

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	3819	6740	9569	5750	+150.5	2363	2823	4909	2546	+107.8	1183	584	1728	545	+46.1		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4396	6740	10047	5651	+128.5	2624	2823	5142	2518	+96.0	1233	584	1775	542	+44.0		
The Guardian	theguardian.com	D	4037	6972	9593	5556	+137.6	2296	3528	5376	3079	+134.1	865	949	1745	880	+101.8		
The Guardian/The Observer	theguardian.com	D/S	4594	6972	9965	5371	+116.9	2585	3528	5618	3033	+117.3	910	949	1789	879	+96.6		
i	inews.co.uk	D	1934	149	2070	136	+7.0	1142	80	1218	76	+6.6	541	5	546	5	+0.9		
No Print Publication	independent.co.uk	D	0	4211	4211	4211	+1.0	0	1710	1710	1710	+1.0	0	350	350	350	+1.0		
The Times	thetimes.co.uk	D	4378	662	4916	538	+12.3	2545	322	2836	291	+11.4	1047	95	1141	93	+8.9		
The Times/The Sunday Times	thetimes.co.uk	D/S	6107	662	6613	506	+8.3	3533	322	3810	277	+7.8	1214	95	1306	91	+7.5		
Mid-market																			
Daily Express	express.co.uk	D	2724	3104	5627	2903	+106.6	1785	1489	3206	1421	+79.6	842	401	1233	390	+46.3		
Daily Express/Sunday Express	express.co.uk	D/S	3300	3104	6158	2858	+86.6	2112	1489	3521	1409	+66.7	897	401	1287	390	+43.5		
Daily Mail	dailymail.co.uk	D	10068	7418	15604	5536	+55.0	6899	4071	10226	3326	+48.2	3354	1335	4547	1193	+35.6		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	12292	7418	17494	5201	+42.3	8155	4071	11374	3220	+39.5	3567	1335	4752	1185	+33.2		
Popular																			
Daily Mirror	mirror.co.uk	D	5902	4374	9719	3816	+64.7	3923	1846	5618	1695	+43.2	1818	388	2190	371	+20.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	6802	4374	10548	3746	+55.1	4538	1846	6216	1677	+37.0	1913	388	2282	369	+19.3		
Daily Record	dailyrecord.co.uk	D	1230	588	1760	530	+43.1	895	285	1161	266	+29.7	484	86	569	84	+17.4		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1542	588	2054	512	+33.2	1101	285	1363	262	+23.8	520	86	604	84	+16.2		
Daily Star	dailystar.co.uk	D	2569	1069	3570	1000	+38.9	1728	514	2222	494	+28.6	800	140	939	138	+17.3		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2883	1069	3880	997	+34.6	1913	514	2405	493	+25.8	829	140	967	138	+16.7		
Sunday People	mirror.co.uk	S	727	4374	5039	4312	+593.0	458	1846	2288	1830	+399.8	60	388	448	388	+645.7		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	10661	2114	12272	1611	+15.1	8023	887	8764	740	+9.2	4188	189	4361	173	+4.1		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	11724	2114	13297	1573	+13.4	8823	887	9550	727	+8.2	4352	189	4524	172	+4.0		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	325	153	470	145	+44.6	251	78	324	73	+29.2	142	7	149	7	+5.1		
The Courier - Dundee	thecourier.co.uk	D	321	146	455	134	+41.7	244	71	310	66	+27.0	136	12	147	11	+8.0		
London Evening Standard	standard.co.uk	D	4986	1530	6135	1149	+23.0	3601	720	4179	578	+16.0	1640	180	1801	161	+9.8		
Metro	metro.co.uk	D	10582	1517	11633	1050	+9.9	7271	595	7727	457	+6.3	3067	121	3175	108	+3.5		
The Herald (Scotland)	heraldscotland.com	D	306	337	632	326	+106.6	180	146	322	142	+79.0	109	39	147	38	+34.9		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	412	337	735	323	+78.3	239	146	381	142	+59.1	114	39	152	38	+33.3		
The Scotsman	scotsman.com	D	336	412	726	390	+116.1	174	188	354	180	+103.7	73	47	120	47	+63.5		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	434	412	818	384	+88.5	228	188	405	177	+78.0	78	47	125	47	+59.3		
Yorkshire Post	yorkshirepost.co.uk	D	569	175	735	166	+29.2	304	68	370	66	+21.6	106	8	114	8	+7.8		

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: 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				
Quality																				
The Daily Telegraph	telegraph.co.uk	D	2098	3810	5271	3173	+151.3	1257	1685	2758	1501	+119.4	622	369	964	342	+55.0			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2376	3810	5503	3127	+131.6	1387	1685	2870	1483	+106.9	658	369	997	339	+51.6			
The Guardian	theguardian.com	D	2124	3803	5100	2976	+140.1	1202	1983	2921	1718	+142.9	445	561	965	520	+116.8			
The Guardian/The Observer	theguardian.com	D/S	2420	3803	5302	2882	+119.1	1366	1983	3060	1694	+124.1	484	561	1004	520	+107.4			
i	inews.co.uk	D	1202	97	1291	89	+7.4	682	51	730	49	+7.1	319	3	322	3	+0.8			
No Print Publication	independent.co.uk	D	0	2433	2433	2433	+1.0	0	985	985	985	+1.0	0	202	202	202	+1.0			
The Times	thetimes.co.uk	D	2463	359	2748	285	+11.6	1438	181	1599	161	+11.2	581	57	636	55	+9.5			
