

NRS Apr12-Mar13 fused with comScore Mar2013

Base: Adults 15+

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %		
Quality																			
Financial Times	ft.com	D	1658	1203	2711	1053	+63.5	928	442	1339	410	+44.2	312	99	408	96	+30.8		
The Daily Telegraph	telegraph.co.uk	D	4190	7906	10737	6546	+156.2	2748	2169	4652	1904	+69.3	1352	812	2094	742	+54.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4900	7906	11247	6347	+129.5	3128	2169	4998	1870	+59.8	1428	812	2168	740	+51.8		
The Guardian	guardian.co.uk	D	4266	10363	12459	8193	+192.1	2513	2933	5012	2499	+99.5	1027	1424	2316	1289	+125.5		
The Guardian/The Observer	guardian.co.uk	D/S	4859	10363	12839	7979	+164.2	2898	2933	5342	2445	+84.4	1097	1424	2377	1280	+116.7		
The Independent	independent.co.uk	D	2818	5031	7145	4327	+153.5	1398	1414	2699	1301	+93.1	443	473	902	459	+103.5		
The Independent/The Independent on Sunday	independent.co.uk	D/S	3421	5031	7644	4223	+123.4	1659	1414	2946	1287	+77.6	469	473	928	459	+97.7		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	4876	5031	8847	3971	+81.4	2770	1414	4002	1231	+44.4	997	473	1446	450	+45.1		
The Times	thetimes.co.uk	D	5009	554	5402	393	+7.9	3061	196	3221	160	+5.2	1300	38	1334	35	+2.7		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	7052	705	7525	473	+6.7	4418	244	4608	190	+4.3	1569	48	1612	43	+2.7		
Mid-market																			
Daily Express	express.co.uk	D	3493	1315	4733	1240	+35.5	2281	375	2645	364	+16.0	1157	64	1220	63	+5.5		
Daily Express/Sunday Express	express.co.uk	D/S	4258	1315	5478	1220	+28.7	2756	375	3118	362	+13.1	1269	64	1332	63	+5.0		
Daily Mail	dailymail.co.uk	D	11189	10582	18837	7648	+68.4	8012	3538	10794	2782	+34.7	4245	2296	6232	1987	+46.8		
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	13826	10582	20884	7058	+51.1	9534	3538	12188	2654	+27.8	4528	2296	6494	1966	+43.4		
Popular																			
Daily Mirror	mirror.co.uk	D	7926	3333	10665	2740	+34.6	5596	926	6407	811	+14.5	2856	310	3149	293	+10.2		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	9461	3333	12079	2618	+27.7	6609	926	7400	791	+12.0	3029	310	3321	292	+9.6		
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	10028	3333	12617	2589	+25.8	7063	926	7847	784	+11.1	3128	310	3420	291	+9.3		
Daily Record	dailyrecord.co.uk	D	1593	788	2304	711	+44.6	1268	215	1464	196	+15.5	783	54	833	50	+6.4		
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	1948	788	2642	694	+35.6	1527	215	1719	192	+12.6	842	54	892	50	+6.0		
Daily Star	dailystar.co.uk	D	3644	345	3960	316	+8.7	2583	105	2682	99	+3.8	1279	21	1299	21	+1.6		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	4112	345	4423	311	+7.6	2873	105	2972	99	+3.4	1312	21	1332	21	+1.6		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	14639	4385	16986	2347	+16.0	11664	1548	12618	953	+8.2	6707	761	7289	581	+8.7		
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	16015	4385	18207	2193	+13.7	12765	1548	13674	909	+7.1	6970	761	7543	573	+8.2		
Regional																			
(Dundee) Courier and Advertiser	thecourier.co.uk	D	268	106	372	104	+38.6	207	31	237	30	+14.7	121	6	128	6	+5.1		
(Glasgow) Ev. Times	eveningtimes.co.uk	D	356	140	477	122	+34.2	216	45	256	40	+18.7	136	10	146	10	+7.3		
London Ev. Standard	standard.co.uk	D	4759	1515	5989	1230	+25.8	3443	463	3850	406	+11.8	1625	208	1822	197	+12.2		
Metro	metro.co.uk	D	10733	1868	11938	1205	+11.2	7597	530	7986	389	+5.1	3533	100	3621	88	+2.5		
The Herald	heraldscotland.com	D	433	431	832	399	+92.1	258	125	376	119	+46.1	127	35	161	34	+26.9		
The Herald/Sunday Herald	heraldscotland.com	D/S	509	431	905	397	+77.9	300	125	418	118	+39.4	133	35	167	34	+25.6		
The Scotsman	scotsman.com	D	404	704	1060	656	+162.5	262	219	472	210	+80.1	120	57	175	55	+45.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	555	704	1197	641	+115.6	352	219	557	206	+58.5	130	57	184	55	+42.1		
Yorkshire Post	yorkshirepost.co.uk	D	554	167	717	163	+29.5	319	50	368	50	+15.6	130	7	138	7	+5.5		

