

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: GB Adults 15+

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	3671	7017	9760	6089	+165.9	2231	2927	4901	2670	+119.6	1171	630	1768	597	+51.0		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4337	7017	10286	5949	+137.2	2558	2927	5199	2641	+103.3	1219	630	1813	595	+48.8		
The Guardian	theguardian.com	D	3953	7781	10278	6324	+160.0	2189	4035	5766	3577	+163.4	898	1199	2015	1116	+124.2		
The Guardian/The Observer	theguardian.com	D/S	4498	7781	10648	6149	+136.7	2494	4035	6011	3517	+141.0	947	1199	2059	1112	+117.5		
i	inews.co.uk	D	1776	226	1984	208	+11.7	989	102	1083	94	+9.5	475	17	491	17	+3.5		
No Print Publication	independent.co.uk	D	0	4493	4493	4493	+1.0	0	1892	1892	1892	+1.0	0	418	418	418	+1.0		
The Times	thetimes.co.uk	D	4093	868	4806	713	+17.4	2369	424	2745	377	+15.9	1049	125	1168	119	+11.3		
The Times/The Sunday Times	thetimes.co.uk	D/S	5719	868	6384	664	+11.6	3359	424	3721	361	+10.8	1219	125	1337	118	+9.7		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	2578	3427	5833	3255	+126.3	1686	1551	3188	1503	+89.2	838	385	1216	378	+45.1		
Daily Express/Sunday Express	express.co.uk	D/S	3150	3427	6352	3202	+101.7	2038	1551	3523	1485	+72.8	893	385	1270	378	+42.3		
Daily Mail	dailymail.co.uk	D	9140	7684	15116	5976	+65.4	6289	4172	9820	3531	+56.1	3215	1361	4443	1228	+38.2		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	11129	7684	16780	5651	+50.8	7466	4172	10901	3436	+46.0	3399	1361	4621	1222	+35.9		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	5312	4115	8988	3677	+69.2	3504	1799	5181	1677	+47.9	1691	406	2083	392	+23.2		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	6246	4115	9841	3595	+57.6	4126	1799	5782	1656	+40.1	1761	406	2152	391	+22.2		
Daily Record	dailyrecord.co.uk	D	1115	716	1769	655	+58.8	798	348	1126	328	+41.1	406	100	504	98	+24.0		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1401	716	2043	641	+45.8	1001	348	1326	324	+32.4	446	100	544	97	+21.8		
Daily Star	dailystar.co.uk	D	2274	1623	3832	1536	+68.5	1536	786	2302	766	+49.9	769	214	980	211	+27.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2599	1623	4143	1544	+59.4	1699	786	2465	766	+45.1	804	214	1015	211	+26.2		
Sunday People	mirror.co.uk	S	651	4115	4735	4083	+627.0	423	1799	2216	1792	+423.3	48	406	454	406	+850.5		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	9623	4096	12984	3361	+34.9	7125	1745	8647	1522	+21.4	3653	373	3998	346	+9.5		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	10769	4096	14050	3280	+30.5	7922	1745	9418	1496	+18.9	3847	373	4192	345	+9.0		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	266	142	404	138	+51.9	194	56	249	56	+28.7	112	9	121	9	+8.3		
The Courier - Dundee	thecourier.co.uk	D	274	144	412	138	+50.3	201	70	269	67	+33.5	108	11	119	11	+10.2		
London Evening Standard	standard.co.uk	D	5160	2039	6674	1514	+29.3	3548	840	4236	688	+19.4	1658	177	1819	161	+9.7		
Metro	metro.co.uk	D	10576	2509	12319	1743	+16.5	7111	977	7864	753	+10.6	3028	192	3201	173	+5.7		
The Herald (Scotland)	heraldscotland.com	D	322	384	681	359	+111.6	189	163	344	155	+82.2	94	39	132	39	+41.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	415	384	766	351	+84.6	251	163	405	154	+61.5	100	39	138	38	+38.4		
The Scotsman	scotsman.com	D	318	475	768	450	+141.8	160	213	366	206	+128.5	58	52	109	51	+87.7		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	409	475	849	440	+107.6	203	213	407	204	+100.2	61	52	112	51	+83.0		
Yorkshire Post	yorkshirepost.co.uk	D	473	183	652	179	+37.9	250	71	320	70	+28.1	89	10	99	10	+11.1		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Men

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2060	3882	5371	3310	+160.7	1224	1690	2752	1528	+124.9	630	378	987	357	+56.6		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2390	3882	5630	3239	+135.5	1392	1690	2903	1511	+108.6	657	378	1013	355	+54.1		
The Guardian	theguardian.com	D	2069	4303	5545	3476	+168.0	1116	2294	3160	2044	+183.2	446	695	1095	649	+145.5		
The Guardian/The Observer	theguardian.com	D/S	2311	4303	5708	3397	+147.0	1269	2294	3280	2012	+158.5	473	695	1121	647	+136.7		
i	inews.co.uk	D	1062	117	1171	108	+10.2	567	60	620	54	+9.4	274	8	282	8	+2.9		
No Print Publication	independent.co.uk	D	0	2515	2515	2515	+1.0	0	1136	1136	1136	+1.0	0	267	267	267	+1.0		
The Times	thetimes.co.uk	D	2314	389	2618	304	+13.1	1320	200	1497	177	+13.4	570	65	633	63	+11.0		
