

NRS PADD (Oct16-Sep17 integrated with comScore Sep2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)

Data are strictly embargoed until 08:59 on Monday 18th December 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	49338	38929	14890	37563
Newsbrands	47515	31468	13712	37386
Magazines	37281	27364	7660	19312

Newsbrands (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
The Daily Telegraph / telegraph.co.uk	24886	3416	6722	19203
The Guardian / theguardian.com	24946	3896	7060	19608
i / news.co.uk	2939	1699	290	1096
No Print Publication / independent.co.uk	17923	0	4175	15220
The Times / thetimes.co.uk	7129	4076	874	3102
Daily Express / express.co.uk	12907	2355	4159	8002
Daily Mail / dailymail.co.uk	29697	7979	6244	21826
Daily Mirror / mirror.co.uk	24078	4716	3466	19149
Daily Record / dailyrecord.co.uk	4948	945	498	3920
Daily Star / dailystar.co.uk	6522	2160	1213	3691
The Sun / thesun.co.uk	28772	9016	3512	22200
London Evening Standard / standard.co.uk	12458	5041	1660	8315
Metro / metro.co.uk	20567	10496	2325	12526
The Scotsman / scotsman.com	1334	265	384	804

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	9339	21154	23361	1525	3732	15547	+628.6	+166.5
The Guardian / theguardian.com	9636	21300	23856	1089	3645	15310	+540.3	+158.9
i / news.co.uk	1973	2711	1331	1608	227	966	+73.0	+48.9
No Print Publication / independent.co.uk	4175	15220	17923	0	2703	13748	+0.0	+329.3
The Times / thetimes.co.uk	4815	6559	3757	3371	570	2313	+74.9	+48.0
Daily Express / express.co.uk	6344	9974	11043	1864	2934	6564	+448.1	+103.5
Daily Mail / dailymail.co.uk	13072	26666	25479	4218	3031	16625	+272.2	+127.2
Daily Mirror / mirror.co.uk	7875	22121	21245	2833	1957	16203	+410.5	+205.8
Daily Record / dailyrecord.co.uk	1410	4613	4274	675	335	3538	+423.5	+250.9
Daily Star / dailystar.co.uk	3337	5678	4567	1954	844	3185	+201.9	+95.5
The Sun / thesun.co.uk	11951	27082	24162	4609	1689	16820	+219.1	+140.7
London Evening Standard / standard.co.uk	6312	11522	9467	2991	936	6146	+147.1	+97.4
Metro / metro.co.uk	12066	19587	13965	6601	980	8501	+95.9	+70.5
The Scotsman / scotsman.com	625	1033	1119	215	301	709	+403.3	+113.3

Newsbrands do not include Sunday title

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Market Total	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
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Market Total	49338	38929	14890	37563
Newsbrands	47515	31468	13712	37386
Magazines	37281	27364	7660	19312

Magazines (1)	Net Print, PC and Mobile Total	Total Print	Total PC	Total Mobile
	000s	000s	000s	000s
OK! / ok.co.uk	5533	2516	542	2999
Hello! / HELLOMAGAZINE.COM*	3668	2346	223	1305
Now / celebsnow.co.uk	1536	639	80	891
Cosmopolitan / Cosmopolitan UK	3937	1071	298	2889
BBC Good Food / bbcgoodfood.com	9797	911	1901	7869
Glamour / glamourmagazine.co.uk	1657	728	158	878
Elle / elleuk.com	1636	659	103	973
Marie Claire / marieclaire.co.uk	1251	494	124	684
Radio Times / radiotimes.com	7142	2282	1036	4344
Time Out / timeout.com	4505	1094	1013	2941
NME/New Musical Express / nme.com	3292	512	467	2508
BBC Top Gear / topgear.com	2277	874	232	1328
Empire / empireonline.com	1350	578	161	689
What Car? / whatcar.com	2008	561	473	1133

