

Base: GB Adults 15+

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	%
<b>Quality</b>																	
The Daily Telegraph	telegraph.co.uk	D	3840	8031	10739	6899	+179.7	2357	3863	5900	3543	+150.3	1150	962	2059	909	+79.0
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4515	8031	11246	6731	+149.1	2709	3863	6205	3496	+129.0	1202	962	2106	904	+75.2
The Guardian	theguardian.com	D	3930	8922	11174	7244	+184.3	2262	4934	6652	4390	+194.1	793	1601	2270	1477	+186.4
The Guardian/The Observer	theguardian.com	D/S	4469	8922	11544	7075	+158.3	2558	4934	6903	4345	+169.9	846	1601	2317	1471	+174.0
The Independent/i	independent.co.uk	D/D	3634	4666	7529	3895	+107.2	1953	2300	4062	2109	+108.0	764	605	1349	585	+76.5
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	4080	4666	7883	3803	+93.2	2127	2300	4217	2089	+98.2	786	605	1369	583	+74.2
The Times	thetimes.co.uk	D	4399	316	4639	240	+5.4	2558	122	2662	104	+4.1	1014	21	1034	20	+1.9
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	6203	423	6499	296	+4.8	3679	177	3825	147	+4.0	1228	28	1254	26	+2.1
<b>Mid-market</b>																	
Daily Express	express.co.uk	D	2793	2398	5029	2235	+80.0	1764	921	2652	888	+50.4	845	193	1034	190	+22.4
Daily Express/Sunday Express	express.co.uk	D/S	3426	2398	5619	2193	+64.0	2124	921	3006	882	+41.5	905	193	1094	189	+20.9
Daily Mail	dailymail.co.uk	D	10320	8808	16800	6480	+62.8	7245	5011	11374	4129	+57.0	3605	1805	5189	1584	+43.9
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	12305	8808	18369	6064	+49.3	8404	5011	12404	4000	+47.6	3836	1805	5406	1570	+40.9
<b>Popular</b>																	
Daily Mirror	mirror.co.uk	D	6122	4575	10096	3974	+64.9	4053	2165	6030	1978	+48.8	1953	541	2466	514	+26.3
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	7306	4575	11180	3874	+53.0	4788	2165	6734	1946	+40.6	2099	541	2612	513	+24.4
Daily Record	dailyrecord.co.uk	D	1168	677	1776	608	+52.1	896	352	1222	326	+36.3	496	120	611	116	+23.3
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1504	677	2099	595	+39.6	1145	352	1465	320	+28.0	532	120	647	116	+21.8
Daily Star	dailystar.co.uk	D	2608	784	3344	736	+28.2	1781	330	2098	317	+17.8	838	88	925	87	+10.3
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2989	784	3723	734	+24.6	1977	330	2295	317	+16.1	865	88	952	87	+10.0
Sunday People	mirror.co.uk	S	861	4575	5376	4515	+524.3	543	2165	2695	2152	+396.2	57	541	598	541	+945.9
The Sun	thesun.co.uk	D	11531	1090	12308	777	+6.7	8734	417	9066	331	+3.8	4664	86	4740	76	+1.6
The Sun/The Sun on Sunday	thesun.co.uk	D/S	12674	1090	13417	743	+5.9	9574	417	9895	321	+3.4	4835	86	4911	76	+1.6
<b>Regional</b>																	
The Press and Journal	pressandjournal.co.uk	D	356	139	489	133	+37.4	268	64	330	61	+22.9	176	8	184	8	+4.7
The Courier - Dundee	thecourier.co.uk	D	332	158	483	151	+45.3	268	63	328	60	+22.5	157	21	177	21	+13.2
London Evening Standard	standard.co.uk	D	5267	1443	6285	1018	+19.3	3969	569	4423	454	+11.4	1836	104	1929	93	+5.0
Metro	metro.co.uk	D	10488	2068	11890	1402	+13.4	7291	782	7905	614	+8.4	3272	150	3407	135	+4.1
The Herald (Scotland)	heraldscotland.com	D	344	376	693	349	+101.6	207	161	360	154	+74.2	99	48	147	48	+47.9
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	432	376	780	348	+80.4	264	161	417	153	+58.1	109	48	156	48	+43.7
The Scotsman	scotsman.com	D	355	581	884	530	+149.4	194	259	443	249	+128.8	83	64	146	63	+75.3
The Scotsman/Scotland on Sunday	scotsman.com	D/S	453	581	976	523	+115.5	240	259	488	248	+103.0	86	64	149	63	+72.8
Yorkshire Post	yorkshirepost.co.uk	D	570	177	741	171	+30.0	288	82	370	81	+28.1	96	14	110	14	+14.5

