

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
**Data are strictly embargoed until 23:59 on Tuesday 28th February 2017**

**Base: GB Adults 15+**

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

Market Total	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
Market Total	49384	41078	16873	36251
Newsbrands	47635	34172	15416	35994
Magazines	37691	29945	8852	16035

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	21358	3848	7240	15160
The Guardian / theguardian.com	22696	4099	7678	17231
No Print Publication / independent.co.uk	16853	0	4376	14405
The Times / thetimes.co.uk	5790	4219	811	1541
Daily Express / express.co.uk	10576	2735	2996	6084
Daily Mail / dailymail.co.uk	29089	9880	7981	19936
Daily Mirror / mirror.co.uk	25803	5731	4948	19970
Daily Record / dailyrecord.co.uk	4045	1169	552	3076
Daily Star / dailystar.co.uk	6159	2403	1035	3286
The Sun / thesun.co.uk	26196	10123	2780	18956
London Evening Standard / standard.co.uk	11347	5153	1916	6959
Metro / metro.co.uk	17452	10381	1868	8912
The Scotsman / scotsman.com	1353	323	421	787

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	10178	17577	19440	1918	3781	11181	+455.0	+109.9
The Guardian / theguardian.com	10278	19047	21435	1261	3649	12418	+453.7	+120.8
No Print Publication / independent.co.uk	4376	14405	16853	0	2449	12477	+0.0	+285.1
The Times / thetimes.co.uk	4883	5239	2185	3605	552	907	+37.2	+18.6
Daily Express / express.co.uk	5534	8437	8370	2206	2139	5042	+286.7	+91.1
Daily Mail / dailymail.co.uk	15934	25749	24193	4896	3340	13155	+194.4	+82.6
Daily Mirror / mirror.co.uk	10022	23348	22733	3070	2455	15781	+350.2	+157.5
Daily Record / dailyrecord.co.uk	1663	3650	3496	549	395	2382	+246.1	+143.2
Daily Star / dailystar.co.uk	3376	5410	4077	2083	749	2763	+156.3	+82.4
The Sun / thesun.co.uk	12298	24948	20502	5694	1248	13898	+158.8	+113.0
London Evening Standard / standard.co.uk	6611	10272	8308	3039	1075	4736	+120.2	+71.6
Metro / metro.co.uk	11688	16503	10195	7257	950	5764	+68.1	+49.3
The Scotsman / scotsman.com	714	1023	1133	220	330	639	+319.2	+89.6

Newsbrands do not include Sunday title

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**Base: GB Adults 15+**

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

Market Total	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
Market Total	49384	41078	16873	36251
Newsbrands	47635	34172	15416	35994
Magazines	37691	29945	8852	16035

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	6061	3010	734	2989
Hello! / hellomagazine.com	3973	2545	249	1417
Heat / Heatworld - Lifestyle.One	2204	1617	79	620
BBC Good Food / bbcgoodfood.com	8764	1447	2264	6155
Cosmopolitan / cosmopolitan.co.uk	3085	1303	306	1834
Glamour / glamourmagazine.co.uk	1568	893	168	641
Elle / elleuk.com	1255	699	96	619
Radio Times / radiotimes.com	6908	2749	1183	3591
Time Out / timeout.com	5142	1072	1392	3447
NME / nme.com	2087	661	435	1196
BBC Top Gear / topgear.com	2170	1140	248	956
Empire / empireonline.com	1124	708	161	352

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	3682	5549	3553	2508	512	2379	+101.4	+64.6
Hello! / hellomagazine.com	2769	3799	1614	2359	175	1204	+56.1	+43.5
Heat / Heatworld - Lifestyle.One	1693	2144	683	1522	60	511	+36.3	+30.2
BBC Good Food / bbcgoodfood.com	3565	7174	7829	935	1590	5199	+505.6	+145.8
Cosmopolitan / cosmopolitan.co.uk	1590	2867	2071	1014	219	1496	+136.7	+94.1
Glamour / glamourmagazine.co.uk	1053	1450	763	805	118	515	+75.6	+48.9
Elle / elleuk.com	782	1190	690	565	65	473	+79.6	+60.5
Radio Times / radiotimes.com	3844	6103	4456	2453	805	3064	+151.3	+79.7
Time Out / timeout.com	2341	4145	4505	637	996	2801	+379.7	+119.6
NME / nme.com	1081	1741	1551	536	346	1006	+215.9	+93.1
BBC Top Gear / topgear.com	1382	1981	1148	1022	189	789	+90.5	+57.1
Empire / empireonline.com	865	992	497	627	132	259	+58.8	+30.0

