1304 | 3635 | 1221 | +50.6 | 1314 | 289 | 1596 | 282 | +21.5 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 4002 | 2947 | 6633 | 2631 | +65.7 | 2868 | 1304 | 4077 | 1209 | +42.2 | 1372 | 289 | 1654 | 282 | +20.5 | | |
| Daily Record | dailyrecord.co.uk | D | 764 | 458 | 1169 | 406 | +53.1 | 573 | 196 | 752 | 179 | +31.2 | 337 | 48 | 383 | 47 | +13.9 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 1010 | 458 | 1405 | 395 | +39.1 | 755 | 196 | 930 | 174 | +23.1 | 377 | 48 | 423 | 47 | +12.4 | | |
| Daily Star | dailystar.co.uk | D | 1352 | 972 | 2291 | 940 | +69.5 | 989 | 433 | 1410 | 421 | +42.6 | 564 | 102 | 664 | 101 | +17.9 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 1521 | 972 | 2455 | 933 | +61.4 | 1093 | 433 | 1512 | 419 | +38.4 | 582 | 102 | 682 | 101 | +17.3 | | |
| Sunday People | mirror.co.uk | S | 531 | 2947 | 3457 | 2925 | +550.4 | 357 | 1304 | 1657 | 1300 | +363.7 | 37 | 289 | 326 | 289 | +778.7 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 5816 | 2751 | 8152 | 2336 | +40.2 | 4575 | 1254 | 5689 | 1114 | +24.4 | 2634 | 284 | 2902 | 268 | +10.2 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 6470 | 2751 | 8779 | 2309 | +35.7 | 5071 | 1254 | 6174 | 1103 | +21.8 | 2753 | 284 | 3020 | 268 | +9.7 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 188 | 101 | 287 | 99 | +52.7 | 146 | 45 | 190 | 44 | +30.5 | 100 | 11 | 110 | 11 | +10.7 | | |
| The Courier - Dundee | thecourier.co.uk | D | 189 | 94 | 276 | 87 | +45.9 | 139 | 41 | 178 | 39 | +27.9 | 78 | 9 | 87 | 9 | +11.1 | | |
| London Evening Standard | standard.co.uk | D | 3324 | 1508 | 4472 | 1148 | +34.5 | 2212 | 689 | 2779 | 567 | +25.6 | 970 | 163 | 1122 | 152 | +15.7 | | |
| Metro | metro.co.uk | D | 6535 | 1710 | 7793 | 1257 | +19.2 | 4193 | 684 | 4759 | 566 | +13.5 | 1720 | 138 | 1847 | 127 | +7.4 | | |
| The Herald (Scotland) | heraldscotland.com | D | 226 | 274 | 487 | 261 | +115.6 | 123 | 108 | 228 | 105 | +84.9 | 71 | 18 | 88 | 18 | +25.1 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 285 | 274 | 542 | 257 | +90.3 | 163 | 108 | 267 | 104 | +63.8 | 77 | 18 | 95 | 18 | +22.8 | | |
| The Scotsman | scotsman.com | D | 223 | 325 | 524 | 301 | +135.0 | 118 | 146 | 258 | 141 | +119.7 | 48 | 30 | 78 | 30 | +62.0 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 289 | 325 | 587 | 298 | +103.0 | 146 | 146 | 286 | 140 | +95.4 | 52 | 30 | 82 | 30 | +56.8 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 328 | 110 | 431 | 103 | +31.4 | 177 | 48 | 222 | 45 | +25.5 | 82 | 9 | 91 | 9 | +11.1 | | |