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

PC includes website data from PC's and laptops only

Base: Men

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s				
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	2111	4579	5977	3866	+183.1	1270	2274	3327	2057	+162.0	583	601	1146	563	+96.6			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2432	4579	6200	3769	+155.0	1435	2274	3465	2030	+141.4	618	601	1177	559	+90.5			
The Guardian	theguardian.com	D	2158	4936	6104	3946	+182.8	1239	2777	3699	2459	+198.4	435	949	1306	871	+200.1			
The Guardian/The Observer	theguardian.com	D/S	2450	4936	6295	3845	+156.9	1403	2777	3830	2427	+172.9	456	949	1326	870	+190.9			
The Independent/i	independent.co.uk	D/D	2137	2560	4196	2059	+96.3	1182	1279	2331	1149	+97.2	490	346	820	330	+67.3			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2351	2560	4370	2019	+85.9	1267	1279	2407	1139	+89.9	510	346	838	329	+64.5			
The Times	thetimes.co.uk	D	2495	212	2647	153	+6.1	1485	81	1552	66	+4.5	578	14	590	13	+2.2			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	3433	284	3620	188	+5.5	2067	115	2158	91	+4.4	690	17	706	16	+2.3			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	1434	1380	2719	1285	+89.6	886	528	1394	508	+57.4	412	102	512	100	+24.3			
Daily Express/Sunday Express	express.co.uk	D/S	1758	1380	3019	1260	+71.7	1067	528	1570	503	+47.2	433	102	533	100	+23.1			
Daily Mail	dailymail.co.uk	D	5129	4643	8539	3409	+66.5	3566	2527	5641	2074	+58.2	1742	807	2436	694	+39.9			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6072	4643	9278	3206	+52.8	4166	2527	6174	2008	+48.2	1859	807	2548	689	+37.1			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	3225	2498	5362	2137	+66.3	2165	1186	3237	1072	+49.5	1051	292	1326	275	+26.1			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3832	2498	5919	2087	+54.5	2502	1186	3558	1055	+42.2	1126	292	1401	274	+24.4			
Daily Record	dailyrecord.co.uk	D	635	409	1002	367	+57.8	500	222	706	206	+41.3	264	80	342	79	+29.8			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	798	409	1158	360	+45.2	624	222	826	202	+32.4	278	80	357	79	+28.2			
Daily Star	dailystar.co.uk	D	1711	484	2154	443	+25.9	1187	205	1382	194	+16.3	534	53	586	52	+9.8			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1920	484	2362	442	+23.0	1292	205	1486	194	+15.0	553	53	606	52	+9.5			
Sunday People	mirror.co.uk	S	469	2498	2925	2456	+523.2	275	1186	1453	1179	+429.2	26	292	319	292	+1109.8			
The Sun	thesun.co.uk	D	6435	585	6832	397	+6.2	5010	221	5178	168	+3.4	2692	44	2729	38	+1.4			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	7008	585	7391	383	+5.5	5428	221	5590	161	+3.0	2793	44	2830	38	+1.3			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	175	96	268	93	+53.4	132	50	181	48	+36.6	94	6	100	6	+6.1			
The Courier - Dundee	thecourier.co.uk	D	161	112	267	106	+65.5	132	53	183	50	+38.2	80	9	89	9	+10.9			
London Evening Standard	standard.co.uk	D	3047	869	3648	601	+19.7	2349	332	2612	263	+11.2	1136	64	1193	56	+5.0			
Metro	metro.co.uk	D	5854	1162	6599	745	+12.7	4176	418	4498	322	+7.7	1967	76	2035	67	+3.4			
The Herald (Scotland)	heraldscotland.com	D	172	267	416	244	+142.0	102	115	211	109	+105.9	51	31	82	30	+58.8			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	216	267	459	243	+112.5	141	115	249	108	+76.8	57	31	87	30	+53.0			
The Scotsman	scotsman.com	D	179	396	539	359	+200.5	103	180	278	174	+168.4	44	44	86	43	+98.0			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	221	396	579	357	+161.6	126	180	299	173	+137.0	44	44	87	43	+97.3			
Yorkshire Post	yorkshirepost.co.uk	D	354	130	478	124	+35.1	166	64	229	63	+38.3	67	11	78	11	+16.3			

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PC includes website data from PC's and laptops only