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	3027	5169	3384	2148	364	2505	+119.9	+82.8
Hello! / HELLOMAGAZINE.COM*	2558	3506	1478	2190	161	1110	+56.3	+43.4
Now / celebsnow.co.uk	718	1497	932	604	39	819	+140.4	+114.1
Cosmopolitan / Cosmopolitan UK	1351	3725	3114	822	212	2586	+267.8	+191.4
BBC Good Food / bbcgoodfood.com	2750	8481	9224	573	1316	7047	+974.9	+256.3
Glamour / glamourmagazine.co.uk	876	1539	1002	655	119	781	+127.8	+89.1
Elle / elleuk.com	759	1562	1047	589	73	876	+148.3	+115.4
Marie Claire / marieclaire.co.uk	615	1146	790	462	105	636	+153.2	+103.3
Radio Times / radiotimes.com	3251	6422	5103	2039	721	3891	+213.0	+119.7
Time Out / timeout.com	2007	3820	3686	819	684	2497	+311.6	+124.4
NME/New Musical Express / nme.com	971	2943	2865	428	349	2321	+543.2	+239.1
BBC Top Gear / topgear.com	1100	2097	1514	763	180	1177	+160.7	+107.0
Empire / empireonline.com	735	1230	810	540	120	615	+133.7	+83.6
What Car? / whatcar.com	1009	1640	1520	488	368	999	+257.9	+99.0

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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	12167	1909	4023	8842
The Guardian / theguardian.com	11808	2060	4040	8816
i / news.co.uk	1673	1003	177	586
No Print Publication / independent.co.uk	8536	0	2484	6912
The Times / thetimes.co.uk	3392	2317	493	1090
Daily Express / express.co.uk	6722	1276	2455	3922
Daily Mail / dailymail.co.uk	13466	3873	3448	9334
Daily Mirror / mirror.co.uk	10405	2665	2047	7464
Daily Record / dailyrecord.co.uk	2170	511	304	1572
Daily Star / dailystar.co.uk	3852	1436	866	1911
The Sun / thesun.co.uk	13567	5060	2027	9665
London Evening Standard / standard.co.uk	6634	2834	1061	4288
Metro / metro.co.uk	9743	5790	1421	4970
The Scotsman / scotsman.com	732	150	258	411

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	5384	9927	11367	800	2240	6783	+537.3	+126.0
The Guardian / theguardian.com	5345	9760	11205	603	2048	6463	+473.3	+120.9
i / news.co.uk	1173	1537	724	949	135	500	+66.8	+42.7
No Print Publication / independent.co.uk	2484	6912	8536	0	1624	6052	+0.0	+243.7
The Times / thetimes.co.uk	2714	3105	1434	1958	287	678	+46.4	+25.0
Daily Express / express.co.uk	3616	4984	5734	988	1738	3106	+426.7	+85.9
Daily Mail / dailymail.co.uk	6657	11840	11317	2148	1625	6809	+247.7	+102.3
Daily Mirror / mirror.co.uk	4512	9310	8648	1757	1095	5893	+290.5	+130.6
Daily Record / dailyrecord.co.uk	797	1967	1783	387	203	1373	+324.7	+172.2
Daily Star / dailystar.co.uk	2276	3235	2549	1302	616	1576	+168.3	+69.2
The Sun / thesun.co.uk	6713	12614	10792	2775	953	6854	+168.1	+102.1
London Evening Standard / standard.co.uk	3629	6059	4995	1639	575	3005	+134.1	+82.8
Metro / metro.co.uk	6741	9135	5842	3901	608	3002	+68.3	+44.5
The Scotsman / scotsman.com	385	536	619	113	195	346	+387.5	+89.8

