

Base: GB Adults 15+

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Increase with PC	Weekly						Increase with PC	Daily					
		Frequency	Print	PC	Net Print + PC Total (Net)	PC Only	Print		PC	Net Print + PC Total (Net)	PC Only	Print	PC	Net Print + PC Total (Net)		PC Only	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC
<b>Quality</b>																					
The Daily Telegraph	telegraph.co.uk	D	3808	8091	10728	6919	+181.7	2380	3961	6022	3642	+153.0	1154	1007	2103	949	+82.2				
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4498	8091	11239	6742	+149.9	2735	3961	6332	3597	+131.5	1215	1007	2161	945	+77.8				
The Guardian	theguardian.com	D	3906	9016	11282	7375	+188.8	2168	4568	6261	4093	+188.7	793	1215	1911	1119	+141.2				
The Guardian/The Observer	theguardian.com	D/S	4454	9016	11664	7210	+161.9	2476	4568	6523	4047	+163.4	844	1215	1958	1114	+132.1				
The Independent/i	independent.co.uk	D/D	3679	4555	7436	3758	+102.1	2040	2009	3880	1840	+90.2	805	448	1233	428	+53.2				
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	4112	4555	7796	3684	+89.6	2198	2009	4018	1820	+82.8	832	448	1260	428	+51.4				
The Times	thetimes.co.uk	D	4314	391	4638	324	+7.5	2479	144	2606	127	+5.1	985	22	1006	21	+2.1				
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	6117	519	6503	386	+6.3	3591	200	3758	166	+4.6	1193	31	1222	29	+2.4				
<b>Mid-market</b>																					
Daily Express	express.co.uk	D	2818	2352	5021	2203	+78.2	1851	882	2702	851	+46.0	948	171	1115	167	+17.6				
Daily Express/Sunday Express	express.co.uk	D/S	3447	2352	5622	2175	+63.1	2204	882	3049	845	+38.3	1005	171	1172	167	+16.6				
Daily Mail	dailymail.co.uk	D	10366	9875	17657	7291	+70.3	7297	5622	11909	4612	+63.2	3657	1980	5406	1749	+47.8				
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	12361	9875	19195	6834	+55.3	8522	5622	12991	4469	+52.4	3890	1980	5624	1734	+44.6				
<b>Popular</b>																					
Daily Mirror	mirror.co.uk	D	6329	5259	10864	4535	+71.7	4248	2551	6575	2327	+54.8	2029	665	2664	635	+31.3				
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	7531	5259	11967	4436	+58.9	5008	2551	7304	2296	+45.8	2206	665	2840	634	+28.7				
Daily Record	dailyrecord.co.uk	D	1229	683	1839	609	+49.6	942	352	1267	325	+34.5	550	113	658	108	+19.7				
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1572	683	2151	579	+36.8	1200	352	1510	310	+25.8	596	113	703	107	+17.9				
Daily Star	dailystar.co.uk	D	2670	967	3573	903	+33.8	1850	425	2261	411	+22.2	878	107	984	106	+12.1				
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	3062	967	3959	898	+29.3	2041	425	2451	409	+20.1	907	107	1013	106	+11.7				
Sunday People	mirror.co.uk	S	965	5259	6138	5173	+536.2	617	2551	3148	2532	+410.7	81	665	746	664	+815.3				
The Sun	thesun.co.uk	D	11869	835	12455	585	+4.9	9030	298	9261	231	+2.6	4878	56	4927	49	+1.0				
The Sun/The Sun on Sunday	thesun.co.uk	D/S	13023	835	13587	564	+4.3	9876	298	10103	227	+2.3	5062	56	5111	49	+1.0				
<b>Regional</b>																					
The Press and Journal	pressandjournal.co.uk	D	338	206	533	195	+57.5	262	76	334	71	+27.2	165	10	175	10	+5.8				
The Courier - Dundee	thecourier.co.uk	D	309	148	451	141	+45.7	257	67	321	64	+25.1	159	15	174	14	+9.0				
London Evening Standard	standard.co.uk	D	5180	1649	6392	1213	+23.4	3915	666	4450	535	+13.7	1921	138	2044	123	+6.4				
Metro	metro.co.uk	D	10342	2470	11993	1651	+16.0	7233	961	7968	735	+10.2	3362	187	3526	164	+4.9				
The Herald (Scotland)	heraldscotland.com	D	364	408	742	378	+103.7	225	197	414	189	+83.7	100	61	160	60	+60.0				
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	457	408	826	369	+80.9	271	197	457	186	+68.4	108	61	168	60	+55.8				
The Scotsman	scotsman.com	D	368	583	905	537	+145.9	199	253	440	241	+121.2	88	61	146	59	+67.0				
The Scotsman/Scotland on Sunday	scotsman.com	D/S	478	583	1007	529	+110.8	255	253	495	240	+94.1	90	61	149	59	+65.0				
Yorkshire Post	yorkshirepost.co.uk	D	594	198	785	191	+32.1	298	96	395	96	+32.3	98	10	108	10	+10.0				