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
**Data are strictly embargoed until 23:59 on Tuesday 28th February 2017**

**Base: Men**

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

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	10411	2124	4059	7016
The Guardian / theguardian.com	11036	2155	4114	7992
No Print Publication / independent.co.uk	8227	0	2359	6858
The Times / thetimes.co.uk	3197	2345	471	860
Daily Express / express.co.uk	5564	1468	1807	3000
Daily Mail / dailymail.co.uk	13653	4648	4321	8995
Daily Mirror / mirror.co.uk	12027	3078	2750	8810
Daily Record / dailyrecord.co.uk	2127	633	281	1633
Daily Star / dailystar.co.uk	3611	1598	751	1651
The Sun / thesun.co.uk	12715	5761	1493	8433
London Evening Standard / standard.co.uk	5961	2860	1146	3413
Metro / metro.co.uk	8867	5470	1033	4330
The Scotsman / scotsman.com	801	175	238	489

Newsbrands (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
The Daily Telegraph / telegraph.co.uk	5556	8333	9389	1022	2079	4855	+390.2	+87.4
The Guardian / theguardian.com	5413	9007	10345	691	2029	5622	+412.1	+103.9
No Print Publication / independent.co.uk	2359	6858	8227	0	1369	5868	+0.0	+248.7
The Times / thetimes.co.uk	2712	2877	1236	1961	320	485	+36.3	+17.9
Daily Express / express.co.uk	3130	4250	4426	1139	1314	2434	+278.9	+77.8
Daily Mail / dailymail.co.uk	7966	11827	11294	2360	1827	5687	+193.7	+71.4
Daily Mirror / mirror.co.uk	5442	10727	10280	1746	1299	6584	+290.7	+121.0
Daily Record / dailyrecord.co.uk	878	1923	1856	271	204	1249	+236.2	+142.2
Daily Star / dailystar.co.uk	2304	3050	2242	1369	560	1307	+126.0	+56.7
The Sun / thesun.co.uk	6882	12094	9242	3473	621	5833	+120.7	+84.7
London Evening Standard / standard.co.uk	3725	5265	4261	1700	695	2235	+108.4	+60.0
Metro / metro.co.uk	6161	8345	5064	3803	522	2706	+62.1	+43.9
The Scotsman / scotsman.com	398	614	686	115	187	403	+357.4	+101.2

*Newsbrands do not include Sunday title*

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
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**Base: Men**

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

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	1443	334	314	930
Hello! / hellomagazine.com	700	276	94	365
Heat / Heatworld - Lifestyle.One	359	201	41	137
BBC Good Food / bbcgoodfood.com	3180	390	1002	2188
Cosmopolitan / cosmopolitan.co.uk	553	84	125	388
Glamour / glamourmagazine.co.uk	167	42	46	101
Elle / elleuk.com	87	36	14	47
Radio Times / radiotimes.com	2900	1302	637	1276
Time Out / timeout.com	2166	559	648	1300
NME / nme.com	1270	454	293	662
BBC Top Gear / topgear.com	1593	960	195	552
Empire / empireonline.com	778	505	113	232