Base: Women

Only PC websites with comScore sample of 40+ are included

Newsbrands

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			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		PC Only 000s
<b>Quality</b>																					
The Daily Telegraph	telegraph.co.uk	D	1728	3452	4762	3034	+175.5	1087	1589	2573	1486	+136.7	568	362	913	346	+60.9				
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2083	3452	5046	2963	+142.2	1274	1589	2739	1466	+115.1	584	362	929	345	+59.1				
The Guardian	theguardian.com	D	1772	3986	5070	3298	+186.1	1023	2157	2954	1931	+188.8	357	652	964	606	+169.6				
The Guardian/The Observer	theguardian.com	D/S	2019	3986	5249	3230	+160.0	1154	2157	3073	1918	+166.2	390	652	991	601	+154.1				
The Independent/i	independent.co.uk	D/D	1497	2106	3334	1836	+122.6	771	1021	1732	960	+124.5	274	259	528	255	+93.1				
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1729	2106	3513	1784	+103.2	860	1021	1810	950	+110.4	276	259	531	255	+92.1				
The Times	thetimes.co.uk	D	1904	104	1991	87	+4.6	1073	41	1111	38	+3.6	437	7	444	7	+1.6				
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	2771	139	2879	108	+3.9	1612	63	1668	56	+3.5	538	11	548	10	+1.9				
<b>Mid-market</b>																					
Daily Express	express.co.uk	D	1359	1018	2309	950	+69.9	878	393	1258	380	+43.3	433	91	522	89	+20.7				
Daily Express/Sunday Express	express.co.uk	D/S	1667	1018	2600	933	+55.9	1057	393	1436	379	+35.8	472	91	561	89	+19.0				
Daily Mail	dailymail.co.uk	D	5191	4165	8262	3071	+59.2	3679	2484	5733	2055	+55.9	1864	998	2753	890	+47.7				
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6232	4165	9090	2858	+45.9	4238	2484	6230	1992	+47.0	1978	998	2858	880	+44.5				
<b>Popular</b>																					
Daily Mirror	mirror.co.uk	D	2897	2077	4734	1837	+63.4	1887	979	2793	906	+48.0	902	248	1141	239	+26.5				
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3474	2077	5261	1787	+51.4	2286	979	3177	891	+39.0	973	248	1211	238	+24.5				
Daily Record	dailyrecord.co.uk	D	533	268	774	241	+45.2	396	129	516	119	+30.1	232	40	269	37	+16.0				
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	706	268	941	235	+33.3	521	129	638	118	+22.7	254	40	291	37	+14.7				
Daily Star	dailystar.co.uk	D	897	299	1190	292	+32.6	593	125	717	123	+20.8	304	35	338	34	+11.3				
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1069	299	1362	292	+27.4	685	125	809	123	+18.0	312	35	346	34	+11.0				
Sunday People	mirror.co.uk	S	392	2077	2451	2059	+525.6	269	979	1242	973	+362.3	31	248	279	248	+805.8				
The Sun	thesun.co.uk	D	5096	505	5476	380	+7.5	3724	196	3888	163	+4.4	1973	43	2011	38	+1.9				
The Sun/The Sun on Sunday	thesun.co.uk	D/S	5666	505	6026	361	+6.4	4145	196	4305	160	+3.9	2043	43	2081	38	+1.9				
<b>Regional</b>																					
The Press and Journal	pressandjournal.co.uk	D	181	43	221	40	+22.1	136	14	149	13	+9.5	82	3	84	3	+3.2				
The Courier - Dundee	thecourier.co.uk	D	171	46	216	45	+26.3	136	10	146	10	+7.2	77	12	88	12	+15.6				
London Evening Standard	standard.co.uk	D	2221	574	2638	417	+18.8	1620	237	1812	192	+11.8	700	41	736	36	+5.2				
Metro	metro.co.uk	D	4634	906	5291	657	+14.2	3115	364	3407	292	+9.4	1305	74	1373	68	+5.2				
The Herald (Scotland)	heraldscotland.com	D	172	109	277	105	+61.2	104	46	149	45	+43.2	48	17	65	17	+36.3				
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	217	109	322	105	+48.5	123	46	168	45	+36.6	52	17	69	17	+33.5				
The Scotsman	scotsman.com	D	175	185	346	170	+97.1	90	79	165	75	+83.5	39	20	59	20	+50.1				
The Scotsman/Scotland on Sunday	scotsman.com	D/S	232	185	397	166	+71.5	114	79	189	75	+65.6	42	20	62	20	+47.1				
Yorkshire Post	yorkshirepost.co.uk	D	216	47	263	47	+21.8	123	18	141	18	+14.4	29	3	32	3	+10.3				

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

PC includes website data from PC's and laptops only

Base: ABC1 Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	3182	5993	8142	4960	+155.9	1992	2892	4591	2599	+130.4	995	762	1709	715	+71.8		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3713	5993	8523	4810	+129.6	2261	2892	4818	2557	+113.1	1038	762	1748	711	+68.5		
The Guardian	theguardian.com	D	3240	6750	8493	5253	+162.1	1865	3614	4992	3128	+167.7	699	1258	1839	1140	+163.2		
The Guardian/The Observer	theguardian.com	D/S	3659	6750	8764	5106	+139.5	2092	3614	5179	3087	+147.6	744	1258	1878	1134	+152.5		
The Independent/i	independent.co.uk	D/D	2894	3511	5722	2827	+97.7	1537	1767	3133	1596	+103.8	599	474	1054	455	+76.0		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3236	3511	5993	2757	+85.2	1672	1767	3251	1580	+94.5	618	474	1071	454	+73.5		
The Times	thetimes.co.uk	D	3709	235	3879	170	+4.6	2243	83	2311	68	+3.0	918	17	934	16	+1.7		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	5143	336	5369	227	+4.4	3176	134	3282	106	+3.3	1112	23	1134	22	+1.9		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1565	1648	3094	1529	+97.7	954	663	1595	641	+67.2	452	136	585	133	+29.4		
Daily Express/Sunday Express	express.co.uk	D/S	1890	1648	3390	1500	+79.4	1150	663	1787	636	+55.3	490	136	623	133	+27.1		
Daily Mail	dailymail.co.uk	D	6427	6365	11050	4623	+71.9	4516	3708	7559	3043	+67.4	2304	1363	3503	1199	+52.0		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	7624	6365	11943	4319	+56.6	5232	3708	8183	2951	+56.4	2446	1363	3634	1188	+48.6		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	2532	3230	5426	2894	+114.3	1558	1558	3013	1455	+93.4	686	396	1065	378	+55.1		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3062	3230	5890	2828	+92.4	1859	1558	3291	1432	+77.1	738	396	1116	377	+51.1		
Daily Record	dailyrecord.co.uk	D	489	454	915	426	+87.0	358	233	582	225	+62.8	191	84	273	82	+42.9		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	649	454	1065	416	+64.1	477	233	698	221	+46.4	204	84	286	82	+40.2		
Daily Star	dailystar.co.uk	D	767	506	1253	486	+63.3	469	227	691	222	+47.4	190	65	255	65	+34.0		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	890	506	1375	485	+54.5	524	227	746	222	+42.4	197	65	261	65	+32.9		
Sunday People	mirror.co.uk	S	335	3230	3532	3197	+954.6	212	1558	1761	1548	+729.2	18	396	414	396	+2149.5		
The Sun	thesun.co.uk	D	4543	746	5107	564	+12.4	3278	263	3497	219	+6.7	1654	51	1700	46	+2.8		
The Sun/The Sun on Sunday	thesun.co.uk	D/S	5043	746	5585	542	+10.7	3594	263	3807	214	+5.9	1732	51	1778	46	+2.6		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	209	101	308	99	+47.4	154	46	199	45	+29.1	98	7	104	7	+7.1		
The Courier - Dundee	thecourier.co.uk	D	183	104	281	98	+53.4	138	43	179	41	+29.4	76	16	92	15	+20.2		
London Evening Standard	standard.co.uk	D	3652	1108	4392	740	+20.3	2688	443	3029	341	+12.7	1233	84	1307	74	+6.0		
Metro	metro.co.uk	D	6351	1400	7241	891	+14.0	4350	476	4703	353	+8.1	1966	109	2063	97	+4.9		
The Herald (Scotland)	heraldscotland.com	D	289	233	499	210	+72.7	177	85	256	79	+44.5	84	26	109	25	+29.8		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	353	233	562	209	+59.3	221	85	300	79	+35.6	93	26	118	25	+27.0		
The Scotsman	scotsman.com	D	289	383	626	337	+116.4	150	171	312	162	+108.0	58	39	96	38	+65.1		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	365	383	695	330	+90.5	186	171	346	161	+86.5	60	39	98	38	+62.8		
Yorkshire Post	yorkshirepost.co.uk	D	372	126	494	123	+33.0	182	49	231	48	+26.5	49	11	60	11	+23.4		

