

Base: GB Adults 15+

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				
Quality																				
The Daily Telegraph	telegraph.co.uk	D	4018	9052	11808	7790	+193.9	2514	4480	6571	4057	+161.3	1237	1166	2330	1093	+88.3			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4780	9052	12361	7581	+158.6	2874	4480	6880	4006	+139.4	1306	1166	2395	1089	+83.4			
The Guardian	theguardian.com	D	3796	9981	12098	8302	+218.7	2098	5437	6919	4821	+229.8	744	1729	2363	1619	+217.6			
The Guardian/The Observer	theguardian.com	D/S	4343	9981	12481	8138	+187.4	2396	5437	7157	4760	+198.6	802	1729	2411	1609	+200.5			
The Independent/i	independent.co.uk	D/D	3790	5390	8373	4583	+120.9	2129	2540	4438	2310	+108.5	809	626	1408	598	+73.9			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	4181	5390	8680	4498	+107.6	2275	2540	4573	2297	+101.0	837	626	1435	598	+71.5			
The Times	thetimes.co.uk	D	4296	268	4505	209	+4.9	2476	106	2568	92	+3.7	1047	16	1062	15	+1.4			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	6280	393	6559	278	+4.4	3666	148	3786	120	+3.3	1238	23	1259	21	+1.7			
Mid-market																				
Daily Express	express.co.uk	D	3103	2164	5083	1980	+63.8	2036	801	2794	758	+37.2	1079	128	1204	126	+11.7			
Daily Express/Sunday Express	express.co.uk	D/S	3759	2164	5702	1943	+51.7	2416	801	3164	749	+31.0	1135	128	1261	125	+11.0			
Daily Mail	dailymail.co.uk	D	10770	11002	18841	8070	+74.9	7534	6401	12697	5163	+68.5	3833	2353	5895	2062	+53.8			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	13114	11002	20661	7547	+57.5	8923	6401	13885	4962	+55.6	4097	2353	6141	2045	+49.9			
Popular																				
Daily Mirror	mirror.co.uk	D	6888	5536	11690	4802	+69.7	4669	2837	7250	2581	+55.3	2251	799	3015	764	+33.9			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	8110	5536	12797	4687	+57.8	5490	2837	8034	2544	+46.3	2411	799	3172	761	+31.6			
Daily Record	dailyrecord.co.uk	D	1472	1009	2370	898	+61.0	1195	473	1619	425	+35.5	679	121	793	115	+16.9			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1826	1009	2706	880	+48.2	1453	473	1871	418	+28.8	732	121	846	114	+15.6			
Daily Star	dailystar.co.uk	D	3002	1175	4099	1097	+36.5	2061	462	2504	443	+21.5	978	89	1067	88	+9.0			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	3444	1175	4524	1080	+31.4	2267	462	2708	442	+19.5	1017	89	1105	88	+8.7			
Sunday People	mirror.co.uk	S	1104	5536	6556	5452	+493.7	701	2837	3518	2817	+401.7	102	799	901	799	+782.6			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	12891	867	13556	665	+5.2	10041	319	10295	253	+2.5	5421	60	5477	55	+1.0			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	14130	867	14778	648	+4.6	10917	319	11168	251	+2.3	5656	60	5710	54	+1.0			
Regional																				
The Courier - Dundee	thecourier.co.uk	D	310	220	517	207	+66.7	232	95	324	91	+39.3	134	16	150	16	+12.0			
The Press and Journal	pressandjournal.co.uk	D	299	197	482	183	+61.4	254	87	334	80	+31.4	145	10	155	10	+6.9			
London Evening Standard	standard.co.uk	D	4760	1525	5945	1186	+24.9	3486	678	4044	558	+16.0	1673	162	1815	142	+8.5			
Metro	metro.co.uk	D	10078	3240	12371	2292	+22.7	7168	1271	8158	990	+13.8	3251	260	3486	234	+7.2			
The Herald (Scotland)	heraldscotland.com	D	369	720	1052	682	+184.7	228	320	535	308	+135.3	91	72	161	70	+77.0			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	445	720	1116	671	+150.7	264	320	569	305	+115.5	98	72	168	70	+71.1			
The Scotsman	scotsman.com	D	349	874	1168	819	+234.6	186	418	592	406	+218.6	99	116	213	114	+115.9			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	463	874	1268	805	+174.0	237	418	640	403	+169.9	102	116	216	114	+112.0			
Yorkshire Post	yorkshirepost.co.uk	D	567	173	725	158	+27.8	306	72	376	70	+22.9	105	11	116	11	+10.3			