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

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 586 | 1266 | 1677 | 1091 | +186.1 | 342 | 515 | 815 | 473 | +138.1 | 136 | 102 | 233 | 97 | +71.6 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 685 | 1266 | 1755 | 1070 | +156.1 | 389 | 515 | 857 | 469 | +120.5 | 139 | 102 | 236 | 97 | +69.8 | | |
| The Guardian | theguardian.com | D | 1152 | 1537 | 2242 | 1090 | +94.7 | 641 | 891 | 1369 | 728 | +113.5 | 251 | 337 | 548 | 297 | +118.3 | | |
| The Guardian/The Observer | theguardian.com | D/S | 1283 | 1537 | 2331 | 1048 | +81.7 | 710 | 891 | 1424 | 714 | +100.5 | 260 | 337 | 557 | 296 | +113.7 | | |
| i | inews.co.uk | D | 213 | 37 | 248 | 35 | +16.4 | 85 | 13 | 97 | 12 | +14.5 | 38 | 2 | 40 | 2 | +4.5 | | |
| No Print Publication | independent.co.uk | D | 0 | 947 | 947 | 947 | +1.0 | 0 | 431 | 431 | 431 | +1.0 | 0 | 87 | 87 | 87 | +1.0 | | |
| The Times | thetimes.co.uk | D | 867 | 158 | 976 | 109 | +12.5 | 500 | 73 | 561 | 60 | +12.1 | 223 | 17 | 238 | 15 | +6.8 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 1115 | 158 | 1214 | 99 | +8.9 | 656 | 73 | 714 | 58 | +8.8 | 251 | 17 | 266 | 15 | +6.0 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 260 | 569 | 813 | 552 | +212.0 | 140 | 243 | 380 | 240 | +170.6 | 64 | 50 | 113 | 49 | +76.8 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 324 | 569 | 871 | 547 | +168.7 | 167 | 243 | 407 | 239 | +142.9 | 70 | 50 | 119 | 49 | +69.6 | | |
| Daily Mail | dailymail.co.uk | D | 1317 | 1179 | 2238 | 922 | +70.0 | 804 | 679 | 1381 | 577 | +71.7 | 338 | 258 | 570 | 233 | +68.9 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 1516 | 1179 | 2399 | 883 | +58.3 | 897 | 679 | 1467 | 569 | +63.4 | 359 | 258 | 591 | 232 | +64.4 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 814 | 683 | 1401 | 587 | +72.1 | 506 | 279 | 762 | 256 | +50.6 | 197 | 51 | 247 | 50 | +25.4 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 967 | 683 | 1543 | 576 | +59.6 | 604 | 279 | 856 | 252 | +41.7 | 209 | 51 | 259 | 50 | +23.8 | | |
| Daily Record | dailyrecord.co.uk | D | 9 | 57 | 66 | 57 | +618.6 | 6 | 24 | 30 | 24 | +400.7 | 2 | 5 | 7 | 5 | +362.1 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 20 | 57 | 77 | 57 | +281.7 | 11 | 24 | 35 | 24 | +227.9 | 2 | 5 | 7 | 5 | +362.1 | | |
| Daily Star | dailystar.co.uk | D | 252 | 216 | 458 | 206 | +81.7 | 159 | 94 | 249 | 90 | +56.7 | 77 | 23 | 100 | 23 | +30.1 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 302 | 216 | 508 | 206 | +68.1 | 190 | 94 | 280 | 90 | +47.1 | 83 | 23 | 106 | 23 | +27.9 | | |
| Sunday People | mirror.co.uk | S | 67 | 683 | 745 | 678 | +1018.4 | 36 | 279 | 315 | 279 | +773.8 | 5 | 51 | 56 | 51 | +990.3 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 1527 | 725 | 2122 | 595 | +39.0 | 1110 | 311 | 1388 | 277 | +24.9 | 463 | 64 | 525 | 62 | +13.3 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 1657 | 725 | 2244 | 587 | +35.4 | 1221 | 311 | 1493 | 272 | +22.3 | 486 | 64 | 548 | 62 | +12.7 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 0 | 16 | 16 | 16 | +1.0 | 0 | 7 | 7 | 7 | +1.0 | 0 | 1 | 1 | 1 | +1.0 | | |
| The Courier - Dundee | thecourier.co.uk | D | 0 | 7 | 7 | 7 | +1.0 | 0 | 4 | 4 | 4 | +1.0 | 0 | 1 | 1 | 1 | +1.0 | | |
| London Evening Standard | standard.co.uk | D | 3460 | 611 | 3698 | 239 | +6.9 | 2567 | 276 | 2711 | 145 | +5.6 | 1301 | 65 | 1352 | 52 | +4.0 | | |
| Metro | metro.co.uk | D | 4125 | 555 | 4325 | 200 | +4.8 | 3064 | 232 | 3183 | 119 | +3.9 | 1574 | 50 | 1612 | 38 | +2.4 | | |
| The Herald (Scotland) | heraldscotland.com | D | 7 | 31 | 38 | 31 | +463.5 | 6 | 13 | 19 | 13 | +224.8 | 1 | 2 | 3 | 2 | +177.4 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 15 | 31 | 46 | 31 | +206.5 | 9 | 13 | 22 | 13 | +149.1 | 1 | 2 | 3 | 2 | +177.4 | | |
| The Scotsman | scotsman.com | D | 10 | 42 | 52 | 42 | +437.6 | 1 | 12 | 13 | 12 | +1157.1 | 0 | 2 | 2 | 2 | +1.0 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 15 | 42 | 57 | 42 | +285.8 | 2 | 12 | 14 | 12 | +554.5 | 0 | 2 | 2 | 2 | +1.0 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 2 | 8 | 11 | 8 | +379.7 | 0 | 4 | 4 | 4 | +1.0 | 1 | 0 | 1 | 0 | +45.7 | | |