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

PC includes website data from PC's and laptops only

Base: C2DE Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	657	2037	2597	1940	+295.0	365	971	1309	944	+259.0	155	200	349	194	+124.8		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	802	2037	2723	1921	+239.6	448	971	1386	939	+209.7	164	200	358	194	+118.1		
The Guardian	theguardian.com	D	690	2172	2681	1991	+288.6	398	1320	1660	1263	+317.6	94	342	431	337	+358.5		
The Guardian/The Observer	theguardian.com	D/S	810	2172	2780	1970	+243.1	466	1320	1724	1258	+270.1	102	342	439	337	+331.1		
The Independent/i	independent.co.uk	D/D	740	1155	1807	1068	+144.3	416	533	930	513	+123.2	165	131	295	130	+78.4		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	844	1155	1890	1046	+123.9	456	533	965	509	+111.7	168	131	298	130	+76.9		
The Times	thetimes.co.uk	D	690	81	760	70	+10.2	315	39	352	37	+11.7	96	4	100	4	+3.9		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1061	87	1130	69	+6.5	503	43	543	40	+8.0	115	5	120	4	+3.8		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1229	751	1935	706	+57.5	810	258	1057	247	+30.5	393	57	450	57	+14.4		
Daily Express/Sunday Express	express.co.uk	D/S	1536	751	2229	693	+45.1	974	258	1219	245	+25.2	415	57	472	57	+13.7		
Daily Mail	dailymail.co.uk	D	3893	2443	5750	1857	+47.7	2729	1302	3815	1086	+39.8	1301	443	1686	385	+29.6		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4680	2443	6426	1746	+37.3	3172	1302	4220	1049	+33.1	1391	443	1772	382	+27.4		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	3590	1345	4670	1080	+30.1	2494	607	3017	522	+20.9	1266	145	1402	135	+10.7		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4244	1345	5290	1046	+24.6	2930	607	3444	514	+17.5	1361	145	1496	135	+9.9		
Daily Record	dailyrecord.co.uk	D	679	223	861	182	+26.9	539	118	640	101	+18.8	305	36	339	34	+11.1		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	855	223	1034	179	+21.0	668	118	767	99	+14.8	328	36	362	34	+10.3		
Daily Star	dailystar.co.uk	D	1841	277	2091	250	+13.6	1312	103	1407	95	+7.3	648	22	670	22	+3.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2099	277	2348	249	+11.9	1453	103	1549	95	+6.6	668	22	690	22	+3.3		
Sunday People	mirror.co.uk	S	526	1345	1844	1318	+250.4	331	607	934	603	+182.3	39	145	183	145	+373.3		
The Sun	thesun.co.uk	D	6988	344	7201	213	+3.0	5457	154	5569	113	+2.1	3010	36	3040	30	+1.0		
The Sun/The Sun on Sunday	thesun.co.uk	D/S	7631	344	7832	201	+2.6	5980	154	6087	107	+1.8	3103	36	3133	30	+1.0		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	147	37	182	34	+23.3	114	18	130	16	+14.4	78	1	79	1	+1.7		
The Courier - Dundee	thecourier.co.uk	D	150	54	202	53	+35.4	130	20	149	20	+15.1	80	5	85	5	+6.5		
London Evening Standard	standard.co.uk	D	1615	336	1893	278	+17.2	1281	126	1394	113	+8.8	603	20	622	19	+3.1		
Metro	metro.co.uk	D	4137	669	4648	511	+12.4	2942	306	3202	260	+8.9	1306	40	1345	38	+2.9		
The Herald (Scotland)	heraldscotland.com	D	55	143	194	139	+254.3	29	76	104	75	+253.6	15	23	38	23	+148.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	79	143	218	139	+174.6	43	76	118	75	+173.5	16	23	39	23	+139.9		
The Scotsman	scotsman.com	D	65	198	258	193	+296.0	43	88	131	87	+200.7	25	25	50	25	+98.9		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	88	198	281	193	+219.2	55	88	142	87	+159.0	26	25	50	25	+96.2		
Yorkshire Post	yorkshirepost.co.uk	D	199	51	247	49	+24.5	106	33	139	33	+30.9	47	2	50	2	+5.3		

