

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
Data are strictly embargoed until 23:59 on Tuesday 29th November 2016

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	49364	41393	16214	36459
Newsbrands	47704	34626	14635	36288
Magazines	37782	30377	8340	16002

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	22223	3819	6740	16600
The Guardian / theguardian.com	26197	4037	6972	21839
No Print Publication / independent.co.uk	16940	0	4211	14569
The Times / thetimes.co.uk	5763	4378	662	1487
Daily Express / express.co.uk	12033	2724	3104	7646
Daily Mail / dailymail.co.uk	29263	10068	7418	20437
Daily Mirror / mirror.co.uk	24969	5902	4374	19256
Daily Record / dailyrecord.co.uk	4561	1230	588	3650
Daily Star / dailystar.co.uk	6362	2569	1069	3383
The Sun / thesun.co.uk	24022	10661	2077	16544
London Evening Standard / standard.co.uk	11012	4986	1530	7069
Metro / metro.co.uk	17639	10582	1517	9374
The Scotsman / scotsman.com	1302	336	412	729

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	9569	18853	20452	1771	3370	12654	+481.8	+132.2
The Guardian / theguardian.com	9593	23363	25146	1052	2835	16604	+548.9	+173.1
No Print Publication / independent.co.uk	4211	14569	16940	0	2371	12729	+0.0	+302.3
The Times / thetimes.co.uk	4916	5323	2010	3753	440	847	+31.6	+17.2
Daily Express / express.co.uk	5627	9921	9900	2132	2112	6406	+341.8	+113.8
Daily Mail / dailymail.co.uk	15604	26297	24286	4977	2966	13659	+190.7	+87.5
Daily Mirror / mirror.co.uk	9719	22831	21668	3301	2139	15251	+323.0	+156.9
Daily Record / dailyrecord.co.uk	1760	4175	4053	508	386	2801	+270.7	+159.1
Daily Star / dailystar.co.uk	3570	5603	4184	2178	759	2792	+147.6	+78.2
The Sun / thesun.co.uk	12238	23169	17615	6407	853	11784	+125.3	+96.3
London Evening Standard / standard.co.uk	6135	10180	8108	2904	832	4877	+120.9	+79.5
Metro / metro.co.uk	11633	16909	10343	7295	730	6006	+66.7	+51.6
The Scotsman / scotsman.com	726	984	1057	245	318	575	+287.2	+79.2

Newsbrands do not include Sunday title

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Base: GB Adults 15+

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Market Total	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
Market Total	49364	41393	16214	36459
Newsbrands	47704	34626	14635	36288
Magazines	37782	30377	8340	16002

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	6170	3312	600	2918
Hello! / hellomagazine.com	3977	2767	243	1209
Heat / Heatworld - Lifestyle.One	2214	1821	51	482
Reveal / reveal.co.uk	1116	714	67	413
BBC Good Food / bbcgoodfood.com	8782	1458	2068	6417
Cosmopolitan / cosmopolitan.co.uk	3496	1380	273	2257
Glamour / glamourmagazine.co.uk	1565	913	151	686
Radio Times / radiotimes.com	6235	2714	848	3206
Time Out / timeout.com	4520	1127	1169	2917
NME/New Musical Express / nme.com	2055	612	400	1249
Men's Health / menshealth.co.uk	1454	1130	101	388
Empire / empireonline.com	1130	735	142	367
What Car? / whatcar.com	1845	731	444	827

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	3859	5776	3354	2816	394	2311	+86.3	+59.9
Hello! / hellomagazine.com	2991	3801	1402	2575	176	986	+43.7	+32.9
Heat / Heatworld - Lifestyle.One	1867	2185	513	1701	29	347	+21.6	+18.6
Reveal / reveal.co.uk	781	1067	462	654	49	334	+56.3	+42.8
BBC Good Food / bbcgoodfood.com	3372	7415	7869	912	1367	5409	+502.1	+160.4
Cosmopolitan / cosmopolitan.co.uk	1626	3304	2468	1028	192	1870	+153.3	+115.0
Glamour / glamourmagazine.co.uk	1058	1463	792	772	102	506	+71.4	+47.8
Radio Times / radiotimes.com	3480	5683	3818	2417	552	2755	+129.8	+79.1
Time Out / timeout.com	2171	3699	3803	717	821	2349	+301.1	+108.2
NME/New Musical Express / nme.com	995	1753	1563	493	302	1061	+235.7	+106.7
Men's Health / menshealth.co.uk	1221	1381	462	992	73	233	+28.6	+19.1
Empire / empireonline.com	876	1012	487	644	119	255	+53.7	+29.1
What Car? / whatcar.com	1158	1487	1197	648	358	686	+152.4	+59.2