The Times/The Sunday Times	thetimes.co.uk	D/S	3137	389	3412	275	+8.8	1818	200	1989	170	+9.4	661	65	723	63	+9.5		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1395	2111	3382	1987	+142.4	913	984	1861	949	+103.9	451	248	695	244	+54.1		
Daily Express/Sunday Express	express.co.uk	D/S	1713	2111	3664	1951	+113.9	1093	984	2029	936	+85.7	478	248	721	244	+51.1		
Daily Mail	dailymail.co.uk	D	4325	4041	7470	3145	+72.7	2929	2166	4760	1831	+62.5	1475	685	2102	627	+42.5		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	5310	4041	8272	2962	+55.8	3521	2166	5297	1777	+50.5	1562	685	2186	624	+39.9		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	2876	2287	4898	2022	+70.3	1951	1014	2889	938	+48.1	931	229	1153	222	+23.9		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3342	2287	5319	1977	+59.1	2251	1014	3178	927	+41.2	972	229	1193	221	+22.8		
Daily Record	dailyrecord.co.uk	D	605	387	958	353	+58.3	430	181	600	171	+39.7	229	49	277	47	+20.6		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	744	387	1085	341	+45.9	522	181	690	168	+32.3	254	49	301	47	+18.6		
Daily Star	dailystar.co.uk	D	1518	1123	2595	1077	+71.0	1043	558	1585	542	+52.0	536	155	690	154	+28.7		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1715	1123	2781	1066	+62.2	1142	558	1684	542	+47.5	552	155	706	154	+27.9		
Sunday People	mirror.co.uk	S	320	2287	2589	2269	+708.9	209	1014	1220	1011	+482.6	22	229	250	229	+1059.1		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5441	2235	7236	1796	+33.0	4154	945	4965	812	+19.5	2147	198	2327	180	+8.4		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6024	2235	7775	1752	+29.1	4563	945	5359	797	+17.5	2264	198	2444	180	+8.0		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	134	94	224	90	+67.4	96	34	129	33	+34.5	47	5	52	5	+10.3		
The Courier - Dundee	thecourier.co.uk	D	123	93	213	90	+73.2	90	44	133	43	+48.5	51	9	59	9	+17.0		
London Evening Standard	standard.co.uk	D	2904	1157	3752	848	+29.2	2006	482	2397	391	+19.5	1012	100	1103	91	+9.0		
Metro	metro.co.uk	D	5689	1415	6649	961	+16.9	3919	559	4338	419	+10.7	1730	112	1832	102	+5.9		
The Herald (Scotland)	heraldscotland.com	D	193	267	441	249	+129.2	117	114	226	108	+92.4	60	28	87	27	+44.8		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	236	267	478	242	+102.4	146	114	253	108	+74.2	65	28	92	27	+41.0		
The Scotsman	scotsman.com	D	175	291	448	273	+155.5	81	137	211	130	+160.1	30	36	66	35	+115.3		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	226	291	493	267	+117.9	108	137	236	129	+119.2	34	36	69	35	+104.0		
Yorkshire Post	yorkshirepost.co.uk	D	267	75	341	74	+27.7	141	28	168	28	+19.7	46	5	52	5	+11.6		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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Base: Women

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	1610	3136	4389	2779	+172.6	1008	1237	2149	1141	+113.3	541	252	781	240	+44.4		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	1946	3136	4656	2709	+139.2	1166	1237	2296	1130	+96.9	561	252	801	239	+42.7		
The Guardian	theguardian.com	D	1884	3479	4733	2848	+151.2	1074	1741	2606	1532	+142.7	452	504	919	467	+103.2		
The Guardian/The Observer	theguardian.com	D/S	2187	3479	4940	2753	+125.9	1226	1741	2731	1505	+122.8	473	504	938	465	+98.3		
i	inews.co.uk	D	714	109	814	100	+14.0	422	42	463	41	+9.6	200	9	209	9	+4.2		
No Print Publication	independent.co.uk	D	0	1977	1977	1977	+1.0	0	756	756	756	+1.0	0	151	151	151	+1.0		
The Times	thetimes.co.uk	D	1779	479	2187	409	+23.0	1049	224	1248	199	+19.0	479	60	535	56	+11.6		
The Times/The Sunday Times	thetimes.co.uk	D/S	2582	479	2972	389	+15.1	1541	224	1732	191	+12.4	558	60	614	56	+10.0		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1183	1316	2451	1268	+107.3	773	568	1327	554	+71.7	387	136	521	134	+34.7		
Daily Express/Sunday Express	express.co.uk	D/S	1437	1316	2688	1251	+87.1	945	568	1494	548	+58.0	415	136	549	134	+32.2		
Daily Mail	dailymail.co.uk	D	4815	3644	7646	2831	+58.8	3360	2005	5060	1700	+50.6	1740	676	2341	601	+34.5		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	5819	3644	8509	2689	+46.2	3945	2005	5604	1659	+42.1	1837	676	2435	598	+32.5		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	2435	1827	4090	1655	+68.0	1553	785	2292	739	+47.6	760	178	930	170	+22.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2903	1827	4522	1618	+55.7	1875	785	2604	729	+38.9	789	178	959	170	+21.6		