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

Base: Men

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			
Quality																				
The Daily Telegraph	telegraph.co.uk	D	2179	5124	6522	4342	+199.3	1333	2629	3705	2372	+178.0	647	718	1317	670	+103.6			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2591	5124	6809	4218	+162.8	1535	2629	3877	2343	+152.7	682	718	1351	669	+98.1			
The Guardian	theguardian.com	D	2086	5504	6587	4501	+215.8	1176	3073	3862	2686	+228.5	416	1037	1383	968	+232.8			
The Guardian/The Observer	theguardian.com	D/S	2380	5504	6782	4402	+184.9	1332	3073	3975	2643	+198.5	452	1037	1410	959	+212.3			
The Independent/i	independent.co.uk	D/D	2251	3102	4810	2559	+113.7	1282	1495	2626	1344	+104.8	475	378	833	359	+75.6			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2446	3102	4963	2517	+102.9	1360	1495	2698	1337	+98.3	495	378	854	358	+72.3			
The Times	thetimes.co.uk	D	2412	145	2524	112	+4.6	1400	55	1448	47	+3.4	580	11	590	10	+1.7			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	3435	213	3583	148	+4.3	2007	80	2070	63	+3.2	679	15	692	13	+1.9			
Mid-market																				
Daily Express	express.co.uk	D	1652	1308	2833	1181	+71.4	1060	517	1547	487	+46.0	564	80	643	79	+14.0			
Daily Express/Sunday Express	express.co.uk	D/S	1976	1308	3136	1160	+58.7	1276	517	1756	480	+37.6	585	80	663	79	+13.4			
Daily Mail	dailymail.co.uk	D	5274	5671	9423	4149	+78.7	3703	3262	6325	2622	+70.8	1842	1158	2845	1003	+54.5			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6380	5671	10292	3912	+61.3	4390	3262	6912	2523	+57.5	1968	1158	2964	997	+50.7			
Popular																				
Daily Mirror	mirror.co.uk	D	3683	2959	6227	2545	+69.1	2538	1530	3921	1383	+54.5	1224	436	1639	415	+33.9			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4293	2959	6776	2483	+57.8	2923	1530	4290	1367	+46.8	1304	436	1719	415	+31.8			
Daily Record	dailyrecord.co.uk	D	793	607	1326	533	+67.3	646	288	901	255	+39.6	369	79	445	76	+20.6			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	941	607	1463	522	+55.4	761	288	1013	251	+33.0	399	79	475	75	+18.9			
Daily Star	dailystar.co.uk	D	1966	793	2699	734	+37.3	1375	311	1672	296	+21.5	649	61	710	61	+9.4			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2208	793	2929	721	+32.6	1502	311	1797	295	+19.6	669	61	729	61	+9.1			
Sunday People	mirror.co.uk	S	601	2959	3510	2909	+483.9	350	1530	1869	1519	+433.6	45	436	481	436	+968.5			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	7347	476	7696	349	+4.8	5760	179	5897	137	+2.4	3186	34	3216	30	+0.9			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	7922	476	8259	337	+4.3	6188	179	6324	136	+2.2	3317	34	3347	30	+0.9			
Regional																				
The Courier - Dundee	thecourier.co.uk	D	163	148	305	142	+87.2	121	64	183	63	+52.1	69	12	80	11	+16.8			
The Press and Journal	pressandjournal.co.uk	D	150	121	262	112	+74.6	128	52	176	48	+37.6	69	8	77	8	+11.0			
London Evening Standard	standard.co.uk	D	2754	894	3446	693	+25.2	2044	381	2353	309	+15.1	1031	89	1108	77	+7.5			
Metro	metro.co.uk	D	5577	1816	6804	1228	+22.0	4054	741	4608	555	+13.7	1925	163	2070	144	+7.5			
The Herald (Scotland)	heraldscotland.com	D	194	435	604	409	+210.4	110	185	286	176	+160.2	46	46	91	45	+97.2			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	242	435	642	400	+165.3	131	185	305	174	+132.6	51	46	96	45	+87.9			
The Scotsman	scotsman.com	D	185	535	683	498	+269.0	105	255	351	247	+235.2	58	69	126	68	+117.2			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	245	535	734	489	+199.4	133	255	377	244	+183.9	60	69	128	68	+113.3			
Yorkshire Post	yorkshirepost.co.uk	D	328	126	441	113	+34.4	165	48	212	47	+28.3	67	10	76	9	+13.9			

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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