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) 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

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	10890	2098	3810	7716
The Guardian / theguardian.com	12909	2124	3803	10578
No Print Publication / independent.co.uk	8176	0	2433	6848
The Times / thetimes.co.uk	3205	2463	359	832
Daily Express / express.co.uk	6578	1416	1803	4178
Daily Mail / dailymail.co.uk	13786	4695	3965	9276
Daily Mirror / mirror.co.uk	12015	3121	2554	8837
Daily Record / dailyrecord.co.uk	2179	654	301	1676
Daily Star / dailystar.co.uk	4235	1677	774	2262
The Sun / thesun.co.uk	11677	6035	1095	7394
London Evening Standard / standard.co.uk	5671	2792	863	3416
Metro / metro.co.uk	8822	5572	893	4342
The Scotsman / scotsman.com	697	189	261	355

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	5271	8950	9977	913	1940	5619	+419.2	+106.6
The Guardian / theguardian.com	5100	11374	12363	545	1535	7809	+507.8	+153.1
No Print Publication / independent.co.uk	2433	6848	8176	0	1328	5744	+0.0	+236.1
The Times / thetimes.co.uk	2748	2970	1121	2084	236	457	+30.1	+16.6
Daily Express / express.co.uk	3078	5335	5528	1050	1243	3500	+364.7	+113.7
Daily Mail / dailymail.co.uk	7713	12111	11406	2380	1675	6073	+193.6	+78.7
Daily Mirror / mirror.co.uk	5324	10809	10212	1803	1206	6691	+284.9	+125.7
Daily Record / dailyrecord.co.uk	925	1973	1888	290	206	1254	+233.0	+135.6
Daily Star / dailystar.co.uk	2393	3670	2864	1371	564	1842	+152.5	+77.0
The Sun / thesun.co.uk	6840	11321	7863	3814	356	4837	+93.5	+70.7
London Evening Standard / standard.co.uk	3441	5191	4002	1669	480	2230	+103.1	+64.8
Metro / metro.co.uk	6179	8407	4894	3928	415	2643	+58.3	+42.8
The Scotsman / scotsman.com	434	499	560	137	199	264	+269.1	+60.8

Newsbrands do not include Sunday title

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) 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	1760	388	264	1250
Hello! / hellomagazine.com	635	321	83	262
Heat / Heatworld - Lifestyle.One	289	242	10	48
Reveal / reveal.co.uk	101	14	26	66
BBC Good Food / bbcgoodfood.com	3035	408	879	2186
Cosmopolitan / cosmopolitan.co.uk	639	120	122	448
Glamour / glamourmagazine.co.uk	254	40	39	194
Radio Times / radiotimes.com	2800	1309	422	1304
Time Out / timeout.com	1788	588	592	922
NME/New Musical Express / nme.com	1214	431	245	676
Men's Health / menshealth.co.uk	1271	995	93	341
What Car? / whatcar.com	1297	644	316	463
Empire / empireonline.com	793	548	96	226

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	643	1583	1431	329	177	1117	+354.2	+173.7
Hello! / hellomagazine.com	404	574	322	312	60	231	+97.9	+57.3
Heat / Heatworld - Lifestyle.One	253	282	56	233	7	36	+19.2	+14.4
Reveal / reveal.co.uk	40	80	88	14	22	61	+633.4	+152.9
BBC Good Food / bbcgoodfood.com	1254	2489	2745	290	546	1781	+644.5	+142.0
Cosmopolitan / cosmopolitan.co.uk	239	553	537	102	86	400	+431.6	+167.4
Glamour / glamourmagazine.co.uk	79	226	222	32	28	174	+528.6	+220.4
Radio Times / radiotimes.com	1691	2530	1599	1200	270	1108	+114.0	+65.5
Time Out / timeout.com	1132	1374	1355	433	414	655	+204.0	+57.9
NME/New Musical Express / nme.com	658	1027	875	339	187	556	+181.5	+84.5
Men's Health / menshealth.co.uk	1077	1202	411	860	69	194	+27.7	+18.0
What Car? / whatcar.com	944	1040	731	566	257	353	+101.4	+37.4
Empire / empireonline.com	643	712	307	485	81	150	+44.6	+23.4