The Times/The Sunday Times	thetimes.co.uk	D/S	3322	359	3585	264	+7.9	1936	181	2086	150	+7.7	683	57	737	55	+8.0			
Mid-market																				
Daily Express	express.co.uk	D	1416	1803	3078	1662	+117.4	959	892	1802	843	+88.0	431	255	681	249	+57.8			
Daily Express/Sunday Express	express.co.uk	D/S	1737	1803	3372	1635	+94.1	1120	892	1957	837	+74.7	455	255	705	249	+54.7			
Daily Mail	dailymail.co.uk	D	4695	3965	7713	3018	+64.3	3192	2149	4973	1781	+55.8	1548	673	2157	609	+39.3			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	5760	3965	8592	2832	+49.2	3818	2149	5540	1723	+45.1	1673	673	2278	604	+36.1			
Popular																				
Daily Mirror	mirror.co.uk	D	3121	2554	5324	2202	+70.6	2097	1081	3081	984	+46.9	980	226	1194	214	+21.9			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3562	2554	5734	2171	+61.0	2407	1081	3381	974	+40.5	1043	226	1257	214	+20.5			
Daily Record	dailyrecord.co.uk	D	654	301	925	270	+41.3	468	133	590	122	+26.2	251	33	282	32	+12.6			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	794	301	1054	261	+32.9	561	133	680	119	+21.2	271	33	303	32	+11.7			
Daily Star	dailystar.co.uk	D	1677	774	2393	716	+42.7	1139	367	1488	349	+30.7	525	94	617	92	+17.6			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1841	774	2554	713	+38.7	1248	367	1597	349	+27.9	541	94	634	92	+17.1			
Sunday People	mirror.co.uk	S	366	2554	2884	2518	+687.7	228	1081	1301	1073	+470.5	28	226	254	226	+805.0			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6035	1127	6871	836	+13.9	4655	500	5074	419	+9.0	2401	111	2502	101	+4.2			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6510	1127	7326	816	+12.5	5042	500	5453	411	+8.1	2497	111	2598	101	+4.0			
Regional																				
The Press and Journal	pressandjournal.co.uk	D	157	81	237	80	+51.2	122	44	165	43	+35.6	66	5	71	5	+8.0			
The Courier - Dundee	thecourier.co.uk	D	142	70	209	66	+46.4	107	30	135	28	+26.1	58	4	62	4	+6.2			
London Evening Standard	standard.co.uk	D	2792	863	3441	649	+23.2	2045	409	2372	327	+16.0	1000	102	1091	91	+9.1			
Metro	metro.co.uk	D	5572	893	6179	606	+10.9	3950	350	4211	261	+6.6	1722	71	1786	64	+3.7			
The Herald (Scotland)	heraldscotland.com	D	178	202	372	194	+109.0	112	90	199	87	+77.9	73	28	100	27	+36.5			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	235	202	426	191	+81.4	144	90	231	87	+60.3	78	28	105	27	+34.0			
The Scotsman	scotsman.com	D	189	261	434	245	+129.5	93	116	205	112	+120.4	42	29	70	28	+66.5			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	232	261	471	239	+102.8	120	116	229	109	+91.0	43	29	71	28	+65.6			
Yorkshire Post	yorkshirepost.co.uk	D	330	108	433	103	+31.2	177	36	212	36	+20.2	73	5	78	5	+7.0			

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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)	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	1722	2930	4298	2576	+149.6	1106	1138	2151	1045	+94.5	561	214	764	203	+36.2		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2020	2930	4544	2524	+124.9	1237	1138	2272	1035	+83.7	575	214	778	203	+35.3		
The Guardian	theguardian.com	D	1913	3169	4493	2580	+134.9	1094	1545	2455	1361	+124.4	419	388	780	360	+85.8		
The Guardian/The Observer	theguardian.com	D/S	2174	3169	4663	2489	+114.5	1219	1545	2558	1339	+109.8	426	388	786	359	+84.3		
i	inews.co.uk	D	732	52	779	47	+6.4	460	29	488	27	+5.9	222	3	224	3	+1.1		
No Print Publication	independent.co.uk	D	0	1778	1778	1778	+1.0	0	725	725	725	+1.0	0	149	149	149	+1.0		
The Times	thetimes.co.uk	D	1915	303	2168	253	+13.2	1107	141	1237	130	+11.8	466	39	505	38	+8.2		
The Times/The Sunday Times	thetimes.co.uk	D/S	2786	303	3028	242	+8.7	1597	141	1724	127	+8.0	532	39	568	37	+6.9		
Mid-market																			
Daily Express	express.co.uk	D	1308	1300	2549	1241	+94.8	826	596	1403	577	+69.9	411	146	552	141	+34.3		
Daily Express/Sunday Express	express.co.uk	D/S	1563	1300	2787	1223	+78.3	992	596	1564	572	+57.7	441	146	582	141	+31.9		
Daily Mail	dailymail.co.uk	D	5373	3454	7890	2518	+46.9	3707	1922	5253	1545	+41.7	1806	662	2391	584	+32.3		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6532	3454	8902	2369	+36.3	4337	1922	5834	1497	+34.5	1894	662	2475	581	+30.7		
Popular																			
Daily Mirror	mirror.co.uk	D	2781	1820	4395	1614	+58.0	1827	765	2537	710	+38.9	838	163	995	157	+18.7		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3239	1820	4814	1575	+48.6	2132	765	2835	703	+33.0	870	163	1025	155	+17.8		