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

PC includes website data from PC's and laptops only

Base: Adults 15 - 34

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					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	%
<b>Quality</b>																	
The Daily Telegraph	telegraph.co.uk	D	943	2829	3438	2494	+264.4	445	1298	1666	1221	+274.3	112	309	413	301	+269.3
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	1118	2829	3553	2435	+217.9	532	1298	1737	1204	+226.3	123	309	424	301	+243.9
The Guardian	theguardian.com	D	1590	3655	4442	2852	+179.3	881	1942	2584	1703	+193.2	208	638	807	599	+287.8
The Guardian/The Observer	theguardian.com	D/S	1734	3655	4534	2801	+161.6	935	1942	2628	1693	+181.2	213	638	809	596	+280.2
The Independent/i	independent.co.uk	D/D	1207	1830	2695	1488	+123.2	613	929	1455	842	+137.5	181	253	424	243	+133.9
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1397	1830	2835	1439	+103.0	686	929	1519	833	+121.4	194	253	436	242	+124.9
The Times	thetimes.co.uk	D	1341	112	1420	79	+5.9	695	34	723	28	+4.1	172	5	177	5	+2.7
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1861	144	1958	97	+5.2	949	47	987	37	+3.9	219	8	227	8	+3.6
<b>Mid-market</b>																	
Daily Express	express.co.uk	D	550	611	1135	585	+106.2	280	291	567	287	+102.5	59	38	97	38	+64.1
Daily Express/Sunday Express	express.co.uk	D/S	697	611	1275	578	+82.9	345	291	631	286	+83.0	66	38	103	38	+57.9
Daily Mail	dailymail.co.uk	D	2727	3227	5170	2443	+89.6	1490	1852	3085	1595	+107.1	463	660	1068	605	+130.6
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	3268	3227	5579	2311	+70.7	1697	1852	3260	1563	+92.1	489	660	1094	604	+123.5
<b>Popular</b>																	
Daily Mirror	mirror.co.uk	D	2044	1605	3425	1381	+67.5	1143	740	1827	684	+59.8	404	173	571	167	+41.3
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2386	1605	3731	1345	+56.4	1319	740	1991	672	+51.0	442	173	609	167	+37.7
Daily Record	dailyrecord.co.uk	D	302	161	445	143	+47.4	215	85	295	80	+37.2	76	32	107	31	+41.3
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	355	161	496	141	+39.7	253	85	332	79	+31.4	80	32	111	31	+39.1
Daily Star	dailystar.co.uk	D	1084	266	1328	244	+22.5	665	108	768	103	+15.4	223	22	245	22	+9.8
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1239	266	1484	244	+19.7	734	108	837	103	+14.0	231	22	253	22	+9.5
Sunday People	mirror.co.uk	S	114	1605	1710	1596	+1405.2	46	740	785	739	+1621.6	6	173	179	173	+2925.6
The Sun	thesun.co.uk	D	4292	381	4549	257	+6.0	2915	143	3028	113	+3.9	1193	28	1217	24	+2.0
The Sun/The Sun on Sunday	thesun.co.uk	D/S	4746	381	4986	240	+5.1	3213	143	3322	110	+3.4	1243	28	1267	24	+1.9
<b>Regional</b>																	
The Press and Journal	pressandjournal.co.uk	D	57	26	84	26	+45.6	37	15	52	15	+40.0	19	3	21	3	+15.6
The Courier - Dundee	thecourier.co.uk	D	70	35	103	33	+46.5	55	15	69	15	+26.7	21	8	30	8	+38.4
London Evening Standard	standard.co.uk	D	2160	549	2503	343	+15.9	1697	191	1839	143	+8.4	840	49	883	43	+5.1
Metro	metro.co.uk	D	4521	781	4975	454	+10.0	3281	308	3494	213	+6.5	1511	65	1568	57	+3.7
The Herald (Scotland)	heraldscotland.com	D	63	91	149	86	+137.5	32	38	68	37	+115.8	6	16	22	16	+271.3
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	87	91	173	86	+98.8	35	38	72	37	+104.9	8	16	24	16	+214.4
The Scotsman	scotsman.com	D	86	164	237	151	+175.0	42	101	142	100	+235.3	17	14	31	14	+78.7
The Scotsman/Scotland on Sunday	scotsman.com	D/S	109	164	258	149	+136.7	60	101	159	99	+165.5	17	14	31	14	+78.7
Yorkshire Post	yorkshirepost.co.uk	D	110	31	140	31	+27.9	37	20	56	20	+53.8	12	1	13	1	+5.4