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) 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

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	11333	1722	2930	8884
The Guardian / theguardian.com	13289	1913	3169	11260
No Print Publication / independent.co.uk	8764	0	1778	7721
The Times / thetimes.co.uk	2558	1915	303	655
Daily Express / express.co.uk	5455	1308	1300	3468
Daily Mail / dailymail.co.uk	15477	5373	3454	11161
Daily Mirror / mirror.co.uk	12955	2781	1820	10419
Daily Record / dailyrecord.co.uk	2382	576	286	1974
Daily Star / dailystar.co.uk	2127	892	295	1121
The Sun / thesun.co.uk	12344	4626	982	9150
London Evening Standard / standard.co.uk	5341	2194	667	3653
Metro / metro.co.uk	8817	5010	624	5031
The Scotsman / scotsman.com	604	147	151	374

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	4298	9903	10476	858	1430	7035	+558.2	+163.7
The Guardian / theguardian.com	4493	11989	12783	506	1300	8796	+594.6	+195.8
No Print Publication / independent.co.uk	1778	7721	8764	0	1043	6986	+0.0	+392.8
The Times / thetimes.co.uk	2168	2353	889	1668	204	390	+33.6	+18.0
Daily Express / express.co.uk	2549	4586	4372	1083	869	2906	+317.0	+114.0
Daily Mail / dailymail.co.uk	7890	14185	12879	2597	1291	7586	+188.1	+96.1
Daily Mirror / mirror.co.uk	4395	12022	11456	1499	933	8560	+365.9	+194.8
Daily Record / dailyrecord.co.uk	835	2202	2165	218	180	1547	+313.6	+185.2
Daily Star / dailystar.co.uk	1176	1932	1320	807	195	951	+138.4	+80.8
The Sun / thesun.co.uk	5397	11848	9752	2593	496	6947	+166.9	+128.7
London Evening Standard / standard.co.uk	2694	4989	4106	1236	352	2647	+143.4	+98.3
Metro / metro.co.uk	5454	8502	5449	3368	315	3363	+76.0	+61.7
The Scotsman / scotsman.com	293	485	496	108	119	312	+310.4	+106.4

Newsbrands do not include Sunday title

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) 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

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	4410	2924	336	1669
Hello! / hellomagazine.com	3342	2447	160	947
Heat / Heatworld - Lifestyle.One	1925	1579	41	433
Reveal / reveal.co.uk	1015	700	41	347
Cosmopolitan / cosmopolitan.co.uk	2857	1260	151	1809
BBC Good Food / bbcgoodfood.com	5747	1051	1189	4231
Glamour / glamormagazine.co.uk	1311	873	112	493
Radio Times / radiotimes.com	3436	1405	427	1902
Time Out / timeout.com	2733	539	577	1995
NME/New Musical Express / nme.com	841	181	155	573
Empire / empireonline.com	338	187	46	142
Men's Health / menshealth.co.uk	183	136	8	47
What Car? / whatcar.com	548	87	128	364

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	3216	4193	1923	2487	217	1194	+50.8	+37.1
Hello! / hellomagazine.com	2588	3226	1079	2263	116	754	+36.6	+29.2
Heat / Heatworld - Lifestyle.One	1614	1904	457	1468	21	311	+21.9	+19.2
Reveal / reveal.co.uk	741	987	374	640	27	273	+44.9	+36.8
Cosmopolitan / cosmopolitan.co.uk	1387	2751	1931	926	106	1470	+126.7	+106.0
BBC Good Food / bbcgoodfood.com	2118	4926	5124	622	821	3628	+446.9	+171.3
Glamour / glamormagazine.co.uk	979	1237	571	740	74	332	+50.2	+33.9
Radio Times / radiotimes.com	1789	3153	2219	1217	282	1646	+144.5	+92.0
Time Out / timeout.com	1038	2325	2448	285	408	1694	+407.0	+163.2
NME/New Musical Express / nme.com	336	726	688	153	115	505	+365.0	+150.2
Empire / empireonline.com	233	300	179	158	38	105	+80.4	+44.9
Men's Health / menshealth.co.uk	144	179	51	132	5	40	+35.2	+27.6
What Car? / whatcar.com	214	447	465	82	101	334	+531.1	+155.9