<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

Base: Men

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly							Weekly					Daily					
		Frequency	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC
Print Title(s)	Website(s)	(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	%
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2109	4544	5883	3774	+179.0		1288	2305	3374	2085	+161.9		600	622	1178	578	+96.4
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2458	4544	6130	3672	+149.4		1477	2305	3535	2059	+139.4		636	622	1211	576	+90.6
The Guardian	theguardian.com	D	2158	4737	5948	3790	+175.6		1191	2460	3366	2175	+182.7		441	691	1072	631	+143.1
The Guardian/The Observer	theguardian.com	D/S	2443	4737	6147	3704	+151.6		1354	2460	3502	2148	+158.7		463	691	1093	630	+136.2
The Independent/i	independent.co.uk	D/D	2166	2636	4263	2097	+96.8		1238	1209	2326	1087	+87.8		505	282	773	268	+53.0
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2382	2636	4445	2064	+86.6		1325	1209	2402	1078	+81.4		530	282	797	267	+50.5
The Times	thetimes.co.uk	D	2414	211	2581	168	+6.9		1425	78	1491	66	+4.6		554	15	568	14	+2.5
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	3358	275	3554	196	+5.8		2018	121	2114	96	+4.8		669	19	687	18	+2.7
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	1408	1376	2694	1285	+91.3		894	315	1195	301	+33.7		454	108	560	106	+23.4
Daily Express/Sunday Express	express.co.uk	D/S	1729	1376	2999	1269	+73.4		1073	315	1372	299	+27.9		469	108	576	106	+22.6
Daily Mail	dailymail.co.uk	D	5177	5099	8937	3760	+72.6		3598	2831	5913	2316	+64.4		1798	931	2608	810	+45.1
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6098	5099	9629	3531	+57.9		4228	2831	6465	2237	+52.9		1917	931	2720	802	+41.8
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	3367	2899	5837	2470	+73.3		2259	1432	3555	1295	+57.3		1092	383	1455	363	+33.2
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3981	2899	6397	2416	+60.7		2602	1432	3884	1281	+49.2		1187	383	1549	363	+30.6
Daily Record	dailyrecord.co.uk	D	667	384	1000	333	+49.8		521	210	712	190	+36.5		286	74	357	70	+24.6
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	830	384	1146	316	+38.1		650	210	832	181	+27.9		306	74	376	70	+22.9
Daily Star	dailystar.co.uk	D	1752	664	2367	615	+35.1		1242	305	1537	295	+23.7		576	79	654	78	+13.6
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1976	664	2587	611	+30.9		1365	305	1658	293	+21.5		593	79	672	78	+13.2
Sunday People	mirror.co.uk	S	529	2899	3370	2841	+536.9		326	1432	1744	1418	+435.0		36	383	419	383	+1073.7
The Sun	thesun.co.uk	D	6669	452	6958	289	+4.3		5199	166	5316	117	+2.3		2869	31	2895	26	+0.9
The Sun/The Sun on Sunday	thesun.co.uk	D/S	7254	452	7529	275	+3.8		5620	166	5735	115	+2.0		2981	31	3007	26	+0.9
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	168	113	272	104	+62.1		129	40	165	36	+27.7		83	6	88	6	+7.1
The Courier - Dundee	thecourier.co.uk	D	155	71	223	67	+43.3		128	34	160	32	+25.0		83	7	89	6	+7.7
London Evening Standard	standard.co.uk	D	3016	943	3687	671	+22.2		2333	395	2642	309	+13.3		1190	86	1264	75	+6.3
Metro	metro.co.uk	D	5846	1373	6709	863	+14.8		4186	555	4596	409	+9.8		2026	113	2122	95	+4.7
The Herald (Scotland)	heraldscotland.com	D	178	231	385	206	+115.9		111	114	218	107	+95.9		52	34	85	33	+63.8
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	229	231	428	199	+86.6		140	114	245	105	+75.0		55	34	88	33	+59.5
The Scotsman	scotsman.com	D	195	364	529	334	+170.9		111	153	256	145	+131.1		50	35	83	34	+67.1
The Scotsman/Scotland on Sunday	scotsman.com	D/S	240	364	572	332	+138.8		136	153	281	145	+106.6		50	35	83	34	+67.1
Yorkshire Post	yorkshirepost.co.uk	D	375	115	484	110	+29.3		172	57	229	57	+33.5		67	8	75	8	+11.8

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<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

Base: Women

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly							Weekly						Daily					
		Frequency	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC	
Print Title(s)	Website(s)	(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	%	
<b>Quality</b>																				
The Daily Telegraph	telegraph.co.uk	D	1700	3547	4845	3145	+185.1		1092	1655	2648	1557	+142.6		555	385	925	371	+66.9	
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2040	3547	5109	3070	+150.5		1258	1655	2797	1538	+122.3		580	385	949	369	+63.7	
The Guardian	theguardian.com	D	1749	4279	5334	3586	+205.0		978	2108	2895	1917	+196.1		351	524	839	488	+138.7	
The Guardian/The Observer	theguardian.com	D/S	2011	4279	5517	3506	+174.4		1123	2108	3021	1899	+169.1		381	524	865	484	+127.1	
The Independent/i	independent.co.uk	D/D	1512	1919	3173	1661	+109.8		801	799	1554	753	+93.9		300	166	460	160	+53.5	
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1731	1919	3351	1620	+93.6		873	799	1615	742	+84.9		303	166	463	160	+53.0	
The Times	thetimes.co.uk	D	1901	181	2057	156	+8.2		1054	66	1115	61	+5.8		431	7	438	7	+1.6	
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	2759	244	2949	191	+6.9		1573	79	1644	70	+4.5		525	12	536	11	+2.0	
<b>Mid-market</b>																				
Daily Express	express.co.uk	D	1410	976	2328	918	+65.1		958	568	1507	550	+57.4		495	63	555	61	+12.3	
Daily Express/Sunday Express	express.co.uk	D/S	1718	976	2624	906	+52.7		1131	568	1677	545	+48.2		536	63	597	61	+11.3	
Daily Mail	dailymail.co.uk	D	5189	4777	8720	3531	+68.1		3699	2791	5995	2296	+62.1		1859	1049	2797	939	+50.5	
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	6263	4777	9567	3304	+52.7		4293	2791	6525	2232	+52.0		1973	1049	2904	931	+47.2	
<b>Popular</b>																				
Daily Mirror	mirror.co.uk	D	2962	2360	5027	2066	+69.7		1989	1119	3020	1031	+51.8		937	282	1209	272	+29.0	
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3550	2360	5570	2020	+56.9		2406	1119	3420	1015	+42.2		1019	282	1290	271	+26.6	
Daily Record	dailyrecord.co.uk	D	562	298	839	277	+49.3		420	142	555	135	+32.1		263	39	301	38	+14.4	
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	742	298	1005	263	+35.4		550	142	678	129	+23.4		290	39	327	37	+12.7	
Daily Star	dailystar.co.uk	D	918	303	1206	288	+31.4		608	120	725	117	+19.2		302	28	329	27	+9.1	
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1086	303	1372	286	+26.3		677	120	793	116	+17.2		313	28	341	27	+8.8	
Sunday People	mirror.co.uk	S	436	2360	2768	2333	+535.4		290	1119	1404	1113	+383.3		46	282	327	281	+614.1	
The Sun	thesun.co.uk	D	5200	383	5496	297	+5.7		3832	132	3945	114	+3.0		2008	25	2031	23	+1.1	
The Sun/The Sun on Sunday	thesun.co.uk	D/S	5769	383	6058	289	+5.0		4255	132	4368	112	+2.6		2081	25	2104	23	+1.1	
<b>Regional</b>																				
The Press and Journal	pressandjournal.co.uk	D	170	93	261	90	+53.0		133	36	169	36	+26.7		83	4	86	4	+4.5	
The Courier - Dundee	thecourier.co.uk	D	154	77	228	74	+48.1		128	33	161	32	+25.2		76	8	84	8	+10.4	
London Evening Standard	standard.co.uk	D	2164	706	2706	542	+25.0		1582	271	1808	226	+14.3		731	52	780	48	+6.6	
Metro	metro.co.uk	D	4496	1097	5285	789	+17.5		3047	406	3372	325	+10.7		1336	74	1404	68	+5.1	
The Herald (Scotland)	heraldscotland.com	D	186	177	358	171	+92.0		114	83	196	82	+71.8		48	27	76	27	+56.1	
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	227	177	398	171	+75.1		131	83	212	81	+61.5		52	27	80	27	+51.8	
The Scotsman	scotsman.com	D	173	220	376	203	+117.7		88	100	184	96	+108.7		38	26	63	25	+66.7	
The Scotsman/Scotland on Sunday	scotsman.com	D/S	238	220	435	197	+82.6		119	100	214	95	+79.8		40	26	65	25	+62.4	
Yorkshire Post	yorkshirepost.co.uk	D	220	83	301	81	+36.8		127	39	165	39	+30.7		31	2	33	2	+6.1	