Magazines (2)	Net Print & PC Total	Net Print & Mobile Total	Net PC & Mobile Total	Print Only (and not PC or Mobile)	PC Only (and not Print or Mobile)	Mobile Only (and not Print or PC)	Increase PC & Mobile adds to Print	Increase Mobile adds to Print & PC
	000s	000s	000s	000s	000s	000s	%	%
OK! / ok.co.uk	640	1226	1154	289	217	803	+331.9	+125.4
Hello! / hellomagazine.com	367	634	434	266	66	334	+153.8	+91.0
Heat / Heatworld - Lifestyle.One	242	329	167	192	30	116	+78.1	+48.0
BBC Good Food / bbcgoodfood.com	1360	2481	2899	261	699	1820	+714.8	+133.8
Cosmopolitan / cosmopolitan.co.uk	209	462	480	73	92	344	+559.8	+164.4
Glamour / glamourmagazine.co.uk	87	138	130	37	29	80	+292.9	+91.6
Elle / elleuk.com	50	84	51	36	4	37	+139.9	+73.2
Radio Times / radiotimes.com	1898	2486	1718	1182	414	1002	+122.7	+52.8
Time Out / timeout.com	1159	1704	1782	384	461	1007	+287.6	+86.9
NME / nme.com	734	1037	902	368	233	536	+179.4	+73.0
BBC Top Gear / topgear.com	1152	1427	721	872	166	441	+65.9	+38.3
Empire / empireonline.com	616	685	325	452	93	162	+54.1	+26.2

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
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**Base: Women**

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

<b>Newsbrands (1)</b>	<b>Net Print, PC and Mobile Total</b>	<b>Total Print</b>	<b>Total PC</b>	<b>Total Mobile</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>
The Daily Telegraph / telegraph.co.uk	10947	1724	3280	8144
The Guardian / theguardian.com	11660	1944	3564	9239
No Print Publication / independent.co.uk	8627	0	2017	7547
The Times / thetimes.co.uk	2593	1874	340	681
Daily Express / express.co.uk	5012	1267	1188	3084
Daily Mail / dailymail.co.uk	15436	5231	3660	10941
Daily Mirror / mirror.co.uk	13777	2653	2198	11161
Daily Record / dailyrecord.co.uk	1918	536	271	1442
Daily Star / dailystar.co.uk	2548	805	284	1635
The Sun / thesun.co.uk	13481	4362	1287	10523
London Evening Standard / standard.co.uk	5386	2293	770	3546
Metro / metro.co.uk	8586	4911	835	4582
The Scotsman / scotsman.com	552	148	183	298

<b>Newsbrands (2)</b>	<b>Net Print &amp; PC Total</b>	<b>Net Print &amp; Mobile Total</b>	<b>Net PC &amp; Mobile Total</b>	<b>Print Only (and not PC or Mobile)</b>	<b>PC Only (and not Print or Mobile)</b>	<b>Mobile Only (and not Print or PC)</b>	<b>Increase PC &amp; Mobile adds to Print</b>	<b>Increase Mobile adds to Print &amp; PC</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>%</b>	<b>%</b>
The Daily Telegraph / telegraph.co.uk	4621	9244	10051	896	1703	6325	+534.9	+136.9
The Guardian / theguardian.com	4864	10040	11090	570	1620	6795	+499.6	+139.7
No Print Publication / independent.co.uk	2017	7547	8627	0	1080	6610	+0.0	+327.7
The Times / thetimes.co.uk	2171	2362	949	1644	232	422	+38.4	+19.4
Daily Express / express.co.uk	2404	4187	3944	1068	825	2608	+295.6	+108.5
Daily Mail / dailymail.co.uk	7968	13922	12899	2537	1514	7468	+195.1	+93.7
Daily Mirror / mirror.co.uk	4580	12621	12453	1324	1156	9197	+419.2	+200.8
Daily Record / dailyrecord.co.uk	785	1727	1640	278	191	1133	+257.7	+144.4
Daily Star / dailystar.co.uk	1072	2360	1835	714	189	1477	+216.6	+137.8
The Sun / thesun.co.uk	5415	12854	11260	2221	627	8065	+209.0	+148.9
London Evening Standard / standard.co.uk	2885	5006	4047	1339	380	2501	+134.9	+86.7
Metro / metro.co.uk	5527	8158	5132	3454	428	3059	+74.8	+55.3
The Scotsman / scotsman.com	316	409	447	105	143	236	+273.9	+74.9