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

NRS Apr12-Mar13 fused with comScore Mar2013

Base: Women

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Frequency	Monthly					Weekly					Daily				
			Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online
		(Print)	000s	000s	000s	000s	%	000s	000s	000s	000s	%	000s	000s	000s	000s	%
Quality																	
Financial Times	ft.com	D	473	434	885	413	+87.4	245	166	406	160	+65.3	83	41	123	40	+47.9
The Daily Telegraph	telegraph.co.uk	D	1895	3405	4789	2894	+152.7	1256	926	2094	838	+66.7	633	282	895	262	+41.3
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2231	3405	5058	2827	+126.7	1429	926	2258	829	+58.0	670	282	931	261	+38.9
The Guardian	guardian.co.uk	D	1991	4610	5639	3648	+183.2	1150	1305	2259	1109	+96.4	448	571	968	520	+116.3
The Guardian/The Observer	guardian.co.uk	D/S	2286	4610	5839	3552	+155.4	1328	1305	2413	1085	+81.7	480	571	997	517	+107.6
The Independent	independent.co.uk	D	1170	1973	2906	1736	+148.3	553	545	1063	510	+92.2	168	151	315	148	+88.0
The Independent/The Independent on Sunday	independent.co.uk	D/S	1469	1973	3174	1705	+116.0	671	545	1177	505	+75.3	178	151	325	147	+83.1
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2048	1973	3680	1633	+79.7	1115	545	1605	490	+44.0	404	151	549	145	+36.0
The Times	thetimes.co.uk	D	2164	221	2317	153	+7.1	1312	72	1366	55	+4.2	533	16	547	14	+2.6
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	3186	298	3382	196	+6.1	1978	96	2049	71	+3.6	659	20	677	18	+2.7
Mid-market																	
Daily Express	express.co.uk	D	1673	398	2058	385	+23.0	1118	120	1235	117	+10.5	569	20	588	20	+3.5
Daily Express/Sunday Express	express.co.uk	D/S	2046	398	2423	377	+18.4	1364	120	1480	116	+8.5	629	20	648	20	+3.1
Daily Mail	dailymail.co.uk	D	5756	4778	9218	3462	+60.2	4105	1633	5403	1298	+31.6	2187	1050	3098	911	+41.7
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	7113	4778	10289	3177	+44.7	4891	1633	6125	1234	+25.2	2329	1050	3229	901	+38.7
Popular																	
Daily Mirror	mirror.co.uk	D	3616	1396	4793	1177	+32.6	2510	387	2859	348	+13.9	1294	133	1422	128	+9.9
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4391	1396	5527	1136	+25.9	3011	387	3350	339	+11.3	1376	133	1503	127	+9.2
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	4675	1396	5804	1129	+24.2	3242	387	3579	337	+10.4	1419	133	1546	127	+8.9
Daily Record	dailyrecord.co.uk	D	744	324	1046	302	+40.6	591	85	672	81	+13.7	357	19	376	19	+5.3
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	943	324	1237	294	+31.2	736	85	815	79	+10.8	386	19	405	19	+4.9
Daily Star	dailystar.co.uk	D	1242	139	1373	132	+10.6	836	42	876	40	+4.8	400	9	409	9	+2.4
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1440	139	1570	130	+9.0	953	42	994	40	+4.2	414	9	423	9	+2.3
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6439	1719	7446	1007	+15.6	4959	609	5366	407	+8.2	2849	263	3065	216	+7.6
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	7197	1719	8139	943	+13.1	5564	609	5951	387	+6.9	2978	263	3191	214	+7.2
Regional																	
(Dundee) Courier and Advertiser	thecourier.co.uk	D	136	46	181	46	+33.8	105	14	118	13	+12.6	62	3	65	3	+4.9
(Glasgow) Ev. Times	eveningtimes.co.uk	D	176	50	217	41	+23.4	108	19	124	16	+15.2	67	3	70	3	+4.8
London Ev. Standard	standard.co.uk	D	2032	655	2554	522	+25.7	1440	179	1593	153	+10.6	632	50	678	46	+7.3
Metro	metro.co.uk	D	4883	691	5360	477	+9.8	3383	192	3531	148	+4.4	1488	36	1519	31	+2.1
The Herald	heraldscotland.com	D	180	126	303	123	+68.2	114	42	154	40	+35.5	59	10	68	9	+15.8
The Herald/Sunday Herald	heraldscotland.com	D/S	217	126	340	123	+56.6	134	42	174	40	+30.2	61	10	71	9	+15.1
The Scotsman	scotsman.com	D	184	267	436	252	+136.5	119	86	203	84	+70.7	56	21	77	21	+36.9
The Scotsman/Scotland on Sunday	scotsman.com	D/S	261	267	510	249	+95.1	168	86	250	82	+48.7	62	21	83	21	+33.5
Yorkshire Post	yorkshirepost.co.uk	D	228	58	286	57	+25.1	135	19	154	19	+14.0	59	3	61	3	+4.6

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NRS Apr12-Mar13 fused with comScore Mar2013

Base: Scotland

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Frequency	Monthly					Weekly					Daily					
			Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	
		(Print)	000s	000s	000s	000s	%	000s	000s	000s	000s	%	000s	000s	000s	000s	%	
Quality																		
Financial Times	ft.com	D	74	123	187	113	+152.0	42	47	88	46	+108.0	16	13	29	13	+77.2	
The Daily Telegraph	telegraph.co.uk	D	156	598	693	537	+343.7	89	164	243	154	+173.9	44	68	109	65	+148.3	
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	185	598	713	528	+284.6	100	164	253	152	+151.4	45	68	110	65	+143.7	
The Guardian	guardian.co.uk	D	203	851	939	735	+361.7	111	237	330	219	+197.9	42	140	170	128	+308.6	
The Guardian/The Observer	guardian.co.uk	D/S	238	851	962	723	+303.6	130	237	348	218	+167.1	43	140	171	128	+297.4	
The Independent	independent.co.uk	D	121	437	523	402	+330.7	45	120	162	117	+257.6	17	47	64	47	+276.9	
The Independent/The Independent on Sunday	independent.co.uk	D/S	157	437	554	397	+251.9	54	120	170	116	+213.3	17	47	64	47	+276.9	
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	273	437	646	373	+136.9	139	120	251	111	+80.1	51	47	97	46	+90.7	
The Times	thetimes.co.uk	D	220	57	262	42	+18.9	103	18	118	16	+15.1	41	3	44	3	+7.9	
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	373	71	420	47	+12.6	204	22	221	17	+8.4	53	4	56	4	+7.0	
Mid-market																		
Daily Express	express.co.uk	D	289	117	399	110	+38.1	187	29	216	29	+15.2	106	6	111	6	+5.3	
Daily Express/Sunday Express	express.co.uk	D/S	340	117	448	108	+31.8	219	29	248	28	+12.9	109	6	114	6	+5.1	
Daily Mail	dailymail.co.uk	D	517	769	1172	655	+126.7	383	276	627	244	+63.9	227	205	416	188	+83.0	
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	655	769	1288	633	+96.6	467	276	707	239	+51.2	241	205	428	187	+77.9	
Popular																		
Daily Mirror	mirror.co.uk	D	163	275	419	257	+157.5	103	72	172	69	+67.1	46	23	69	23	+49.8	
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	228	275	479	250	+109.4	133	72	201	68	+51.3	49	23	72	23	+46.4	
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	250	275	499	249	+99.5	149	72	217	68	+45.9	55	23	77	23	+41.8	
Daily Record	dailyrecord.co.uk	D	1532	237	1692	160	+10.4	1235	78	1293	58	+4.7	762	27	785	23	+3.1	
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	1850	237	1993	143	+7.7	1476	78	1530	54	+3.7	821	27	844	23	+2.8	
Daily Star	dailystar.co.uk	D	284	28	311	27	+9.6	215	10	225	10	+4.7	119	3	122	3	+2.4	
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	343	28	370	27	+7.9	249	10	259	10	+4.0	124	3	127	3	+2.3	
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1400	401	1632	231	+16.5	1159	149	1259	99	+8.6	744	66	792	49	+6.6	
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	1519	401	1739	221	+14.5	1259	149	1355	96	+7.6	767	66	814	47	+6.2	
Regional																		
(Dundee) Courier and Advertiser	thecourier.co.uk	D	268	54	321	52	+19.4	207	19	225	18	+8.8	121	4	125	4	+3.1	
(Glasgow) Ev. Times	eveningtimes.co.uk	D	356	111	448	93	+26.1	216	36	248	32	+14.6	136	8	144	8	+5.7	
London Ev. Standard	standard.co.uk	D	17	118	133	116	+663.9	5	43	48	43	+786.0	1	25	25	25	+3551.6	
Metro	metro.co.uk	D	879	140	970	91	+10.4	594	40	624	30	+5.1	258	10	267	9	+3.4	
The Herald	heraldscotland.com	D	397	172	539	142	+35.7	240	62	296	56	+23.4	124	18	142	17	+13.8	
The Herald/Sunday Herald	heraldscotland.com	D/S	470	172	609	139	+29.6	280	62	336	55	+19.7	131	18	148	17	+13.2	
The Scotsman	scotsman.com	D	366	305	625	259	+70.7	246	104	340	95	+38.6	113	30	141	28	+24.8	
The Scotsman/Scotland on Sunday	scotsman.com	D/S	497	305	741	244	+49.2	327	104	418	91	+27.8	122	30	150	28	+22.9	
Yorkshire Post	yorkshirepost.co.uk	D	4	20	25	20	+453.8	3	6	9	6	+183.5	0	1	1	1	+73.7	