Daily Record	dailyrecord.co.uk	D	576	286	835	259	+45.0	427	153	571	144	+33.7	234	53	286	53	+22.6		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	749	286	1000	251	+33.6	540	153	683	143	+26.5	249	53	302	53	+21.2		
Daily Star	dailystar.co.uk	D	892	295	1176	284	+31.9	589	148	734	145	+24.6	276	46	322	46	+16.6		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1042	295	1326	284	+27.2	665	148	809	144	+21.7	288	46	333	46	+16.0		
Sunday People	mirror.co.uk	S	361	1820	2154	1793	+496.9	230	765	987	757	+329.6	32	163	195	163	+506.7		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	4626	987	5401	775	+16.8	3368	387	3689	321	+9.5	1787	78	1859	72	+4.0		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	5215	987	5971	757	+14.5	3780	387	4097	316	+8.4	1855	78	1927	71	+3.9		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	169	72	233	65	+38.5	128	34	158	30	+23.2	76	2	77	2	+2.6		
The Courier - Dundee	thecourier.co.uk	D	179	76	247	68	+38.0	137	41	175	38	+27.7	78	8	86	7	+9.3		
London Evening Standard	standard.co.uk	D	2194	667	2694	500	+22.8	1556	311	1807	251	+16.1	641	77	710	70	+10.9		
Metro	metro.co.uk	D	5010	624	5454	444	+8.9	3321	245	3516	195	+5.9	1344	50	1388	44	+3.3		
The Herald (Scotland)	heraldscotland.com	D	128	135	260	132	+103.4	68	56	123	55	+80.9	36	11	47	11	+31.6		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	177	135	309	132	+74.2	96	56	151	55	+57.4	36	11	47	11	+31.6		
The Scotsman	scotsman.com	D	147	151	293	145	+98.8	81	72	150	69	+84.6	31	19	50	18	+59.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	202	151	347	145	+71.9	108	72	176	68	+63.5	36	19	54	18	+51.8		
Yorkshire Post	yorkshirepost.co.uk	D	238	67	301	63	+26.4	127	31	157	30	+23.6	33	3	37	3	+9.5		

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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: 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	3106	4914	7151	4045	+130.3	1924	2108	3784	1860	+96.7	972	447	1388	416	+42.7		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3564	4914	7524	3959	+111.1	2138	2108	3973	1834	+85.8	1016	447	1429	413	+40.6		
The Guardian	theguardian.com	D	3201	5311	7310	4108	+128.3	1841	2708	4172	2332	+126.7	690	728	1360	670	+97.0		
The Guardian/The Observer	theguardian.com	D/S	3665	5311	7611	3946	+107.7	2089	2708	4379	2290	+109.6	727	728	1395	668	+92.0		
i	inews.co.uk	D	1490	118	1597	107	+7.2	890	62	948	58	+6.5	391	5	396	4	+1.1		
No Print Publication	independent.co.uk	D	0	3032	3032	3032	+1.0	0	1209	1209	1209	+1.0	0	235	235	235	+1.0		
The Times	thetimes.co.uk	D	3599	513	4001	402	+11.2	2087	258	2317	230	+11.0	888	79	965	77	+8.7		
The Times/The Sunday Times	thetimes.co.uk	D/S	4978	513	5349	372	+7.5	2896	258	3113	217	+7.5	1031	79	1106	76	+7.3		
Mid-market																			
Daily Express	express.co.uk	D	1566	2120	3550	1984	+126.7	990	1041	1982	992	+100.3	476	281	748	272	+57.1		
Daily Express/Sunday Express	express.co.uk	D/S	1910	2120	3859	1949	+102.1	1194	1041	2176	982	+82.3	514	281	785	272	+52.9		
Daily Mail	dailymail.co.uk	D	6126	5315	10077	3952	+64.5	4180	3005	6638	2458	+58.8	2082	1040	3010	928	+44.6		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	7404	5315	11131	3727	+50.3	4902	3005	7286	2384	+48.6	2203	1040	3125	922	+41.9		
Popular																			
Daily Mirror	mirror.co.uk	D	2547	2970	5196	2649	+104.0	1565	1279	2749	1185	+75.7	637	273	898	261	+41.0		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2975	2970	5583	2609	+87.7	1835	1279	3011	1176	+64.1	667	273	928	261	+39.0		
Daily Record	dailyrecord.co.uk	D	476	397	840	364	+76.5	305	197	490	185	+60.6	148	61	208	61	+41.0		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	617	397	973	355	+57.6	381	197	565	184	+48.2	159	61	220	61	+37.9		
Daily Star	dailystar.co.uk	D	845	691	1506	661	+78.3	509	339	840	331	+65.0	199	95	293	94	+47.1		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	947	691	1608	661	+69.8	557	339	888	331	+59.5	216	95	309	94	+43.5		
Sunday People	mirror.co.uk	S	241	2970	3181	2940	+1220.7	130	1279	1401	1272	+980.6	14	273	287	273	+1977.4		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3951	1427	5105	1154	+29.2	2806	589	3316	510	+18.2	1329	121	1442	113	+8.5		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4386	1427	5521	1135	+25.9	3122	589	3626	505	+16.2	1379	121	1492	113	+8.2		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	201	98	295	94	+46.8	151	51	199	48	+31.4	89	3	92	3	+3.4		