Daily Record	dailyrecord.co.uk	D	509	329	811	302	+59.3	368	167	526	158	+42.8	177	51	227	50	+28.5		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	657	329	957	300	+45.7	480	167	636	156	+32.6	192	51	243	50	+26.2		
Daily Star	dailystar.co.uk	D	756	500	1237	481	+63.6	493	228	717	224	+45.4	233	58	290	57	+24.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	884	500	1362	478	+54.1	558	228	781	224	+40.1	252	58	309	57	+22.6		
Sunday People	mirror.co.uk	S	331	1827	2146	1815	+547.8	214	785	996	782	+365.3	26	178	204	178	+678.6		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	4182	1862	5748	1566	+37.4	2971	800	3682	711	+23.9	1506	175	1671	165	+11.0		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4746	1862	6274	1529	+32.2	3360	800	4059	699	+20.8	1584	175	1748	165	+10.4		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	132	48	180	48	+36.3	97	23	120	22	+23.1	65	5	69	4	+6.9		
The Courier - Dundee	thecourier.co.uk	D	151	51	199	48	+31.6	112	25	136	24	+21.5	57	2	60	2	+4.2		
London Evening Standard	standard.co.uk	D	2256	882	2922	666	+29.5	1542	359	1839	297	+19.3	646	76	716	70	+10.8		
Metro	metro.co.uk	D	4887	1094	5669	782	+16.0	3191	418	3525	334	+10.5	1298	80	1369	71	+5.5		
The Herald (Scotland)	heraldscotland.com	D	129	117	239	110	+85.3	71	49	118	47	+65.5	34	12	45	12	+34.2		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	178	117	287	109	+61.1	105	49	152	46	+44.0	35	12	46	12	+33.4		
The Scotsman	scotsman.com	D	142	183	320	178	+124.9	79	77	155	76	+96.1	28	16	43	16	+57.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	182	183	356	173	+94.9	95	77	171	75	+78.7	28	16	43	16	+57.4		
Yorkshire Post	yorkshirepost.co.uk	D	205	108	311	105	+51.1	109	43	152	43	+39.0	43	5	47	4	+10.6		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: ABC1 Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2997	5170	7351	4354	+145.3	1823	2255	3844	2021	+110.9	980	508	1458	478	+48.8		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3530	5170	7765	4235	+120.0	2092	2255	4089	1997	+95.4	1023	508	1499	476	+46.5		
The Guardian	theguardian.com	D	3138	6015	7894	4756	+151.6	1793	3189	4577	2785	+155.3	760	984	1667	907	+119.3		
The Guardian/The Observer	theguardian.com	D/S	3582	6015	8179	4597	+128.3	2042	3189	4775	2733	+133.8	805	984	1708	903	+112.2		
i	inews.co.uk	D	1423	193	1600	177	+12.4	799	86	878	79	+9.9	384	15	399	15	+4.0		
No Print Publication	independent.co.uk	D	0	3317	3317	3317	+1.0	0	1444	1444	1444	+1.0	0	330	330	330	+1.0		
The Times	thetimes.co.uk	D	3419	725	4002	582	+17.0	1996	365	2317	321	+16.1	928	111	1033	106	+11.4		
The Times/The Sunday Times	thetimes.co.uk	D/S	4735	725	5270	535	+11.3	2833	365	3138	306	+10.8	1074	111	1179	105	+9.8		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1461	2401	3748	2287	+156.6	928	1120	2015	1087	+117.1	458	287	740	282	+61.6		
Daily Express/Sunday Express	express.co.uk	D/S	1824	2401	4070	2247	+123.2	1156	1120	2229	1073	+92.8	489	287	770	282	+57.6		
Daily Mail	dailymail.co.uk	D	5675	5490	9901	4226	+74.5	3872	3061	6455	2583	+66.7	1991	1044	2930	940	+47.2		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6849	5490	10856	4006	+58.5	4553	3061	7069	2516	+55.3	2088	1044	3024	935	+44.8		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	2203	2916	4852	2649	+120.3	1341	1298	2563	1221	+91.1	559	300	850	290	+51.9		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2624	2916	5227	2603	+99.2	1609	1298	2818	1209	+75.2	576	300	866	290	+50.3		
Daily Record	dailyrecord.co.uk	D	453	508	921	469	+103.6	289	259	534	245	+84.8	139	78	215	76	+55.1		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	589	508	1048	459	+78.0	368	259	611	243	+66.2	157	78	233	76	+48.7		
Daily Star	dailystar.co.uk	D	633	1084	1691	1058	+167.2	414	539	945	531	+128.4	186	151	335	149	+80.1		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	733	1084	1788	1056	+144.0	454	539	985	531	+117.2	195	151	344	149	+76.5		
Sunday People	mirror.co.uk	S	241	2916	3145	2903	+1203.0	143	1298	1438	1295	+906.5	7	300	308	300	+4172.1		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3569	2899	6041	2472	+69.3	2481	1235	3589	1108	+44.7	1200	259	1443	243	+20.2		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4035	2899	6458	2423	+60.1	2808	1235	3899	1090	+38.8	1261	259	1503	242	+19.2		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	150	93	239	89	+59.3	105	31	135	30	+28.3	56	4	60	4	+7.1		
The Courier - Dundee	thecourier.co.uk	D	156	101	252	97	+62.1	111	47	156	45	+40.7	60	9	69	9	+14.8		