<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

Base: ABC1 Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly							Weekly							Daily						
		Frequency	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC			
Print Title(s)	Website(s)	(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	%			
<b>Quality</b>																						
The Daily Telegraph	telegraph.co.uk	D	3160	6115	8227	5067	+160.4		2012	2774	4509	2496	+124.1		995	800	1746	751	+75.4			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3711	6115	8617	4907	+132.2		2300	2774	4756	2455	+106.7		1051	800	1798	747	+71.1			
The Guardian	theguardian.com	D	3190	6956	8690	5500	+172.4		1776	3278	4660	2884	+162.4		690	966	1566	876	+126.9			
The Guardian/The Observer	theguardian.com	D/S	3609	6956	8962	5354	+148.3		2001	3278	4847	2846	+142.3		736	966	1607	871	+118.4			
The Independent/i	independent.co.uk	D/D	2893	3581	5778	2885	+99.7		1579	1398	2837	1258	+79.7		634	349	964	330	+52.1			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3232	3581	6058	2826	+87.5		1704	1398	2949	1245	+73.0		657	349	987	330	+50.2			
The Times	thetimes.co.uk	D	3628	275	3846	218	+6.0		2161	88	2235	74	+3.4		878	16	893	16	+1.8			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	5078	390	5357	279	+5.5		3101	133	3206	105	+3.4		1062	24	1084	22	+2.1			
<b>Mid-market</b>																						
Daily Express	express.co.uk	D	1629	1582	3110	1480	+90.8		1029	604	1612	583	+56.6		516	113	627	111	+21.6			
Daily Express/Sunday Express	express.co.uk	D/S	1961	1582	3423	1462	+74.5		1239	604	1817	578	+46.6		551	113	662	111	+20.2			
Daily Mail	dailymail.co.uk	D	6533	7139	11732	5199	+79.6		4611	4171	8018	3407	+73.9		2341	1518	3684	1343	+57.4			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	7736	7139	12593	4857	+62.8		5371	4171	8668	3297	+61.4		2479	1518	3811	1332	+53.7			
<b>Popular</b>																						
Daily Mirror	mirror.co.uk	D	2684	3647	5934	3250	+121.1		1650	1866	3392	1742	+105.5		698	473	1155	457	+65.5			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3207	3647	6391	3184	+99.3		1956	1866	3678	1721	+88.0		760	473	1216	456	+60.0			
Daily Record	dailyrecord.co.uk	D	529	423	915	386	+73.0		386	246	615	230	+59.6		210	73	281	71	+33.7			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	698	423	1062	364	+52.1		512	246	730	218	+42.6		226	73	296	70	+31.1			
Daily Star	dailystar.co.uk	D	847	726	1537	690	+81.4		525	331	848	323	+61.6		217	83	299	82	+37.7			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	976	726	1665	689	+70.6		575	331	898	323	+56.1		229	83	311	82	+35.7			
Sunday People	mirror.co.uk	S	361	3647	3964	3602	+996.4		227	1866	2082	1855	+817.0		31	473	504	473	+1508.5			
The Sun	thesun.co.uk	D	4667	547	5082	416	+8.9		3375	198	3536	160	+4.7		1682	38	1715	34	+2.0			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	5180	547	5582	402	+7.8		3706	198	3864	159	+4.3		1770	38	1803	34	+1.9			
<b>Regional</b>																						
The Press and Journal	pressandjournal.co.uk	D	203	144	339	136	+67.1		156	49	201	45	+29.2		94	8	101	7	+7.7			
The Courier - Dundee	thecourier.co.uk	D	158	107	259	102	+64.5		126	51	174	48	+38.5		73	13	85	12	+16.7			
London Evening Standard	standard.co.uk	D	3624	1299	4556	933	+25.7		2697	558	3139	443	+16.4		1294	113	1395	101	+7.8			
Metro	metro.co.uk	D	6317	1727	7433	1116	+17.7		4331	690	4846	515	+11.9		2032	138	2150	118	+5.8			
The Herald (Scotland)	heraldscotland.com	D	293	328	592	299	+102.0		183	149	323	140	+76.8		84	47	131	47	+55.3			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	369	328	661	292	+79.0		224	149	362	138	+61.4		91	47	137	47	+51.6			
The Scotsman	scotsman.com	D	299	427	689	390	+130.4		156	178	324	168	+107.4		67	40	106	39	+58.0			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	381	427	765	384	+100.7		200	178	368	167	+83.5		69	40	108	39	+56.5			
Yorkshire Post	yorkshirepost.co.uk	D	393	150	539	146	+37.1		200	76	276	76	+37.9		60	8	67	8	+12.7			