The Courier - Dundee	thecourier.co.uk	D	176	113	279	104	+58.9	135	60	191	56	+41.2	72	10	81	9	+12.7		
London Evening Standard	standard.co.uk	D	3373	1139	4201	828	+24.5	2380	552	2813	433	+18.2	1046	143	1172	126	+12.1		
Metro	metro.co.uk	D	6159	1049	6869	710	+11.5	4173	427	4498	325	+7.8	1697	90	1777	80	+4.7		
The Herald (Scotland)	heraldscotland.com	D	235	254	478	243	+103.6	141	110	247	106	+75.6	80	32	111	31	+38.7		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	305	254	545	240	+78.8	173	110	279	106	+61.2	82	32	113	31	+37.8		
The Scotsman	scotsman.com	D	279	308	566	286	+102.5	150	145	287	137	+91.3	57	36	93	36	+62.9		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	354	308	636	282	+79.8	193	145	327	135	+69.9	62	36	98	36	+57.7		
Yorkshire Post	yorkshirepost.co.uk	D	412	138	543	131	+31.8	212	51	261	49	+23.2	78	7	85	7	+9.0		

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

Base: C2DE 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	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
Quality																					
The Daily Telegraph	telegraph.co.uk	D	714	1826	2418	1704	+238.7	439	716	1125	686	+156.2	211	137	340	130	+61.6				
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	832	1826	2523	1692	+203.3	486	716	1169	684	+140.8	217	137	347	130	+59.8				
The Guardian	theguardian.com	D	836	1660	2283	1448	+173.3	456	820	1203	748	+164.1	174	220	385	211	+120.7				
The Guardian/The Observer	theguardian.com	D/S	929	1660	2354	1425	+153.4	496	820	1238	743	+149.8	184	220	394	211	+114.6				
i	inews.co.uk	D	444	31	473	28	+6.4	252	18	270	18	+7.0	150	1	150	1	+0.5				
No Print Publication	independent.co.uk	D	0	1179	1179	1179	+1.0	0	501	501	501	+1.0	0	115	115	115	+1.0				
The Times	thetimes.co.uk	D	779	149	915	136	+17.5	459	64	519	61	+13.3	159	16	175	16	+10.0				
The Times/The Sunday Times	thetimes.co.uk	D/S	1130	149	1264	134	+11.9	637	64	697	60	+9.4	183	16	199	16	+8.7				
Mid-market																					
Daily Express	express.co.uk	D	1158	984	2077	919	+79.4	795	448	1223	429	+53.9	367	121	485	119	+32.3				
Daily Express/Sunday Express	express.co.uk	D/S	1390	984	2300	909	+65.4	918	448	1345	427	+46.5	383	121	502	118	+30.9				
Daily Mail	dailymail.co.uk	D	3942	2104	5526	1584	+40.2	2719	1066	3588	869	+31.9	1273	296	1538	265	+20.8				
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4888	2104	6362	1474	+30.2	3253	1066	4089	836	+25.7	1365	296	1628	263	+19.3				
Popular																					
Daily Mirror	mirror.co.uk	D	3355	1404	4522	1167	+34.8	2359	567	2869	510	+21.6	1181	115	1292	110	+9.3				
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3827	1404	4964	1137	+29.7	2703	567	3205	501	+18.5	1246	115	1355	109	+8.7				
Daily Record	dailyrecord.co.uk	D	755	190	920	166	+22.0	590	89	671	81	+13.8	336	25	360	24	+7.1				
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	925	190	1082	157	+17.0	720	89	798	78	+10.8	360	25	384	24	+6.6				
Daily Star	dailystar.co.uk	D	1724	378	2063	339	+19.7	1218	176	1381	163	+13.4	601	46	646	45	+7.4				
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1936	378	2272	336	+17.3	1356	176	1518	162	+11.9	613	46	658	45	+7.3				
Sunday People	mirror.co.uk	S	486	1404	1858	1372	+282.1	328	567	886	558	+170.2	46	115	162	115	+248.9				
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6710	687	7167	457	+6.8	5217	298	5447	230	+4.4	2859	67	2919	60	+2.1				
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	7338	687	7766	438	+6.0	5701	298	5923	222	+3.9	2973	67	3032	59	+2.0				
Regional																					
The Press and Journal	pressandjournal.co.uk	D	124	55	175	51	+41.0	99	27	125	26	+25.8	53	4	57	4	+8.0				
The Courier - Dundee	thecourier.co.uk	D	145	33	176	30	+20.9	109	11	119	10	+9.3	65	2	67	2	+2.8				
London Evening Standard	standard.co.uk	D	1613	390	1934	321	+19.9	1220	168	1365	145	+11.9	595	37	629	34	+5.8				
Metro	metro.co.uk	D	4423	468	4763	340	+7.7	3098	167	3230	132	+4.2	1369	30	1397	28	+2.0				
The Herald (Scotland)	heraldscotland.com	D	71	83	154	83	+116.6	39	36	75	36	+91.2	29	7	36	7	+24.2				
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	107	83	190	82	+76.7	67	36	103	36	+53.6	32	7	39	7	+21.7				
The Scotsman	scotsman.com	D	57	104	161	104	+182.4	24	44	67	43	+181.7	16	11	27	11	+65.7				