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

NRS Apr12-Mar13 fused with comScore Mar2013

Base: Rest of GB

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %		
Quality																			
Financial Times	ft.com	D	1100	844	1846	746	+67.9	575	297	854	279	+48.5	171	62	232	60	+35.3		
The Daily Telegraph	telegraph.co.uk	D	3445	6084	8471	5027	+145.9	2316	1672	3775	1460	+63.0	1167	630	1742	574	+49.2		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4042	6084	8907	4865	+120.4	2635	1672	4070	1435	+54.5	1233	630	1806	573	+46.4		
The Guardian	guardian.co.uk	D	2881	7861	9296	6415	+222.6	1689	2230	3629	1940	+114.9	695	1043	1650	954	+137.3		
The Guardian/The Observer	guardian.co.uk	D/S	3319	7861	9570	6251	+188.3	1967	2230	3864	1897	+96.4	751	1043	1699	948	+126.3		
The Independent	independent.co.uk	D	2056	3802	5360	3304	+160.7	1026	1083	2026	1000	+97.4	329	365	683	354	+107.4		
The Independent/The Independent on Sunday	independent.co.uk	D/S	2499	3802	5723	3224	+129.0	1218	1083	2206	988	+81.1	350	365	704	354	+101.0		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3687	3802	6716	3029	+82.2	2130	1083	3074	944	+44.3	791	365	1137	346	+43.8		
The Times	thetimes.co.uk	D	3803	409	4103	300	+7.9	2362	149	2486	124	+5.3	1023	27	1048	25	+2.4		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	5319	529	5693	374	+7.0	3368	185	3517	149	+4.4	1217	35	1248	31	+2.6		
Mid-market																			
Daily Express	express.co.uk	D	2850	1014	3810	960	+33.7	1876	289	2157	281	+15.0	955	49	1003	48	+5.0		
Daily Express/Sunday Express	express.co.uk	D/S	3491	1014	4434	944	+27.0	2264	289	2543	279	+12.3	1060	49	1108	48	+4.5		
Daily Mail	dailymail.co.uk	D	9131	8205	14982	5852	+64.1	6624	2737	8748	2124	+32.1	3551	1746	5047	1496	+42.1		
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	11276	8205	16635	5359	+47.5	7855	2737	9871	2016	+25.7	3784	1746	5265	1481	+39.1		
Popular																			
Daily Mirror	mirror.co.uk	D	6386	2538	8470	2083	+32.6	4526	703	5142	616	+13.6	2392	233	2613	221	+9.2		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	7619	2538	9613	1994	+26.2	5348	703	5951	603	+11.3	2541	233	2761	220	+8.7		
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	8135	2538	10102	1968	+24.2	5759	703	6356	597	+10.4	2631	233	2850	219	+8.3		
Daily Record	dailyrecord.co.uk	D	50	445	495	445	+882.7	29	112	141	112	+389.3	18	22	40	22	+122.9		
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	85	445	530	445	+521.9	46	112	158	112	+243.9	18	22	40	22	+122.9		
Daily Star	dailystar.co.uk	D	2952	269	3197	245	+8.3	2094	77	2167	73	+3.5	1033	15	1047	14	+1.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	3317	269	3557	240	+7.2	2318	77	2390	73	+3.1	1059	15	1074	14	+1.4		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	10955	3316	12753	1799	+16.4	8678	1183	9416	738	+8.5	4994	582	5447	453	+9.1		
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	12012	3316	13689	1677	+14.0	9540	1183	10243	703	+7.4	5184	582	5632	448	+8.6		
Regional																			
(Dundee) Courier and Advertiser	thecourier.co.uk	D	0	45	45	45	+4476.5	0	11	11	11	+1066.1	0	2	2	2	+193.5		
(Glasgow) Ev. Times	eveningtimes.co.uk	D	0	25	25	25	+2470.9	0	8	8	8	+774.4	0	2	2	2	+205.0		
London Ev. Standard	standard.co.uk	D	1568	1077	2548	980	+62.5	880	332	1198	318	+36.1	343	152	492	150	+43.6		
Metro	metro.co.uk	D	5988	1411	7025	1037	+17.3	3822	400	4147	326	+8.5	1533	72	1599	66	+4.3		
The Herald	heraldscotland.com	D	32	235	267	234	+724.4	15	57	72	57	+381.5	3	15	18	15	+566.8		
The Herald/Sunday Herald	heraldscotland.com	D/S	35	235	269	234	+674.1	16	57	73	57	+356.2	3	15	18	15	+566.8		
The Scotsman	scotsman.com	D	24	356	379	355	+1453.3	11	102	113	102	+964.4	4	24	28	24	+576.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	40	356	395	355	+881.6	16	102	118	102	+652.6	4	24	28	24	+576.4		
Yorkshire Post	yorkshirepost.co.uk	D	548	139	683	135	+24.7	316	42	357	42	+13.2	130	6	136	6	+4.6		