<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

Base: C2DE Adults

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly							Weekly							Daily						
		Frequency	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC			
Print Title(s)	Website(s)	(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	%			
Quality																						
The Daily Telegraph	telegraph.co.uk	D	648	1976	2500	1852	+285.7		368	1187	1513	1146	+311.6		159	207	358	198	+124.4			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	787	1976	2622	1835	+233.1		435	1187	1577	1142	+262.7		164	207	363	198	+120.6			
The Guardian	theguardian.com	D	716	2060	2592	1875	+261.8		392	1290	1601	1209	+308.2		102	249	345	243	+237.5			
The Guardian/The Observer	theguardian.com	D/S	845	2060	2702	1856	+219.6		476	1290	1676	1201	+252.4		108	249	351	243	+225.0			
The Independent/i	independent.co.uk	D/D	785	974	1658	873	+111.1		461	611	1043	582	+126.3		171	100	269	98	+57.4			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	881	974	1738	857	+97.3		494	611	1069	575	+116.4		175	100	273	98	+56.0			
The Times	thetimes.co.uk	D	686	116	792	106	+15.5		318	56	371	53	+16.7		107	6	113	6	+5.2			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1039	129	1146	107	+10.3		491	67	552	61	+12.4		131	7	138	7	+5.2			
Mid-market																						
Daily Express	express.co.uk	D	1189	769	1912	723	+60.8		822	278	1090	268	+32.6		432	58	488	56	+12.9			
Daily Express/Sunday Express	express.co.uk	D/S	1486	769	2199	713	+48.0		965	278	1232	267	+27.6		454	58	510	56	+12.3			
Daily Mail	dailymail.co.uk	D	3834	2736	5925	2091	+54.6		2686	1452	3891	1205	+44.9		1316	462	1722	406	+30.9			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4625	2736	6602	1977	+42.7		3150	1452	4323	1172	+37.2		1411	462	1813	402	+28.5			
Popular																						
Daily Mirror	mirror.co.uk	D	3645	1612	4930	1285	+35.3		2598	685	3183	585	+22.5		1331	192	1509	178	+13.4			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4324	1612	5576	1252	+29.0		3052	685	3626	574	+18.8		1446	192	1624	178	+12.3			
Daily Record	dailyrecord.co.uk	D	700	260	924	223	+31.9		556	107	651	95	+17.2		339	40	377	37	+11.1			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	874	260	1089	215	+24.6		688	107	780	92	+13.3		370	40	407	37	+9.9			
Daily Star	dailystar.co.uk	D	1822	241	2036	214	+11.7		1326	94	1414	88	+6.6		660	24	684	24	+3.6			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2086	241	2295	208	+10.0		1466	94	1553	87	+5.9		678	24	702	24	+3.5			
Sunday People	mirror.co.uk	S	603	1612	2175	1571	+260.5		389	685	1066	676	+173.7		50	192	242	192	+382.1			
The Sun	thesun.co.uk	D	7203	288	7372	170	+2.4		5655	100	5725	70	+1.2		3196	18	3211	15	+0.5			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	7843	288	8005	162	+2.1		6170	100	6239	69	+1.1		3292	18	3308	15	+0.5			
Regional																						
The Press and Journal	pressandjournal.co.uk	D	136	62	194	59	+43.2		107	27	133	26	+24.3		71	2	74	2	+3.3			
The Courier - Dundee	thecourier.co.uk	D	152	41	191	39	+26.0		131	17	146	16	+12.1		86	2	89	2	+2.5			
London Evening Standard	standard.co.uk	D	1556	350	1836	280	+18.0		1218	108	1311	93	+7.6		627	25	649	22	+3.5			
Metro	metro.co.uk	D	4025	743	4560	535	+13.3		2902	271	3122	220	+7.6		1330	49	1376	45	+3.4			
The Herald (Scotland)	heraldscotland.com	D	71	80	150	79	+110.4		42	48	91	48	+113.4		16	13	29	13	+85.4			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	87	80	165	78	+88.9		47	48	95	48	+101.9		17	13	31	13	+77.9			
The Scotsman	scotsman.com	D	69	157	216	147	+213.5		42	76	116	73	+172.0		21	21	41	20	+95.9			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	97	157	243	146	+150.1		55	76	127	73	+132.9		21	21	41	20	+92.2			
Yorkshire Post	yorkshirepost.co.uk	D	201	48	246	45	+22.2		98	20	119	20	+20.8		39	2	41	2	+5.9			