London Evening Standard	standard.co.uk	D	3553	1539	4637	1084	+30.5	2393	645	2901	508	+21.2	1080	138	1205	125	+11.5		
Metro	metro.co.uk	D	6302	1750	7502	1200	+19.1	4192	708	4740	548	+13.1	1750	144	1882	132	+7.5		
The Herald (Scotland)	heraldscotland.com	D	246	315	537	291	+118.4	145	140	277	133	+91.8	73	36	107	35	+47.7		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	301	315	584	283	+94.2	176	140	308	132	+75.1	75	36	109	34	+45.7		
The Scotsman	scotsman.com	D	241	373	591	350	+145.3	124	168	284	160	+129.5	44	45	88	44	+100.4		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	310	373	650	341	+110.1	163	168	322	158	+96.8	47	45	91	44	+93.3		
Yorkshire Post	yorkshirepost.co.uk	D	333	121	450	117	+35.1	176	45	220	44	+25.1	69	6	75	6	+8.5		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: C2DE Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	674	1847	2408	1735	+257.5	409	672	1057	648	+158.6	191	122	310	119	+62.2		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	807	1847	2521	1714	+212.5	466	672	1110	645	+138.4	196	122	314	119	+60.8		
The Guardian	theguardian.com	D	815	1766	2383	1568	+192.4	397	845	1189	792	+199.7	138	215	347	209	+151.5		
The Guardian/The Observer	theguardian.com	D/S	916	1766	2468	1552	+169.5	452	845	1237	784	+173.3	141	215	351	209	+148.0		
i	inews.co.uk	D	353	33	384	32	+9.0	190	15	205	15	+7.9	91	1	92	1	+1.4		
No Print Publication	independent.co.uk	D	0	1176	1176	1176	+1.0	0	448	448	448	+1.0	0	88	88	88	+1.0		
The Times	thetimes.co.uk	D	674	142	804	130	+19.3	373	59	429	56	+15.0	121	13	134	13	+10.7		
The Times/The Sunday Times	thetimes.co.uk	D/S	984	142	1113	129	+13.2	527	59	582	56	+10.5	145	13	158	13	+9.0		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1117	1026	2085	968	+86.6	757	431	1173	416	+54.9	381	98	477	96	+25.3		
Daily Express/Sunday Express	express.co.uk	D/S	1326	1026	2282	956	+72.1	882	431	1294	412	+46.7	404	98	500	96	+23.8		
Daily Mail	dailymail.co.uk	D	3465	2195	5215	1750	+50.5	2417	1111	3365	948	+39.2	1224	316	1513	289	+23.6		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4280	2195	5924	1645	+38.4	2913	1111	3833	920	+31.6	1311	316	1597	287	+21.9		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	3108	1198	4136	1028	+33.1	2163	501	2618	455	+21.1	1131	106	1233	102	+9.0		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3621	1198	4613	992	+27.4	2517	501	2964	447	+17.7	1185	106	1286	102	+8.6		
Daily Record	dailyrecord.co.uk	D	662	208	848	186	+28.1	509	90	592	83	+16.4	267	22	289	21	+7.9		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	812	208	995	182	+22.5	634	90	715	81	+12.8	290	22	311	21	+7.3		
Daily Star	dailystar.co.uk	D	1641	539	2141	500	+30.5	1122	247	1356	235	+20.9	583	63	645	62	+10.6		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1866	539	2355	489	+26.2	1246	247	1480	235	+18.8	609	63	671	62	+10.1		
Sunday People	mirror.co.uk	S	410	1198	1590	1180	+287.9	281	501	778	497	+177.2	41	106	146	106	+260.9		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6054	1197	6943	889	+14.7	4644	510	5058	414	+8.9	2452	114	2555	103	+4.2		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6734	1197	7591	857	+12.7	5114	510	5520	405	+7.9	2587	114	2689	102	+4.0		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	116	49	165	49	+42.4	88	26	114	26	+29.2	56	5	61	5	+9.6		
The Courier - Dundee	thecourier.co.uk	D	118	43	160	41	+34.7	91	23	113	22	+24.7	48	2	50	2	+4.4		
London Evening Standard	standard.co.uk	D	1607	500	2037	430	+26.8	1155	196	1335	180	+15.6	578	39	614	36	+6.3		
Metro	metro.co.uk	D	4275	760	4817	542	+12.7	2918	269	3124	205	+7.0	1278	48	1319	42	+3.2		
The Herald (Scotland)	heraldscotland.com	D	76	69	143	68	+89.5	44	23	67	22	+50.7	21	4	25	4	+18.1		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	114	69	181	67	+59.3	75	23	97	22	+29.7	24	4	28	4	+15.8		
The Scotsman	scotsman.com	D	77	101	177	100	+130.7	36	46	82	46	+125.2	14	7	21	7	+49.2		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	99	101	199	99	+100.0	40	46	85	45	+114.0	14	7	21	7	+49.2		
Yorkshire Post	yorkshirepost.co.uk	D	139	62	202	62	+44.6	74	26	100	26	+35.4	19	4	23	4	+20.6		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Adults 15 - 34

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	838	2382	2961	2123	+253.2	388	906	1248	860	+221.7	113	169	279	166	+146.5		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	990	2382	3067	2077	+209.7	432	906	1286	855	+197.9	117	169	283	166	+142.4		