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

PC includes website data from PC's and laptops only

Base: 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 %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2896	5202	7301	4405	+152.1	1912	2565	4234	2322	+121.5	1038	653	1646	608	+58.5		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3397	5202	7693	4296	+126.5	2177	2565	4468	2291	+105.3	1078	653	1682	603	+55.9		
The Guardian	theguardian.com	D	2340	5267	6732	4392	+187.7	1381	2993	4068	2687	+194.6	585	963	1463	878	+150.3		
The Guardian/The Observer	theguardian.com	D/S	2735	5267	7010	4274	+156.3	1623	2993	4275	2652	+163.4	633	963	1508	875	+138.3		
The Independent/i	independent.co.uk	D/D	2427	2836	4834	2408	+99.2	1341	1371	2607	1267	+94.5	582	352	924	342	+58.7		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2683	2836	5047	2364	+88.1	1441	1371	2697	1256	+87.1	592	352	933	341	+57.6		
The Times	thetimes.co.uk	D	3058	203	3219	160	+5.2	1863	88	1939	76	+4.1	842	16	857	15	+1.8		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	4342	279	4541	199	+4.6	2729	130	2839	109	+4.0	1008	20	1026	18	+1.8		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	2243	1787	3894	1651	+73.6	1484	630	2085	602	+40.5	785	155	937	152	+19.3		
Daily Express/Sunday Express	express.co.uk	D/S	2729	1787	4344	1615	+59.2	1779	630	2375	596	+33.5	839	155	991	151	+18.0		
Daily Mail	dailymail.co.uk	D	7593	5581	11630	4037	+53.2	5755	3159	8289	2534	+44.0	3142	1145	4121	979	+31.2		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9036	5581	12790	3753	+41.5	6707	3159	9144	2437	+36.3	3347	1145	4312	965	+28.8		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	4078	2970	6671	2593	+63.6	2910	1425	4204	1294	+44.5	1548	368	1895	347	+22.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4920	2970	7449	2529	+51.4	3469	1425	4744	1274	+36.7	1657	368	2002	346	+20.9		
Daily Record	dailyrecord.co.uk	D	866	516	1331	465	+53.7	681	267	927	246	+36.1	420	88	504	84	+20.1		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1149	516	1603	454	+39.5	892	267	1132	241	+27.0	452	88	536	84	+18.7		
Daily Star	dailystar.co.uk	D	1524	518	2016	492	+32.2	1116	222	1330	215	+19.3	615	65	679	65	+10.5		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1750	518	2240	490	+28.0	1243	222	1458	215	+17.3	634	65	698	65	+10.2		
Sunday People	mirror.co.uk	S	748	2970	3667	2919	+390.5	498	1425	1910	1412	+283.9	51	368	419	368	+717.8		
The Sun	thesun.co.uk	D	7239	709	7759	520	+7.2	5819	274	6037	218	+3.7	3471	58	3523	52	+1.5		
The Sun/The Sun on Sunday	thesun.co.uk	D/S	7928	709	8432	503	+6.3	6361	274	6572	211	+3.3	3592	58	3644	52	+1.4		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	299	112	406	107	+35.9	231	49	278	47	+20.1	157	6	162	5	+3.5		
The Courier - Dundee	thecourier.co.uk	D	262	123	380	118	+45.0	213	47	259	46	+21.4	135	13	148	12	+9.2		
London Evening Standard	standard.co.uk	D	3107	894	3782	675	+21.7	2273	379	2584	311	+13.7	996	56	1046	50	+5.0		
Metro	metro.co.uk	D	5967	1287	6914	948	+15.9	4011	475	4411	400	+10.0	1761	85	1840	79	+4.5		
The Herald (Scotland)	heraldscotland.com	D	281	286	544	263	+93.6	175	123	292	117	+66.7	93	32	125	31	+33.6		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	345	286	607	262	+75.8	229	123	346	117	+50.9	101	32	133	31	+31.0		
The Scotsman	scotsman.com	D	268	418	647	379	+141.2	151	158	301	150	+99.0	66	50	115	49	+74.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	344	418	718	374	+108.8	181	158	329	149	+82.4	69	50	118	49	+71.3		
Yorkshire Post	yorkshirepost.co.uk	D	460	146	601	141	+30.5	252	63	313	61	+24.4	84	13	97	13	+15.8		