<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

Base: Adults 15 - 34

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly								Weekly						Daily					
		Frequency	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		
Print Title(s)	Website(s)	(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	%		
Quality																					
The Daily Telegraph	telegraph.co.uk	D	951	2864	3448	2497	+262.5		443	1408	1764	1321	+297.9		115	334	439	324	+281.2		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	1135	2864	3570	2436	+214.6		537	1408	1839	1303	+242.7		128	334	452	324	+253.6		
The Guardian	theguardian.com	D	1602	3615	4461	2859	+178.4		847	1873	2502	1655	+195.2		202	491	667	465	+230.2		
The Guardian/The Observer	theguardian.com	D/S	1768	3615	4571	2804	+158.6		916	1873	2558	1642	+179.3		209	491	671	463	+221.5		
The Independent/i	independent.co.uk	D/D	1224	1836	2701	1476	+120.6		638	783	1345	708	+110.9		204	179	374	170	+83.4		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	1407	1836	2845	1438	+102.2		706	783	1402	696	+98.5		217	179	387	170	+78.3		
The Times	thetimes.co.uk	D	1367	96	1439	72	+5.2		687	27	709	21	+3.1		167	5	172	5	+2.7		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1890	127	1973	83	+4.4		932	42	963	31	+3.4		206	7	212	6	+3.0		
Mid-market																					
Daily Express	express.co.uk	D	549	711	1220	671	+122.2		300	256	548	248	+82.9		79	53	132	53	+67.2		
Daily Express/Sunday Express	express.co.uk	D/S	689	711	1358	668	+97.0		348	256	596	248	+71.2		88	53	141	53	+60.0		
Daily Mail	dailymail.co.uk	D	2693	3716	5540	2847	+105.7		1507	2085	3308	1801	+119.5		464	679	1092	628	+135.2		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	3254	3716	5934	2680	+82.4		1740	2085	3502	1762	+101.3		493	679	1120	627	+127.1		
Popular																					
Daily Mirror	mirror.co.uk	D	2076	1949	3753	1677	+80.8		1197	864	1990	794	+66.3		417	244	654	236	+56.7		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2424	1949	4056	1632	+67.3		1380	864	2162	782	+56.6		465	244	701	236	+50.9		
Daily Record	dailyrecord.co.uk	D	335	181	501	166	+49.7		245	105	342	98	+39.9		86	32	117	31	+36.0		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	400	181	561	160	+40.1		286	105	381	94	+32.9		93	32	123	30	+32.8		
Daily Star	dailystar.co.uk	D	1075	368	1415	339	+31.6		674	162	831	157	+23.3		237	41	278	41	+17.2		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1248	368	1586	338	+27.1		762	162	918	156	+20.5		242	41	282	41	+16.8		
Sunday People	mirror.co.uk	S	120	1949	2049	1929	+1604.3		49	864	909	860	+1767.0		6	244	250	244	+4139.6		
The Sun	thesun.co.uk	D	4482	288	4681	199	+4.4		3084	95	3159	75	+2.4		1295	17	1309	15	+1.1		
The Sun/The Sun on Sunday	thesun.co.uk	D/S	4961	288	5150	189	+3.8		3385	95	3460	75	+2.2		1356	17	1371	15	+1.1		
Regional																					
The Press and Journal	pressandjournal.co.uk	D	65	58	119	55	+84.2		44	24	65	22	+49.4		20	3	23	3	+14.0		
The Courier - Dundee	thecourier.co.uk	D	71	55	124	53	+74.2		57	33	89	32	+56.2		24	8	32	8	+31.7		
London Evening Standard	standard.co.uk	D	2184	692	2662	479	+21.9		1729	232	1906	177	+10.2		935	54	983	48	+5.1		
Metro	metro.co.uk	D	4595	1057	5212	617	+13.4		3343	415	3629	286	+8.6		1607	80	1674	67	+4.2		
The Herald (Scotland)	heraldscotland.com	D	87	120	201	114	+129.9		43	51	92	49	+112.5		7	15	22	15	+226.7		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	111	120	220	109	+98.9		46	51	95	49	+105.9		7	15	22	15	+226.7		
The Scotsman	scotsman.com	D	96	125	213	117	+121.1		46	46	90	43	+93.3		18	9	27	9	+47.3		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	124	125	240	116	+94.0		66	46	109	43	+65.7		18	9	27	9	+47.3		
Yorkshire Post	yorkshirepost.co.uk	D	137	66	200	63	+46.3		52	41	93	41	+79.1		18	3	21	3	+19.6		