The Scotsman/Scotland on Sunday	scotsman.com	D/S	80	104	182	102	+126.8	35	44	78	43	+122.7	16	11	27	11	+65.7				
Yorkshire Post	yorkshirepost.co.uk	D	157	36	192	35	+22.4	93	17	109	17	+17.9	28	1	29	1	+4.5				

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

Base: Adults 15 - 34

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Increase with PC %	Weekly					Increase with PC %	Daily					Increase with PC %
			Print 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	855	2217	2830	1976	+231.2	405	890	1247	842	+207.7	123	172	288	165	+134.2			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	974	2217	2925	1951	+200.3	441	890	1278	837	+189.8	127	172	292	165	+130.0			
The Guardian	theguardian.com	D	1585	2601	3625	2040	+128.7	811	1299	1971	1160	+143.0	226	339	546	320	+141.7			
The Guardian/The Observer	theguardian.com	D/S	1724	2601	3713	1989	+115.4	870	1299	2017	1147	+131.9	232	339	553	320	+138.0			
i	inews.co.uk	D	520	28	545	25	+4.8	252	17	267	15	+6.0	79	1	80	1	+0.8			
No Print Publication	independent.co.uk	D	0	1535	1535	1535	+1.0	0	601	601	601	+1.0	0	115	115	115	+1.0			
The Times	thetimes.co.uk	D	1354	143	1475	121	+8.9	670	70	736	67	+10.0	170	19	189	19	+11.2			
The Times/The Sunday Times	thetimes.co.uk	D/S	1759	143	1875	116	+6.6	828	70	894	66	+7.9	188	19	207	19	+10.2			
Mid-market																				
Daily Express	express.co.uk	D	479	622	1082	603	+125.8	261	274	528	267	+102.4	69	61	127	58	+83.8			
Daily Express/Sunday Express	express.co.uk	D/S	603	622	1198	595	+98.7	322	274	588	265	+82.4	69	61	127	58	+83.8			
Daily Mail	dailymail.co.uk	D	2717	2300	4469	1753	+64.5	1478	1228	2523	1045	+70.7	414	373	755	342	+82.6			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	3289	2300	4964	1675	+50.9	1728	1228	2756	1028	+59.5	451	373	793	341	+75.6			
Popular																				
Daily Mirror	mirror.co.uk	D	1929	1423	3139	1211	+62.8	1090	547	1594	505	+46.3	296	102	395	99	+33.4			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2182	1423	3366	1184	+54.3	1265	547	1762	497	+39.3	314	102	413	99	+31.5			
Daily Record	dailyrecord.co.uk	D	304	147	444	140	+46.0	162	68	229	68	+41.9	54	19	72	19	+34.7			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	355	147	488	133	+37.6	190	68	255	65	+34.2	60	19	78	19	+31.1			
Daily Star	dailystar.co.uk	D	968	310	1255	287	+29.6	558	133	684	126	+22.5	203	29	231	28	+14.0			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1112	310	1396	285	+25.6	632	133	757	125	+19.8	213	29	241	28	+13.3			
Sunday People	mirror.co.uk	S	88	1423	1502	1414	+1605.2	59	547	603	544	+923.1	10	102	113	102	+976.2			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	4003	609	4442	440	+11.0	2740	241	2938	198	+7.2	1027	47	1072	45	+4.4			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4414	609	4837	423	+9.6	3019	241	3212	193	+6.4	1089	47	1134	45	+4.1			
Regional																				
The Press and Journal	pressandjournal.co.uk	D	61	16	77	16	+26.0	49	6	55	6	+11.8	21	1	21	1	+3.2			
The Courier - Dundee	thecourier.co.uk	D	76	19	94	18	+23.2	46	10	56	10	+22.4	18	1	19	1	+5.6			
London Evening Standard	standard.co.uk	D	1854	533	2221	366	+19.8	1400	261	1594	195	+13.9	677	68	734	57	+8.4			
Metro	metro.co.uk	D	4341	627	4738	397	+9.2	3031	245	3207	176	+5.8	1375	49	1417	42	+3.1			
The Herald (Scotland)	heraldscotland.com	D	58	83	138	80	+138.9	26	40	65	39	+148.2	14	12	26	12	+79.8			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	82	83	161	79	+96.5	43	40	81	38	+89.9	14	12	26	12	+79.8			
The Scotsman	scotsman.com	D	67	66	130	63	+94.0	25	29	52	27	+105.1	10	6	16	6	+67.5			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	82	66	144	63	+77.2	35	29	61	27	+76.2	10	6	16	6	+67.5			
Yorkshire Post	yorkshirepost.co.uk	D	129	33	159	30	+23.6	54	16	69	14	+26.3	19	1	20	1	+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: 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	2965	4523	6739	3774	+127.3	1957	1934	3662	1704	+87.1	1060	412	1440	380	+35.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3422	4523	7122	3700	+108.1	2183	1934	3864	1681	+77.0	1106	412	1484	377	+34.1		
The Guardian	theguardian.com	D	2452	4371	5968	3516	+143.4	1485	2229	3405	1919	+129.2	639	610	1199	560	+87.7		
The Guardian/The Observer	theguardian.com	D/S	2870	4371	6252	3382	+117.8	1715	2229	3601	1886	+110.0	678	610	1237	559	+82.4		
i	inews.co.uk	D	1414	121	1525	111	+7.8	890	64	951	61	+6.8	462	5	466	4	+1.0		
