

NRS PADD (Jul16-Jun17 integrated with comScore Jun2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)

Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print, PC and mobile figures in this report should not be compared with previous periods of NRS PADD data.

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	49465	39574	15639	37644
Newsbrands	47769	32129	14554	37539
Magazines	36744	28151	7580	16072

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	26951	2443	7189	21139
The Guardian / theguardian.com	25448	3900	7650	19804
i / news.co.uk	2735	1685	314	880
No Print Publication / independent.co.uk	22755	0	4915	19709
The Times / thetimes.co.uk	6375	4006	881	2377
Daily Express / express.co.uk	14405	2463	4015	9717
Daily Mail / dailymail.co.uk	31011	8392	6989	22881
Daily Mirror / mirror.co.uk	26488	4894	4413	21271
Daily Record / dailyrecord.co.uk	5098	1041	637	4023
Daily Star / dailystar.co.uk	8481	2200	1440	5559
The Sun / thesun.co.uk	29570	9107	4081	22618
London Evening Standard / standard.co.uk	14345	5055	2288	10579
Metro / metro.co.uk	22041	10499	2740	14264
The Scotsman / scotsman.com	1367	274	472	772

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	9794	23050	25464	1487	3900	17157	+682.9	-175.2
The Guardian / theguardian.com	10170	21440	24363	1085	4008	15278	+552.5	+150.2
i / news.co.uk	1969	2491	1145	1590	244	766	+62.3	+38.9
No Print Publication / independent.co.uk	4915	19709	22755	0	3046	17840	+0.0	+363.0
The Times / thetimes.co.uk	4720	5806	3056	3319	569	1655	+59.1	+35.1
Daily Express / express.co.uk	6260	11743	12530	1875	2662	8146	+484.9	+130.1
Daily Mail / dailymail.co.uk	14015	27683	26937	4074	3328	16996	+269.5	+121.3
Daily Mirror / mirror.co.uk	8892	24062	23910	2578	2426	17596	+441.2	+197.9
Daily Record / dailyrecord.co.uk	1619	4664	4483	615	434	3479	+389.9	+214.9
Daily Star / dailystar.co.uk	3585	7466	6618	1863	1015	4896	+285.6	+135.6
The Sun / thesun.co.uk	12543	27501	25026	4544	2069	17028	+224.7	+135.8
London Evening Standard / standard.co.uk	6794	13088	12126	2219	1256	7551	+183.8	+111.1
Metro / metro.co.uk	12425	20763	16012	6029	1277	9616	+109.9	+77.4
The Scotsman / scotsman.com	716	999	1165	203	368	651	+399.3	+90.9

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

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	6760	2545	742	4097
Hello! / HELLOMAGAZINE.COM*	3850	2335	221	1473
Heat / Heatworld - Lifestyle.One	1983	1256	78	807
Cosmopolitan / Cosmopolitan UK	3691	1119	313	2551
BBC Good Food / bbgoodfood.com	6791	1059	1610	4816
Glamour / glamourmagazine.co.uk	1525	754	157	721
Radio Times / radiotimes.com	5533	2470	1034	2453
Time Out / timeout.com	3835	1061	1013	2261
NME/New Musical Express / nme.com	4119	543	650	3197
Men's Health / menshealth.co.uk	1447	910	104	532
What Car? / whatcar.com	1865	574	405	1015

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	3243	6187	4702	2058	573	3517	+165.7	-108.5
Hello! / HELLOMAGAZINE.COM*	2552	3683	1644	2206	167	1298	+64.9	+50.9
Heat / Heatworld - Lifestyle.One	1329	1927	865	1118	56	654	+57.9	+49.2
Cosmopolitan / Cosmopolitan UK	1403	3438	2826	864	253	2288	+259.9	+163.0
BBC Good Food / bbgoodfood.com	2598	5626	6028	763	1166	4193	+541.5	+161.4
Glamour / glamourmagazine.co.uk	905	1406	845	681	119	621	+102.2	+68.6
Radio Times / radiotimes.com	3424	4786	3267	2266	747	2109	+124.0	+61.6
Time Out / timeout.com	1958	3129	3038	796	706	1877	+261.5	+95.9
NME/New Musical Express / nme.com	1176	3622	3704	415	497	2943	+659.1	+250.3
Men's Health / menshealth.co.uk	1010	1354	628	819	92	437	+59.0	+43.3
What Car? / whatcar.com	974	1533	1352	514	332	891	+225.2	+91.5