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

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Scotland

Only PC websites with comScore sample of 40+ are included

Newsbrands

| Print Title(s) | Website(s) | Frequency (Print) | Monthly | | | | | Weekly | | | | | Daily | | | | |
|--|-----------------------------------|----------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|---------------|------------|---------------------------------------|-----------------|--------------------------|
| | | | 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 % |
| Quality | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 134 | 458 | 567 | 433 | +324.1 | 88 | 199 | 280 | 192 | +219.8 | 34 | 38 | 71 | 37 | +106.6 |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 164 | 458 | 587 | 423 | +258.6 | 105 | 199 | 295 | 190 | +181.7 | 38 | 38 | 75 | 37 | +96.3 |
| The Guardian | theguardian.com | D | 231 | 506 | 662 | 431 | +186.6 | 137 | 304 | 412 | 275 | +201.6 | 50 | 115 | 159 | 109 | +218.6 |
| The Guardian/The Observer | theguardian.com | D/S | 265 | 506 | 686 | 421 | +158.8 | 162 | 304 | 433 | 271 | +166.8 | 56 | 115 | 164 | 108 | +191.8 |
| i | inews.co.uk | D | 114 | 27 | 139 | 25 | +22.2 | 70 | 12 | 82 | 12 | +17.2 | 36 | 2 | 38 | 2 | +4.6 |
| No Print Publication | independent.co.uk | D | 0 | 322 | 322 | 322 | +1.0 | 0 | 154 | 154 | 154 | +1.0 | 0 | 29 | 29 | 29 | +1.0 |
| The Times | thetimes.co.uk | D | 188 | 29 | 212 | 24 | +12.5 | 115 | 15 | 129 | 14 | +12.1 | 52 | 3 | 54 | 3 | +5.2 |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 315 | 29 | 338 | 23 | +7.3 | 204 | 15 | 217 | 13 | +6.3 | 59 | 3 | 62 | 3 | +4.5 |
| Mid-market | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 239 | 260 | 484 | 245 | +102.5 | 169 | 116 | 281 | 113 | +66.8 | 92 | 25 | 117 | 24 | +26.6 |
| Daily Express/Sunday Express | express.co.uk | D/S | 274 | 260 | 518 | 244 | +89.2 | 188 | 116 | 300 | 113 | +59.9 | 93 | 25 | 118 | 24 | +26.3 |
| Daily Mail | dailymail.co.uk | D | 417 | 461 | 838 | 421 | +100.9 | 304 | 259 | 544 | 241 | +79.3 | 173 | 89 | 258 | 86 | +49.7 |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 525 | 461 | 930 | 405 | +77.0 | 381 | 259 | 615 | 234 | +61.4 | 185 | 89 | 270 | 86 | +46.4 |