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

PC includes website data from PC's and laptops only

Base: Greater London

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s				
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	587	1430	1802	1215	+207.1	313	676	938	625	+199.8	119	188	301	182	+153.4			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	711	1430	1890	1179	+165.8	385	676	996	611	+158.4	126	188	308	182	+144.5			
The Guardian	theguardian.com	D	1136	1751	2385	1249	+109.9	671	948	1446	775	+115.6	225	398	580	355	+158.3			
The Guardian/The Observer	theguardian.com	D/S	1268	1751	2461	1192	+94.0	724	948	1486	762	+105.3	236	398	588	353	+149.8			
The Independent/i	independent.co.uk	D/D	668	912	1401	733	+109.6	354	457	766	412	+116.3	109	131	237	127	+116.2			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	804	912	1508	704	+87.6	410	457	813	403	+98.2	116	131	243	127	+109.3			
The Times	thetimes.co.uk	D	981	78	1036	55	+5.6	555	26	577	21	+3.8	203	4	207	4	+1.7			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1321	105	1385	65	+4.9	752	40	782	30	+3.9	250	6	255	6	+2.3			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	313	306	598	285	+91.1	175	118	287	113	+64.5	63	26	88	25	+39.9			
Daily Express/Sunday Express	express.co.uk	D/S	395	306	679	284	+71.7	201	118	314	113	+56.0	67	26	92	25	+37.4			
Daily Mail	dailymail.co.uk	D	1577	1528	2660	1083	+68.7	955	871	1679	723	+75.7	414	360	744	330	+79.8			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	1856	1528	2855	999	+53.8	1094	871	1794	700	+64.0	442	360	772	330	+74.5			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	1085	759	1709	624	+57.5	664	356	979	315	+47.5	291	92	379	89	+30.5			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1254	759	1866	612	+48.8	733	356	1043	310	+42.2	318	92	405	88	+27.6			
Daily Record	dailyrecord.co.uk	D	17	51	68	51	+308.8	9	29	37	29	+333.1	1	8	9	8	+1083.1			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	20	51	71	51	+260.2	12	29	40	29	+244.7	1	8	9	8	+1083.1			
Daily Star	dailystar.co.uk	D	324	144	460	136	+41.9	175	59	233	58	+33.3	48	14	62	14	+29.5			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	381	144	517	136	+35.6	197	59	256	58	+29.6	48	14	62	14	+29.5			
Sunday People	mirror.co.uk	S	80	759	827	747	+931.7	33	356	387	354	+1063.1	2	92	93	92	+5609.8			
The Sun	thesun.co.uk	D	1797	156	1889	91	+5.1	1278	58	1321	42	+3.3	579	10	587	9	+1.5			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	1965	156	2051	86	+4.4	1414	58	1454	40	+2.8	614	10	623	9	+1.4			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	0	14	14	14	+1402.1	0	8	8	8	+812.7	0	2	2	2	+154.6			
The Courier - Dundee	thecourier.co.uk	D	0	12	12	12	+1242.6	0	4	4	4	+405.6	0	3	3	3	+260.9			
London Evening Standard	standard.co.uk	D	3779	463	3944	165	+4.4	3090	184	3180	91	+2.9	1492	41	1523	31	+2.1			
Metro	metro.co.uk	D	4328	381	4447	120	+2.8	3451	140	3510	59	+1.7	1754	32	1779	24	+1.4			
The Herald (Scotland)	heraldscotland.com	D	3	24	27	24	+795.4	2	12	14	12	+603.8	0	5	5	5	+454.0			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	4	24	28	24	+583.8	2	12	14	12	+603.8	0	5	5	5	+454.0			
The Scotsman	scotsman.com	D	15	52	66	52	+354.3	9	28	37	28	+300.4	4	5	9	5	+113.2			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	16	52	68	52	+316.8	10	28	38	28	+265.4	5	5	10	5	+105.2			
Yorkshire Post	yorkshirepost.co.uk	D	6	17	23	17	+263.7	0	7	7	7	+718.4	0	1	1	1	+83.6			

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

PC includes website data from PC's and laptops only



Base: Scotland

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s				
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	133	559	645	512	+384.0	75	273	340	265	+351.4	33	66	97	64	+196.8			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	156	559	659	503	+323.4	86	273	349	264	+307.4	33	66	98	64	+194.0			
The Guardian	theguardian.com	D	218	593	711	493	+225.7	119	329	418	299	+251.6	40	107	142	101	+250.6			
The Guardian/The Observer	theguardian.com	D/S	257	593	738	482	+187.8	139	329	434	296	+213.5	42	107	143	101	+241.1			
The Independent/i	independent.co.uk	D/D	225	369	543	318	+141.6	125	182	295	170	+136.2	41	45	84	44	+107.5			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	249	369	565	316	+127.2	131	182	302	170	+129.6	41	45	84	44	+107.5			
The Times	thetimes.co.uk	D	207	37	242	35	+17.2	121	16	137	16	+12.8	58	3	61	3	+4.8			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	344	41	376	33	+9.5	194	19	212	18	+9.3	72	3	74	3	+4.1			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	226	171	381	154	+68.2	163	60	219	56	+34.4	98	10	108	10	+10.3			
Daily Express/Sunday Express	express.co.uk	D/S	266	171	418	153	+57.4	186	60	242	56	+29.9	103	10	113	10	+9.8			
Daily Mail	dailymail.co.uk	D	483	606	987	504	+104.5	356	346	668	312	+87.6	211	91	294	83	+39.3			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	589	606	1080	490	+83.2	413	346	723	310	+74.9	224	91	307	83	+37.0			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	126	272	389	262	+208.0	81	128	205	125	+154.5	35	32	67	31	+89.5			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	171	272	428	257	+150.7	99	128	223	124	+125.9	38	32	70	31	+82.5			
Daily Record	dailyrecord.co.uk	D	1078	295	1305	227	+21.1	848	152	975	126	+14.9	475	65	536	61	+12.8			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1381	295	1595	214	+15.5	1070	152	1191	121	+11.3	507	65	568	61	+12.0			
Daily Star	dailystar.co.uk	D	168	55	223	55	+32.5	140	23	164	23	+16.5	79	6	85	6	+7.1			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	206	55	261	55	+26.5	155	23	178	23	+15.0	80	6	86	6	+7.0			
Sunday People	mirror.co.uk	S	23	272	294	271	+1200.8	12	128	140	128	+1067.2	1	32	33	32	+2616.1			
The Sun	thesun.co.uk	D	1051	96	1112	61	+5.8	863	34	889	25	+2.9	537	6	543	5	+1.0			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	1154	96	1214	60	+5.2	949	34	972	23	+2.4	550	6	555	5	+0.9			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	356	69	420	64	+17.9	268	31	297	29	+10.8	176	5	180	5	+2.7			
The Courier - Dundee	thecourier.co.uk	D	332	106	431	98	+29.6	268	43	309	41	+15.1	157	13	169	13	+8.0			
London Evening Standard	standard.co.uk	D	17	58	72	55	+328.8	7	25	32	25	+364.3	1	6	7	6	+595.7			
Metro	metro.co.uk	D	797	93	862	66	+8.2	545	35	572	27	+5.0	231	5	235	4	+1.9			
The Herald (Scotland)	heraldscotland.com	D	323	166	465	143	+44.2	199	72	263	64	+32.4	99	26	125	25	+25.5			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	395	166	536	141	+35.8	249	72	314	64	+25.7	108	26	133	25	+23.5			
The Scotsman	scotsman.com	D	294	304	547	253	+86.1	162	136	288	127	+78.3	69	41	109	40	+57.1			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	376	304	623	246	+65.4	201	136	326	125	+62.1	72	41	111	40	+55.1			
Yorkshire Post	yorkshirepost.co.uk	D	2	11	13	11	+704.6	0	4	4	4	+425.5	0	1	1	1	+58.0			