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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	12804	1927	4045	9526
The Guardian / theguardian.com	11934	2073	4237	8723
i / news.co.uk	1531	972	195	441
No Print Publication / independent.co.uk	10132	0	2890	8395
The Times / thetimes.co.uk	3302	2302	471	1012
Daily Express / express.co.uk	7810	1341	2482	5068
Daily Mail / dailymail.co.uk	13972	4045	3690	9719
Daily Mirror / mirror.co.uk	12924	2744	2493	10027
Daily Record / dailyrecord.co.uk	2809	557	429	2202
Daily Star / dailystar.co.uk	5017	1488	957	3060
The Sun / thesun.co.uk	14037	5144	2278	10057
London Evening Standard / standard.co.uk	7127	2860	1379	4874
Metro / metro.co.uk	10393	5721	1563	5896
The Scotsman / scotsman.com	857	156	313	484

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	5454	10597	11996	807	2077	7349	+564.6	+134.7
The Guardian / theguardian.com	5539	9668	11314	620	2266	6395	+475.8	+115.5
i / news.co.uk	1149	1377	610	921	153	382	+57.4	+33.3
No Print Publication / independent.co.uk	2890	8395	10132	0	1737	7242	+0.0	+250.6
The Times / thetimes.co.uk	2678	2992	1382	1920	310	624	+43.4	+23.3
Daily Express / express.co.uk	3678	6148	6833	978	1662	4133	+482.5	+112.4
Daily Mail / dailymail.co.uk	7003	12176	11884	2088	1795	6969	+245.4	+99.5
Daily Mirror / mirror.co.uk	4981	11618	11457	1466	1306	7942	+371.0	+159.4
Daily Record / dailyrecord.co.uk	953	2513	2508	302	296	1857	+404.0	+194.9
Daily Star / dailystar.co.uk	2404	4325	3786	1231	691	2613	+237.2	+108.7
The Sun / thesun.co.uk	7028	12989	11315	2723	1049	7009	+172.9	+99.7
London Evening Standard / standard.co.uk	3898	6373	5795	1331	754	3228	+149.2	+82.8
Metro / metro.co.uk	6815	9721	6815	3579	672	3578	+81.7	+52.5
The Scotsman / scotsman.com	447	611	750	107	247	410	+447.8	+91.6

Newsbrands do not include Sunday title

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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	1570	303	335	1038
Hello! / HELLOMAGAZINE.COM*	886	237	88	590
Heat / Heatworld - Lifestyle One	230	131	27	83
BBC Good Food / bbcgoodfood.com	2248	292	714	1515
Cosmopolitan / Cosmopolitan UK	967	58	106	818
Glamour / glamourmagazine.co.uk	307	28	50	240
Radio Times / radiotimes.com	2518	1148	578	1005
Time Out / timeout.com	1863	547	442	1116
NME/New Musical Express / nme.com	1860	365	423	1258
Men's Health / menshealth.co.uk	1208	824	85	387
What Car? / whatcar.com	1221	474	254	586

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	631	1314	1300	270	256	939	+419.0	+148.7
Hello! / HELLOMAGAZINE.COM*	325	817	659	227	69	561	+274.0	+172.7
Heat / Heatworld - Lifestyle One	157	211	102	128	19	73	+75.8	+46.1
BBC Good Food / bbcgoodfood.com	991	1746	2025	222	502	1257	+671.0	+126.9
Cosmopolitan / Cosmopolitan UK	163	873	913	54	94	804	+1570.9	+493.3
Glamour / glamourmagazine.co.uk	79	266	280	26	40	228	+975.9	+288.6
Radio Times / radiotimes.com	1681	2105	1456	1062	413	837	+119.3	+49.8
Time Out / timeout.com	929	1572	1441	422	291	933	+240.3	+100.4
NME/New Musical Express / nme.com	773	1544	1583	277	316	1087	+409.1	+140.5
Men's Health / menshealth.co.uk	905	1131	467	741	77	303	+46.6	+33.5
What Car? / whatcar.com	724	1013	798	423	208	497	+157.8	+68.6