| Popular | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 162 | 264 | 415 | 253 | +156.3 | 87 | 105 | 191 | 104 | +119.5 | 43 | 20 | 62 | 19 | +45.5 |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 186 | 264 | 438 | 252 | +135.4 | 98 | 105 | 202 | 104 | +105.3 | 44 | 20 | 63 | 19 | +44.4 |
| Daily Record | dailyrecord.co.uk | D | 974 | 277 | 1193 | 219 | +22.5 | 719 | 123 | 823 | 104 | +14.5 | 372 | 36 | 406 | 34 | +9.2 |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 1245 | 277 | 1454 | 209 | +16.8 | 912 | 123 | 1012 | 100 | +11.0 | 418 | 36 | 452 | 34 | +8.1 |
| Daily Star | dailystar.co.uk | D | 182 | 82 | 262 | 81 | +44.4 | 131 | 36 | 167 | 36 | +27.7 | 85 | 8 | 93 | 8 | +8.9 |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 197 | 82 | 277 | 80 | +40.8 | 140 | 36 | 176 | 36 | +26.0 | 89 | 8 | 97 | 8 | +8.5 |
| Sunday People | mirror.co.uk | S | 21 | 264 | 284 | 263 | +1234.7 | 13 | 105 | 117 | 105 | +813.4 | 2 | 20 | 22 | 20 | +791.8 |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 924 | 348 | 1212 | 288 | +31.2 | 731 | 178 | 885 | 155 | +21.1 | 437 | 41 | 476 | 39 | +9.0 |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 1062 | 348 | 1346 | 284 | +26.8 | 810 | 178 | 963 | 153 | +18.9 | 451 | 41 | 490 | 39 | +8.7 |
| Regional | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 241 | 78 | 315 | 73 | +30.3 | 177 | 38 | 214 | 37 | +21.0 | 111 | 9 | 120 | 9 | +8.3 |
| The Courier - Dundee | thecourier.co.uk | D | 250 | 74 | 317 | 67 | +26.6 | 170 | 34 | 202 | 32 | +19.1 | 93 | 9 | 101 | 9 | +9.5 |
| London Evening Standard | standard.co.uk | D | 5 | 105 | 110 | 105 | +1928.0 | 3 | 43 | 46 | 43 | +1265.2 | 0 | 12 | 12 | 12 | +1.0 |
| Metro | metro.co.uk | D | 903 | 148 | 1011 | 108 | +11.9 | 549 | 54 | 592 | 43 | +7.7 | 192 | 10 | 202 | 10 | +5.1 |
| The Herald (Scotland) | heraldscotland.com | D | 284 | 139 | 408 | 124 | +43.6 | 155 | 66 | 217 | 63 | +40.4 | 88 | 12 | 99 | 12 | +13.3 |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 344 | 139 | 463 | 120 | +34.8 | 198 | 66 | 260 | 62 | +31.2 | 92 | 12 | 104 | 12 | +12.5 |
| The Scotsman | scotsman.com | D | 243 | 202 | 416 | 173 | +71.3 | 138 | 108 | 239 | 101 | +72.9 | 50 | 26 | 75 | 25 | +49.3 |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 301 | 202 | 471 | 170 | +56.5 | 166 | 108 | 265 | 100 | +60.4 | 52 | 26 | 77 | 25 | +47.5 |
| Yorkshire Post | yorkshirepost.co.uk | D | 0 | 2 | 2 | 2 | +423.3 | 0 | 1 | 1 | 1 | +1.0 | 0 | 0 | 0 | 0 | +1.0 |

KEY:

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

PC includes website data from PC's and laptops only

NRS Jul16-Jun17 fused with comScore Jun2017 Data are strictly embargoed until 08:59 on Thursday 21st September 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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Rest of GB

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 % | | |
| Quality | | | | | | | | | | | | | | | | | | | |
| The Daily Telegraph | telegraph.co.uk | D | 2723 | 5465 | 7550 | 4827 | +177.3 | 1709 | 2325 | 3866 | 2157 | +126.2 | 931 | 499 | 1408 | 477 | +51.3 | | |
| The Daily Telegraph/The Sunday Telegraph | telegraph.co.uk | D/S | 3188 | 5465 | 7926 | 4738 | +148.6 | 1958 | 2325 | 4083 | 2125 | +108.5 | 977 | 499 | 1454 | 476 | +48.7 | | |
| The Guardian | theguardian.com | D | 2517 | 5607 | 7266 | 4749 | +188.6 | 1412 | 3184 | 4300 | 2889 | +204.6 | 586 | 1170 | 1693 | 1107 | +189.1 | | |
| The Guardian/The Observer | theguardian.com | D/S | 2846 | 5607 | 7485 | 4639 | +163.0 | 1613 | 3184 | 4458 | 2845 | +176.3 | 614 | 1170 | 1719 | 1105 | +179.9 | | |
| i | inews.co.uk | D | 1357 | 249 | 1581 | 224 | +16.5 | 826 | 113 | 934 | 109 | +13.2 | 435 | 15 | 450 | 15 | +3.5 | | |
| No Print Publication | independent.co.uk | D | 0 | 3646 | 3646 | 3646 | +1.0 | 0 | 1693 | 1693 | 1693 | +1.0 | 0 | 437 | 437 | 437 | +1.0 | | |
| The Times | thetimes.co.uk | D | 2951 | 694 | 3532 | 581 | +19.7 | 1699 | 325 | 1990 | 291 | +17.1 | 781 | 60 | 839 | 58 | +7.4 | | |
| The Times/The Sunday Times | thetimes.co.uk | D/S | 4034 | 694 | 4584 | 551 | +13.7 | 2395 | 325 | 2679 | 284 | +11.9 | 915 | 60 | 973 | 58 | +6.3 | | |
| Mid-market | | | | | | | | | | | | | | | | | | | |
| Daily Express | express.co.uk | D | 1963 | 3186 | 4963 | 3000 | +152.8 | 1327 | 1473 | 2747 | 1420 | +107.1 | 671 | 354 | 1019 | 348 | +51.9 | | |
| Daily Express/Sunday Express | express.co.uk | D/S | 2398 | 3186 | 5359 | 2961 | +123.5 | 1610 | 1473 | 3014 | 1403 | +87.1 | 713 | 354 | 1060 | 347 | +48.6 | | |
| Daily Mail | dailymail.co.uk | D | 6659 | 5350 | 10939 | 4281 | +64.3 | 4772 | 2966 | 7343 | 2571 | +53.9 | 2542 | 1014 | 3477 | 936 | +36.8 | | |
| Daily Mail/The Mail on Sunday | dailymail.co.uk | D/S | 7986 | 5350 | 12034 | 4049 | +50.7 | 5613 | 2966 | 8104 | 2491 | +44.4 | 2691 | 1014 | 3621 | 931 | +34.6 | | |
| Popular | | | | | | | | | | | | | | | | | | | |
| Daily Mirror | mirror.co.uk | D | 3919 | 3467 | 7076 | 3158 | +80.6 | 2702 | 1531 | 4143 | 1441 | +53.3 | 1326 | 346 | 1663 | 337 | +25.4 | | |
