

NRS PADD (Jul13-Jun14 integrated with comScore Jun2014) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)

Data are strictly embargoed until 09:00 on Friday 19th September 2014

These are beta data and further developments are planned

BASE: Adults 15+

Only brands with NRS claimed sample of 100+ for Mobile are included

Newsbrands

Net Brand Reach	Print, PC and Total Mobile			
	Net Print, PC and Total Mobile Total	Net Print and PC Total	Total Mobile Only (and not Print or PC)	Increase Total Mobile adds to Print and PC
Brands	000s	000s	000s	%
The Daily Telegraph / telegraph.co.uk	16271	11430	4841	+42.3
The Guardian / theguardian.com	16276	11768	4508	+38.3
The Independent/ independent.co.uk	9863	6659	3204	+48.1
The Times / thetimes.co.uk	4798	4658	140	+3.0
Daily Mail / dailymail.co.uk	23365	17723	5642	+31.8
Daily Mirror / mirror.co.uk	15563	11118	4445	+40.0
London Evening Standard / standard.co.uk	6190	5615	575	+10.2
Metro / metro.co.uk	14217	12078	2139	+17.7
The Scotsman / scotsman.com	1274	945	329	+34.8

NRS PADD: PC Websites	Print and PC				
	Print	PC	Net Print and PC Total	PC Only (and not Print)	Increase PC adds to Print
Brands	000s	000s	000s	000s	%
The Daily Telegraph / telegraph.co.uk	4066	8605	11430	7365	+181.1
The Guardian / theguardian.com	3810	9579	11768	7958	+208.9
The Independent/ independent.co.uk	2235	4919	6659	4425	+198.0
The Times / thetimes.co.uk	4442	302	4658	216	+4.9
Daily Mail / dailymail.co.uk	10883	9557	17723	6839	+62.8
Daily Mirror / mirror.co.uk	6962	4877	11118	4156	+59.7
London Evening Standard / standard.co.uk	4622	1334	5615	993	+21.5
Metro / metro.co.uk	10027	2920	12078	2052	+20.5
The Scotsman / scotsman.com	368	632	945	577	+157.0

NRS PADD: Mobile	Print and Total Mobile				
	Print	Total Mobile	Net Print and Total Mobile Total	Total Mobile Only (and not Print)	Increase Total Mobile adds to Print
Brands	000s	000s	000s	000s	%
The Daily Telegraph / telegraph.co.uk	4066	7509	10603	6537	+160.8
The Guardian / theguardian.com	3810	7354	9995	6185	+162.3
The Independent/ independent.co.uk	2235	4366	6140	3905	+174.8
The Times / thetimes.co.uk	4442	298	4604	162	+3.6
Daily Mail / dailymail.co.uk	10883	10793	18934	8051	+74.0
Daily Mirror / mirror.co.uk	6962	6240	12284	5322	+76.4
London Evening Standard / standard.co.uk	4622	969	5300	679	+14.7
Metro / metro.co.uk	10027	3645	12477	2450	+24.4
The Scotsman / scotsman.com	368	428	741	374	+101.6

NRS PADD: Mobile	PC and Total Mobile				
	PC	Total Mobile	Net PC and Total Mobile Total	Total Mobile Only (and not PC)	Increase Total Mobile adds to PC
Brands	000s	000s	000s	000s	%
The Daily Telegraph / telegraph.co.uk	8605	7509	13987	5382	+62.5
The Guardian / theguardian.com	9579	7354	14625	5046	+52.7
The Independent/ independent.co.uk	4919	4366	8416	3497	+71.1
The Times / thetimes.co.uk	302	298	569	267	+88.5
Daily Mail / dailymail.co.uk	9557	10793	16766	7209	+75.4
Daily Mirror / mirror.co.uk	4877	6240	10069	5191	+106.4
London Evening Standard / standard.co.uk	1334	969	2148	814	+61.0
Metro / metro.co.uk	2920	3645	6045	3125	+107.0
The Scotsman / scotsman.com	632	428	1001	369	+58.3