Base: Women

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 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Print 000s		PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Print 000s	PC 000s		Net Print + PC Total (Net) 000s	PC Only 000s	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	
Quality																				
The Daily Telegraph	telegraph.co.uk	D	1839	3928	5287	3448	+187.5	1182	1851	2866	1684	+142.5	590	448	1013	422	+71.6			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2189	3928	5552	3362	+153.6	1340	1851	3002	1663	+124.1	624	448	1045	420	+67.3			
The Guardian	theguardian.com	D	1711	4477	5512	3801	+222.2	922	2364	3057	2135	+231.5	328	692	980	651	+198.3			
The Guardian/The Observer	theguardian.com	D/S	1962	4477	5698	3736	+190.4	1065	2364	3182	2117	+198.8	351	692	1001	650	+185.4			
The Independent/i	independent.co.uk	D/D	1539	2288	3563	2024	+131.6	846	1046	1812	966	+114.1	335	248	574	240	+71.7			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1735	2288	3717	1982	+114.2	915	1046	1875	960	+104.9	342	248	581	240	+70.2			
The Times	thetimes.co.uk	D	1885	123	1982	97	+5.1	1076	51	1121	45	+4.2	467	5	472	5	+1.0			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	2845	180	2976	131	+4.6	1659	68	1715	57	+3.4	560	8	567	7	+1.3			
Mid-market																				
Daily Express	express.co.uk	D	1450	855	2250	800	+55.1	977	284	1247	270	+27.7	514	48	561	47	+9.1			
Daily Express/Sunday Express	express.co.uk	D/S	1782	855	2566	784	+44.0	1139	284	1408	269	+23.6	551	48	598	47	+8.5			
Daily Mail	dailymail.co.uk	D	5497	5331	9417	3921	+71.3	3831	3140	6372	2540	+66.3	1991	1196	3050	1059	+53.2			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6734	5331	10369	3635	+54.0	4534	3140	6973	2439	+53.8	2129	1196	3177	1048	+49.2			
Popular																				
Daily Mirror	mirror.co.uk	D	3206	2577	5463	2258	+70.4	2130	1307	3328	1198	+56.2	1027	363	1376	349	+33.9			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3818	2577	6021	2204	+57.7	2567	1307	3744	1178	+45.9	1108	363	1454	346	+31.3			
Daily Record	dailyrecord.co.uk	D	679	401	1044	365	+53.7	549	185	718	169	+30.8	310	42	348	39	+12.5			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	884	401	1243	358	+40.5	691	185	858	167	+24.1	333	42	371	39	+11.6			
Daily Star	dailystar.co.uk	D	1037	381	1400	363	+35.0	686	151	832	147	+21.4	329	27	356	27	+8.3			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1235	381	1594	359	+29.1	765	151	911	147	+19.2	348	27	376	27	+7.8			
Sunday People	mirror.co.uk	S	503	2577	3046	2543	+505.4	351	1307	1649	1298	+369.9	57	363	420	363	+636.0			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5544	392	5860	316	+5.7	4282	140	4398	116	+2.7	2236	27	2261	25	+1.1			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6209	392	6519	310	+5.0	4729	140	4844	115	+2.4	2339	27	2363	24	+1.0			
Regional																				
The Courier - Dundee	thecourier.co.uk	D	147	72	212	65	+44.0	112	30	140	29	+25.6	65	5	70	5	+7.0			
The Press and Journal	pressandjournal.co.uk	D	149	76	220	72	+48.1	127	35	159	32	+25.2	76	2	78	2	+3.2			
London Evening Standard	standard.co.uk	D	2006	632	2499	493	+24.6	1442	297	1691	248	+17.2	641	73	706	65	+10.1			
Metro	metro.co.uk	D	4502	1424	5566	1064	+23.6	3115	530	3550	435	+14.0	1326	97	1416	90	+6.8			
The Herald (Scotland)	heraldscotland.com	D	175	285	448	273	+156.1	118	136	250	132	+112.0	45	25	70	25	+56.1			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	203	285	474	271	+133.2	133	136	264	131	+98.6	47	25	72	25	+53.0			
The Scotsman	scotsman.com	D	164	339	485	321	+195.7	81	163	240	159	+197.0	40	47	86	46	+114.1			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	218	339	534	317	+145.4	104	163	263	159	+152.0	42	47	88	46	+110.1			
Yorkshire Post	yorkshirepost.co.uk	D	240	48	284	45	+18.7	140	24	164	23	+16.5	38	2	40	2	+4.1			

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

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 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	PC 000s		Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	PC 000s		Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	PC 000s	
Quality																				
The Daily Telegraph	telegraph.co.uk	D	3381	6622	8876	5495	+162.5	2130	3417	5161	3031	+142.3	1066	930	1932	866	+81.3			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4012	6622	9314	5302	+132.2	2435	3417	5416	2981	+122.4	1127	930	1990	863	+76.5			
The Guardian	theguardian.com	D	3114	7527	9162	6048	+194.3	1784	4284	5510	3726	+208.9	671	1450	2015	1345	+200.5			
The Guardian/The Observer	theguardian.com	D/S	3525	7527	9430	5904	+167.5	2002	4284	5672	3669	+183.2	715	1450	2052	1337	+186.9			
The Independent/i	independent.co.uk	D/D	2953	3957	6224	3271	+110.8	1637	1941	3375	1738	+106.2	616	499	1092	476	+77.2			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3246	3957	6447	3201	+98.6	1741	1941	3470	1729	+99.3	639	499	1114	475	+74.4			
The Times	thetimes.co.uk	D	3624	215	3786	163	+4.5	2096	91	2174	78	+3.7	907	14	920	12	+1.4			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	5219	327	5440	220	+4.2	3079	129	3180	101	+3.3	1073	21	1091	18	+1.7			
Mid-market																				
Daily Express	express.co.uk	D	1849	1592	3305	1456	+78.8	1131	561	1667	536	+47.4	563	99	661	98	+17.4			
Daily Express/Sunday Express	express.co.uk	D/S	2249	1592	3678	1429	+63.5	1391	561	1919	528	+38.0	597	99	695	98	+16.4			
Daily Mail	dailymail.co.uk	D	6896	7760	12484	5588	+81.0	4820	4581	8478	3657	+75.9	2465	1701	3944	1479	+60.0			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	8208	7760	13416	5208	+63.4	5648	4581	9146	3498	+61.9	2630	1701	4097	1466	+55.8			
Popular																				
Daily Mirror	mirror.co.uk	D	2957	3794	6306	3349	+113.3	1853	1971	3666	1813	+97.8	760	562	1302	541	+71.2			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3465	3794	6762	3297	+95.2	2173	1971	3968	1795	+82.6	813	562	1351	539	+66.3			
Daily Record	dailyrecord.co.uk	D	609	698	1246	637	+104.7	459	328	759	300	+65.3	210	91	298	88	+41.7			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	778	698	1401	622	+80.0	576	328	871	294	+51.0	235	91	322	87	+37.1			
Daily Star	dailystar.co.uk	D	989	800	1742	753	+76.1	609	319	917	307	+50.5	238	64	302	64	+26.8			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1156	800	1903	747	+64.6	673	319	980	307	+45.6	250	64	313	64	+25.4			
Sunday People	mirror.co.uk	S	404	3794	4150	3746	+927.4	244	1971	2205	1962	+804.3	43	562	605	562	+1309.6			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	4864	593	5341	477	+9.8	3484	214	3667	183	+5.2	1703	39	1740	37	+2.2			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	5405	593	5869	465	+8.6	3863	214	4043	181	+4.7	1797	39	1833	36	+2.0			
Regional																				
The Courier - Dundee	thecourier.co.uk	D	155	152	299	145	+93.6	119	64	181	62	+51.6	63	12	75	12	+18.9			
The Press and Journal	pressandjournal.co.uk	D	175	143	308	133	+75.9	147	64	206	59	+40.2	82	9	91	9	+10.8			
London Evening Standard	standard.co.uk	D	3381	1186	4280	899	+26.6	2432	558	2890	458	+18.8	1102	139	1224	122	+11.0			
Metro	metro.co.uk	D	6063	2360	7688	1625	+26.8	4178	956	4912	734	+17.6	1825	203	2007	182	+10.0			
The Herald (Scotland)	heraldscotland.com	D	289	545	802	513	+177.9	172	246	408	235	+136.8	76	54	129	53	+69.5			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	346	545	849	503	+145.2	197	246	430	233	+117.9	80	54	133	53	+66.1			
The Scotsman	scotsman.com	D	283	655	892	609	+215.6	159	314	461	303	+191.0	78	87	164	86	+109.5			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	370	655	968	598	+161.7	199	314	499	300	+150.5	82	87	167	86	+104.9			
Yorkshire Post	yorkshirepost.co.uk	D	382	149	516	134	+34.9	210	64	272	61	+29.2	77	10	87	10	+12.8			