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	1084	282	273	647
Hello! / HELLOMAGAZINE.COM*	489	234	76	216
Now / celebsnow.co.uk	326	41	38	270
BBC Good Food / bbcgoodfood.com	3010	243	935	2221
Cosmopolitan / cosmopolitan.uk	510	50	101	388
Elle / elleuk.com	157	38	22	102
Glamour / glamourmagazine.co.uk	185	28	43	133
Marie Claire / marieclaire.co.uk	79	22	25	37
Radio Times / radiotimes.com	2858	1031	586	1510
Time Out / timeout.com	2136	559	542	1307
NME/New Musical Express / nme.com	1620	343	340	1068
BBC Top Gear / topgear.com	1567	720	183	795
What Car? / whatcar.com	1420	471	340	735
Empire / empireonline.com	875	407	119	411

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	554	914	817	267	170	529	+284.5	+95.5
Hello! / HELLOMAGAZINE.COM*	310	442	263	226	47	179	+108.8	+57.5
Now / celebsnow.co.uk	79	311	285	41	15	247	+691.2	+313.1
BBC Good Food / bbcgoodfood.com	1164	2410	2828	182	600	1846	+1137.1	+158.5
Cosmopolitan / cosmopolitan.uk	150	435	462	48	74	359	+925.2	+239.0
Elle / elleuk.com	60	141	119	38	17	98	+311.9	+163.4
Glamour / glamourmagazine.co.uk	71	159	159	26	26	114	+564.2	+161.3
Marie Claire / marieclaire.co.uk	48	60	56	22	19	31	+251.7	+65.2
Radio Times / radiotimes.com	1586	2462	1921	937	396	1272	+177.1	+80.2
Time Out / timeout.com	1050	1770	1702	434	366	1086	+282.2	+103.4
NME/New Musical Express / nme.com	676	1359	1335	284	260	944	+371.6	+139.7
BBC Top Gear / topgear.com	897	1431	941	626	137	670	+117.6	+74.7
What Car? / whatcar.com	786	1163	1015	405	256	634	+201.4	+80.6
Empire / empireonline.com	523	791	497	378	85	353	+115.1	+67.5

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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	12719	1506	2699	10361
The Guardian / theguardian.com	13138	1836	3020	10792
i / news.co.uk	1266	696	113	510
No Print Publication / independent.co.uk	9387	0	1691	8308
The Times / thetimes.co.uk	3737	1759	381	2011
Daily Express / express.co.uk	6185	1079	1704	4081
Daily Mail / dailymail.co.uk	16231	4107	2796	12492
Daily Mirror / mirror.co.uk	13673	2051	1418	11685
Daily Record / dailyrecord.co.uk	2778	434	194	2348
Daily Star / dailystar.co.uk	2670	724	348	1781
The Sun / thesun.co.uk	15204	3956	1485	12536
London Evening Standard / standard.co.uk	5824	2207	599	4033
Metro / metro.co.uk	10824	4706	903	7556
The Scotsman / scotsman.com	602	115	126	393

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	3955	11227	11994	724	1492	8764	+744.4	+221.6
The Guardian / theguardian.com	4291	11540	12652	486	1598	8847	+615.4	+206.2
i / news.co.uk	801	1174	607	659	92	465	+81.9	+58.1
No Print Publication / independent.co.uk	1691	8308	9387	0	1079	7696	+0.0	+455.0
The Times / thetimes.co.uk	2101	3454	2323	1414	283	1635	+112.4	+77.8
Daily Express / express.co.uk	2728	4989	5309	876	1196	3457	+473.4	+126.7
Daily Mail / dailymail.co.uk	6416	14826	14162	2070	1405	9816	+295.3	+153.0
Daily Mirror / mirror.co.uk	3363	12811	12597	1076	862	10310	+566.5	+306.6
Daily Record / dailyrecord.co.uk	613	2646	2490	287	132	2165	+539.8	+353.3
Daily Star / dailystar.co.uk	1061	2442	2018	652	227	1609	+268.8	+151.7
The Sun / thesun.co.uk	5238	14468	13370	1835	736	9966	+284.3	+190.2
London Evening Standard / standard.co.uk	2683	5462	4472	1353	362	3142	+163.9	+117.1
Metro / metro.co.uk	5324	10452	8124	2700	372	5499	+130.0	+103.3
The Scotsman / scotsman.com	240	496	500	102	106	363	+424.0	+151.1