*Newsbrands do not include Sunday title*

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
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**Base: Women**

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

<b>Magazines (1)</b>	<b>Net Print, PC and Mobile Total</b>	<b>Total Print</b>	<b>Total PC</b>	<b>Total Mobile</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>
OK! / ok.co.uk	4618	2676	420	2059
Hello! / hellomagazine.com	3273	2270	155	1052
Heat / Heatworld - Lifestyle.One	1845	1415	38	483
Cosmopolitan / cosmopolitan.co.uk	2532	1220	180	1446
BBC Good Food / bbcgoodfood.com	5585	1057	1263	3968
Glamour / glamourmagazine.co.uk	1401	850	122	540
Elle / elleuk.com	1167	662	82	572
Radio Times / radiotimes.com	4008	1447	546	2315
Time Out / timeout.com	2976	513	744	2147
NME / nme.com	817	206	142	534
Empire / empireonline.com	346	203	47	131
BBC Top Gear / topgear.com	577	179	53	404

<b>Magazines (2)</b>	<b>Net Print &amp; PC Total</b>	<b>Net Print &amp; Mobile Total</b>	<b>Net PC &amp; Mobile Total</b>	<b>Print Only (and not PC or Mobile)</b>	<b>PC Only (and not Print or Mobile)</b>	<b>Mobile Only (and not Print or PC)</b>	<b>Increase PC &amp; Mobile adds to Print</b>	<b>Increase Mobile adds to Print &amp; PC</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>%</b>	<b>%</b>
OK! / ok.co.uk	3042	4323	2399	2219	295	1576	+72.6	+51.8
Hello! / hellomagazine.com	2403	3165	1180	2093	108	870	+44.2	+36.2
Heat / Heatworld - Lifestyle.One	1450	1815	516	1330	30	395	+30.4	+27.2
Cosmopolitan / cosmopolitan.co.uk	1380	2405	1591	941	127	1151	+107.6	+83.4
BBC Good Food / bbcgoodfood.com	2205	4694	4930	654	891	3379	+428.3	+153.2
Glamour / glamourmagazine.co.uk	966	1312	633	768	88	435	+64.8	+45.1
Elle / elleuk.com	731	1107	639	529	61	436	+76.3	+59.6
Radio Times / radiotimes.com	1947	3617	2738	1271	391	2061	+177.1	+105.9
Time Out / timeout.com	1182	2441	2723	253	535	1794	+480.1	+151.7
NME / nme.com	347	704	649	168	113	470	+296.3	+135.6
Empire / empireonline.com	249	307	171	175	39	97	+70.4	+39.2
BBC Top Gear / topgear.com	230	555	427	150	23	348	+222.2	+151.3

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
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**Base: Adults 15 - 34**

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

<b>Newsbrands (1)</b>	<b>Net Print, PC and Mobile Total</b>	<b>Total Print</b>	<b>Total PC</b>	<b>Total Mobile</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>
The Daily Telegraph / telegraph.co.uk	8792	870	2527	7445
The Guardian / theguardian.com	9597	1568	2883	8103
No Print Publication / independent.co.uk	8228	0	1658	7535
The Times / thetimes.co.uk	1716	1280	243	400
Daily Express / express.co.uk	3297	491	681	2432
Daily Mail / dailymail.co.uk	11351	2598	2606	9727
Daily Mirror / mirror.co.uk	11185	1849	1678	9930
Daily Record / dailyrecord.co.uk	1273	322	132	1078
Daily Star / dailystar.co.uk	2576	932	323	1557
The Sun / thesun.co.uk	11167	3779	869	9355
London Evening Standard / standard.co.uk	5196	1844	716	3822
Metro / metro.co.uk	7616	4101	609	4793
The Scotsman / scotsman.com	354	64	89	244