The Guardian	theguardian.com	D	1484	2878	3796	2312	+155.9	694	1462	2021	1327	+191.4	228	399	610	382	+168.0		
The Guardian/The Observer	theguardian.com	D/S	1608	2878	3860	2252	+140.0	752	1462	2062	1310	+174.1	236	399	618	382	+162.2		
i	inews.co.uk	D	542	78	619	77	+14.2	235	35	271	35	+15.0	79	8	86	8	+10.0		
No Print Publication	independent.co.uk	D	0	1771	1771	1771	+1.0	0	731	731	731	+1.0	0	154	154	154	+1.0		
The Times	thetimes.co.uk	D	1192	182	1347	156	+13.1	591	84	667	76	+12.9	172	21	192	20	+11.6		
The Times/The Sunday Times	thetimes.co.uk	D/S	1577	182	1720	144	+9.1	758	84	833	75	+9.9	187	21	207	20	+10.7		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	478	1003	1453	974	+203.6	265	444	700	434	+163.6	80	102	181	101	+125.8		
Daily Express/Sunday Express	express.co.uk	D/S	604	1003	1569	965	+159.8	335	444	768	432	+129.0	82	102	183	101	+122.6		
Daily Mail	dailymail.co.uk	D	2287	2464	4275	1988	+86.9	1283	1292	2431	1147	+89.4	362	395	743	381	+105.4		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	2787	2464	4692	1905	+68.3	1484	1292	2618	1135	+76.5	392	395	773	381	+97.2		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	1697	1341	2868	1170	+69.0	948	553	1468	520	+54.8	275	114	387	112	+40.7		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2010	1341	3156	1146	+57.0	1105	553	1620	514	+46.5	288	114	400	112	+38.8		
Daily Record	dailyrecord.co.uk	D	305	165	461	155	+50.9	184	77	259	75	+40.6	53	19	72	19	+36.5		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	363	165	517	154	+42.6	225	77	299	74	+33.0	59	19	79	19	+32.5		
Daily Star	dailystar.co.uk	D	888	602	1470	582	+65.5	514	302	812	298	+57.9	191	87	277	86	+45.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1031	602	1607	576	+55.8	574	302	872	298	+51.9	204	87	291	86	+42.3		
Sunday People	mirror.co.uk	S	95	1341	1431	1335	+1401.5	57	553	608	551	+974.7	5	114	119	114	+2444.4		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3624	1367	4715	1090	+30.1	2429	564	2922	493	+20.3	878	115	986	109	+12.4		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4062	1367	5111	1049	+25.8	2706	564	3189	483	+17.9	947	115	1056	108	+11.4		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	57	20	76	20	+34.8	33	12	45	12	+38.2	12	3	15	3	+23.5		
The Courier - Dundee	thecourier.co.uk	D	63	28	90	28	+43.9	38	15	53	15	+40.3	16	1	17	1	+7.7		
London Evening Standard	standard.co.uk	D	1804	696	2306	502	+27.8	1262	287	1494	232	+18.4	636	59	690	54	+8.5		
Metro	metro.co.uk	D	4090	914	4677	587	+14.4	2811	375	3089	277	+9.9	1256	78	1324	68	+5.4		
The Herald (Scotland)	heraldscotland.com	D	88	59	145	57	+65.2	46	17	62	17	+36.2	23	3	26	3	+11.5		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	118	59	175	57	+48.5	70	17	87	17	+23.5	23	3	26	3	+11.5		
The Scotsman	scotsman.com	D	61	116	174	113	+185.2	30	45	75	45	+148.6	6	10	15	9	+166.7		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	79	116	190	112	+141.5	37	45	82	45	+119.0	6	10	15	9	+166.7		
Yorkshire Post	yorkshirepost.co.uk	D	131	17	147	16	+12.2	63	5	69	5	+8.7	9	1	10	1	+17.0		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Adults 35+

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2832	4635	6799	3966	+140.0	1843	2021	3653	1810	+98.2	1058	460	1489	431	+40.7		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3346	4635	7218	3872	+115.7	2126	2021	3913	1787	+84.0	1102	460	1531	429	+38.9		
The Guardian	theguardian.com	D	2470	4903	6482	4012	+162.5	1496	2573	3746	2250	+150.4	671	801	1405	734	+109.4		
The Guardian/The Observer	theguardian.com	D/S	2890	4903	6787	3897	+134.9	1742	2573	3949	2207	+126.7	711	801	1441	730	+102.7		
i	inews.co.uk	D	1233	148	1365	131	+10.7	753	66	812	59	+7.8	396	9	405	9	+2.2		
No Print Publication	independent.co.uk	D	0	2722	2722	2722	+1.0	0	1162	1162	1162	+1.0	0	264	264	264	+1.0		
The Times	thetimes.co.uk	D	2902	686	3459	557	+19.2	1778	340	2078	301	+16.9	877	104	976	99	+11.2		
The Times/The Sunday Times	thetimes.co.uk	D/S	4142	686	4663	521	+12.6	2601	340	2888	287	+11.0	1032	104	1130	98	+9.5		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	2100	2424	4380	2281	+108.6	1420	1107	2489	1068	+75.2	758	283	1036	277	+36.6		
Daily Express/Sunday Express	express.co.uk	D/S	2546	2424	4784	2238	+87.9	1703	1107	2755	1052	+61.8	811	283	1088	277	+34.2		