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

Base: C2DE Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Weekly					Daily				
			Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC
			000s	000s	000s	000s	%	000s	000s	000s	000s	%	000s	000s	000s	000s	%
Quality																	
The Daily Telegraph	telegraph.co.uk	D	637	2430	2932	2295	+360.3	384	1063	1410	1026	+266.9	171	236	398	226	+132.0
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	768	2430	3046	2278	+296.6	439	1063	1463	1025	+233.4	179	236	405	226	+126.4
The Guardian	theguardian.com	D	683	2454	2936	2254	+330.1	314	1154	1410	1095	+348.5	73	279	348	274	+373.1
The Guardian/The Observer	theguardian.com	D/S	817	2454	3051	2234	+273.4	394	1154	1485	1091	+277.0	87	279	359	272	+312.6
The Independent/i	independent.co.uk	D/D	837	1434	2150	1313	+156.9	492	600	1064	572	+116.3	193	127	316	123	+63.6
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	935	1434	2233	1298	+138.8	535	600	1103	568	+106.3	198	127	321	123	+62.0
The Times	thetimes.co.uk	D	673	53	719	46	+6.9	380	14	395	14	+3.8	140	2	142	2	+1.5
The Times/The Sunday Times	thetimes.co.uk/thetimes.co.uk	D/S	1061	66	1119	58	+5.4	587	20	606	19	+3.2	165	3	168	3	+1.6
Mid-market																	
Daily Express	express.co.uk	D	1254	572	1778	524	+41.8	905	240	1127	222	+24.5	516	29	543	28	+5.3
Daily Express/Sunday Express	express.co.uk	D/S	1510	572	2024	514	+34.1	1024	240	1245	221	+21.6	538	29	566	27	+5.1
Daily Mail	dailymail.co.uk	D	3874	3242	6356	2482	+64.1	2714	1820	4219	1505	+55.5	1368	652	1951	583	+42.6
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4906	3242	7245	2339	+47.7	3275	1820	4739	1464	+44.7	1467	652	2045	578	+39.4
Popular																	
Daily Mirror	mirror.co.uk	D	3931	1742	5384	1453	+37.0	2816	866	3584	768	+27.3	1491	237	1713	222	+14.9
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4646	1742	6035	1389	+29.9	3316	866	4066	750	+22.6	1599	237	1821	222	+13.9
Daily Record	dailyrecord.co.uk	D	863	311	1124	261	+30.2	736	145	861	125	+17.0	468	30	495	27	+5.7
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1047	311	1305	258	+24.6	876	145	1000	124	+14.1	498	30	524	27	+5.4
Daily Star	dailystar.co.uk	D	2013	375	2357	344	+17.1	1452	143	1587	135	+9.3	740	25	765	24	+3.3
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2287	375	2621	334	+14.6	1593	143	1728	135	+8.5	767	25	791	24	+3.2
Sunday People	mirror.co.uk	S	700	1742	2406	1706	+243.5	457	866	1313	856	+187.1	59	237	296	237	+400.0
The Sun	thesun.co.uk/thescottishsun.co.uk	D	8027	275	8215	188	+2.3	6557	105	6628	71	+1.1	3719	21	3737	18	+0.5
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	8725	275	8908	183	+2.1	7054	105	7124	70	+1.0	3859	21	3878	18	+0.5
Regional																	
The Courier - Dundee	thecourier.co.uk	D	156	68	218	62	+40.0	113	31	143	30	+26.4	71	4	75	4	+5.8
The Press and Journal	pressandjournal.co.uk	D	124	54	174	51	+41.0	108	23	129	21	+19.5	64	1	65	1	+1.9
London Evening Standard	standard.co.uk	D	1379	339	1666	286	+20.8	1055	120	1154	100	+9.5	570	23	591	21	+3.6
Metro	metro.co.uk	D	4015	880	4682	667	+16.6	2990	316	3247	256	+8.6	1426	57	1479	52	+3.7
The Herald (Scotland)	heraldscotland.com	D	81	175	250	169	+209.0	55	74	128	72	+130.4	15	17	32	17	+115.2
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	99	175	267	168	+169.8	67	74	139	72	+108.5	18	17	36	17	+92.8
The Scotsman	scotsman.com	D	66	219	276	210	+315.3	27	104	130	103	+378.8	20	30	49	29	+140.5
The Scotsman/Scotland on Sunday	scotsman.com	D/S	93	219	300	207	+222.9	38	104	141	103	+272.2	20	30	49	29	+140.5
Yorkshire Post	yorkshirepost.co.uk	D	185	24	209	24	+13.0	95	8	104	8	+8.9	28	1	29	1	+3.6