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Base: Women

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	14147	1516	3144	11613
The Guardian / theguardian.com	13514	1827	3412	11081
i / inews.co.uk	1204	712	118	438
No Print Publication / independent.co.uk	12624	0	2025	11314
The Times / thetimes.co.uk	3073	1704	410	1365
Daily Express / express.co.uk	6595	1122	1533	4649
Daily Mail / dailymail.co.uk	17040	4348	3300	13163
Daily Mirror / mirror.co.uk	13565	2150	1920	11244
Daily Record / dailyrecord.co.uk	2288	483	208	1822
Daily Star / dailystar.co.uk	3464	712	483	2499
The Sun / thesun.co.uk	15533	3963	1804	12561
London Evening Standard / standard.co.uk	7218	2196	909	5704
Metro / metro.co.uk	11648	4778	1177	8368
The Scotsman / scotsman.com	510	117	159	288

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	4340	12454	13468	679	1694	9808	+833.1	+226.0
The Guardian / theguardian.com	4631	11772	13049	465	1741	8883	+639.5	+191.8
i / inews.co.uk	820	1114	536	669	90	384	+69.1	+46.8
No Print Publication / independent.co.uk	2025	11314	12624	0	1310	10598	+0.0	+523.3
The Times / thetimes.co.uk	2042	2814	1674	1399	259	1031	+80.3	+50.5
Daily Express / express.co.uk	2582	5595	5697	897	1000	4013	+487.7	+155.4
Daily Mail / dailymail.co.uk	7013	15507	15054	1986	1533	10027	+291.9	+143.0
Daily Mirror / mirror.co.uk	3911	12444	12452	1112	1120	9654	+530.8	+246.8
Daily Record / dailyrecord.co.uk	666	2150	1975	313	138	1622	+373.5	+243.4
Daily Star / dailystar.co.uk	1181	3140	2832	632	324	2283	+386.8	+193.3
The Sun / thesun.co.uk	5515	14513	13711	1822	1020	10018	+292.0	+181.7
London Evening Standard / standard.co.uk	2896	6715	6330	888	503	4323	+228.8	+149.3
Metro / metro.co.uk	5609	11042	9197	2451	605	6038	+143.8	+107.6
The Scotsman / scotsman.com	269	389	415	95	122	241	+334.7	+89.7

Newsbrands do not include Sunday title

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Base: Women

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	5190	2242	407	3059
Hello! / HELLOMAGAZINE.COM*	2964	2098	133	883
Heat / Heatworld - Lifestyle.One	1753	1125	51	725
Cosmopolitan / Cosmopolitan.UK	2724	1061	207	1732
BBC Good Food / bbcgoodfood.com	4543	767	896	3301
Glamour / glamouromagazine.co.uk	1219	726	106	480
Radio Times / radiotimes.com	3015	1323	455	1449
Time Out / timeout.com	1972	513	572	1145
NME/New Musical Express / nme.com	2259	177	227	1938
What Car? / whatcar.com	644	100	151	429
Men's Health / menshealth.co.uk	239	86	18	144

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	2612	4873	3402	1788	317	2578	+131.5	+98.7
Hello! / HELLOMAGAZINE.COM*	2227	2866	985	1979	98	737	+41.2	+33.1
Heat / Heatworld - Lifestyle.One	1171	1716	763	990	37	582	+55.8	+49.7
Cosmopolitan / Cosmopolitan.UK	1240	2565	1913	811	159	1484	+156.7	+119.6
BBC Good Food / bbcgoodfood.com	1608	3880	4003	541	663	2936	+492.2	+182.6
Glamour / glamouromagazine.co.uk	826	1140	564	655	79	393	+67.9	+47.6
Radio Times / radiotimes.com	1743	2681	1811	1204	334	1272	+128.0	+73.0
Time Out / timeout.com	1028	1557	1598	374	415	944	+284.1	+91.8
NME/New Musical Express / nme.com	403	2078	2122	137	181	1856	+1174.3	+461.1
What Car? / whatcar.com	250	520	554	90	124	394	+543.9	+157.8
Men's Health / menshealth.co.uk	105	223	160	78	16	134	+177.5	+128.4