No Print Publication	independent.co.uk	D	0	2676	2676	2676	+1.0	0	1109	1109	1109	+1.0	0	236	236	236	+1.0		
The Times	thetimes.co.uk	D	3024	519	3442	418	+13.8	1875	252	2100	224	+12.0	877	76	951	74	+8.5		
The Times/The Sunday Times	thetimes.co.uk	D/S	4349	519	4738	390	+9.0	2705	252	2916	212	+7.8	1026	76	1099	72	+7.1		
Mid-market																			
Daily Express	express.co.uk	D	2244	2482	4545	2300	+102.5	1524	1215	2678	1154	+75.7	773	341	1106	333	+43.0		
Daily Express/Sunday Express	express.co.uk	D/S	2697	2482	4960	2263	+83.9	1790	1215	2934	1144	+63.9	828	341	1160	332	+40.1		
Daily Mail	dailymail.co.uk	D	7351	5118	11134	3783	+51.5	5421	2843	7703	2281	+42.1	2941	963	3792	851	+28.9		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9004	5118	12529	3526	+39.2	6427	2843	8618	2192	+34.1	3116	963	3960	844	+27.1		
Popular																			
Daily Mirror	mirror.co.uk	D	3974	2951	6579	2606	+65.6	2834	1299	4024	1190	+42.0	1522	286	1795	272	+17.9		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4620	2951	7181	2562	+55.5	3273	1299	4453	1180	+36.1	1599	286	1870	270	+16.9		
Daily Record	dailyrecord.co.uk	D	926	440	1316	390	+42.1	734	217	932	198	+27.1	431	67	496	66	+15.3		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1187	440	1566	379	+31.9	911	217	1108	197	+21.6	460	67	526	66	+14.3		
Daily Star	dailystar.co.uk	D	1601	759	2315	714	+44.6	1169	382	1537	368	+31.5	598	112	708	110	+18.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1771	759	2483	712	+40.2	1281	382	1649	368	+28.7	616	112	726	110	+17.9		
Sunday People	mirror.co.uk	S	639	2951	3537	2898	+453.5	399	1299	1685	1286	+322.5	50	286	335	286	+575.9		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6658	1505	7829	1171	+17.6	5284	647	5826	542	+10.3	3161	141	3289	128	+4.0		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	7310	1505	8460	1149	+15.7	5803	647	6338	535	+9.2	3263	141	3390	128	+3.9		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	264	137	393	129	+48.9	201	72	269	67	+33.4	121	7	128	7	+5.4		
The Courier - Dundee	thecourier.co.uk	D	245	127	361	116	+47.5	198	60	253	56	+28.1	119	11	129	10	+8.4		
London Evening Standard	standard.co.uk	D	3132	997	3914	783	+25.0	2201	460	2584	383	+17.4	963	111	1067	104	+10.8		
Metro	metro.co.uk	D	6242	890	6895	653	+10.5	4239	350	4520	281	+6.6	1692	72	1757	65	+3.9		
The Herald (Scotland)	heraldscotland.com	D	248	254	493	246	+99.1	154	106	258	104	+67.3	95	27	121	27	+28.1		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	330	254	573	243	+73.7	197	106	300	103	+52.5	100	27	127	27	+26.6		
The Scotsman	scotsman.com	D	269	346	597	327	+121.6	149	160	302	154	+103.5	64	41	104	40	+62.9		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	352	346	673	321	+91.1	193	160	344	151	+78.3	69	41	109	40	+58.2		
Yorkshire Post	yorkshirepost.co.uk	D	440	141	575	136	+30.8	250	52	301	51	+20.6	87	8	94	7	+8.6		

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: 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				
Quality																				
The Daily Telegraph	telegraph.co.uk	D	550	1157	1513	963	+175.1	307	456	715	408	+132.9	141	97	230	89	+63.5			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	632	1157	1577	945	+149.5	337	456	740	404	+120.0	146	97	235	89	+61.3			
The Guardian	theguardian.com	D	1151	1438	2108	958	+83.2	643	728	1229	586	+91.1	224	205	410	186	+83.1			
The Guardian/The Observer	theguardian.com	D/S	1279	1438	2185	906	+70.9	694	728	1273	579	+83.5	231	205	417	186	+80.6			
i	inews.co.uk	D	201	25	224	23	+11.7	100	13	113	13	+12.7	34	0	34	0	+1.1			
No Print Publication	independent.co.uk	D	0	778	778	778	+1.0	0	300	300	300	+1.0	0	58	58	58	+1.0			
The Times	thetimes.co.uk	D	987	137	1091	104	+10.5	551	68	613	61	+11.1	206	21	228	21	+10.3			
The Times/The Sunday Times	thetimes.co.uk	D/S	1258	137	1357	99	+7.9	665	68	724	59	+8.9	230	21	251	21	+9.2			
Mid-market																				
Daily Express	express.co.uk	D	350	391	719	370	+105.6	183	172	349	166	+90.7	58	42	99	41	+70.8			
Daily Express/Sunday Express	express.co.uk	D/S	405	391	774	368	+90.8	204	172	370	166	+81.3	66	42	107	41	+62.6			
Daily Mail	dailymail.co.uk	D	1539	1212	2427	889	+57.7	940	672	1485	545	+58.0	353	238	566	212	+60.1			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	1850	1212	2688	838	+45.3	1059	672	1592	533	+50.3	373	238	585	212	+56.8			