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

PC includes website data from PC's and laptops only

Base: Adults 35+

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Monthly						Weekly						Daily					
		Frequency	Print	PC	Net Print + PC	PC Only	Increase with	Print	PC	Net Print + PC	PC Only	Increase with	Print	PC	Net Print + PC	PC Only	Increase with		
		(Print)	000s	000s	Total (Net) 000s	000s	%	000s	000s	Total (Net) 000s	000s	%	000s	000s	Total (Net) 000s	000s	%		
<b>Quality</b>																			
The Daily Telegraph	telegraph.co.uk	D	2857	5227	7280	4423	+154.8	1937	2553	4258	2321	+119.9	1039	672	1664	625	+60.1		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3363	5227	7669	4306	+128.0	2198	2553	4493	2295	+104.4	1087	672	1709	621	+57.1		
The Guardian	theguardian.com	D	2304	5401	6821	4516	+196.0	1321	2695	3759	2438	+184.6	591	724	1244	654	+110.7		
The Guardian/The Observer	theguardian.com	D/S	2686	5401	7093	4406	+164.0	1560	2695	3965	2404	+154.1	635	724	1287	652	+102.7		
The Independent/i	independent.co.uk	D/D	2455	2719	4736	2281	+92.9	1402	1225	2535	1133	+80.8	601	269	859	258	+43.0		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	2706	2719	4951	2245	+83.0	1492	1225	2615	1124	+75.3	615	269	873	258	+41.9		
The Times	thetimes.co.uk	D	2947	296	3200	252	+8.6	1792	116	1898	105	+5.9	817	17	834	17	+2.0		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	4227	392	4530	303	+7.2	2659	158	2794	135	+5.1	988	24	1011	23	+2.3		
<b>Mid-market</b>																			
Daily Express	express.co.uk	D	2269	1641	3801	1532	+67.5	1552	626	2154	602	+38.8	869	118	983	114	+13.1		
Daily Express/Sunday Express	express.co.uk	D/S	2758	1641	4264	1506	+54.6	1856	626	2453	597	+32.1	917	118	1031	114	+12.4		
Daily Mail	dailymail.co.uk	D	7673	6159	12117	4444	+57.9	5790	3537	8601	2811	+48.5	3192	1301	4314	1121	+35.1		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9107	6159	13261	4154	+45.6	6782	3537	9489	2707	+39.9	3396	1301	4503	1107	+32.6		
<b>Popular</b>																			
Daily Mirror	mirror.co.uk	D	4253	3310	7111	2858	+67.2	3052	1687	4585	1533	+50.2	1612	420	2010	399	+24.7		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5107	3310	7911	2804	+54.9	3628	1687	5142	1514	+41.7	1741	420	2139	398	+22.8		
Daily Record	dailyrecord.co.uk	D	895	501	1338	443	+49.5	697	247	924	227	+32.6	463	81	541	77	+16.7		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1172	501	1590	418	+35.7	914	247	1129	216	+23.6	503	81	580	76	+15.2		
Daily Star	dailystar.co.uk	D	1594	599	2158	564	+35.4	1176	263	1430	254	+21.6	641	66	706	65	+10.2		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1814	599	2373	559	+30.8	1279	263	1532	253	+19.8	665	66	730	65	+9.8		
Sunday People	mirror.co.uk	S	845	3310	4089	3245	+384.2	568	1687	2239	1671	+294.4	76	420	495	420	+555.6		
The Sun	thesun.co.uk	D	7387	547	7773	387	+5.2	5947	203	6102	155	+2.6	3583	39	3617	34	+1.0		
The Sun/The Sun on Sunday	thesun.co.uk	D/S	8061	547	8437	376	+4.7	6490	203	6643	152	+2.3	3706	39	3740	34	+0.9		
<b>Regional</b>																			
The Press and Journal	pressandjournal.co.uk	D	274	148	414	140	+51.2	219	52	268	50	+22.8	145	7	152	7	+4.6		
The Courier - Dundee	thecourier.co.uk	D	238	93	326	88	+37.1	200	34	232	32	+16.2	135	7	142	7	+4.9		
London Evening Standard	standard.co.uk	D	2996	957	3730	734	+24.5	2186	434	2544	358	+16.4	986	84	1061	75	+7.6		
Metro	metro.co.uk	D	5747	1413	6781	1034	+18.0	3890	546	4338	449	+11.5	1755	107	1851	96	+5.5		
The Herald (Scotland)	heraldscotland.com	D	277	288	541	264	+95.4	182	146	321	140	+76.8	94	46	139	45	+48.2		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	346	288	606	260	+75.1	225	146	362	137	+60.8	101	46	146	45	+44.5		
The Scotsman	scotsman.com	D	272	458	692	420	+154.7	152	207	350	198	+129.7	70	52	120	50	+72.0		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	354	458	768	413	+116.6	189	207	386	197	+104.0	72	52	122	50	+69.4		
Yorkshire Post	yorkshirepost.co.uk	D	458	132	585	127	+27.8	246	55	301	55	+22.4	81	6	87	6	+7.9		

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

PC includes website data from PC's and laptops only

Base: Greater London

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly							Weekly							Daily						
		Frequency	Print	PC	Net Print + PC	PC Only	Increase with		Print	PC	Net Print + PC	PC Only	Increase with		Print	PC	Net Print + PC	PC Only	Increase with			
Print Title(s)	Website(s)	(Print)	000s	000s	Total (Net) 000s	000s	%		000s	000s	Total (Net) 000s	000s	%		000s	000s	Total (Net) 000s	000s	%			
Quality																						
The Daily Telegraph	telegraph.co.uk	D	538	1469	1797	1260	+234.2		290	731	971	682	+235.1		114	187	294	181	+158.9			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	649	1469	1870	1220	+187.9		347	731	1015	669	+192.9		119	187	300	180	+151.4			
The Guardian	theguardian.com	D	1073	1781	2375	1302	+121.3		601	918	1377	776	+129.0		218	304	493	275	+126.1			
The Guardian/The Observer	theguardian.com	D/S	1209	1781	2468	1260	+104.2		658	918	1422	765	+116.2		231	304	505	274	+118.6			
The Independent/i	independent.co.uk	D/D	627	868	1323	697	+111.1		337	379	682	345	+102.6		101	90	187	86	+85.9			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	763	868	1438	675	+88.4		395	379	729	335	+84.9		113	90	199	86	+76.5			
The Times	thetimes.co.uk	D	961	76	1018	57	+5.9		521	27	543	23	+4.3		182	4	186	4	+2.2			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	1270	98	1335	65	+5.1		699	38	727	29	+4.1		223	6	228	5	+2.4			
Mid-market																						
Daily Express	express.co.uk	D	302	391	674	372	+123.2		179	152	325	146	+82.0		73	28	101	28	+38.8			
Daily Express/Sunday Express	express.co.uk	D/S	391	391	760	369	+94.5		203	152	348	146	+71.8		78	28	106	28	+36.2			
Daily Mail	dailymail.co.uk	D	1503	1728	2769	1266	+84.2		961	980	1777	816	+84.9		429	358	754	325	+75.9			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	1775	1728	2954	1179	+66.4		1106	980	1899	793	+71.6		458	358	782	324	+70.7			
Popular																						
Daily Mirror	mirror.co.uk	D	1096	832	1786	690	+63.0		690	405	1054	364	+52.8		285	101	384	99	+34.6			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1259	832	1941	681	+54.1		762	405	1124	362	+47.5		317	101	415	98	+31.1			
Daily Record	dailyrecord.co.uk	D	8	57	65	57	+674.0		0	30	30	30	+2954.0		0	6	6	6	+588.9			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	12	57	68	57	+489.9		3	30	33	29	+946.0		0	6	6	6	+588.9			
Daily Star	dailystar.co.uk	D	325	182	493	168	+51.8		186	78	262	76	+40.9		57	25	82	24	+42.3			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	386	182	553	167	+43.3		208	78	283	76	+36.5		57	25	82	24	+42.3			
Sunday People	mirror.co.uk	S	83	832	904	821	+993.0		38	405	442	403	+1054.6		2	101	103	101	+6188.3			
The Sun	thesun.co.uk	D	1877	112	1955	78	+4.1		1384	39	1413	29	+2.1		618	6	624	5	+0.9			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	2022	112	2097	75	+3.7		1494	39	1523	29	+1.9		655	6	660	5	+0.8			
Regional																						
The Press and Journal	pressandjournal.co.uk	D	0	12	12	12	+1222.9		0	3	3	3	+323.5		0	0	0	0	+46.7			
The Courier - Dundee	thecourier.co.uk	D	0	8	8	8	+758.9		0	4	4	4	+426.2		0	1	1	1	+86.5			
London Evening Standard	standard.co.uk	D	3681	494	3872	191	+5.2		3030	187	3119	89	+2.9		1547	45	1580	33	+2.1			
Metro	metro.co.uk	D	4198	508	4344	146	+3.5		3385	201	3471	87	+2.6		1722	48	1756	33	+1.9			
The Herald (Scotland)	heraldscotland.com	D	1	36	38	36	+2562.4		1	19	21	19	+1350.1		0	3	3	3	+348.1			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	3	36	39	36	+1442.8		1	19	21	19	+1350.1		0	3	3	3	+348.1			
The Scotsman	scotsman.com	D	17	35	51	35	+210.3		11	13	24	13	+116.6		4	2	6	2	+35.3			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	18	35	53	35	+192.2		12	13	25	13	+108.1		4	2	6	2	+35.3			
Yorkshire Post	yorkshirepost.co.uk	D	6	25	31	25	+394.9		0	13	13	13	+1260.9		0	2	2	2	+160.5			