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

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	966	3246	3873	2907	+300.8	444	1555	1909	1464	+329.6	128	384	500	372	+290.4		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	1145	3246	3996	2851	+249.1	523	1555	1977	1453	+277.6	138	384	509	371	+269.4		
The Guardian	theguardian.com	D	1497	3924	4696	3199	+213.7	723	2145	2628	1905	+263.3	187	676	836	649	+347.1		
The Guardian/The Observer	theguardian.com	D/S	1649	3924	4806	3157	+191.5	797	2145	2687	1890	+237.0	198	676	845	647	+326.3		
The Independent/i	independent.co.uk	D/D	1238	2160	3070	1832	+147.9	647	1019	1572	924	+142.9	186	247	426	240	+128.9		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1372	2160	3166	1793	+130.7	688	1019	1607	919	+133.5	194	247	433	239	+123.6		
The Times	thetimes.co.uk	D	1419	105	1508	89	+6.2	693	32	721	29	+4.2	197	5	201	5	+2.4		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1987	151	2102	115	+5.8	957	46	997	40	+4.2	219	7	226	7	+3.2		
Mid-market																			
Daily Express	express.co.uk	D	612	694	1261	649	+106.1	334	227	554	220	+65.9	118	38	155	37	+31.8		
Daily Express/Sunday Express	express.co.uk	D/S	760	694	1400	641	+84.4	389	227	608	219	+56.3	122	38	160	37	+30.6		
Daily Mail	dailymail.co.uk	D	2754	4171	5982	3228	+117.2	1606	2329	3574	1968	+122.5	480	758	1167	687	+143.0		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	3383	4171	6454	3071	+90.8	1874	2329	3806	1931	+103.0	522	758	1207	685	+131.2		
Popular																			
Daily Mirror	mirror.co.uk	D	2277	2159	4140	1863	+81.8	1389	1097	2380	991	+71.3	434	304	726	292	+67.2		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2666	2159	4470	1803	+67.6	1615	1097	2591	976	+60.4	456	304	748	292	+64.0		
Daily Record	dailyrecord.co.uk	D	402	376	732	330	+82.2	321	171	475	154	+47.8	127	42	166	39	+30.8		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	491	376	816	325	+66.1	374	171	525	151	+40.5	137	42	176	39	+28.4		
Daily Star	dailystar.co.uk	D	1141	525	1626	486	+42.6	709	196	893	184	+26.0	246	37	284	37	+15.1		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1377	525	1855	478	+34.7	811	196	995	184	+22.7	251	37	289	37	+14.8		
Sunday People	mirror.co.uk	S	123	2159	2270	2147	+1744.6	46	1097	1141	1095	+2365.4	5	304	310	304	+5759.3		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	4994	319	5233	239	+4.8	3622	108	3707	85	+2.3	1523	19	1540	17	+1.1		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	5502	319	5729	228	+4.1	3930	108	4014	84	+2.1	1616	19	1632	16	+1.0		
Regional																			
The Courier - Dundee	thecourier.co.uk	D	72	44	114	42	+57.3	49	19	68	19	+37.9	20	2	22	2	+12.5		
The Press and Journal	pressandjournal.co.uk	D	57	49	106	49	+85.5	45	20	65	20	+44.6	20	5	25	5	+25.6		
London Evening Standard	standard.co.uk	D	1986	564	2401	416	+20.9	1562	232	1738	176	+11.2	816	48	857	41	+5.0		
Metro	metro.co.uk	D	4576	1263	5386	809	+17.7	3392	490	3746	355	+10.5	1646	93	1726	80	+4.9		
The Herald (Scotland)	heraldscotland.com	D	95	195	280	185	+196.2	49	96	143	94	+189.7	10	16	26	16	+173.4		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	114	195	296	182	+158.7	61	96	154	93	+152.2	11	16	27	16	+149.8		
The Scotsman	scotsman.com	D	78	271	337	258	+330.2	39	113	150	111	+283.1	18	24	42	23	+128.6		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	99	271	356	257	+261.1	48	113	158	111	+231.7	18	24	42	23	+128.6		
Yorkshire Post	yorkshirepost.co.uk	D	134	42	168	34	+25.6	63	18	81	18	+28.0	27	3	30	3	+10.2		