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Base: ABC1 Adults

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	17089	2854	5179	12918
The Guardian / theguardian.com	16469	3141	5746	12487
i / news.co.uk	2116	1365	257	623
No Print Publication / independent.co.uk	14165	0	3653	11996
The Times / thetimes.co.uk	5159	3364	728	1865
Daily Express / express.co.uk	8975	1413	2858	5959
Daily Mail / dailymail.co.uk	18933	5285	4988	13765
Daily Mirror / mirror.co.uk	15366	1996	3033	12677
Daily Record / dailyrecord.co.uk	2860	418	403	2371
Daily Star / dailystar.co.uk	4569	674	986	3306
The Sun / thesun.co.uk	16398	3350	2816	13302
London Evening Standard / standard.co.uk	9106	3511	1764	6422
Metro / metro.co.uk	13384	6315	2031	8687
The Scotsman / scotsman.com	986	205	364	541

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	7288	14481	15892	1197	2608	9800	+498.7	+134.5
The Guardian / theguardian.com	7684	13761	15652	817	2709	8785	+424.3	+114.3
i / news.co.uk	1592	1925	836	1280	191	524	+55.0	+32.9
No Print Publication / independent.co.uk	3653	11996	14165	0	2169	10512	+0.0	+287.8
The Times / thetimes.co.uk	3938	4708	2416	2742	450	1221	+53.4	+31.0
Daily Express / express.co.uk	4121	7112	7931	1044	1863	4853	+535.1	+117.8
Daily Mail / dailymail.co.uk	9238	16702	16538	2395	2231	9695	+258.3	+104.9
Daily Mirror / mirror.co.uk	4796	13709	14439	927	1656	10570	+670.0	+220.4
Daily Record / dailyrecord.co.uk	789	2591	2652	208	269	2071	+584.4	+262.6
Daily Star / dailystar.co.uk	1635	3875	4018	551	694	2934	+577.5	+179.5
The Sun / thesun.co.uk	5839	14902	14978	1420	1496	10558	+389.4	+180.8
London Evening Standard / standard.co.uk	4809	8164	7615	1491	942	4297	+159.4	+89.3
Metro / metro.co.uk	7717	12472	9948	3436	912	5667	+111.9	+73.4
The Scotsman / scotsman.com	542	704	845	141	282	444	+381.4	+81.9

Newsbrands do not include Sunday title

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Base: ABC1 Adults

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
Hello! / HELLOMAGAZINE.COM*	2365	1400	177	900
OK! / ok.co.uk	3912	1318	534	2436
Heat / Heatworld - Lifestyle.One	1056	650	56	427
BBC Good Food / bbcgoodfood.com	4659	803	1183	3243
Cosmopolitan / Cosmopolitan UK	2299	737	220	1547
Glamour / glamourmagazine.co.uk	989	473	112	470
Radio Times / radiotimes.com	3953	1864	784	1654
Time Out / timeout.com	2721	843	732	1574
NME/New Musical Express / nme.com	2690	422	492	1979
Men's Health / menshealth.co.uk	947	621	60	344
What Car? / whatcar.com	1283	404	314	660

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	%	%
Hello! / HELLOMAGAZINE.COM*	1573	2228	1040	1326	137	792	+69.0	+50.4
OK! / ok.co.uk	1824	3499	2874	1039	413	2089	+196.9	+114.5
Heat / Heatworld - Lifestyle.One	705	1013	472	584	44	352	+62.5	+49.9
BBC Good Food / bbcgoodfood.com	1924	3847	4093	566	812	2735	+480.5	+142.2
Cosmopolitan / Cosmopolitan UK	937	2121	1739	560	177	1362	+211.9	+145.4
Glamour / glamourmagazine.co.uk	578	908	555	434	81	411	+109.1	+71.0
Radio Times / radiotimes.com	2578	3404	2263	1690	548	1374	+112.0	+53.3
Time Out / timeout.com	1476	2243	2111	610	478	1245	+222.8	+84.3
NME/New Musical Express / nme.com	902	2307	2371	319	384	1788	+537.1	+198.3
Men's Health / menshealth.co.uk	678	895	400	547	52	269	+52.5	+39.7
What Car? / whatcar.com	715	1025	921	362	258	568	+217.8	+79.4

NRS PADD (Jul16-Jun17 integrated with comScore Jun2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
Data are strictly embargoed until 08:59 on Thursday 21st September 2017

NRS datasets in 2017 are a blend of NRS and AMP print data. Due to the different methodologies, the PAMCo Board have mandated that NRS and AMP data should not be compared for commercial or marketing purposes. This means that the net print, PC and mobile figures in this report should not be compared with previous periods of NRS PADD data.