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

PC includes website data from PC's and laptops only



Base: Scotland

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly							Weekly						Daily						
		Frequency	Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		Print	PC	Net Print + PC Total (Net)	PC Only	Increase with PC		
Print Title(s)	Website(s)	(Print)	000s	000s	000s	000s	%		000s	000s	000s	000s	%		000s	000s	000s	000s	%		
<b>Quality</b>																					
The Daily Telegraph	telegraph.co.uk	D	140	526	621	481	+343.6		82	255	329	247	+302.5		33	56	88	55	+166.2		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	164	526	639	475	+289.9		95	255	340	245	+258.8		33	56	88	55	+166.2		
The Guardian	theguardian.com	D	228	587	720	492	+216.2		120	292	386	266	+222.2		45	85	127	81	+179.8		
The Guardian/The Observer	theguardian.com	D/S	266	587	746	481	+180.6		139	292	403	264	+190.4		46	85	128	81	+175.4		
The Independent/i	independent.co.uk	D/D	228	343	520	292	+128.0		124	152	266	142	+114.2		47	38	85	37	+78.4		
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	249	343	539	290	+116.3		131	152	273	142	+108.2		48	38	86	37	+76.7		
The Times	thetimes.co.uk	D	208	41	247	39	+18.7		124	16	140	16	+12.8		60	2	62	2	+2.8		
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	351	72	414	64	+18.1		201	24	223	22	+10.8		71	4	75	4	+5.1		
<b>Mid-market</b>																					
Daily Express	express.co.uk	D	206	154	349	142	+68.9		151	55	202	51	+34.0		90	8	98	8	+9.0		
Daily Express/Sunday Express	express.co.uk	D/S	256	154	396	140	+54.6		180	55	231	51	+28.3		94	8	102	8	+8.5		
Daily Mail	dailymail.co.uk	D	479	680	1059	580	+121.3		339	388	693	354	+104.2		193	134	320	126	+65.4		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	602	680	1163	561	+93.3		411	388	759	349	+84.9		206	134	333	126	+61.2		
<b>Popular</b>																					
Daily Mirror	mirror.co.uk	D	142	320	448	306	+215.7		96	155	246	150	+156.1		44	37	80	37	+83.8		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	194	320	493	300	+154.8		115	155	264	149	+129.6		47	37	83	37	+78.5		
Daily Record	dailyrecord.co.uk	D	1134	316	1379	245	+21.6		897	173	1043	146	+16.3		529	71	595	66	+12.6		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1446	316	1661	215	+14.9		1134	173	1265	131	+11.6		573	71	638	65	+11.3		
Daily Star	dailystar.co.uk	D	162	58	218	56	+34.9		141	25	166	25	+17.6		83	5	88	5	+6.1		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	212	58	267	54	+25.6		157	25	181	24	+15.3		85	5	90	5	+6.0		
Sunday People	mirror.co.uk	S	19	320	336	317	+1702.4		11	155	165	154	+1429.5		2	37	39	37	+1872.5		
The Sun	thesun.co.uk	D	1030	52	1059	29	+2.8		838	19	850	13	+1.5		541	4	544	4	+0.7		
The Sun/The Sun on Sunday	thesun.co.uk	D/S	1148	52	1177	29	+2.5		930	19	942	12	+1.3		554	4	558	4	+0.6		
<b>Regional</b>																					
The Press and Journal	pressandjournal.co.uk	D	338	130	458	119	+35.2		262	52	310	48	+18.1		165	7	172	7	+4.1		
The Courier - Dundee	thecourier.co.uk	D	309	84	386	77	+24.8		257	39	293	36	+14.1		159	8	167	8	+4.9		
London Evening Standard	standard.co.uk	D	15	79	93	78	+516.5		7	31	37	30	+463.6		3	5	8	5	+184.2		
Metro	metro.co.uk	D	840	158	943	103	+12.3		582	63	628	46	+7.9		245	9	253	8	+3.2		
The Herald (Scotland)	heraldscotland.com	D	347	217	534	187	+54.0		218	111	320	102	+47.0		100	41	140	41	+40.6		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	428	217	607	179	+41.8		263	111	362	99	+37.9		106	41	147	40	+38.1		
The Scotsman	scotsman.com	D	305	316	575	270	+88.6		172	143	303	131	+76.0		79	42	118	39	+50.2		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	402	316	665	262	+65.2		220	143	349	130	+59.1		81	42	120	39	+48.5		
Yorkshire Post	yorkshirepost.co.uk	D	1	6	7	6	+668.9		0	3	3	3	+313.1		0	0	1	0	+72.0		