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	4449	2234	269	2353
Hello! / HELLOMAGAZINE.COM*	3179	2112	147	1089
Now / celebsnow.co.uk	1210	598	42	622
Cosmopolitan / Cosmopolitan UK	3427	1021	197	2501
Glamour / glamourmagazine.co.uk	1473	700	115	746
BBC Good Food / bbcgoodfood.com	6787	668	967	5648
Elle / elleuk.com	1479	621	81	871
Marie Claire / marieclaire.co.uk	1173	472	99	647
Radio Times / radiotimes.com	4285	1251	450	2834
Time Out / timeout.com	2368	535	471	1635
NME/New Musical Express / nme.com	1673	169	127	1440
Empire / empireonline.com	475	171	42	278
BBC Top Gear / topgear.com	710	153	49	525
What Car? / whatcar.com	588	90	133	393

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	2473	4255	2568	1881	194	1976	+99.1	+79.9
Hello! / HELLOMAGAZINE.COM*	2247	3064	1215	1964	114	931	+50.5	+41.4
Now / celebsnow.co.uk	639	1186	648	563	25	572	+102.4	+89.5
Cosmopolitan / Cosmopolitan UK	1201	3289	2652	775	138	2226	+235.7	+185.4
Glamour / glamourmagazine.co.uk	806	1380	844	629	93	667	+110.4	+82.8
BBC Good Food / bbcgoodfood.com	1586	6071	6396	391	716	5201	+915.9	+328.0
Elle / elleuk.com	700	1422	928	551	57	779	+138.3	+111.3
Marie Claire / marieclaire.co.uk	568	1086	733	439	86	605	+148.5	+106.5
Radio Times / radiotimes.com	1665	3960	3182	1103	325	2619	+242.5	+157.3
Time Out / timeout.com	957	2051	1984	385	318	1412	+342.4	+147.5
NME/New Musical Express / nme.com	295	1584	1530	143	89	1377	+892.7	+466.4
Empire / empireonline.com	213	440	313	162	35	262	+178.2	+123.4
BBC Top Gear / topgear.com	203	666	573	137	44	507	+363.7	+250.4
What Car? / whatcar.com	223	477	505	83	111	365	+554.1	+163.9

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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	9064	829	2044	7582
The Guardian / theguardian.com	9255	1449	2331	7516
i / news.co.uk	852	556	72	285
No Print Publication / independent.co.uk	6837	0	1292	6076
The Times / thetimes.co.uk	1926	1195	148	822
Daily Express / express.co.uk	3293	471	950	2349
Daily Mail / dailymail.co.uk	10431	1779	1665	8961
Daily Mirror / mirror.co.uk	9459	1470	1018	8253
Daily Record / dailyrecord.co.uk	1664	265	101	1407
Daily Star / dailystar.co.uk	2233	828	388	1253
The Sun / thesun.co.uk	11422	3162	1037	9852
London Evening Standard / standard.co.uk	4620	1665	532	3330
Metro / metro.co.uk	8669	3931	865	6142
The Scotsman / scotsman.com	294	48	86	183