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

Base: Adults 35+

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			
Quality																				
The Daily Telegraph	telegraph.co.uk	D	3052	5806	7935	4884	+160.0	2070	2926	4662	2592	+125.2	1109	782	1830	721	+65.0			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3635	5806	8365	4729	+130.1	2351	2926	4903	2552	+108.6	1168	782	1886	718	+61.4			
The Guardian	theguardian.com	D	2299	6057	7402	5103	+222.0	1374	3293	4291	2916	+212.2	557	1053	1527	970	+174.1			
The Guardian/The Observer	theguardian.com	D/S	2694	6057	7674	4981	+184.9	1599	3293	4469	2870	+179.5	604	1053	1566	962	+159.3			
The Independent/i	independent.co.uk	D/D	2552	3230	5303	2752	+107.8	1482	1521	2867	1385	+93.5	623	379	982	359	+57.6			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2809	3230	5514	2705	+96.3	1587	1521	2966	1378	+86.9	643	379	1002	359	+55.7			
The Times	thetimes.co.uk	D	2877	163	2997	120	+4.2	1784	74	1847	63	+3.6	851	12	860	10	+1.2			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	4293	242	4456	163	+3.8	2709	103	2789	80	+3.0	1019	16	1033	14	+1.3			
Mid-market																				
Daily Express	express.co.uk	D	2491	1469	3822	1331	+53.4	1703	574	2240	538	+31.6	961	90	1049	88	+9.2			
Daily Express/Sunday Express	express.co.uk	D/S	2999	1469	4302	1303	+43.4	2026	574	2556	530	+26.1	1013	90	1101	88	+8.7			
Daily Mail	dailymail.co.uk	D	8016	6831	12859	4842	+60.4	5928	4072	9123	3195	+53.9	3353	1596	4729	1375	+41.0			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9731	6831	14206	4476	+46.0	7049	4072	10079	3030	+43.0	3575	1596	4934	1359	+38.0			
Popular																				
Daily Mirror	mirror.co.uk	D	4611	3377	7550	2939	+63.7	3280	1740	4869	1590	+48.5	1817	495	2289	472	+26.0			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5444	3377	8327	2883	+53.0	3875	1740	5443	1568	+40.5	1955	495	2424	469	+24.0			
Daily Record	dailyrecord.co.uk	D	1070	633	1638	568	+53.1	874	301	1145	271	+31.0	551	79	627	75	+13.7			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1334	633	1890	555	+41.6	1079	301	1346	267	+24.7	595	79	670	75	+12.6			
Daily Star	dailystar.co.uk	D	1862	650	2473	611	+32.8	1352	266	1611	258	+19.1	732	52	783	51	+7.0			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2067	650	2668	602	+29.1	1456	266	1714	258	+17.7	765	52	816	51	+6.6			
Sunday People	mirror.co.uk	S	981	3377	4286	3305	+336.8	655	1740	2377	1722	+263.0	97	495	591	495	+511.0			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	7897	548	8323	426	+5.4	6419	211	6588	169	+2.6	3898	42	3936	38	+1.0			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	8628	548	9048	420	+4.9	6987	211	7154	167	+2.4	4040	42	4078	38	+0.9			
Regional																				
The Courier - Dundee	thecourier.co.uk	D	238	176	403	165	+69.6	183	76	255	73	+39.7	114	14	128	14	+11.9			
The Press and Journal	pressandjournal.co.uk	D	242	148	376	135	+55.7	209	66	269	60	+28.6	125	5	130	5	+3.9			
London Evening Standard	standard.co.uk	D	2774	961	3544	770	+27.8	1924	446	2306	382	+19.9	856	114	957	101	+11.8			
Metro	metro.co.uk	D	5502	1977	6985	1483	+27.0	3777	781	4412	635	+16.8	1605	168	1760	154	+9.6			
The Herald (Scotland)	heraldscotland.com	D	275	524	772	497	+180.7	178	225	392	214	+120.1	81	55	135	54	+65.8			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	331	524	820	489	+147.9	203	225	416	212	+104.5	87	55	141	53	+61.2			
The Scotsman	scotsman.com	D	271	603	832	561	+207.0	147	305	442	295	+201.4	80	92	171	91	+113.0			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	364	603	912	548	+150.5	189	305	482	292	+154.3	84	92	174	91	+108.4			
Yorkshire Post	yorkshirepost.co.uk	D	433	131	557	123	+28.5	242	54	294	52	+21.5	78	8	86	8	+10.4			