Popular																				
Daily Mirror	mirror.co.uk	D	1036	686	1606	570	+55.0	633	271	876	243	+38.5	259	51	307	48	+18.5			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1177	686	1737	560	+47.6	729	271	972	242	+33.2	268	51	316	48	+17.8			
Daily Record	dailyrecord.co.uk	D	9	48	57	48	+519.3	4	21	25	21	+565.4	3	4	7	4	+150.7			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	9	48	57	48	+519.3	4	21	25	21	+565.4	3	4	7	4	+150.7			
Daily Star	dailystar.co.uk	D	297	149	440	143	+48.0	177	65	240	63	+35.5	90	16	105	16	+17.4			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	341	149	484	143	+41.8	199	65	263	63	+31.6	90	16	105	16	+17.4			
Sunday People	mirror.co.uk	S	81	686	759	678	+833.9	37	271	305	268	+731.7	0	51	51	51	+1.0			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1615	314	1831	217	+13.4	1176	119	1270	94	+8.0	539	22	558	19	+3.6			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1762	314	1973	211	+12.0	1273	119	1365	91	+7.2	560	22	579	19	+3.4			
Regional																				
The Press and Journal	pressandjournal.co.uk	D	0	3	3	3	+1.0	0	1	1	1	+1.0	0	0	0	0	+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	3510	482	3713	203	+5.8	2767	235	2888	121	+4.4	1331	65	1380	49	+3.7			
Metro	metro.co.uk	D	4213	317	4328	115	+2.7	3290	132	3354	65	+2.0	1653	29	1674	21	+1.3			
The Herald (Scotland)	heraldscotland.com	D	1	30	31	30	+2605.6	1	11	12	11	+944.4	3	3	5	3	+89.4			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	8	30	38	30	+367.1	3	11	14	11	+340.5	3	3	5	3	+89.4			
The Scotsman	scotsman.com	D	10	24	34	24	+253.7	1	10	11	10	+860.2	0	2	2	2	+1.0			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	11	24	35	24	+219.2	1	10	11	10	+860.2	0	2	2	2	+1.0			
Yorkshire Post	yorkshirepost.co.uk	D	5	7	11	7	+153.4	1	3	4	3	+239.6	2	0	2	0	+18.9			

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

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				
Quality																				
The Daily Telegraph	telegraph.co.uk	D	122	427	522	400	+327.0	75	187	253	178	+239.0	26	43	69	42	+161.1			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	159	427	554	395	+247.8	92	187	269	177	+191.3	29	43	72	42	+145.6			
The Guardian	theguardian.com	D	275	483	668	394	+143.4	165	259	391	226	+137.1	51	78	126	75	+146.3			
The Guardian/The Observer	theguardian.com	D/S	304	483	693	389	+127.7	181	259	405	224	+124.2	54	78	129	74	+136.4			
i	inews.co.uk	D	127	23	147	20	+15.6	73	14	85	12	+16.9	32	1	33	1	+4.4			
No Print Publication	independent.co.uk	D	0	263	263	263	+1.0	0	111	111	111	+1.0	0	22	22	22	+1.0			
The Times	thetimes.co.uk	D	191	21	211	20	+10.3	101	15	115	13	+13.3	47	5	52	5	+10.4			
The Times/The Sunday Times	thetimes.co.uk	D/S	313	21	332	19	+6.1	170	15	184	13	+7.9	57	5	62	5	+8.5			
Mid-market																				
Daily Express	express.co.uk	D	257	252	493	237	+92.2	188	125	307	119	+63.4	100	36	135	35	+35.0			
Daily Express/Sunday Express	express.co.uk	D/S	302	252	535	233	+77.3	216	125	334	118	+54.7	103	36	138	35	+34.1			
Daily Mail	dailymail.co.uk	D	425	444	804	380	+89.5	286	221	486	200	+70.0	138	67	203	65	+47.2			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	551	444	915	365	+66.2	357	221	555	199	+55.7	148	67	213	65	+44.2			
Popular																				
Daily Mirror	mirror.co.uk	D	146	280	414	268	+182.9	74	112	185	111	+149.9	35	23	58	23	+65.0			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	203	280	463	261	+128.6	98	112	208	111	+113.7	39	23	62	23	+58.3			
Daily Record	dailyrecord.co.uk	D	1153	249	1344	191	+16.6	850	125	956	107	+12.5	470	48	517	47	+9.9			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1448	249	1622	174	+12.0	1042	125	1144	102	+9.8	503	48	550	47	+9.3			
Daily Star	dailystar.co.uk	D	195	78	265	70	+35.7	146	40	182	36	+24.8	84	11	94	10	+12.5			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	230	78	299	69	+30.1	171	40	207	36	+21.2	89	11	99	10	+11.8			
Sunday People	mirror.co.uk	S	36	280	312	276	+769.5	16	112	128	112	+700.2	3	23	27	23	+691.3			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1051	132	1132	81	+7.7	830	53	867	37	+4.4	530	13	541	11	+2.0			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1163	132	1239	77	+6.6	922	53	956	34	+3.7	547	13	558	10	+1.9			
Regional																				
The Press and Journal	pressandjournal.co.uk	D	325	92	410	84	+25.9	251	48	294	44	+17.5	142	4	145	4	+2.7			