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	2661	7905	8821	243	1159	6403	+993.8	+240.7
The Guardian / theguardian.com	3298	8111	8891	364	1144	5957	+538.8	+180.7
i / news.co.uk	622	797	342	510	55	230	+53.1	+37.0
No Print Publication / independent.co.uk	1292	6076	6837	0	761	5545	+0.0	+429.3
The Times / thetimes.co.uk	1324	1812	950	976	114	602	+61.2	+45.4
Daily Express / express.co.uk	1376	2731	2932	361	562	1917	+598.6	+139.3
Daily Mail / dailymail.co.uk	3165	9630	9892	539	801	7266	+486.2	+229.6
Daily Mirror / mirror.co.uk	2366	8950	8811	648	509	7094	+543.5	+299.9
Daily Record / dailyrecord.co.uk	363	1582	1491	173	81	1301	+528.1	+358.2
Daily Star / dailystar.co.uk	1200	1997	1502	730	236	1032	+169.7	+86.0
The Sun / thesun.co.uk	3993	10969	10382	1040	453	7429	+261.3	+186.0
London Evening Standard / standard.co.uk	2044	4357	3681	939	263	2576	+177.5	+126.0
Metro / metro.co.uk	4453	8362	6667	2001	307	4215	+120.5	+94.7
The Scotsman / scotsman.com	132	227	250	43	66	161	+506.0	+121.9

Newsbrands do not include Sunday title

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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	1976	1042	161	1022
Hello! / HELLOMAGAZINE.COM*	985	642	48	348
Now / celebsnow.co.uk	903	273	30	637
Cosmopolitan / Cosmopolitan UK	2309	651	110	1762
Glamour / glamourmagazine.co.uk	855	457	69	392
Elle / elleuk.com	1075	359	42	732
BBC Good Food / bbcgoodfood.com	4427	294	514	3925
Marie Claire / marieclaire.co.uk	505	199	37	295
Time Out / timeout.com	2279	478	416	1640
Radio Times / radiotimes.com	2105	396	249	1598
NME/New Musical Express / nme.com	1616	276	209	1238
BBC Top Gear / topgear.com	959	459	68	514
Empire / empireonline.com	874	339	59	514
What Car? / whatcar.com	488	120	123	300

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	1191	1890	1113	863	86	785	+89.6	+66.0
Hello! / HELLOMAGAZINE.COM*	688	951	384	601	33	297	+53.5	+43.1
Now / celebsnow.co.uk	303	886	655	248	17	600	+230.6	+198.1
Cosmopolitan / Cosmopolitan UK	751	2229	1850	459	80	1558	+254.6	+207.4
Glamour / glamourmagazine.co.uk	519	803	447	407	52	336	+87.1	+64.8
Elle / elleuk.com	401	1038	769	305	37	674	+199.0	+168.0
BBC Good Food / bbcgoodfood.com	785	4071	4296	131	356	3642	+1404.2	+463.9
Marie Claire / marieclaire.co.uk	233	475	325	180	30	272	+153.6	+116.6
Time Out / timeout.com	850	1999	1946	333	280	1429	+376.6	+168.1
Radio Times / radiotimes.com	638	1935	1772	333	170	1467	+431.1	+229.8
NME/New Musical Express / nme.com	479	1465	1394	222	151	1136	+485.9	+237.0
BBC Top Gear / topgear.com	522	912	565	393	47	436	+109.0	+83.5
Empire / empireonline.com	399	822	565	308	51	475	+157.5	+119.1
What Car? / whatcar.com	237	408	388	101	81	252	+307.1	+106.5

NRS PADD (Oct16-Sep17 integrated with comScore Sep2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
Data are strictly embargoed until 08:59 on Monday 18th December 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: 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	15822	2587	4677	11621
The Guardian / theguardian.com	15691	2447	4729	12092
i / news.co.uk	2087	1142	218	811
No Print Publication / independent.co.uk	11086	0	2883	9144
The Times / thetimes.co.uk	5203	2882	726	2279
Daily Express / express.co.uk	9614	1884	3209	5653
Daily Mail / dailymail.co.uk	19266	6200	4579	12865
Daily Mirror / mirror.co.uk	14619	3246	2448	10896
Daily Record / dailyrecord.co.uk	3285	680	397	2513
Daily Star / dailystar.co.uk	4289	1332	825	2439
The Sun / thesun.co.uk	17350	5855	2476	12349
London Evening Standard / standard.co.uk	7839	3376	1128	4989
Metro / metro.co.uk	11898	6565	1460	6384
The Scotsman / scotsman.com	1040	217	298	621