Daily Mail	dailymail.co.uk	D	6853	5220	10841	3988	+58.2	5006	2880	7389	2383	+47.6	2853	965	3700	847	+29.7		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	8342	5220	12088	3746	+44.9	5982	2880	8283	2301	+38.5	3007	965	3848	841	+28.0		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	3614	2773	6121	2506	+69.3	2556	1246	3713	1157	+45.3	1416	292	1696	280	+19.8		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4236	2773	6685	2449	+57.8	3021	1246	4162	1141	+37.8	1473	292	1752	279	+19.0		
Daily Record	dailyrecord.co.uk	D	809	551	1309	500	+61.7	614	272	867	253	+41.3	354	80	432	78	+22.2		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1039	551	1526	487	+46.9	776	272	1026	250	+32.2	387	80	465	78	+20.2		
Daily Star	dailystar.co.uk	D	1386	1020	2362	976	+70.4	1021	484	1490	469	+45.9	579	127	703	124	+21.5		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1567	1020	2536	969	+61.8	1125	484	1594	468	+41.6	600	127	724	124	+20.7		
Sunday People	mirror.co.uk	S	556	2773	3304	2748	+494.2	367	1246	1608	1241	+338.3	43	292	335	292	+677.4		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5999	2730	8269	2271	+37.9	4695	1181	5725	1030	+21.9	2775	259	3012	237	+8.5		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6708	2730	8939	2231	+33.3	5217	1181	6230	1013	+19.4	2900	259	3136	236	+8.2		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	209	122	328	118	+56.6	161	44	204	43	+26.8	99	6	106	6	+6.5		
The Courier - Dundee	thecourier.co.uk	D	211	116	321	110	+52.2	163	54	215	52	+31.9	92	10	101	10	+10.6		
London Evening Standard	standard.co.uk	D	3356	1343	4369	1013	+30.2	2286	553	2742	456	+19.9	1022	117	1129	107	+10.5		
Metro	metro.co.uk	D	6486	1595	7641	1156	+17.8	4299	602	4775	476	+11.1	1772	114	1877	105	+5.9		
The Herald (Scotland)	heraldscotland.com	D	234	326	536	302	+129.0	143	146	282	139	+96.9	71	37	107	36	+50.7		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	297	326	590	294	+99.0	181	146	318	138	+76.3	76	37	112	36	+46.5		
The Scotsman	scotsman.com	D	256	359	594	337	+131.4	130	168	291	161	+123.8	52	43	94	42	+79.3		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	330	359	659	329	+99.6	166	168	325	159	+95.9	56	43	97	42	+74.5		
Yorkshire Post	yorkshirepost.co.uk	D	342	166	505	163	+47.7	187	65	251	65	+34.7	80	8	88	8	+10.5		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Greater London

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	564	1319	1695	1131	+200.7	315	548	816	501	+158.9	125	122	240	115	+91.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	676	1319	1782	1106	+163.6	361	548	857	497	+137.6	129	122	244	115	+88.8		
The Guardian	theguardian.com	D	1153	1555	2328	1084	+94.0	624	778	1260	635	+101.8	247	244	463	216	+87.2		
The Guardian/The Observer	theguardian.com	D/S	1295	1555	2324	1029	+79.5	687	778	1310	623	+90.7	258	244	474	215	+83.3		
i	inews.co.uk	D	209	24	233	24	+11.6	90	12	101	12	+12.9	35	3	37	3	+7.4		
No Print Publication	independent.co.uk	D	0	965	965	965	+1.0	0	393	393	393	+1.0	0	71	71	71	+1.0		
The Times	thetimes.co.uk	D	891	229	1069	178	+20.0	516	115	619	102	+19.8	219	38	256	37	+16.7		
The Times/The Sunday Times	thetimes.co.uk	D/S	1173	229	1337	164	+14.0	663	115	762	99	+15.0	247	38	284	37	+14.8		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	303	654	931	629	+207.8	157	276	426	269	+171.1	60	63	122	62	+104.4		
Daily Express/Sunday Express	express.co.uk	D/S	375	654	999	624	+166.2	189	276	458	269	+142.1	68	63	131	62	+91.4		
Daily Mail	dailymail.co.uk	D	1426	1344	2470	1044	+73.2	846	752	1490	643	+76.0	340	258	573	233	+68.7		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	1688	1344	2671	983	+58.2	970	752	1602	632	+65.2	359	258	592	233	+65.1		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	872	780	1542	670	+76.8	525	320	818	293	+55.8	199	64	262	63	+31.6		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1015	780	1668	653	+64.3	627	320	915	288	+46.0	213	64	275	63	+29.5		
Daily Record	dailyrecord.co.uk	D	11	73	84	73	+676.7	8	34	42	34	+400.6	4	8	12	8	+207.7		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	22	73	95	73	+335.3	13	34	47	34	+259.4	4	8	12	8	+207.7		
Daily Star	dailystar.co.uk	D	224	267	482	258	+114.9	146	126	270	124	+85.2	69	31	100	31	+45.1		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	270	267	526	255	+94.5	173	126	297	124	+72.0	70	31	101	31	+44.4		
Sunday People	mirror.co.uk	S	70	780	845	774	+1099.7	30	320	350	320	+1064.6	5	64	70	64	+1259.8		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1526	639	2031	504	+33.0	1088	268	1316	228	+21.0	456	57	508	52	+11.5		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1663	639	2158	495	+29.8	1190	268	1414	224	+18.9	482	57	534	52	+10.8		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	0	5	5	5	+1.0	0	1	1	1	+1.0	0	0	0	0	+1.0		