<b>Newsbrands (2)</b>	<b>Net Print &amp; PC Total</b>	<b>Net Print &amp; Mobile Total</b>	<b>Net PC &amp; Mobile Total</b>	<b>Print Only (and not PC or Mobile)</b>	<b>PC Only (and not Print or Mobile)</b>	<b>Mobile Only (and not Print or PC)</b>	<b>Increase PC &amp; Mobile adds to Print</b>	<b>Increase Mobile adds to Print &amp; PC</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>%</b>	<b>%</b>
The Daily Telegraph / telegraph.co.uk	3132	7809	8508	284	983	5660	+910.6	+180.7
The Guardian / theguardian.com	3867	8630	9206	390	967	5730	+511.9	+148.2
No Print Publication / independent.co.uk	1658	7535	8228	0	693	6570	+0.0	+396.3
The Times / thetimes.co.uk	1488	1548	589	1127	168	229	+34.1	+15.4
Daily Express / express.co.uk	1147	2815	2931	367	482	2151	+571.9	+187.6
Daily Mail / dailymail.co.uk	4614	10544	10679	672	807	6737	+336.9	+146.0
Daily Mirror / mirror.co.uk	3251	10556	10655	530	629	7934	+504.9	+244.0
Daily Record / dailyrecord.co.uk	443	1178	1178	94	94	830	+295.1	+187.4
Daily Star / dailystar.co.uk	1228	2341	1812	764	235	1347	+176.3	+109.7
The Sun / thesun.co.uk	4413	10868	9743	1425	299	6755	+195.5	+153.1
London Evening Standard / standard.co.uk	2385	4776	4358	837	420	2810	+181.7	+117.8
Metro / metro.co.uk	4490	7329	5217	2398	287	3126	+85.7	+69.6
The Scotsman / scotsman.com	149	281	318	36	74	205	+449.8	+137.4

*Newsbrands do not include Sunday title*

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
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**Base: Adults 15 - 34**

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

<b>Magazines (1)</b>	<b>Net Print, PC and Mobile Total</b>	<b>Total Print</b>	<b>Total PC</b>	<b>Total Mobile</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>
OK! / ok.co.uk	2741	1350	170	1566
Heat / Heatworld - Lifestyle.One	1201	971	34	274
Hello! / hellomagazine.com	1370	792	50	628
Cosmopolitan / cosmopolitan.co.uk	1962	832	157	1259
Glamour / glamourmagazine.co.uk	760	582	74	195
BBC Good Food / bbcgoodfood.com	3921	580	742	3051
Elle / elleuk.com	937	433	66	581
Radio Times / radiotimes.com	2130	506	322	1489
Time Out / timeout.com	2684	465	695	1908
NME / nme.com	1029	353	185	608
BBC Top Gear / topgear.com	992	604	90	356
Empire / empireonline.com	594	390	71	208

<b>Magazines (2)</b>	<b>Net Print &amp; PC Total</b>	<b>Net Print &amp; Mobile Total</b>	<b>Net PC &amp; Mobile Total</b>	<b>Print Only (and not PC or Mobile)</b>	<b>PC Only (and not Print or Mobile)</b>	<b>Mobile Only (and not Print or PC)</b>	<b>Increase PC &amp; Mobile adds to Print</b>	<b>Increase Mobile adds to Print &amp; PC</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>%</b>	<b>%</b>
OK! / ok.co.uk	1504	2609	1711	1030	132	1237	+103.1	+82.2
Heat / Heatworld - Lifestyle.One	1003	1176	302	899	25	198	+23.7	+19.8
Hello! / hellomagazine.com	837	1337	665	705	33	533	+73.0	+63.7
Cosmopolitan / cosmopolitan.co.uk	977	1855	1377	585	107	984	+135.8	+100.7
Glamour / glamourmagazine.co.uk	650	715	244	516	46	111	+30.6	+17.1
BBC Good Food / bbcgoodfood.com	1265	3387	3619	301	533	2655	+576.2	+209.8
Elle / elleuk.com	487	892	632	305	45	450	+116.2	+92.3
Radio Times / radiotimes.com	817	1913	1708	422	217	1313	+320.6	+160.6
Time Out / timeout.com	1088	2174	2452	232	511	1596	+477.7	+146.7
NME / nme.com	531	885	754	274	143	498	+191.1	+93.8
BBC Top Gear / topgear.com	692	919	431	561	73	300	+64.3	+43.3
Empire / empireonline.com	459	533	269	325	61	135	+52.5	+29.4