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<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

Base: Rest of GB

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC		Net Print + PC Total (Net)	PC Only				
			000s	000s	000s	000s	000s		000s	000s	000s	000s	000s		000s	000s				
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	3119	6042	8291	5172	+165.8	1969	2914	4623	2654	+134.8	999	708	1661	662	+66.3			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3648	6042	8697	5049	+138.4	2238	2914	4859	2621	+117.1	1042	708	1700	658	+63.1			
The Guardian	theguardian.com	D	2575	6578	8078	5503	+213.7	1472	3657	4788	3316	+225.2	528	1096	1548	1021	+193.4			
The Guardian/The Observer	theguardian.com	D/S	2944	6578	8345	5401	+183.5	1696	3657	4983	3287	+193.9	568	1096	1586	1017	+179.0			
The Independent/i	independent.co.uk	D/D	2741	3385	5584	2844	+103.8	1474	1661	3001	1527	+103.6	614	429	1028	414	+67.4			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3027	3385	5810	2783	+91.9	1586	1661	3102	1516	+95.6	629	429	1042	413	+65.6			
The Times	thetimes.co.uk	D	3212	201	3361	149	+4.6	1881	80	1949	68	+3.6	753	15	766	13	+1.8			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	4539	277	4737	198	+4.4	2733	119	2832	99	+3.6	906	19	924	17	+1.9			
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	2254	1922	4050	1796	+79.7	1426	743	2146	720	+50.5	684	157	839	154	+22.6			
Daily Express/Sunday Express	express.co.uk	D/S	2765	1922	4522	1757	+63.6	1737	743	2451	714	+41.1	735	157	889	154	+21.0			
Daily Mail	dailymail.co.uk	D	8261	6674	13153	4893	+59.2	5933	3794	9027	3094	+52.1	2980	1355	4151	1171	+39.3			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9859	6674	14434	4575	+46.4	6897	3794	9888	2990	+43.4	3171	1355	4328	1157	+36.5			
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	4911	3544	7999	3088	+62.9	3308	1681	4845	1537	+46.5	1627	417	2021	394	+24.2			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5882	3544	8886	3004	+51.1	3956	1681	5468	1512	+38.2	1743	417	2137	393	+22.6			
Daily Record	dailyrecord.co.uk	D	74	330	404	330	+446.0	39	171	210	171	+435.0	20	46	66	46	+234.6			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	103	330	433	330	+319.0	63	171	233	171	+273.3	24	46	70	46	+196.3			
Daily Star	dailystar.co.uk	D	2116	585	2661	545	+25.8	1466	247	1701	236	+16.1	711	68	778	67	+9.4			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2402	585	2946	544	+22.6	1625	247	1861	236	+14.5	738	68	805	67	+9.1			
Sunday People	mirror.co.uk	S	758	3544	4256	3497	+461.1	498	1681	2168	1670	+335.4	54	417	471	417	+768.2			
The Sun	thesun.co.uk	D	8683	838	9307	624	+7.2	6593	325	6856	264	+4.0	3548	70	3610	62	+1.7			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	9554	838	10152	598	+6.3	7211	325	7469	258	+3.6	3672	70	3733	62	+1.7			
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	0	56	56	56	+5562.2	0	24	24	24	+2435.3	0	2	2	2	+205.8			
The Courier - Dundee	thecourier.co.uk	D	0	40	40	40	+3981.0	0	16	16	16	+1562.9	0	5	5	5	+547.4			
London Evening Standard	standard.co.uk	D	1471	923	2270	799	+54.3	873	361	1211	338	+38.8	344	57	400	56	+16.3			
Metro	metro.co.uk	D	5364	1594	6580	1217	+22.7	3296	607	3823	527	+16.0	1287	113	1394	106	+8.3			
The Herald (Scotland)	heraldscotland.com	D	18	186	200	182	+1016.6	6	77	83	77	+1326.4	0	18	18	18	+1773.8			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	33	186	216	182	+549.9	12	77	89	77	+617.0	1	18	19	18	+1687.3			
The Scotsman	scotsman.com	D	46	225	272	225	+486.7	22	95	117	95	+422.1	9	18	27	18	+191.7			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	60	225	285	225	+375.2	29	95	124	95	+331.5	9	18	27	18	+191.7			
Yorkshire Post	yorkshirepost.co.uk	D	562	149	705	143	+25.5	288	71	358	70	+24.2	96	13	108	12	+13.0			

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