The Courier - Dundee	thecourier.co.uk	D	0	17	17	17	+1.0	0	9	9	9	+1.0	0	1	1	1	+1.0		
London Evening Standard	standard.co.uk	D	3617	621	3858	241	+6.7	2722	256	2857	136	+5.0	1371	57	1415	44	+3.2		
Metro	metro.co.uk	D	4226	545	4426	200	+4.7	3209	222	3315	106	+3.3	1643	46	1678	34	+2.1		
The Herald (Scotland)	heraldscotland.com	D	5	52	56	52	+1117.6	5	19	24	19	+412.9	1	3	4	3	+304.7		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	14	52	66	52	+377.7	8	19	27	19	+250.2	1	3	4	3	+304.7		
The Scotsman	scotsman.com	D	13	70	83	70	+542.3	1	24	25	24	+2297.3	0	6	6	6	+1.0		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	17	70	87	70	+414.2	1	24	25	24	+2297.3	0	6	6	6	+1.0		
Yorkshire Post	yorkshirepost.co.uk	D	4	19	23	19	+490.4	0	6	6	6	+1.0	1	1	2	1	+181.6		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only



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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Scotland

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	122	504	604	482	+397.0	77	226	296	219	+284.5	26	44	69	43	+164.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	161	504	630	469	+290.9	95	226	311	216	+226.2	29	44	72	43	+150.2		
The Guardian	theguardian.com	D	235	541	694	459	+195.3	141	304	411	271	+192.6	45	100	139	94	+207.7		
The Guardian/The Observer	theguardian.com	D/S	266	541	716	450	+169.2	159	304	426	266	+167.3	51	100	144	93	+182.9		
i	inews.co.uk	D	121	36	153	33	+27.1	71	15	86	15	+20.4	32	2	34	2	+6.0		
No Print Publication	independent.co.uk	D	0	269	269	269	+1.0	0	114	114	114	+1.0	0	28	28	28	+1.0		
The Times	thetimes.co.uk	D	183	100	270	87	+47.5	105	47	149	44	+41.4	48	12	59	12	+24.6		
The Times/The Sunday Times	thetimes.co.uk	D/S	305	100	389	83	+27.4	185	47	226	41	+22.4	54	12	66	12	+21.6		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	242	242	472	230	+94.8	175	109	279	104	+59.9	103	20	123	20	+19.6		
Daily Express/Sunday Express	express.co.uk	D/S	292	242	521	229	+78.2	206	109	310	104	+50.4	104	20	124	20	+19.3		
Daily Mail	dailymail.co.uk	D	459	554	953	495	+107.8	327	282	589	262	+80.2	175	71	245	70	+40.0		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	573	554	1051	478	+83.3	399	282	656	258	+64.6	186	71	256	70	+37.6		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	172	247	413	241	+140.6	91	107	198	106	+116.1	44	19	63	19	+44.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	213	247	449	236	+110.6	113	107	217	104	+92.2	47	19	66	19	+41.0		
Daily Record	dailyrecord.co.uk	D	1038	294	1271	233	+22.5	756	152	888	131	+17.4	383	49	430	47	+12.3		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1295	294	1515	220	+17.0	940	152	1068	128	+13.6	421	49	468	47	+11.1		
Daily Star	dailystar.co.uk	D	188	118	304	115	+61.3	146	60	206	59	+40.4	101	16	117	16	+15.8		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	214	118	329	115	+54.0	163	60	222	59	+36.4	109	16	125	16	+14.7		
Sunday People	mirror.co.uk	S	17	247	264	246	+1407.7	10	107	117	107	+1063.5	0	19	20	19	+5977.6		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	981	329	1236	255	+26.0	760	146	882	122	+16.1	471	33	500	29	+6.2		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1128	329	1372	244	+21.7	834	146	954	120	+14.4	483	33	513	29	+6.1		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	266	84	347	81	+30.3	194	36	229	35	+18.3	112	8	119	8	+6.9		
The Courier - Dundee	thecourier.co.uk	D	274	83	351	77	+28.2	201	42	241	40	+19.7	108	8	116	8	+7.8		
London Evening Standard	standard.co.uk	D	13	90	103	90	+697.4	7	36	43	36	+545.0	0	6	6	6	+1.0		
Metro	metro.co.uk	D	909	141	1015	106	+11.6	557	57	605	48	+8.6	191	10	200	9	+4.9		
The Herald (Scotland)	heraldscotland.com	D	288	205	467	179	+62.1	178	97	267	89	+50.0	93	28	120	27	+29.1		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	353	205	525	172	+48.6	222	97	310	88	+39.7	96	28	123	27	+27.7		
The Scotsman	scotsman.com	D	274	225	475	201	+73.5	152	122	266	114	+75.2	54	29	81	27	+51.0		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	340	225	531	191	+56.2	189	122	301	112	+59.3	55	29	82	27	+50.2		
Yorkshire Post	yorkshirepost.co.uk	D	0	7	7	7	+1.0	0	2	2	2	+1.0	0	0	0	0	+1.0		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only

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 and PC figures in this report should not be compared with previous periods of NRS PADD data.