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) 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	8468	855	2217	7315
The Guardian / theguardian.com	10967	1585	2601	9812
No Print Publication / independent.co.uk	6920	0	1535	6238
The Times / thetimes.co.uk	1837	1354	143	568
Daily Express / express.co.uk	4047	479	622	3317
Daily Mail / dailymail.co.uk	11483	2717	2300	9928
Daily Mirror / mirror.co.uk	11180	1929	1423	10055
Daily Record / dailyrecord.co.uk	1391	304	147	1218
Daily Star / dailystar.co.uk	2883	968	310	1905
The Sun / thesun.co.uk	10445	4003	601	8599
London Evening Standard / standard.co.uk	5048	1854	533	3800
Metro / metro.co.uk	8109	4341	627	5250
The Scotsman / scotsman.com	338	67	66	251

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	2830	7680	8179	289	788	5638	+890.8	+199.2
The Guardian / theguardian.com	3625	10245	10666	301	722	7342	+591.8	+202.5
No Print Publication / independent.co.uk	1535	6238	6920	0	682	5385	+0.0	+350.7
The Times / thetimes.co.uk	1475	1743	674	1162	93	362	+35.7	+24.5
Daily Express / express.co.uk	1082	3650	3721	326	397	2955	+744.3	+274.0
Daily Mail / dailymail.co.uk	4469	10777	10747	736	706	7014	+322.7	+156.9
Daily Mirror / mirror.co.uk	3139	10685	10621	559	496	8041	+479.7	+256.1
Daily Record / dailyrecord.co.uk	444	1295	1316	75	96	947	+357.8	+213.6
Daily Star / dailystar.co.uk	1255	2669	2134	749	214	1628	+197.9	+129.8
The Sun / thesun.co.uk	4437	10257	8843	1602	189	6008	+160.9	+135.4
London Evening Standard / standard.co.uk	2221	4768	4200	848	280	2827	+172.2	+127.3
Metro / metro.co.uk	4738	7817	5674	2434	292	3371	+86.8	+71.1
The Scotsman / scotsman.com	130	292	299	39	47	208	+405.3	+160.5

Newsbrands do not include Sunday title

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
Data are strictly embargoed until 23:59 on Tuesday 29th November 2016

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	3252	1503	121	2017
Heat / Heatworld - Lifestyle.One	1387	1086	35	379
Hello! / hellomagazine.com	1454	872	53	660
Reveal / reveal.co.uk	616	444	27	215
Cosmopolitan / cosmopolitan.co.uk	2237	870	113	1592
Glamour / glamourmagazine.co.uk	962	584	75	442
BBC Good Food / bbcgoodfood.com	4102	581	664	3315
Time Out / timeout.com	2495	523	591	1745
Radio Times / radiotimes.com	1965	492	188	1464
NME/New Musical Express / nme.com	1115	325	171	742
Men's Health / menshealth.co.uk	875	662	61	281
Empire / empireonline.com	585	383	48	221
What Car? / whatcar.com	606	257	93	301

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	1606	3163	2123	1130	90	1647	+116.4	+102.6
Heat / Heatworld - Lifestyle.One	1115	1366	402	985	20	272	+27.7	+24.4
Hello! / hellomagazine.com	916	1427	695	759	28	538	+66.8	+58.8
Reveal / reveal.co.uk	470	600	231	385	16	146	+38.9	+31.0
Cosmopolitan / cosmopolitan.co.uk	962	2161	1681	556	76	1275	+157.0	+132.6
Glamour / glamourmagazine.co.uk	654	908	501	461	55	309	+64.9	+47.2
BBC Good Food / bbcgoodfood.com	1193	3642	3799	302	460	2909	+606.2	+243.8
Time Out / timeout.com	1032	2068	2222	273	427	1463	+377.1	+141.8
Radio Times / radiotimes.com	668	1858	1578	387	107	1298	+299.1	+194.4
NME/New Musical Express / nme.com	487	987	874	242	128	628	+243.2	+129.0
Men's Health / menshealth.co.uk	713	833	325	550	43	162	+32.1	+22.8
Empire / empireonline.com	430	547	259	326	38	155	+52.8	+36.1
What Car? / whatcar.com	345	534	378	229	72	262	+135.8	+75.9