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

NRS Apr12-Mar13 fused with comScore Mar2013

Base: Men

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Frequency	Monthly					Weekly					Daily					
			Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	
		(Print)	000s	000s	000s	000s	%	000s	000s	000s	000s	%	000s	000s	000s	000s	%	
Quality																		
Financial Times	ft.com	D	1185	769	1826	640	+54.0	683	276	933	250	+36.6	229	59	285	56	+24.6	
The Daily Telegraph	telegraph.co.uk	D	2296	4501	5948	3652	+159.1	1492	1243	2558	1066	+71.4	719	529	1199	481	+66.8	
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2669	4501	6189	3521	+131.9	1698	1243	2740	1042	+61.3	758	529	1236	479	+63.2	
The Guardian	guardian.co.uk	D	2275	5753	6820	4545	+199.8	1362	1628	2753	1390	+102.0	579	853	1348	768	+132.6	
The Guardian/The Observer	guardian.co.uk	D/S	2573	5753	7000	4427	+172.1	1569	1628	2930	1360	+86.7	617	853	1380	763	+123.8	
The Independent	independent.co.uk	D	1648	3058	4239	2591	+157.3	845	870	1636	791	+93.6	276	322	587	311	+112.9	
The Independent/The Independent on Sunday	independent.co.uk	D/S	1952	3058	4470	2518	+129.0	988	870	1769	782	+79.1	292	322	603	311	+106.6	
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2829	3058	5167	2338	+82.6	1656	870	2397	741	+44.7	593	322	898	304	+51.3	
The Times	thetimes.co.uk	D	2845	333	3085	240	+8.4	1749	124	1854	105	+6.0	767	22	787	21	+2.7	
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	3866	407	4143	278	+7.2	2440	148	2559	119	+4.9	910	28	935	25	+2.8	
Mid-market																		
Daily Express	express.co.uk	D	1820	917	2675	855	+47.0	1164	255	1410	247	+21.2	588	45	632	44	+7.4	
Daily Express/Sunday Express	express.co.uk	D/S	2212	917	3056	844	+38.1	1392	255	1638	246	+17.6	640	45	684	44	+6.8	
Daily Mail	dailymail.co.uk	D	5432	5804	9618	4186	+77.1	3907	1905	5391	1485	+38.0	2058	1247	3134	1076	+52.3	
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	6713	5804	10595	3881	+57.8	4643	1905	6063	1420	+30.6	2199	1247	3265	1065	+48.4	
Popular																		
Daily Mirror	mirror.co.uk	D	4310	1936	5872	1563	+36.3	3086	539	3548	462	+15.0	1562	177	1727	165	+10.6	
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5069	1936	6551	1482	+29.2	3598	539	4049	452	+12.6	1653	177	1818	165	+10.0	
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	5353	1936	6813	1460	+27.3	3821	539	4267	447	+11.7	1709	177	1873	164	+9.6	
Daily Record	dailyrecord.co.uk	D	849	464	1258	409	+48.1	677	130	792	115	+17.0	426	35	458	32	+7.4	
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	1006	464	1405	399	+39.7	790	130	903	113	+14.3	456	35	487	32	+6.9	
Daily Star	dailystar.co.uk	D	2402	206	2586	184	+7.7	1747	63	1805	59	+3.4	879	11	890	11	+1.3	
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2672	206	2853	181	+6.8	1919	63	1978	59	+3.1	898	11	909	11	+1.2	
The Sun	thesun.co.uk/thescottishsun.co.uk	D	8200	2666	9540	1339	+16.3	6706	939	7252	546	+8.1	3858	498	4223	365	+9.5	
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	8818	2666	10068	1250	+14.2	7201	939	7723	522	+7.3	3992	498	4351	359	+9.0	
Regional																		
(Dundee) Courier and Advertiser	thecourier.co.uk	D	133	59	191	58	+43.6	102	18	119	17	+16.8	59	3	63	3	+5.2	
(Glasgow) Ev. Times	eveningtimes.co.uk	D	180	90	260	80	+44.7	108	25	133	24	+22.3	69	7	76	7	+9.8	
London Ev. Standard	standard.co.uk	D	2728	860	3435	707	+25.9	2003	285	2257	254	+12.7	993	157	1144	151	+15.3	
Metro	metro.co.uk	D	5850	1176	6578	728	+12.4	4214	338	4456	242	+5.7	2046	64	2102	56	+2.8	
The Herald	heraldscotland.com	D	253	304	529	276	+109.1	144	83	222	78	+54.5	68	25	93	25	+36.3	
The Herald/Sunday Herald	heraldscotland.com	D/S	292	304	565	274	+93.9	166	83	243	78	+46.8	72	25	97	25	+34.6	
The Scotsman	scotsman.com	D	219	437	624	404	+184.2	143	133	269	126	+87.8	64	36	98	34	+52.8	
The Scotsman/Scotland on Sunday	scotsman.com	D/S	294	437	687	393	+133.7	184	133	308	124	+67.4	68	36	102	34	+49.9	
Yorkshire Post	yorkshirepost.co.uk	D	326	109	432	106	+32.5	184	31	215	31	+16.9	72	5	76	5	+6.3	