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

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	593	1536	1900	1308	+220.7	336	782	1045	709	+211.4	116	200	303	187	+161.5		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	687	1536	1968	1281	+186.6	371	782	1074	704	+189.7	124	200	310	186	+150.2		
The Guardian	theguardian.com	D	1030	1863	2398	1368	+132.9	530	1030	1408	878	+165.6	191	362	523	332	+174.1		
The Guardian/The Observer	theguardian.com	D/S	1133	1863	2460	1327	+117.1	596	1030	1455	860	+144.3	204	362	535	331	+162.5		
The Independent/i	independent.co.uk	D/D	676	987	1468	793	+117.3	341	467	757	416	+122.0	73	112	184	111	+151.4		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	794	987	1567	773	+97.4	383	467	795	412	+107.7	87	112	197	111	+127.3		
The Times	thetimes.co.uk	D	931	67	970	39	+4.2	542	28	563	21	+3.9	207	4	211	4	+1.9		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1258	78	1299	40	+3.2	726	32	750	24	+3.3	252	5	257	5	+1.9		
Mid-market																			
Daily Express	express.co.uk	D	283	380	630	347	+122.5	153	134	279	126	+82.8	72	24	96	24	+33.4		
Daily Express/Sunday Express	express.co.uk	D/S	385	380	727	342	+88.9	194	134	319	126	+64.9	76	24	100	24	+31.5		
Daily Mail	dailymail.co.uk	D	1467	1831	2762	1295	+88.3	968	1080	1817	849	+87.8	405	403	766	361	+89.2		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	1834	1831	3034	1200	+65.4	1157	1080	1972	815	+70.5	434	403	794	360	+82.9		
Popular																			
Daily Mirror	mirror.co.uk	D	1225	921	1987	763	+62.3	787	468	1199	411	+52.2	340	128	460	120	+35.3		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1413	921	2144	731	+51.8	908	468	1312	404	+44.5	373	128	493	120	+32.1		
Daily Record	dailyrecord.co.uk	D	12	100	111	100	+846.6	5	44	49	44	+868.3	5	9	14	9	+201.5		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	14	100	114	100	+700.1	5	44	49	44	+868.3	5	9	14	9	+201.5		
Daily Star	dailystar.co.uk	D	368	248	603	235	+63.7	244	104	342	99	+40.5	93	20	113	20	+21.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	440	248	673	233	+53.1	275	104	374	99	+35.8	100	20	120	20	+19.9		
Sunday People	mirror.co.uk	S	102	921	1016	915	+899.5	52	468	518	467	+903.2	10	128	138	128	+1280.3		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1992	114	2070	78	+3.9	1536	41	1566	30	+2.0	746	8	753	7	+0.9		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	2156	114	2230	75	+3.5	1654	41	1685	30	+1.8	786	8	793	7	+0.9		
Regional																			
The Courier - Dundee	thecourier.co.uk	D	0	13	13	13	+1348.8	0	7	7	7	+717.4	0	2	2	2	+214.6		
The Press and Journal	pressandjournal.co.uk	D	0	13	13	13	+1283.7	0	4	4	4	+412.4	0	0	0	0	+47.9		
London Evening Standard	standard.co.uk	D	3317	398	3464	147	+4.4	2642	183	2728	86	+3.3	1340	51	1374	34	+2.5		
Metro	metro.co.uk	D	4022	627	4254	232	+5.8	3261	244	3378	117	+3.6	1612	51	1651	39	+2.4		
The Herald (Scotland)	heraldscotland.com	D	2	77	80	77	+3566.6	1	25	26	25	+2482.4	0	5	5	5	+490.8		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	3	77	81	77	+2393.6	1	25	26	25	+2482.4	0	5	5	5	+490.8		
The Scotsman	scotsman.com	D	12	81	93	81	+646.7	5	30	35	30	+593.8	2	6	8	6	+300.7		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	16	81	97	81	+497.9	6	30	36	30	+504.9	2	6	8	6	+300.7		
Yorkshire Post	yorkshirepost.co.uk	D	2	10	12	10	+496.3	0	4	4	4	+368.6	0	1	1	1	+83.8		

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

Base: Scotland

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Weekly					Daily				
			Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC
			000s	000s	000s	000s	%	000s	000s	000s	000s	%	000s	000s	000s	000s	000s
Quality																	
The Daily Telegraph	telegraph.co.uk	D	138	830	913	775	+562.6	94	455	527	432	+458.1	49	127	171	122	+247.7
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	166	830	930	765	+461.7	110	455	541	430	+389.7	49	127	171	122	+247.7
The Guardian	theguardian.com	D	191	970	1054	863	+451.3	93	536	594	501	+539.8	34	193	219	184	+533.9
The Guardian/The Observer	theguardian.com	D/S	236	970	1084	849	+359.9	105	536	603	498	+475.2	37	193	221	184	+501.7
The Independent/i	independent.co.uk	D/D	213	526	688	475	+222.7	126	256	370	244	+193.5	65	65	128	63	+96.4
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	232	526	704	472	+203.8	135	256	379	243	+179.9	67	65	130	63	+93.7
The Times	thetimes.co.uk	D	187	56	240	53	+28.1	106	19	125	19	+17.9	49	3	52	3	+5.1
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	321	64	381	59	+18.4	185	22	206	22	+11.8	59	3	61	3	+4.6
Mid-market																	
Daily Express	express.co.uk	D	222	250	459	237	+106.4	158	89	245	87	+55.0	92	13	104	13	+13.7
Daily Express/Sunday Express	express.co.uk	D/S	272	250	506	234	+85.9	185	89	271	86	+46.2	93	13	106	13	+13.5
Daily Mail	dailymail.co.uk	D	447	928	1256	810	+181.2	301	538	795	493	+163.7	169	176	336	167	+98.4
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	603	928	1380	777	+128.8	399	538	878	479	+120.0	184	176	350	166	+89.9
Popular																	
Daily Mirror	mirror.co.uk	D	173	402	553	380	+219.4	116	220	330	214	+184.0	49	61	107	58	+120.4
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	232	402	603	371	+160.4	148	220	361	212	+143.5	50	61	108	58	+117.6
Daily Record	dailyrecord.co.uk	D	1365	380	1636	271	+19.9	1133	200	1286	153	+13.5	649	65	708	58	+9.0
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1692	380	1946	253	+15.0	1380	200	1526	146	+10.6	702	65	759	58	+8.2
Daily Star	dailystar.co.uk	D	216	81	289	74	+34.2	163	31	192	29	+18.0	92	8	100	8	+8.4
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	266	81	340	74	+27.7	188	31	218	29	+15.5	95	8	103	8	+8.1
Sunday People	mirror.co.uk	S	34	402	433	399	+1170.7	24	220	244	220	+910.1	2	61	62	61	+3509.3
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1202	60	1249	47	+3.9	976	23	995	18	+1.9	597	4	601	4	+0.7
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1331	60	1373	42	+3.2	1063	23	1082	18	+1.7	616	4	619	4	+0.6
Regional																	
The Courier - Dundee	thecourier.co.uk	D	310	118	415	105	+33.8	232	59	287	55	+23.7	134	10	143	9	+7.1
The Press and Journal	pressandjournal.co.uk	D	299	136	421	122	+40.9	254	61	309	55	+21.5	145	6	151	5	+3.7
London Evening Standard	standard.co.uk	D	16	121	137	120	+746.8	2	53	55	53	+2958.0	2	14	15	14	+754.1
Metro	metro.co.uk	D	902	310	1103	201	+22.3	636	128	730	94	+14.8	247	22	266	19	+7.7
The Herald (Scotland)	heraldscotland.com	D	355	334	651	297	+83.6	224	172	383	160	+71.4	90	42	131	41	+45.1
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	423	334	708	285	+67.4	260	172	417	157	+60.3	98	42	139	41	+41.6
The Scotsman	scotsman.com	D	294	436	676	382	+130.1	169	234	391	222	+132.0	90	68	156	66	+73.5
The Scotsman/Scotland on Sunday	scotsman.com	D/S	392	436	762	370	+94.2	211	234	431	220	+104.0	93	68	160	66	+70.7
Yorkshire Post	yorkshirepost.co.uk	D	1	3	4	3	+248.9	0	2	2	2	+151.5	0	0	1	0	+92.1