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) 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	13755	2965	4523	9285
The Guardian / theguardian.com	15231	2452	4371	12027
No Print Publication / independent.co.uk	10020	0	2676	8331
The Times / thetimes.co.uk	3926	3024	519	920
Daily Express / express.co.uk	7986	2244	2482	4329
Daily Mail / dailymail.co.uk	17780	7351	5118	10509
Daily Mirror / mirror.co.uk	13789	3974	2951	9201
Daily Record / dailyrecord.co.uk	3170	926	440	2432
Daily Star / dailystar.co.uk	3479	1601	759	1478
The Sun / thesun.co.uk	13577	6658	1475	7945
London Evening Standard / standard.co.uk	5964	3132	997	3269
Metro / metro.co.uk	9530	6242	890	4123
The Scotsman / scotsman.com	963	269	346	478

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	6739	11173	12273	1482	2582	7016	+364.0	+104.1
The Guardian / theguardian.com	5968	13118	14480	751	2113	9263	+521.2	+155.2
No Print Publication / independent.co.uk	2676	8331	10020	0	1689	7344	+0.0	+274.5
The Times / thetimes.co.uk	3442	3580	1336	2590	347	485	+29.8	+14.1
Daily Express / express.co.uk	4545	6271	6179	1806	1715	3441	+255.8	+75.7
Daily Mail / dailymail.co.uk	11134	15519	13538	4241	2260	6645	+141.9	+59.7
Daily Mirror / mirror.co.uk	6579	12146	11047	2742	1643	7210	+247.0	+109.6
Daily Record / dailyrecord.co.uk	1316	2879	2737	433	291	1854	+242.2	+140.8
Daily Star / dailystar.co.uk	2315	2934	2050	1429	545	1164	+117.2	+50.3
The Sun / thesun.co.uk	7801	12912	8772	4805	664	5776	+103.9	+74.0
London Evening Standard / standard.co.uk	3914	5412	3907	2056	552	2050	+90.4	+52.4
Metro / metro.co.uk	6895	9092	4669	4861	438	2635	+52.7	+38.2
The Scotsman / scotsman.com	597	692	758	206	271	367	+257.8	+61.5

Newsbrands do not include Sunday title

NRS PADD (Oct15-Sep16 integrated with comScore Sep2016) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
Data are strictly embargoed until 23:59 on Tuesday 29th November 2016

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	2522	1896	190	548
OK! / ok.co.uk	2918	1809	479	902
Heat / Heatworld - Lifestyle.One	827	735	16	103
Reveal / reveal.co.uk	500	270	41	198
BBC Good Food / bbcgoodfood.com	4680	878	1404	3101
Cosmopolitan / cosmopolitan.co.uk	1259	510	160	665
Glamour / glamourmagazine.co.uk	603	329	75	244
Radio Times / radiotimes.com	4270	2221	661	1742
Time Out / timeout.com	2025	604	578	1171
NME/New Musical Express / nme.com	940	287	229	507
What Car? / whatcar.com	1239	474	351	526
Men's Health / menshealth.co.uk	579	468	40	107
Empire / empireonline.com	545	352	94	147

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	2075	2374	707	1816	148	447	+33.1	+21.6
OK! / ok.co.uk	2254	2613	1231	1686	304	664	+61.3	+29.5
Heat / Heatworld - Lifestyle.One	752	819	111	716	8	75	+12.5	+10.0
Reveal / reveal.co.uk	311	467	231	269	33	189	+84.8	+60.7
BBC Good Food / bbcgoodfood.com	2179	3773	4070	610	907	2501	+433.2	+114.7
Cosmopolitan / cosmopolitan.co.uk	664	1143	787	472	116	595	+146.8	+89.6
Glamour / glamourmagazine.co.uk	405	555	291	312	47	198	+82.9	+48.9
Radio Times / radiotimes.com	2813	3824	2240	2030	445	1457	+92.2	+51.8
Time Out / timeout.com	1139	1631	1581	444	394	886	+235.3	+77.8
NME/New Musical Express / nme.com	508	766	689	251	174	433	+227.3	+85.3
What Car? / whatcar.com	814	952	819	419	286	425	+161.5	+52.2
Men's Health / menshealth.co.uk	508	548	138	441	31	71	+23.6	+14.0
Empire / empireonline.com	446	465	227	318	80	99	+54.8	+22.3

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