<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

Base: Rest of GB

Only PC websites with comScore sample of 40+ are included

Newsbrands

		Monthly							Weekly							Daily						
		Frequency	Print	PC	Net Print + PC	PC Only	Increase with		Print	PC	Net Print + PC	PC Only	Increase with		Print	PC	Net Print + PC	PC Only	Increase with			
Print Title(s)	Website(s)	(Print)	000s	000s	Total (Net) 000s	000s	%		000s	000s	Total (Net) 000s	000s	%		000s	000s	Total (Net) 000s	000s	%			
Quality																						
The Daily Telegraph	telegraph.co.uk	D	3130	6097	8309	5179	+165.4		2008	2975	4722	2713	+135.1		1008	764	1722	714	+70.8			
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3685	6097	8731	5046	+137.0		2294	2975	4977	2683	+117.0		1063	764	1773	710	+66.8			
The Guardian	theguardian.com	D	2606	6647	8187	5582	+214.2		1447	3358	4498	3051	+210.8		529	826	1291	762	+144.1			
The Guardian/The Observer	theguardian.com	D/S	2979	6647	8449	5470	+183.6		1680	3358	4698	3018	+179.7		566	826	1325	759	+134.1			
The Independent/i	independent.co.uk	D/D	2824	3344	5593	2769	+98.1		1579	1477	2932	1353	+85.7		657	320	961	305	+46.4			
The Independent/The Independent on Sunday/i	independent.co.uk	D/S/D	3100	3344	5819	2719	+87.7		1672	1477	3015	1343	+80.3		671	320	976	304	+45.4			
The Times	thetimes.co.uk	D	3145	275	3373	228	+7.2		1835	100	1924	88	+4.8		742	16	758	15	+2.1			
The Times/The Sunday Times	thetimes.co.uk/thesundaytimes.co.uk	D/S	4496	349	4754	258	+5.7		2691	139	2807	116	+4.3		899	21	919	20	+2.2			
Mid-market																						
Daily Express	express.co.uk	D	2310	1806	3999	1689	+73.1		1522	676	2175	653	+42.9		786	134	916	131	+16.7			
Daily Express/Sunday Express	express.co.uk	D/S	2800	1806	4466	1666	+59.5		1821	676	2469	648	+35.6		833	134	964	131	+15.7			
Daily Mail	dailymail.co.uk	D	8385	7467	13829	5444	+64.9		5997	4254	9439	3442	+57.4		3035	1488	4332	1297	+42.7			
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9985	7467	15079	5094	+51.0		7005	4254	10332	3328	+47.5		3225	1488	4508	1283	+39.8			
Popular																						
Daily Mirror	mirror.co.uk	D	5091	4107	8629	3539	+69.5		3462	1991	5275	1813	+52.4		1700	526	2200	500	+29.4			
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	6078	4107	9533	3455	+56.9		4130	1991	5915	1785	+43.2		1842	526	2341	499	+27.1			
Daily Record	dailyrecord.co.uk	D	86	309	394	308	+355.8		44	150	194	150	+336.9		21	36	57	36	+172.8			
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	115	309	422	307	+266.4		63	150	213	149	+235.1		23	36	59	36	+157.0			
Daily Star	dailystar.co.uk	D	2183	728	2862	679	+31.1		1523	321	1833	310	+20.4		737	77	814	77	+10.4			
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2463	728	3140	676	+27.4		1677	321	1986	310	+18.5		764	77	841	76	+10.0			
Sunday People	mirror.co.uk	S	863	4107	4899	4035	+467.3		567	1991	2541	1974	+347.9		78	526	604	526	+675.4			
The Sun	thesun.co.uk	D	8962	671	9441	478	+5.3		6808	240	6997	189	+2.8		3719	46	3759	40	+1.1			
The Sun/The Sun on Sunday	thesun.co.uk	D/S	9853	671	10313	460	+4.7		7451	240	7637	186	+2.5		3853	46	3893	40	+1.0			
Regional																						
The Press and Journal	pressandjournal.co.uk	D	0	63	63	63	+6324.4		0	21	21	21	+2054.0		0	2	2	2	+227.8			
The Courier - Dundee	thecourier.co.uk	D	0	57	57	57	+5698.9		0	24	24	24	+2375.5		0	6	6	6	+557.7			
London Evening Standard	standard.co.uk	D	1483	1077	2428	945	+63.7		878	448	1294	416	+47.4		371	87	456	85	+22.8			
Metro	metro.co.uk	D	5305	1804	6706	1402	+26.4		3266	698	3868	602	+18.4		1395	130	1517	122	+8.8			
The Herald (Scotland)	heraldscotland.com	D	16	154	170	154	+970.8		6	67	73	67	+1070.9		0	16	17	16	+3374.2			
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	26	154	181	154	+583.1		7	67	74	67	+942.6		2	16	18	16	+1056.3			
The Scotsman	scotsman.com	D	47	233	279	232	+497.9		16	97	113	97	+620.4		5	18	23	18	+372.5			
The Scotsman/Scotland on Sunday	scotsman.com	D/S	57	233	290	232	+405.0		24	97	121	97	+413.3		5	18	23	18	+372.5			
Yorkshire Post	yorkshirepost.co.uk	D	587	167	747	160	+27.2		298	81	379	81	+27.0		98	8	106	8	+8.1			

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<b>PC Website only</b>	Visitors to the PC website only (and do not read the print title)
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