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
**Data are strictly embargoed until 23:59 on Tuesday 28th February 2017**

**Base: Adults 35+**

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

<b>Newsbrands (1)</b>	<b>Net Print, PC and Mobile Total</b>	<b>Total Print</b>	<b>Total PC</b>	<b>Total Mobile</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>
The Daily Telegraph / telegraph.co.uk	12566	2978	4813	7715
The Guardian / theguardian.com	13099	2531	4795	9128
No Print Publication / independent.co.uk	8626	0	2718	6870
The Times / thetimes.co.uk	4074	2940	568	1141
Daily Express / express.co.uk	7279	2245	2315	3652
Daily Mail / dailymail.co.uk	17738	7281	5375	10210
Daily Mirror / mirror.co.uk	14619	3882	3271	10041
Daily Record / dailyrecord.co.uk	2772	847	420	1998
Daily Star / dailystar.co.uk	3584	1470	711	1729
The Sun / thesun.co.uk	15028	6345	1910	9602
London Evening Standard / standard.co.uk	6151	3309	1200	3137
Metro / metro.co.uk	9837	6280	1260	4119
The Scotsman / scotsman.com	999	258	332	543

<b>Newsbrands (2)</b>	<b>Net Print &amp; PC Total</b>	<b>Net Print &amp; Mobile Total</b>	<b>Net PC &amp; Mobile Total</b>	<b>Print Only (and not PC or Mobile)</b>	<b>PC Only (and not Print or Mobile)</b>	<b>Mobile Only (and not Print or PC)</b>	<b>Increase PC &amp; Mobile adds to Print</b>	<b>Increase Mobile adds to Print &amp; PC</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>%</b>	<b>%</b>
The Daily Telegraph / telegraph.co.uk	7046	9768	10932	1634	2798	5521	+321.9	+78.4
The Guardian / theguardian.com	6411	10417	12228	871	2682	6688	+417.6	+104.3
No Print Publication / independent.co.uk	2718	6870	8626	0	1756	5907	+0.0	+217.3
The Times / thetimes.co.uk	3395	3690	1596	2478	383	678	+38.6	+20.0
Daily Express / express.co.uk	4388	5622	5440	1840	1657	2891	+224.3	+65.9
Daily Mail / dailymail.co.uk	11320	15204	13514	4224	2534	6419	+143.6	+56.7
Daily Mirror / mirror.co.uk	6771	12792	12078	2540	1826	7847	+276.5	+115.9
Daily Record / dailyrecord.co.uk	1220	2472	2317	455	300	1552	+227.4	+127.2
Daily Star / dailystar.co.uk	2148	3069	2264	1319	514	1436	+143.7	+66.9
The Sun / thesun.co.uk	7885	14080	10759	4270	949	7143	+136.9	+90.6
London Evening Standard / standard.co.uk	4225	5496	3950	2202	655	1926	+85.9	+45.6
Metro / metro.co.uk	7198	9174	4978	4858	663	2639	+56.6	+36.7
The Scotsman / scotsman.com	565	742	816	184	257	434	+286.6	+76.9

*Newsbrands do not include Sunday title*

**NRS PADD (Jan-Dec 16 integrated with comScore Nov2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)**  
**Data are strictly embargoed until 23:59 on Tuesday 28th February 2017**

**Base: Adults 35+**

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

<b>Magazines (1)</b>	<b>Net Print, PC and Mobile Total</b>	<b>Total Print</b>	<b>Total PC</b>	<b>Total Mobile</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>
Hello! / hellomagazine.com	2603	1754	200	789
OK! / ok.co.uk	3320	1660	564	1423
Heat / Heatworld - Lifestyle.One	1003	646	45	345
BBC Good Food / bbcgoodfood.com	4844	868	1523	3105
Cosmopolitan / cosmopolitan.co.uk	1124	472	148	575
Glamour / glamourmagazine.co.uk	807	310	94	447
Elle / elleuk.com	318	265	30	39
Radio Times / radiotimes.com	4778	2243	861	2101
Time Out / timeout.com	2458	607	697	1540
NME / nme.com	1058	307	250	588
BBC Top Gear / topgear.com	1178	536	158	600
Empire / empireonline.com	530	318	89	155