| Daily Mirror/Sunday Mirror | mirror.co.uk | D/S | 4660 | 3467 | 7760 | 3100 | +66.5 | 3189 | 1531 | 4618 | 1429 | +44.8 | 1382 | 346 | 1719 | 337 | +24.4 | | |
| Daily Record | dailyrecord.co.uk | D | 58 | 303 | 360 | 303 | +524.1 | 34 | 131 | 165 | 131 | +383.9 | 20 | 26 | 46 | 26 | +133.4 | | |
| Daily Record/Sunday Mail (Scotland) | dailyrecord.co.uk | D/S | 81 | 303 | 381 | 300 | +371.5 | 57 | 131 | 188 | 130 | +228.1 | 22 | 26 | 48 | 26 | +119.6 | | |
| Daily Star | dailystar.co.uk | D | 1766 | 1143 | 2865 | 1099 | +62.2 | 1200 | 511 | 1697 | 497 | +41.4 | 600 | 119 | 717 | 117 | +19.5 | | |
| Daily Star/Daily Star Sunday | dailystar.co.uk | D/S | 2000 | 1143 | 3088 | 1087 | +54.4 | 1323 | 511 | 1818 | 495 | +37.4 | 624 | 119 | 741 | 117 | +18.7 | | |
| Sunday People | mirror.co.uk | S | 537 | 3467 | 3983 | 3446 | +641.2 | 362 | 1531 | 1887 | 1525 | +420.7 | 34 | 346 | 380 | 346 | +1007.8 | | |
| The Sun | thesun.co.uk/thescottishsun.co.uk | D | 6655 | 3122 | 9294 | 2639 | +39.7 | 5001 | 1384 | 6242 | 1241 | +24.8 | 2586 | 307 | 2876 | 290 | +11.2 | | |
| The Sun/The Sun on Sunday | thesun.co.uk/thescottishsun.co.uk | D/S | 7461 | 3122 | 10060 | 2598 | +34.8 | 5578 | 1384 | 6805 | 1228 | +22.0 | 2734 | 307 | 3024 | 290 | +10.6 | | |
| Regional | | | | | | | | | | | | | | | | | | | |
| The Press and Journal | pressandjournal.co.uk | D | 0 | 42 | 42 | 42 | +1.0 | 0 | 14 | 14 | 14 | +1.0 | 0 | 2 | 2 | 2 | +1.0 | | |
| The Courier - Dundee | thecourier.co.uk | D | 0 | 37 | 37 | 37 | +1.0 | 0 | 16 | 16 | 16 | +1.0 | 0 | 2 | 2 | 2 | +1.0 | | |
| London Evening Standard | standard.co.uk | D | 1590 | 1571 | 2986 | 1395 | +87.8 | 838 | 740 | 1520 | 682 | +81.4 | 287 | 180 | 460 | 173 | +60.5 | | |
| Metro | metro.co.uk | D | 5471 | 2037 | 7089 | 1618 | +29.6 | 3266 | 847 | 4010 | 744 | +22.8 | 1197 | 176 | 1363 | 166 | +13.8 | | |
| The Herald (Scotland) | heraldscotland.com | D | 24 | 181 | 206 | 181 | +745.9 | 8 | 62 | 70 | 62 | +767.5 | 0 | 9 | 9 | 9 | +1.0 | | |
| The Herald (Scotland)/Sunday Herald (Scotland) | heraldscotland.com | D/S | 46 | 181 | 227 | 181 | +395.8 | 22 | 62 | 84 | 62 | +286.1 | 2 | 9 | 11 | 9 | +438.8 | | |
| The Scotsman | scotsman.com | D | 21 | 227 | 248 | 227 | +1069.4 | 8 | 84 | 91 | 84 | +1102.5 | 5 | 14 | 19 | 14 | +303.8 | | |
| The Scotsman/Scotland on Sunday | scotsman.com | D/S | 44 | 227 | 271 | 227 | +514.0 | 15 | 84 | 99 | 84 | +560.2 | 7 | 14 | 22 | 14 | +199.5 | | |
| Yorkshire Post | yorkshirepost.co.uk | D | 434 | 166 | 592 | 158 | +36.3 | 226 | 73 | 296 | 71 | +31.4 | 85 | 11 | 95 | 11 | +12.5 | | |

KEY:

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

PC includes website data from PC's and laptops only