The Courier - Dundee	thecourier.co.uk	D	321	88	397	76	+23.8	244	48	287	43	+17.6	136	9	145	9	+6.3			
London Evening Standard	standard.co.uk	D	12	46	57	46	+386.9	6	21	27	21	+322.3	0	3	3	3	+1.0			
Metro	metro.co.uk	D	838	83	894	57	+6.7	532	30	554	22	+4.2	197	5	202	5	+2.5			
The Herald (Scotland)	heraldscotland.com	D	289	149	427	138	+47.8	178	78	252	74	+41.7	106	24	130	23	+22.1			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	363	149	497	135	+37.1	214	78	287	73	+34.3	108	24	132	23	+21.7			
The Scotsman	scotsman.com	D	291	195	465	174	+59.9	163	96	250	88	+54.0	69	27	94	26	+37.6			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	358	195	526	168	+46.9	199	96	284	85	+42.7	69	27	95	26	+37.3			
Yorkshire Post	yorkshirepost.co.uk	D	2	0	2	0	+25.0	0	0	0	0	+1.0	0	0	0	0	+1.0			

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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)	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	3147	5156	7534	4387	+139.4	1981	2181	3942	1960	+98.9	1016	444	1430	414	+40.7			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3605	5156	7916	4311	+119.6	2195	2181	4132	1937	+88.3	1058	444	1469	411	+38.8			
The Guardian	theguardian.com	D	2612	5051	6817	4205	+161.0	1488	2541	3755	2267	+152.3	590	666	1209	619	+105.0			
The Guardian/The Observer	theguardian.com	D/S	3011	5051	7086	4076	+135.4	1710	2541	3940	2229	+130.4	625	666	1243	619	+99.0			
i	inews.co.uk	D	1607	101	1699	92	+5.7	968	53	1019	51	+5.2	476	3	479	3	+0.7			
No Print Publication	independent.co.uk	D	0	3170	3170	3170	+1.0	0	1299	1299	1299	+1.0	0	270	270	270	+1.0			
The Times	thetimes.co.uk	D	3200	504	3615	415	+13.0	1892	240	2109	216	+11.4	794	69	861	67	+8.5			
The Times/The Sunday Times	thetimes.co.uk	D/S	4537	504	4924	387	+8.5	2697	240	2902	205	+7.6	927	69	992	65	+7.1			
Mid-market																				
Daily Express	express.co.uk	D	2117	2461	4414	2297	+108.5	1414	1192	2549	1136	+80.3	684	324	998	314	+45.9			
Daily Express/Sunday Express	express.co.uk	D/S	2593	2461	4849	2257	+87.0	1691	1192	2816	1125	+66.5	728	324	1042	314	+43.1			
Daily Mail	dailymail.co.uk	D	8104	5762	12372	4268	+52.7	5673	3178	8254	2581	+45.5	2863	1031	3778	915	+32.0			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9892	5762	13890	3998	+40.4	6739	3178	9227	2488	+36.9	3047	1031	3955	908	+29.8			
Popular																				
Daily Mirror	mirror.co.uk	D	4720	3409	7699	2979	+63.1	3216	1463	4557	1340	+41.7	1524	314	1824	300	+19.7			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5422	3409	8347	2925	+54.0	3712	1463	5036	1324	+35.7	1606	314	1904	298	+18.6			
Daily Record	dailyrecord.co.uk	D	68	292	359	291	+428.2	42	139	180	138	+330.0	11	34	45	34	+298.7			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	85	292	376	291	+342.4	55	139	194	138	+249.7	14	34	48	34	+239.0			
Daily Star	dailystar.co.uk	D	2077	842	2865	788	+37.9	1404	409	1799	395	+28.1	627	113	739	112	+17.9			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2312	842	3096	785	+33.9	1542	409	1936	394	+25.5	650	113	762	112	+17.3			
Sunday People	mirror.co.uk	S	610	3409	3967	3357	+550.5	405	1463	1854	1449	+357.9	57	314	371	314	+553.8			
The Sun	thesun.co.uk/thescottishsun.co.uk	D	7995	1669	9309	1313	+16.4	6017	715	6627	610	+10.1	3119	154	3262	143	+4.6			
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	8800	1669	10085	1285	+14.6	6627	715	7228	602	+9.1	3245	154	3388	143	+4.4			
Regional																				
The Press and Journal	pressandjournal.co.uk	D	0	58	58	58	+1.0	0	29	29	29	+1.0	0	3	3	3	+1.0			
The Courier - Dundee	thecourier.co.uk	D	0	51	51	51	+1.0	0	19	19	19	+1.0	0	2	2	2	+1.0			
London Evening Standard	standard.co.uk	D	1464	1002	2365	901	+61.5	828	465	1264	436	+52.7	309	112	418	109	+35.1			
Metro	metro.co.uk	D	5532	1118	6410	879	+15.9	3449	433	3819	370	+10.7	1217	86	1298	81	+6.7			
The Herald (Scotland)	heraldscotland.com	D	16	158	174	158	+989.1	1	57	58	57	+5226.3	0	12	12	12	+1.0			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	41	158	199	158	+381.0	22	57	80	57	+257.3	3	12	15	12	+354.6			
The Scotsman	scotsman.com	D	35	193	227	192	+539.6	10	83	93	83	+811.3	5	19	23	19	+397.6			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	65	193	256	192	+296.2	27	83	110	83	+301.9	9	19	28	19	+202.2			
Yorkshire Post	yorkshirepost.co.uk	D	562	167	721	159	+28.2	303	65	366	63	+20.7	104	8	112	8	+7.6			

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