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

NRS Apr12-Mar13 fused with comScore Mar2013

Base: Greater London

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Frequency	Monthly					Weekly					Daily					
			Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	
		(Print)	000s	000s	000s	000s	%	000s	000s	000s	000s	%	000s	000s	000s	000s	%	
Quality																		
Financial Times	ft.com	D	484	237	678	194	+40.1	311	98	396	86	+27.6	124	24	147	23	+18.6	
The Daily Telegraph	telegraph.co.uk	D	589	1225	1572	983	+166.7	344	333	634	290	+84.4	141	114	244	103	+73.1	
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	672	1225	1626	954	+141.9	392	333	675	283	+72.1	150	114	252	102	+68.1	
The Guardian	guardian.co.uk	D	1181	1650	2225	1043	+88.3	713	466	1053	340	+47.7	290	241	496	206	+71.1	
The Guardian/The Observer	guardian.co.uk	D/S	1302	1650	2307	1005	+77.2	801	466	1131	331	+41.3	303	241	508	205	+67.5	
The Independent	independent.co.uk	D	641	792	1262	621	+96.9	327	212	511	185	+56.5	97	61	155	58	+59.8	
The Independent/The Independent on Sunday	independent.co.uk	D/S	765	792	1367	602	+78.7	386	212	569	183	+47.4	102	61	160	58	+56.9	
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	917	792	1485	568	+62.0	501	212	677	176	+35.1	155	61	212	57	+36.8	
The Times	thetimes.co.uk	D	985	88	1037	52	+5.3	596	29	617	20	+3.4	236	8	242	6	+2.7	
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1360	106	1413	53	+3.9	846	37	870	24	+2.8	299	9	307	8	+2.6	
Mid-market																		
Daily Express	express.co.uk	D	354	184	523	169	+47.7	218	57	272	54	+24.8	96	10	106	10	+10.1	
Daily Express/Sunday Express	express.co.uk	D/S	427	184	596	168	+39.4	273	57	327	54	+19.7	100	10	110	10	+9.7	
Daily Mail	dailymail.co.uk	D	1541	1608	2683	1142	+74.1	1006	525	1420	414	+41.1	467	346	770	303	+64.8	
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	1895	1608	2961	1067	+56.3	1212	525	1610	398	+32.8	504	346	801	298	+59.1	
Popular																		
Daily Mirror	mirror.co.uk	D	1376	520	1776	400	+29.1	967	151	1094	126	+13.1	418	53	468	49	+11.8	
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1613	520	1987	374	+23.2	1129	151	1247	119	+10.5	439	53	488	49	+11.2	
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	1643	520	2016	373	+22.7	1155	151	1273	119	+10.3	443	53	492	49	+11.1	
Daily Record	dailyrecord.co.uk	D	10	106	116	106	+1012.1	4	26	30	26	+589.1	3	5	8	5	+171.9	
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	13	106	119	106	+783.0	5	26	31	26	+518.7	3	5	8	5	+171.9	
Daily Star	dailystar.co.uk	D	407	48	451	44	+10.7	274	18	291	16	+6.0	127	3	130	3	+2.6	
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	452	48	495	44	+9.7	306	18	323	16	+5.4	128	3	132	3	+2.6	
The Sun	thesun.co.uk/thescottishsun.co.uk	D	2284	667	2601	317	+13.9	1827	217	1943	116	+6.3	969	113	1049	80	+8.2	
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	2484	667	2780	296	+11.9	1966	217	2076	110	+5.6	1019	113	1097	78	+7.6	
Regional																		
(Dundee) Courier and Advertiser	thecourier.co.uk	D	0	7	7	7	+686.7	0	2	2	2	+153.3	0	0	0	0	+42.4	
(Glasgow) Ev. Times	eveningtimes.co.uk	D	0	4	4	4	+404.4	0	1	1	1	+111.4	0	0	0	0	+16.4	
London Ev. Standard	standard.co.uk	D	3174	321	3308	134	+4.2	2558	89	2603	46	+1.8	1281	31	1304	23	+1.8	
Metro	metro.co.uk	D	3866	317	3942	76	+2.0	3182	90	3215	33	+1.0	1743	18	1756	13	+0.7	
The Herald	heraldscotland.com	D	4	24	27	23	+592.7	3	6	9	6	+215.7	0	2	2	2	+204.9	
The Herald/Sunday Herald	heraldscotland.com	D/S	4	24	28	23	+535.9	3	6	9	6	+187.7	0	2	2	2	+204.9	
The Scotsman	scotsman.com	D	13	42	56	42	+317.4	6	13	19	13	+224.8	4	3	7	3	+86.6	
The Scotsman/Scotland on Sunday	scotsman.com	D/S	18	42	60	42	+236.3	9	13	22	13	+136.9	4	3	7	3	+86.6	
Yorkshire Post	yorkshirepost.co.uk	D	2	8	10	8	+410.9	0	3	3	3	+271.6	0	0	1	0	+97.0	