Base: C2DE Adults

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	9862	588	2010	8220
The Guardian / theguardian.com	8979	759	1904	7317
i / inews.co.uk	619	320	57	257
No Print Publication / independent.co.uk	8590	0	1262	7713
The Times / thetimes.co.uk	1216	643	152	512
Daily Express / express.co.uk	5431	1050	1157	3757
Daily Mail / dailymail.co.uk	12078	3108	2001	9117
Daily Mirror / mirror.co.uk	11122	2899	1380	8594
Daily Record / dailyrecord.co.uk	2238	623	234	1652
Daily Star / dailystar.co.uk	3912	1525	454	2253
The Sun / thesun.co.uk	13173	5756	1265	9316
London Evening Standard / standard.co.uk	5239	1544	524	4157
Metro / metro.co.uk	8657	4184	709	5577
The Scotsman / scotsman.com	381	69	108	231

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	2506	8570	9572	290	1292	7357	+1576.3	+293.6
The Guardian / theguardian.com	2486	7680	8711	268	1299	6493	+1083.4	+261.2
i / inews.co.uk	377	566	310	309	53	242	+93.6	+64.4
No Print Publication / independent.co.uk	1262	7713	8590	0	877	7328	+0.0	+580.7
The Times / thetimes.co.uk	782	1098	640	577	118	434	+89.2	+55.5
Daily Express / express.co.uk	2138	4631	4599	831	799	3292	+417.4	+154.0
Daily Mail / dailymail.co.uk	4778	10981	10400	1679	1097	7301	+288.6	+152.8
Daily Mirror / mirror.co.uk	4096	10352	9471	1651	770	7026	+283.7	+171.5
Daily Record / dailyrecord.co.uk	830	2073	1831	407	165	1407	+259.3	+169.5
Daily Star / dailystar.co.uk	1950	3590	2600	1311	322	1962	+156.5	+100.6
The Sun / thesun.co.uk	6704	12600	10048	3125	573	6469	+128.8	+96.5
London Evening Standard / standard.co.uk	1985	4925	4510	728	314	3254	+239.3	+164.0
Metro / metro.co.uk	4708	8291	6064	2593	365	3949	+106.9	+83.9
The Scotsman / scotsman.com	174	295	320	62	86	207	+452.6	+118.9

Newsbrands do not include Sunday title

NRS PADD (Jul16-Jun17 integrated with comScore Jun2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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Base: C2DE Adults

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	2848	1227	208	1661
Hello! / HELLOMAGAZINE.COM*	1485	935	45	573
Heat / Heatworld - Lifestyle.One	927	606	22	381
Cosmopolitan / Cosmopolitan UK	1392	382	93	1004
Glamour / glamourmagazine.co.uk	536	281	45	251
BBC Good Food / bbcgoodfood.com	2132	256	427	1573
Radio Times / radiotimes.com	1581	606	249	800
Time Out / timeout.com	1114	218	282	688
NME/New Musical Express / nme.com	1428	120	159	1218
Men's Health / menshealth.co.uk	500	289	43	187
What Car? / whatcar.com	582	170	91	356

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	1419	2688	1829	1019	160	1429	+132.2	+100.6
Hello! / HELLOMAGAZINE.COM*	979	1455	604	880	30	506	+58.7	+51.7
Heat / Heatworld - Lifestyle.One	624	915	393	534	12	303	+52.9	+48.5
Cosmopolitan / Cosmopolitan UK	467	1317	1087	305	76	926	+264.5	+198.4
Glamour / glamourmagazine.co.uk	326	498	289	247	38	210	+90.5	+64.4
BBC Good Food / bbcgoodfood.com	675	1779	1935	197	353	1458	+732.6	+216.1
Radio Times / radiotimes.com	846	1382	1004	576	199	735	+160.7	+86.9
Time Out / timeout.com	481	885	928	186	228	633	+411.3	+131.5
NME/New Musical Express / nme.com	274	1315	1333	95	114	1155	+1087.4	+421.4
Men's Health / menshealth.co.uk	332	459	228	272	40	168	+73.0	+50.7
What Car? / whatcar.com	259	508	431	151	74	323	+242.8	+124.9