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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

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	3288	6686	8995	5708	+173.6	2084	3243	4999	2915	+139.8	1072	839	1855	783	+73.1		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3928	6686	9462	5534	+140.9	2393	3243	5265	2872	+120.0	1133	839	1913	781	+68.9		
The Guardian	theguardian.com	D	2575	7148	8646	6071	+235.7	1475	3872	4918	3443	+233.4	519	1174	1622	1103	+212.5		
The Guardian/The Observer	theguardian.com	D/S	2973	7148	8936	5963	+200.5	1696	3872	5099	3403	+200.6	562	1174	1655	1093	+194.6		
The Independent/i	independent.co.uk	D/D	2901	3877	6217	3316	+114.3	1662	1818	3312	1650	+99.3	671	449	1096	425	+63.3		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3156	3877	6408	3253	+103.1	1757	1818	3399	1641	+93.4	683	449	1107	425	+62.2		
The Times	thetimes.co.uk	D	3178	145	3295	117	+3.7	1829	59	1881	52	+2.8	791	9	799	8	+1.0		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	4701	252	4879	179	+3.8	2755	95	2830	75	+2.7	928	15	941	13	+1.4		
Mid-market																			
Daily Express	express.co.uk	D	2597	1533	3994	1397	+53.8	1726	577	2270	544	+31.5	915	91	1004	89	+9.7		
Daily Express/Sunday Express	express.co.uk	D/S	3102	1533	4469	1367	+44.1	2037	577	2574	538	+26.4	966	91	1055	89	+9.2		
Daily Mail	dailymail.co.uk	D	8856	8242	14822	5966	+67.4	6265	4784	10085	3820	+61.0	3259	1774	4793	1534	+47.1		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	10677	8242	16247	5570	+52.2	7367	4784	11035	3667	+49.8	3478	1774	4997	1519	+43.7		
Popular																			
Daily Mirror	mirror.co.uk	D	5491	4213	9150	3660	+66.7	3765	2148	5721	1956	+51.9	1863	610	2448	586	+31.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	6466	4213	10050	3584	+55.4	4434	2148	6361	1927	+43.5	1988	610	2571	583	+29.3		
Daily Record	dailyrecord.co.uk	D	96	529	623	527	+552.0	56	229	285	228	+406.0	25	47	72	47	+191.5		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	119	529	646	527	+443.3	68	229	296	228	+336.2	26	47	73	47	+181.7		
Daily Star	dailystar.co.uk	D	2419	846	3207	789	+32.6	1655	327	1969	315	+19.0	793	61	853	61	+7.6		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2738	846	3511	773	+28.2	1803	327	2117	314	+17.4	822	61	882	60	+7.3		
Sunday People	mirror.co.uk	S	968	4213	5106	4138	+427.3	625	2148	2757	2131	+340.7	90	610	700	610	+675.3		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	9697	694	10237	539	+5.6	7529	256	7734	205	+2.7	4079	48	4123	44	+1.1		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	10644	694	11174	531	+5.0	8199	256	8402	202	+2.5	4255	48	4298	44	+1.0		
Regional																			
The Courier - Dundee	thecourier.co.uk	D	0	89	89	89	+8875.1	0	29	29	29	+2909.4	0	4	4	4	+447.1		
The Press and Journal	pressandjournal.co.uk	D	0	49	49	49	+4856.5	0	21	21	21	+2109.0	0	4	4	4	+418.1		
London Evening Standard	standard.co.uk	D	1427	1006	2345	918	+64.3	843	442	1261	418	+49.6	331	98	426	95	+28.7		
Metro	metro.co.uk	D	5154	2302	7014	1859	+36.1	3271	899	4050	779	+23.8	1393	188	1570	177	+12.7		
The Herald (Scotland)	heraldscotland.com	D	12	308	320	308	+2482.9	3	123	126	123	+4189.6	0	24	25	24	+5073.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	19	308	327	308	+1647.0	3	123	126	123	+4189.6	0	24	25	24	+5073.0		
The Scotsman	scotsman.com	D	43	357	399	356	+830.0	12	154	166	153	+1261.6	6	42	48	42	+651.7		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	54	357	409	355	+655.4	20	154	173	153	+772.0	6	42	48	42	+651.7		
Yorkshire Post	yorkshirepost.co.uk	D	564	160	709	145	+25.6	306	67	370	65	+21.2	105	10	115	10	+9.2		

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