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	6678	13249	14540	1282	2573	9144	+511.6	+136.9
The Guardian / theguardian.com	6338	13189	14966	725	2501	9353	+541.2	+147.6
i / news.co.uk	1351	1914	989	1098	173	736	+82.7	+54.5
No Print Publication / independent.co.uk	2883	9144	11086	0	1942	8203	+0.0	+284.5
The Times / thetimes.co.uk	3491	4747	2808	2395	455	1712	+80.5	+49.0
Daily Express / express.co.uk	4968	7242	8111	1503	2372	4647	+410.4	+93.5
Daily Mail / dailymail.co.uk	9908	17036	15587	3679	2230	9359	+210.7	+94.5
Daily Mirror / mirror.co.uk	5509	13171	12434	2186	1448	9110	+350.4	+165.3
Daily Record / dailyrecord.co.uk	1047	3030	2783	502	254	2237	+382.8	+213.7
Daily Star / dailystar.co.uk	2136	3681	3065	1224	608	2153	+222.0	+100.8
The Sun / thesun.co.uk	7958	16113	13780	3569	1237	9391	+196.3	+118.0
London Evening Standard / standard.co.uk	4268	7165	5786	2053	673	3571	+132.2	+83.7
Metro / metro.co.uk	7612	11225	7298	4600	673	4286	+81.2	+56.3
The Scotsman / scotsman.com	493	805	868	172	235	547	+380.3	+111.0

Newsbrands do not include Sunday title

NRS PADD (Oct16-Sep17 integrated with comScore Sep2017) Monthly Audience Estimates for Mobile (SmartPhone and Tablet)
Data are strictly embargoed until 08:59 on Monday 18th December 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: 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*	2683	1705	175	956
OK! / ok.co.uk	3556	1474	381	1977
Now / celebsnow.co.uk	633	366	50	254
BBC Good Food / bbcgoodfood.com	5370	617	1388	3944
Cosmopolitan / Cosmopolitan UK	1628	419	188	1127
Elle / elleuk.com	561	299	61	241
Marie Claire / marieclaire.co.uk	746	295	87	389
Glamour / glamourmagazine.co.uk	803	271	89	486
Radio Times / radiotimes.com	5037	1886	787	2746
Time Out / timeout.com	2225	616	597	1301
NME/New Musical Express / nme.com	1677	236	258	1270
What Car? / whatcar.com	1519	441	349	833
BBC Top Gear / topgear.com	1319	415	164	814
Empire / empireonline.com	476	238	102	175

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*	1869	2555	1094	1589	128	813	+57.4	+43.5
OK! / ok.co.uk	1836	3279	2271	1285	277	1720	+141.3	+93.7
Now / celebsnow.co.uk	415	611	278	355	22	218	+73.0	+52.6
BBC Good Food / bbcgoodfood.com	1965	4410	4927	442	959	3405	+770.2	+173.3
Cosmopolitan / Cosmopolitan UK	600	1496	1264	364	132	1028	+288.2	+171.3
Elle / elleuk.com	358	525	277	284	36	202	+87.4	+56.5
Marie Claire / marieclaire.co.uk	382	671	465	281	75	364	+153.0	+95.2
Glamour / glamourmagazine.co.uk	358	736	555	248	67	445	+196.2	+124.3
Radio Times / radiotimes.com	2613	4487	3331	1706	550	2425	+167.1	+92.8
Time Out / timeout.com	1157	1821	1740	486	404	1068	+261.2	+92.3
NME/New Musical Express / nme.com	492	1478	1471	206	199	1185	+610.0	+241.1
What Car? / whatcar.com	772	1232	1132	387	287	747	+244.6	+96.7
BBC Top Gear / topgear.com	578	1185	949	370	133	741	+217.9	+128.3
Empire / empireonline.com	337	408	244	232	68	140	+99.9	+41.6

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