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

NRS Apr12-Mar13 fused with comScore Mar2013

Base: Adults 35+

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %	Print 000s	Website 000s	Net Print + Website Total (Net) 000s	Website Only 000s	Increase with Online %		
Quality																			
Financial Times	ft.com	D	1110	648	1660	550	+49.6	618	230	832	214	+34.6	190	45	233	43	+22.9		
The Daily Telegraph	telegraph.co.uk	D	3156	4767	6993	3837	+121.6	2183	1329	3317	1134	+51.9	1190	550	1683	493	+41.5		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3702	4767	7399	3697	+99.9	2477	1329	3589	1112	+44.9	1251	550	1743	492	+39.3		
The Guardian	guardian.co.uk	D	2532	5942	7249	4717	+186.3	1599	1667	3003	1404	+87.8	710	874	1487	777	+109.5		
The Guardian/The Observer	guardian.co.uk	D/S	2957	5942	7528	4571	+154.6	1875	1667	3243	1367	+72.9	757	874	1529	772	+102.0		
The Independent	independent.co.uk	D	1731	2567	3922	2192	+126.6	826	709	1483	657	+79.5	265	247	506	241	+91.2		
The Independent/The Independent on Sunday	independent.co.uk	D/S	2102	2567	4241	2139	+101.7	983	709	1631	649	+66.0	279	247	520	241	+86.6		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3110	2567	5111	2001	+64.3	1791	709	2408	617	+34.4	682	247	918	237	+34.7		
The Times	thetimes.co.uk	D	3226	392	3505	280	+8.7	2032	141	2147	115	+5.6	954	25	976	22	+2.3		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	4681	500	5015	334	+7.1	3061	177	3197	136	+4.4	1170	32	1199	28	+2.4		
Mid-market																			
Daily Express	express.co.uk	D	2750	839	3544	794	+28.9	1895	243	2132	237	+12.5	1019	44	1062	43	+4.2		
Daily Express/Sunday Express	express.co.uk	D/S	3345	839	4122	778	+23.2	2283	243	2518	235	+10.3	1109	44	1152	43	+3.9		
Daily Mail	dailymail.co.uk	D	8335	6238	12629	4294	+51.5	6343	2080	7883	1540	+24.3	3666	1412	4842	1176	+32.1		
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	10173	6238	14103	3930	+38.6	7509	2080	8959	1450	+19.3	3904	1412	5061	1158	+29.7		
Popular																			
Daily Mirror	mirror.co.uk	D	5034	1910	6638	1605	+31.9	3761	534	4234	473	+12.6	2132	189	2311	178	+8.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	6009	1910	7540	1531	+25.5	4442	534	4903	462	+10.4	2257	189	2434	178	+7.9		
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	6498	1910	8009	1511	+23.3	4836	534	5292	456	+9.4	2342	189	2520	177	+7.6		
Daily Record	dailyrecord.co.uk	D	1138	447	1545	407	+35.8	938	121	1048	110	+11.7	621	35	652	32	+5.1		
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	1412	447	1808	395	+28.0	1144	121	1251	108	+9.4	664	35	696	31	+4.7		
Daily Star	dailystar.co.uk	D	2109	241	2333	224	+10.6	1540	72	1608	68	+4.4	791	15	806	14	+1.8		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2338	241	2561	223	+9.5	1713	72	1781	68	+4.0	814	15	829	14	+1.8		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	8478	2370	9954	1477	+17.4	6976	823	7554	578	+8.3	4417	397	4732	315	+7.1		
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	9257	2370	10667	1410	+15.2	7602	823	8161	559	+7.4	4578	397	4890	312	+6.8		
Regional																			
(Dundee) Courier and Advertiser	thecourier.co.uk	D	199	54	252	54	+27.0	157	15	172	15	+9.7	98	3	101	3	+3.1		
(Glasgow) Ev. Times	eveningtimes.co.uk	D	250	93	330	80	+32.0	159	35	191	32	+19.9	103	8	111	8	+7.9		
London Ev. Standard	standard.co.uk	D	2927	935	3679	752	+25.7	2036	302	2302	266	+13.1	907	167	1068	160	+17.7		
Metro	metro.co.uk	D	6018	943	6682	665	+11.0	4141	255	4345	205	+4.9	1869	47	1912	43	+2.3		
The Herald	heraldscotland.com	D	332	249	565	233	+70.3	199	77	273	73	+36.8	114	26	139	25	+22.2		
The Herald/Sunday Herald	heraldscotland.com	D/S	379	249	612	233	+61.5	226	77	300	73	+32.4	119	26	144	25	+21.3		
The Scotsman	scotsman.com	D	320	440	724	404	+126.0	215	138	346	132	+61.2	102	36	136	34	+33.2		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	446	440	839	393	+88.0	294	138	422	128	+43.5	111	36	145	34	+30.4		
Yorkshire Post	yorkshirepost.co.uk	D	413	99	509	96	+23.4	249	29	278	29	+11.7	114	4	118	4	+3.8		

KEY:

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

NRS Apr12-Mar13 fused with comScore Mar2013

Base: Adults 15 - 34

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Frequency	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Frequency	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online
		(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	%
Quality																			
Financial Times	ft.com	D	548	555	1051	503	+91.7		310	212	507	197	+63.3		122	55	175	53	+43.2
The Daily Telegraph	telegraph.co.uk	D	1034	3140	3743	2709	+261.9		565	841	1335	770	+136.3		162	261	411	249	+153.4
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	1198	3140	3848	2650	+221.2		650	841	1408	758	+116.6		177	261	425	248	+139.6
The Guardian	guardian.co.uk	D	1734	4421	5210	3476	+200.5		914	1266	2009	1095	+119.8		317	550	828	511	+161.3
The Guardian/The Observer	guardian.co.uk	D/S	1902	4421	5310	3408	+179.2		1022	1266	2100	1078	+105.4		340	550	848	508	+149.4
The Independent	independent.co.uk	D	1087	2464	3222	2135	+196.4		572	705	1216	644	+112.6		179	225	396	217	+121.6
The Independent/The Independent on Sunday	independent.co.uk	D/S	1319	2464	3402	2084	+158.0		676	705	1315	638	+94.3		190	225	408	217	+114.0
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1767	2464	3736	1970	+111.5		980	705	1594	615	+62.7		315	225	528	213	+67.6
The Times	thetimes.co.uk	D	1783	162	1897	114	+6.4		1028	55	1074	45	+4.4		346	13	358	12	+3.6
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	2371	205	2510	139	+5.9		1357	68	1411	54	+4.0		399	16	413	15	+3.6
Mid-market																			
Daily Express	express.co.uk	D	743	476	1189	445	+59.9		386	132	514	127	+32.9		138	21	158	20	+14.6
Daily Express/Sunday Express	express.co.uk	D/S	914	476	1356	443	+48.4		473	132	599	126	+26.7		160	21	180	20	+12.6
Daily Mail	dailymail.co.uk	D	2853	4344	6207	3354	+117.6		1669	1459	2911	1242	+74.4		580	885	1391	811	+139.9
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	3653	4344	6781	3128	+85.6		2025	1459	3229	1204	+59.4		624	885	1433	808	+129.5
Popular																			
Daily Mirror	mirror.co.uk	D	2892	1422	4027	1135	+39.3		1835	392	2173	338	+18.4		724	121	838	115	+15.8
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3452	1422	4539	1087	+31.5		2168	392	2496	329	+15.2		772	121	886	114	+14.8
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	3530	1422	4609	1078	+30.5		2227	392	2555	327	+14.7		786	121	900	114	+14.5
Daily Record	dailyrecord.co.uk	D	455	341	759	304	+66.7		330	94	415	86	+26.0		162	20	181	19	+11.6
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	536	341	834	299	+55.7		383	94	467	84	+22.1		177	20	196	19	+10.7
Daily Star	dailystar.co.uk	D	1535	105	1627	92	+6.0		1043	32	1074	31	+3.0		488	6	494	6	+1.3
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1773	105	1861	88	+5.0		1160	32	1191	31	+2.7		497	6	504	6	+1.2
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6162	2015	7032	870	+14.1		4688	726	5064	375	+8.0		2290	364	2557	267	+11.6
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	6758	2015	7541	783	+11.6		5163	726	5513	350	+6.8		2392	364	2653	261	+10.9
Regional																			
(Dundee) Courier and Advertiser	thecourier.co.uk	D	70	51	120	50	+71.9		50	16	65	15	+30.2		23	3	26	3	+13.7
(Glasgow) Ev. Times	eveningtimes.co.uk	D	106	46	147	42	+39.3		57	10	65	9	+15.5		34	2	35	2	+5.7
London Ev. Standard	standard.co.uk	D	1833	581	2310	477	+26.1		1407	161	1547	140	+10.0		717	40	754	37	+5.2
Metro	metro.co.uk	D	4715	925	5255	540	+11.5		3456	275	3641	184	+5.3		1664	53	1709	45	+2.7
The Herald	heraldscotland.com	D	101	181	267	166	+163.6		58	48	103	45	+77.8		13	9	22	9	+67.7
The Herald/Sunday Herald	heraldscotland.com	D/S	130	181	294	164	+125.9		73	48	118	45	+60.8		14	9	23	9	+61.6
The Scotsman	scotsman.com	D	83	264	336	252	+302.6		47	80	125	78	+165.9		18	21	39	21	+112.6
The Scotsman/Scotland on Sunday	scotsman.com	D/S	109	264	358	249	+228.5		58	80	136	78	+134.3		18	21	39	21	+112.6
Yorkshire Post	yorkshirepost.co.uk	D	141	68	208	67	+47.3		70	21	91	21	+29.6		17	3	20	3	+17.1