Base: Rest of GB

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency (Print)	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %	Print 000s	PC 000s	Net Print + PC Total (Net) 000s	PC Only 000s	Increase with PC %		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2986	5194	7461	4475	+149.9	1839	2153	3788	1949	+106.0	1020	464	1459	439	+43.0		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3500	5194	7874	4374	+125.0	2102	2153	4031	1929	+91.8	1061	464	1498	437	+41.2		
The Guardian	theguardian.com	D	2565	5685	7346	4781	+186.4	1425	2953	4095	2671	+187.5	606	856	1412	806	+133.1		
The Guardian/The Observer	theguardian.com	D/S	2938	5685	7608	4670	+159.0	1648	2953	4275	2627	+159.4	637	856	1442	804	+126.2		
i	inews.co.uk	D	1446	165	1598	151	+10.5	827	75	895	68	+8.2	408	12	420	12	+3.0		
No Print Publication	independent.co.uk	D	0	3259	3259	3259	+1.0	0	1385	1385	1385	+1.0	0	318	318	318	+1.0		
The Times	thetimes.co.uk	D	3019	538	3467	448	+14.8	1747	262	1978	231	+13.2	782	75	853	70	+9.0		
The Times/The Sunday Times	thetimes.co.uk	D/S	4241	538	4658	417	+9.8	2511	262	2732	221	+8.8	917	75	987	70	+7.6		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	2033	2532	4430	2397	+117.9	1354	1167	2483	1129	+83.4	676	301	971	295	+43.7		
Daily Express/Sunday Express	express.co.uk	D/S	2482	2532	4832	2350	+94.7	1643	1167	2755	1112	+67.7	720	301	1015	295	+41.0		
Daily Mail	dailymail.co.uk	D	7256	5786	11693	4437	+61.2	5116	3138	7741	2625	+51.3	2700	1031	3625	925	+34.3		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	8868	5786	13058	4191	+47.3	6097	3138	8643	2546	+41.8	2854	1031	3773	919	+32.2		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	4268	3087	7034	2766	+64.8	2888	1371	4165	1278	+44.3	1448	322	1758	310	+21.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5017	3087	7724	2706	+53.9	3386	1371	4649	1263	+37.3	1501	322	1811	309	+20.6		
Daily Record	dailyrecord.co.uk	D	66	349	414	349	+530.2	33	163	196	163	+488.2	19	43	62	43	+219.3		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	84	349	433	349	+413.5	48	163	211	163	+340.5	22	43	64	43	+196.5		
Daily Star	dailystar.co.uk	D	1861	1238	3046	1185	+63.7	1243	600	1826	583	+46.9	600	167	763	164	+27.3		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2115	1238	3289	1174	+55.5	1364	600	1947	583	+42.7	626	167	789	164	+26.2		
Sunday People	mirror.co.uk	S	563	3087	3627	3063	+543.7	383	1371	1748	1365	+356.2	42	322	365	322	+761.6		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	7116	3128	9717	2602	+36.6	5277	1331	6449	1172	+22.2	2726	284	2990	264	+9.7		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	7979	3128	10520	2541	+31.8	5899	1331	7050	1151	+19.5	2882	284	3145	263	+9.1		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	0	53	53	53	+1.0	0	19	19	19	+1.0	0	1	1	1	+1.0		
The Courier - Dundee	thecourier.co.uk	D	0	44	44	44	+1.0	0	18	18	18	+1.0	0	2	2	2	+1.0		
London Evening Standard	standard.co.uk	D	1530	1328	2713	1184	+77.4	820	548	1335	516	+62.9	287	114	398	111	+38.5		
Metro	metro.co.uk	D	5441	1823	6878	1436	+26.4	3345	698	3944	599	+17.9	1194	136	1323	129	+10.8		
The Herald (Scotland)	heraldscotland.com	D	29	128	157	128	+443.4	6	47	53	47	+758.5	0	8	8	8	+1.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	48	128	175	128	+266.3	21	47	68	47	+223.1	2	8	10	8	+400.6		
The Scotsman	scotsman.com	D	31	180	210	179	+578.4	7	67	74	67	+943.1	4	17	21	17	+398.0		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	52	180	231	179	+343.4	13	67	80	67	+511.7	7	17	24	17	+252.4		
Yorkshire Post	yorkshirepost.co.uk	D	469	157	622	153	+32.7	250	63	312	62	+24.8	88	8	96	8	+9.6		

<b>KEY:</b>	
<b>Print</b>	Readers of the print title (but could also visit the website)
<b>PC</b>	Visitors to the PC website (but could also read the print title)
<b>Net Print + PC Total (Net)</b>	Net reach of the title across print and PC website (de-duplicated)
<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
<b>Increase with PC</b>	% readership increase to the print title when PC website visitors are included

PC includes website data from PC's and laptops only