NRS PADD (Jul16-Jun17 integrated with comScore Jun2017) 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

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	10635	799	2510	8967
The Guardian / theguardian.com	11029	1438	2721	9304
i / inews.co.uk	768	527	109	191
No Print Publication / independent.co.uk	9439	0	1747	8417
The Times / thetimes.co.uk	1881	1174	220	772
Daily Express / express.co.uk	5056	472	1128	4001
Daily Mail / dailymail.co.uk	11949	1992	2326	10244
Daily Mirror / mirror.co.uk	11005	1511	1466	9702
Daily Record / dailyrecord.co.uk	2295	277	179	2035
Daily Star / dailystar.co.uk	4086	848	469	3087
The Sun / thesun.co.uk	12974	3291	1415	11370
London Evening Standard / standard.co.uk	5988	1731	780	4852
Metro / metro.co.uk	9847	3964	1030	7535
The Scotsman / scotsman.com	396	51	147	244

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	3069	9261	10436	199	1374	7566	+1231.2	+246.5
The Guardian / theguardian.com	3650	9751	10755	275	1279	7379	+666.8	+202.1
i / inews.co.uk	619	689	285	484	80	150	+45.9	+24.2
No Print Publication / independent.co.uk	1747	8417	9439	0	1022	7692	+0.0	+440.2
The Times / thetimes.co.uk	1338	1753	941	940	129	543	+60.3	+40.6
Daily Express / express.co.uk	1557	4342	4746	309	713	3499	+970.7	+224.8
Daily Mail / dailymail.co.uk	3916	10889	11498	451	1060	8034	+499.8	+205.2
Daily Mirror / mirror.co.uk	2830	10206	10569	436	799	8176	+628.3	+288.9
Daily Record / dailyrecord.co.uk	450	2150	2183	112	145	1845	+728.8	+410.2
Daily Star / dailystar.co.uk	1293	3741	3450	637	345	2793	+382.1	+215.9
The Sun / thesun.co.uk	4452	12289	12167	807	685	8522	+294.2	+191.4
London Evening Standard / standard.co.uk	2322	5544	5430	558	444	3667	+246.0	+157.9
Metro / metro.co.uk	4632	9366	8254	1592	480	5215	+148.4	+112.6
The Scotsman / scotsman.com	193	285	360	36	112	204	+677.4	+105.7

Newsbrands do not include Sunday title

NRS PADD (Jul16-Jun17 integrated with comScore Jun2017) 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

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	2937	1080	276	1884
Heat / Heatworld - Lifestyle.One	1367	749	50	710
Hello! / HELLOMAGAZINE.COM*	1262	662	88	577
Cosmopolitan / Cosmopolitan UK	2637	694	171	2012
Glamour / glamourmagazine.co.uk	863	483	73	380
BBC Good Food / bbcgoodfood.com	2964	364	471	2391
Time Out / timeout.com	2260	467	559	1507
Radio Times / radiotimes.com	1308	440	345	663
NME/New Musical Express / nme.com	2104	301	291	1646
Men's Health / menshealth.co.uk	837	492	58	371
What Car? / whatcar.com	659	132	90	472

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	1337	2708	2125	812	229	1600	+171.8	+119.7
Heat / Heatworld - Lifestyle.One	794	1331	747	620	36	573	+82.6	+72.1
Hello! / HELLOMAGAZINE.COM*	748	1192	649	614	70	514	+90.7	+68.7
Cosmopolitan / Cosmopolitan UK	844	2500	2165	472	136	1793	+279.7	+212.4
Glamour / glamourmagazine.co.uk	550	810	437	426	53	314	+78.6	+57.1
BBC Good Food / bbcgoodfood.com	810	2628	2746	218	336	2154	+714.5	+266.1
Time Out / timeout.com	948	1868	1949	310	392	1312	+384.3	+138.4
Radio Times / radiotimes.com	759	1072	920	387	236	548	+197.3	+72.2
NME/New Musical Express / nme.com	582	1867	1889	215	236	1522	+600.1	+261.7
Men's Health / menshealth.co.uk	546	789	422	415	48	291	+70.0	+53.2
What Car? / whatcar.com	222	580	551	108	79	437	+399.9	+196.9

NRS PADD (Jul16-Jun17 integrated with comScore Jun2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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Base: Adults 35+