KEY:

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

NRS Apr12-Mar13 fused with comScore Mar2013

Base: C2DE Adults

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Frequency	Monthly					Increase with Online	Weekly					Increase with Online	Daily					
			Print	Website	Net Print + Website Total (Net)	Website Only			Print	Website	Net Print + Website Total (Net)	Website Only			Print	Website	Net Print + Website Total (Net)	Website Only		
		(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	000s	%
Quality																				
Financial Times	ft.com	D	195	284	472	277	+141.8		109	101	209	100	+91.5		44	20	63	20	+44.8	
The Daily Telegraph	telegraph.co.uk	D	711	2130	2654	1943	+273.2		444	582	991	546	+123.1		182	216	392	210	+115.3	
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	834	2130	2758	1924	+230.7		500	582	1045	545	+109.1		194	216	404	210	+108.0	
The Guardian	guardian.co.uk	D	777	3047	3515	2738	+352.2		404	852	1211	807	+200.0		127	349	467	340	+267.1	
The Guardian/The Observer	guardian.co.uk	D/S	900	3047	3610	2710	+301.2		466	852	1269	803	+172.5		136	349	476	340	+249.5	
The Independent	independent.co.uk	D	564	1478	1927	1363	+241.8		324	417	719	395	+121.6		113	152	262	149	+132.5	
The Independent/The Independent on Sunday	independent.co.uk	D/S	714	1478	2053	1338	+187.4		380	417	773	393	+103.3		119	152	268	149	+126.1	
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1105	1478	2398	1293	+117.0		673	417	1056	382	+56.8		228	152	376	148	+64.8	
The Times	thetimes.co.uk	D	914	67	974	60	+6.6		537	21	558	20	+3.8		189	4	193	4	+2.1	
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1342	98	1429	87	+6.5		776	30	805	29	+3.7		241	5	246	5	+2.2	
Mid-market																				
Daily Express	express.co.uk	D	1456	343	1777	321	+22.0		1004	92	1092	88	+8.7		502	16	518	15	+3.1	
Daily Express/Sunday Express	express.co.uk	D/S	1774	343	2089	314	+17.7		1202	92	1289	87	+7.2		557	16	573	15	+2.8	
Daily Mail	dailymail.co.uk	D	4150	3190	6551	2401	+57.9		2984	1043	3823	839	+28.1		1479	609	2017	538	+36.4	
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	5201	3190	7437	2236	+43.0		3582	1043	4386	804	+22.4		1570	609	2104	534	+34.0	
Popular																				
Daily Mirror	mirror.co.uk	D	4585	939	5261	675	+14.7		3394	252	3594	200	+5.9		1783	77	1853	70	+3.9	
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5456	939	6086	630	+11.5		3986	252	4179	193	+4.9		1876	77	1946	70	+3.7	
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	5817	939	6430	613	+10.5		4272	252	4461	189	+4.4		1935	77	2005	70	+3.6	
Daily Record	dailyrecord.co.uk	D	894	256	1123	229	+25.6		735	72	799	64	+8.7		482	15	496	14	+2.8	
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	1076	256	1298	222	+20.6		887	72	948	62	+6.9		514	15	528	13	+2.6	
Daily Star	dailystar.co.uk	D	2464	84	2535	71	+2.9		1821	28	1846	25	+1.4		947	6	954	6	+0.7	
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2778	84	2849	70	+2.5		2016	28	2041	25	+1.2		972	6	978	6	+0.6	
The Sun	thesun.co.uk/thescottishsun.co.uk	D	8790	1549	9475	686	+7.8		7285	544	7573	288	+3.9		4397	263	4592	195	+4.4	
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	9571	1549	10188	617	+6.4		7919	544	8188	268	+3.4		4540	263	4729	189	+4.2	
Regional																				
(Dundee) Courier and Advertiser	thecourier.co.uk	D	114	31	145	31	+27.1		94	8	103	8	+8.8		50	1	51	1	+2.7	
(Glasgow) Ev. Times	eveningtimes.co.uk	D	172	38	205	32	+18.8		106	12	116	11	+10.4		63	2	65	2	+3.5	
London Ev. Standard	standard.co.uk	D	1383	340	1688	304	+22.0		1067	117	1177	110	+10.3		547	73	619	72	+13.1	
Metro	metro.co.uk	D	4224	617	4652	429	+10.2		3088	174	3215	127	+4.1		1416	30	1443	27	+1.9	
The Herald	heraldscotland.com	D	78	91	167	89	+114.0		42	28	71	28	+66.8		16	8	23	8	+47.8	
The Herald/Sunday Herald	heraldscotland.com	D/S	94	91	183	89	+94.1		53	28	81	28	+53.8		18	8	26	8	+41.6	
The Scotsman	scotsman.com	D	87	235	314	227	+259.5		58	76	133	75	+131.0		23	22	44	22	+95.5	
The Scotsman/Scotland on Sunday	scotsman.com	D/S	117	235	341	224	+191.1		72	76	147	75	+104.4		24	22	45	22	+90.8	
Yorkshire Post	yorkshirepost.co.uk	D	196	57	251	56	+28.4		114	14	128	14	+11.9		41	2	42	2	+4.4	