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Magazines

Net Brand Reach	Print, PC and Total Mobile			
	Net Print, PC and Total Mobile	Net Print and PC Total	Total Mobile Only (and not Print or PC)	Increase Total Mobile adds to Print and PC
Brands	000s	000s	000s	%
Heat / heatworld.com	2906	2652	253	+9.6
BBC Good Food / bbcgoodfood.com	4691	2793	1898	+68.0
Cosmopolitan / cosmopolitan.co.uk	1785	1514	271	+17.9
Glamour / glamourmagazine.co.uk	1537	1283	254	+19.8
Radio Times / radiotimes.com	4305	3734	572	+15.3
Time Out / timeout.com	3336	2523	813	+32.2
NME / nme.com	1491	1131	360	+31.9
BBC Top Gear / topgear.com	2243	2004	239	+11.9
Empire / empireonline.com	1181	1019	162	+15.9
What Car? / whatcar.com	2008	1574	434	+27.6

NRS PADD: PC Websites	Print and PC				
	Print	PC	Net Print and PC Total	PC Only (and not Print)	Increase PC adds to Print
Brands	000s	000s	000s	000s	%
Heat / heatworld.com	2453	215	2652	199	+8.1
BBC Good Food / bbcgoodfood.com	1357	1571	2793	1436	+105.9
Cosmopolitan / cosmopolitan.co.uk	1235	294	1514	279	+22.6
Glamour / glamourmagazine.co.uk	1026	267	1283	257	+25.1
Radio Times / radiotimes.com	2960	838	3734	774	+26.1
Time Out / timeout.com	1145	1556	2523	1378	+120.4
NME / nme.com	642	510	1131	489	+76.2
BBC Top Gear / topgear.com	1641	415	2004	363	+22.2
Empire / empireonline.com	735	299	1019	285	+38.8
What Car? / whatcar.com	889	726	1574	685	+77.0

NRS PADD: Mobile	Print and Total Mobile				
	Print	Total Mobile	Net Print and Total Mobile Total	Total Mobile Only (and not Print)	Increase Total Mobile adds to Print
Brands	000s	000s	000s	000s	%
Heat / heatworld.com	2453	368	2736	283	+11.6
BBC Good Food / bbcgoodfood.com	1357	2372	3469	2113	+155.7
Cosmopolitan / cosmopolitan.co.uk	1235	387	1536	301	+24.4
Glamour / glamourmagazine.co.uk	1026	371	1315	289	+28.2
Radio Times / radiotimes.com	2960	776	3628	668	+22.6
Time Out / timeout.com	1145	1137	2095	950	+83.0
NME / nme.com	642	484	1056	414	+64.5
BBC Top Gear / topgear.com	1641	366	1908	268	+16.3
Empire / empireonline.com	735	247	930	195	+26.6
What Car? / whatcar.com	889	593	1403	514	+57.8

NRS PADD: Mobile	PC and Total Mobile				
	PC	Total Mobile	Net PC and Total Mobile Total (Net)	Total Mobile Only (and not PC)	Increase Total Mobile adds to PC
Brands	000s	000s	000s	000s	%
Heat / heatworld.com	215	368	550	335	+156.1
BBC Good Food / bbcgoodfood.com	1571	2372	3686	2115	+134.6
Cosmopolitan / cosmopolitan.co.uk	294	387	642	348	+118.5
Glamour / glamourmagazine.co.uk	267	371	600	333	+124.6
Radio Times / radiotimes.com	838	776	1502	664	+79.3
Time Out / timeout.com	1556	1137	2511	955	+61.4
NME / nme.com	510	484	934	424	+83.0
BBC Top Gear / topgear.com	415	366	738	323	+77.8
Empire / empireonline.com	299	247	511	212	+70.8
What Car? / whatcar.com	726	593	1224	498	+68.6