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	16316	2644	4679	12171
The Guardian / theguardian.com	14419	2462	4929	10500
i / news.co.uk	1967	1158	205	689
No Print Publication / independent.co.uk	13316	0	3168	11292
The Times / thetimes.co.uk	4493	2833	661	1605
Daily Express / express.co.uk	9349	1991	2887	5715
Daily Mail / dailymail.co.uk	19062	6400	4663	12637
Daily Mirror / mirror.co.uk	15483	3383	2947	11569
Daily Record / dailypress.co.uk	2803	764	458	1989
Daily Star / dailystar.co.uk	4395	1352	972	2472
The Sun / thesun.co.uk	16597	5816	2666	11248
London Evening Standard / standard.co.uk	8357	3324	1508	5726
Metro / metro.co.uk	12194	6535	1710	6729
The Scotsman / scotsman.com	971	223	325	528

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	6725	13790	15029	1288	2527	9591	+517.2	+142.6
The Guardian / theguardian.com	6520	11690	13609	810	2729	7899	+485.7	+121.2
i / news.co.uk	1350	1802	861	1106	164	616	+69.8	+45.6
No Print Publication / independent.co.uk	3168	11292	13316	0	2025	10148	+0.0	+320.4
The Times / thetimes.co.uk	3382	4054	2115	2379	440	1112	+58.6	+32.9
Daily Express / express.co.uk	4703	7401	7784	1566	1949	4647	+369.7	+98.8
Daily Mail / dailymail.co.uk	10100	16794	15439	3623	2268	8962	+197.8	+88.7
Daily Mirror / mirror.co.uk	6062	13856	13341	2142	1627	9420	+357.7	+155.4
Daily Record / dailypress.co.uk	1169	2513	2300	503	290	1634	+267.0	+139.7
Daily Star / dailystar.co.uk	2291	3724	3169	1226	670	2103	+225.1	+91.8
The Sun / thesun.co.uk	8091	15212	12859	3737	1384	8506	+185.4	+105.1
London Evening Standard / standard.co.uk	4472	7544	6695	1661	812	3884	+151.4	+86.9
Metro / metro.co.uk	7793	11397	7757	4437	797	4401	+86.6	+56.5
The Scotsman / scotsman.com	524	715	805	166	257	447	+335.7	+85.5

Newsbrands do not include Sunday title

NRS PADD (Jul16-Jun17 integrated with comScore Jun2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
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Base: Adults 35+

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
Hello! / HELLOMAGAZINE.COM*	2588	1673	133	896
OK! / ok.co.uk	3824	1464	466	2213
Heat / Heatworld - Lifestyle.One	616	507	28	97
BBC Good Food / bbcgoodfood.com	3827	695	1139	2425
Cosmopolitan / Cosmopolitan UK	1054	425	142	539
Glamour / glamourmagazine.co.uk	662	271	84	341
Radio Times / radiotimes.com	4226	2031	689	1791
Time Out / timeout.com	1575	594	454	754
NME/New Musical Express / nme.com	2015	242	359	1551
What Car? / whatcar.com	1207	442	315	544
Men's Health / menshealth.co.uk	610	418	46	161

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	%	%
Hello! / HELLOMAGAZINE.COM*	1803	2491	995	1592	97	784	+54.6	+43.5
OK! / ok.co.uk	1906	3479	2578	1246	344	1917	+161.1	+100.6
Heat / Heatworld - Lifestyle.One	535	596	118	498	20	81	+21.4	+15.2
BBC Good Food / bbcgoodfood.com	1789	2998	3282	545	829	2039	+450.9	+114.0
Cosmopolitan / Cosmopolitan UK	559	937	662	392	117	495	+148.3	+88.4
Glamour / glamourmagazine.co.uk	355	596	407	254	66	307	+144.2	+86.4
Radio Times / radiotimes.com	2665	3714	2346	1879	511	1561	+108.1	+58.6
Time Out / timeout.com	1009	1261	1089	486	314	566	+165.1	+56.0
NME/New Musical Express / nme.com	594	1754	1816	199	261	1421	+732.4	+239.0
What Car? / whatcar.com	752	953	801	406	253	454	+173.1	+60.4
Men's Health / menshealth.co.uk	463	565	206	404	44	146	+46.0	+31.6