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Website only	Visitors to the website only (and do not read the print title)
Increase with online	% readership increase to the print title when website visitors are included

NRS Apr12-Mar13 fused with comScore Mar2013

Base: ABC1 Adults

Only websites with comScore sample of 40+ are included

Newspapers

Print Title(s)	Website(s)	Frequency	Monthly					Weekly					Daily					
			Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	Print	Website	Net Print + Website Total (Net)	Website Only	Increase with Online	
		(Print)	000s	000s	000s	000s	%	000s	000s	000s	000s	%	000s	000s	000s	000s	%	
Quality																		
Financial Times	ft.com	D	1463	919	2239	776	+53.1	819	341	1130	310	+37.9	268	80	345	77	+28.5	
The Daily Telegraph	telegraph.co.uk	D	3479	5777	8083	4604	+132.3	2304	1587	3662	1357	+58.9	1170	596	1702	532	+45.5	
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4066	5777	8489	4423	+108.8	2628	1587	3953	1325	+50.4	1234	596	1764	530	+42.9	
The Guardian	guardian.co.uk	D	3489	7316	8944	5455	+156.4	2109	2080	3801	1692	+80.2	900	1076	1848	949	+105.5	
The Guardian/The Observer	guardian.co.uk	D/S	3960	7316	9229	5269	+133.1	2432	2080	4074	1642	+67.5	961	1076	1901	940	+97.9	
The Independent	independent.co.uk	D	2254	3552	5218	2964	+131.5	1074	998	1980	907	+84.4	331	321	640	309	+93.6	
The Independent/The Independent on Sunday	independent.co.uk	D/S	2707	3552	5591	2884	+106.5	1279	998	2172	894	+69.9	351	321	660	309	+88.1	
The Independent/The Independent on Sunday/I	independent.co.uk	D/S/D	3771	3552	6449	2678	+71.0	2097	998	2946	849	+40.5	768	321	1070	301	+39.2	
The Times	thetimes.co.uk	D	4095	487	4428	333	+8.1	2523	175	2663	139	+5.5	1111	34	1141	31	+2.8	
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	5710	607	6096	386	+6.8	3642	214	3803	161	+4.4	1328	42	1366	38	+2.8	
Mid-market																		
Daily Express	express.co.uk	D	2038	972	2956	919	+45.1	1277	283	1553	276	+21.6	654	49	702	48	+7.3	
Daily Express/Sunday Express	express.co.uk	D/S	2484	972	3390	906	+36.5	1554	283	1829	275	+17.7	712	49	759	48	+6.7	
Daily Mail	dailymail.co.uk	D	7039	7392	12286	5247	+74.5	5028	2496	6971	1943	+38.6	2766	1687	4216	1449	+52.4	
Daily Mail/The Mail on Sunday	dailymail.co.uk/mailonsunday.co.uk	D/S	8625	7392	13447	4822	+55.9	5952	2496	7802	1850	+31.1	2958	1687	4390	1432	+48.4	
Popular																		
Daily Mirror	mirror.co.uk	D	3340	2394	5405	2065	+61.8	2203	674	2813	610	+27.7	1073	232	1296	223	+20.7	
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4005	2394	5993	1988	+49.6	2623	674	3221	597	+22.8	1153	232	1375	222	+19.2	
Daily Mirror/Sunday Mirror/The People	mirror.co.uk/people.co.uk	D/S/S	4211	2394	6187	1976	+46.9	2791	674	3386	595	+21.3	1193	232	1415	222	+18.6	
Daily Record	dailyrecord.co.uk	D	699	532	1181	482	+68.9	533	143	665	132	+24.8	301	40	337	37	+12.3	
Daily Record/Sunday Mail	dailyrecord.co.uk	D/S	872	532	1344	472	+54.1	640	143	770	130	+20.4	327	40	364	37	+11.3	
Daily Star	dailystar.co.uk	D	1180	262	1425	245	+20.8	761	76	835	74	+9.8	331	14	346	14	+4.3	
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1333	262	1574	240	+18.0	856	76	930	74	+8.7	340	14	354	14	+4.2	
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5850	2836	7511	1661	+28.4	4379	1004	5045	666	+15.2	2310	499	2696	386	+16.7	
The Sun/The Sun (Sunday)/	thesun.co.uk/thescottishsun.co.uk	D/S	6444	2836	8020	1576	+24.5	4845	1004	5486	641	+13.2	2429	499	2814	384	+15.8	
Regional																		
(Dundee) Courier and Advertiser	thecourier.co.uk	D	154	74	227	73	+47.2	113	23	135	22	+19.6	72	5	77	5	+6.7	
(Glasgow) Ev. Times	eveningtimes.co.uk	D	184	101	273	89	+48.5	110	33	140	30	+26.7	73	8	81	8	+10.7	
London Ev. Standard	standard.co.uk	D	3376	1176	4302	925	+27.4	2376	347	2673	296	+12.5	1077	135	1203	126	+11.7	
Metro	metro.co.uk	D	6510	1250	7285	776	+11.9	4509	356	4771	262	+5.8	2117	70	2178	61	+2.9	
The Herald	heraldscotland.com	D	355	340	665	310	+87.3	215	97	306	90	+42.0	111	27	138	27	+23.9	
The Herald/Sunday Herald	heraldscotland.com	D/S	414	340	722	308	+74.2	247	97	337	90	+36.3	115	27	142	27	+23.1	
The Scotsman	scotsman.com	D	317	469	746	429	+135.7	204	143	339	134	+65.7	98	35	131	33	+33.8	
The Scotsman/Scotland on Sunday	scotsman.com	D/S	438	469	855	417	+95.3	280	143	410	130	+46.6	106	35	139	33	+31.2	
Yorkshire Post	yorkshirepost.co.uk	D	358	110	466	108	+30.0	204	36	240	36	+17.7	90	5	95	5	+6.1	

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