<b>Magazines (2)</b>	<b>Net Print &amp; PC Total</b>	<b>Net Print &amp; Mobile Total</b>	<b>Net PC &amp; Mobile Total</b>	<b>Print Only (and not PC or Mobile)</b>	<b>PC Only (and not Print or Mobile)</b>	<b>Mobile Only (and not Print or PC)</b>	<b>Increase PC &amp; Mobile adds to Print</b>	<b>Increase Mobile adds to Print &amp; PC</b>
	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>000s</b>	<b>%</b>	<b>%</b>
Hello! / hellomagazine.com	1933	2462	949	1655	142	671	+48.4	+34.7
OK! / ok.co.uk	2178	2941	1842	1478	379	1142	+100.0	+52.5
Heat / Heatworld - Lifestyle.One	690	969	381	622	35	313	+55.4	+45.4
BBC Good Food / bbcgoodfood.com	2300	3787	4210	634	1057	2544	+458.4	+110.6
Cosmopolitan / cosmopolitan.co.uk	612	1012	694	430	112	511	+138.2	+83.5
Glamour / glamourmagazine.co.uk	403	735	519	289	72	404	+160.2	+100.2
Elle / elleuk.com	295	298	58	260	19	23	+19.8	+7.8
Radio Times / radiotimes.com	3027	4190	2747	2031	588	1751	+113.1	+57.9
Time Out / timeout.com	1253	1972	2053	405	486	1204	+304.7	+96.1
NME / nme.com	550	855	797	261	203	508	+244.4	+92.5
BBC Top Gear / topgear.com	690	1063	717	461	116	489	+120.0	+70.9
Empire / empireonline.com	405	458	228	302	71	124	+66.5	+30.6

## **Market Total Table**

**Market Total** - Net brand reach of Newsbrands and Magazines across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

**Newsbrands** - Net brand reach of Newsbrands across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

**Magazines** - Net brand reach of Magazines across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

## **Newsbrands (1) / Magazines (1)**

**Net Print, PC and Total Mobile Total** - Net brand reach across Print, PC, or viewing the title via a browser or app on a smartphone or tablet (de-duplicated)

**Total Print** - Readers of the print title (but could also visit the website via a PC and/or view the title via a browser or app on a smartphone or tablet)

**Total PC** - Visitors to the website via a PC (but could also read the print title and/or view the title via a browser or app on a smartphone or tablet)

**Total Mobile** - Read and view a brand's digital content via a browser or app on a smartphone or tablet (but could also read the print title and/or visit the website via a PC)

## **Newsbrands (2) / Magazines (2)**

**Net Print and PC Total** - Net reach of the title across Print and/or PC (de-duplicated)

**Net Print and Mobile Total** - Net reach of the title across Print and/or via app or browser on a smartphone or tablet (de-duplicated)

**Net PC & Mobile Total** - Net reach of the title across PC and/or via a browser or app on a smartphone or tablet (de-duplicated)

**Print Only (and not PC or Mobile)** - Readers of the print title only (and do not visit the website via a PC or view the title via a browser or app on a smartphone or tablet)

**PC Only (and not Print or Mobile)** - Visitors to the website via a PC (and do not read the print title or view the title via a browser or app on a smartphone or tablet)

**Mobile Only (and not Print or PC)** - Read and view a brand's digital content via a browser or app on a smartphone or tablet (and do not read the print title or visit the website via a PC)

**Increase PC & Mobile adds to Print** - % readership increase relative to the print title when PC visitors and smartphone and tablet visitors are included

**Increase Mobile adds to Print & PC** - % readership increase relative to the combined print & PC reach when smartphone & tablet viewers are included