

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	3416	6722	9339	5923	+173.4	2142	2669	4596	2454	+114.6	1101	533	1610	509	+46.3		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	4010	6722	9807	5798	+144.6	2440	2669	4862	2422	+99.3	1146	533	1654	509	+44.4		
The Guardian	theguardian.com	D	3896	7060	9636	5740	+147.3	2198	3930	5655	3457	+157.3	868	1350	2133	1264	+145.6		
The Guardian/The Observer	theguardian.com	D/S	4368	7060	9978	5609	+128.4	2479	3930	5879	3400	+137.1	919	1350	2177	1258	+136.9		
i	inews.co.uk	D	1699	290	1973	275	+16.2	994	136	1125	131	+13.2	488	13	501	13	+2.6		
No Print Publication	independent.co.uk	D	0	4175	4175	4175	+1.0	0	1720	1720	1720	+1.0	0	353	353	353	+1.0		
The Times	thetimes.co.uk	D	4076	874	4815	739	+18.1	2380	370	2716	336	+14.1	1072	90	1155	84	+7.8		
The Times/The Sunday Times	thetimes.co.uk	D/S	5405	874	6099	694	+12.8	3303	370	3626	322	+9.8	1237	90	1320	83	+6.7		
Mid-market																			
Daily Express	express.co.uk	D	2355	4159	6344	3989	+169.4	1561	1666	3195	1634	+104.6	808	359	1165	357	+44.1		
Daily Express/Sunday Express	express.co.uk	D/S	2906	4159	6835	3928	+135.2	1880	1666	3501	1622	+86.3	861	359	1218	356	+41.4		
Daily Mail	dailymail.co.uk	D	7979	6244	13072	5093	+63.8	5686	2962	8247	2561	+45.0	2974	746	3654	680	+22.9		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	9455	6244	14322	4867	+51.5	6664	2962	9159	2495	+37.4	3162	746	3838	676	+21.4		
Popular																			
Daily Mirror	mirror.co.uk	D	4716	3466	7875	3159	+67.0	3179	1342	4448	1269	+39.9	1541	261	1798	257	+16.7		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	5621	3466	8725	3104	+55.2	3779	1342	5033	1254	+33.2	1603	261	1860	257	+16.0		
Daily Record	dailyrecord.co.uk	D	945	498	1410	465	+49.2	680	212	879	199	+29.3	369	45	412	43	+11.7		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1229	498	1676	447	+36.4	878	212	1070	192	+21.9	409	45	451	42	+10.3		
Daily Star	dailystar.co.uk	D	2160	1213	3337	1177	+54.5	1458	552	2000	542	+37.2	738	136	873	135	+18.3		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	2443	1213	3617	1175	+48.1	1626	552	2167	541	+33.3	776	136	910	135	+17.3		
Sunday People	mirror.co.uk	S	635	3466	4072	3437	+540.8	431	1342	1767	1336	+310.4	39	261	301	261	+663.2		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	9016	3592	12019	3002	+33.3	6795	1458	8079	1284	+18.9	3417	296	3694	277	+8.1		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	10047	3592	12982	2935	+29.2	7514	1458	8777	1263	+16.8	3574	296	3851	277	+7.8		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	221	82	297	76	+34.4	167	33	198	31	+18.7	110	5	114	4	+4.1		
The Courier - Dundee	thecourier.co.uk	D	255	106	356	101	+39.6	169	53	221	51	+30.3	95	17	111	16	+17.4		
London Evening Standard	standard.co.uk	D	5041	1660	6312	1271	+25.2	3347	657	3887	539	+16.1	1597	134	1721	124	+7.7		
Metro	metro.co.uk	D	10496	2325	12066	1569	+15.0	6807	898	7521	714	+10.5	2973	174	3131	158	+5.3		
The Herald (Scotland)	heraldscotland.com	D	311	270	570	259	+83.2	170	128	295	124	+73.1	79	23	101	22	+28.1		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	399	270	653	254	+63.8	227	128	351	124	+54.4	85	23	107	22	+25.9		
The Scotsman	scotsman.com	D	265	384	625	360	+136.0	136	173	301	166	+122.1	47	45	92	44	+93.7		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	349	384	706	357	+102.4	175	173	340	165	+94.3	52	45	96	44	+85.1		
Yorkshire Post	yorkshirepost.co.uk	D	390	180	566	176	+45.2	211	83	293	82	+39.0	75	12	87	12	+15.9		

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	1909	4023	5384	3475	+182.0	1175	1637	2665	1490	+126.7	594	336	912	318	+53.6		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	2212	4023	5620	3409	+154.1	1338	1637	2808	1469	+109.8	618	336	936	318	+51.4		
The Guardian	theguardian.com	D	2060	4040	5345	3285	+159.5	1121	2314	3183	2062	+183.9	441	837	1230	789	+178.7		
The Guardian/The Observer	theguardian.com	D/S	2274	4040	5489	3215	+141.4	1266	2314	3293	2027	+160.1	466	837	1252	785	+168.3		
i	inews.co.uk	D	1003	177	1173	170	+16.9	576	92	666	90	+15.7	284	6	290	6	+2.3		
No Print Publication	independent.co.uk	D	0	2484	2484	2484	+1.0	0	1052	1052	1052	+1.0	0	222	222	222	+1.0		
The Times	thetimes.co.uk	D	2317	493	2714	397	+17.1	1319	214	1512	193	+14.6	597	52	646	49	+8.3		
The Times/The Sunday Times	thetimes.co.uk	D/S	2970	493	3343	373	+12.6	1777	214	1959	183	+10.3	682	52	731	49	+7.2		
Mid-market																			
Daily Express	express.co.uk	D	1276	2455	3616	2340	+183.3	813	1044	1834	1021	+125.5	425	235	659	234	+54.9		
Daily Express/Sunday Express	express.co.uk	D/S	1566	2455	3869	2303	+147.1	979	1044	1992	1014	+103.6	453	235	687	233	+51.5		
Daily Mail	dailymail.co.uk	D	3873	3448	6657	2784	+71.9	2700	1590	4061	1361	+50.4	1419	386	1766	348	+24.5		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4583	3448	7237	2654	+57.9	3174	1590	4496	1321	+41.6	1505	386	1850	345	+22.9		
Popular																			
Daily Mirror	mirror.co.uk	D	2665	2047	4512	1847	+69.3	1845	788	2586	741	+40.2	844	152	995	151	+17.9		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3092	2047	4920	1828	+59.1	2144	788	2879	735	+34.3	876	152	1027	151	+17.2		
Daily Record	dailyrecord.co.uk	D	511	304	797	286	+56.0	376	128	494	119	+31.6	216	28	243	27	+12.6		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	655	304	937	282	+43.0	468	128	585	117	+25.0	239	28	266	26	+11.0		
Daily Star	dailystar.co.uk	D	1436	866	2276	840	+58.5	985	399	1377	392	+39.8	493	101	593	100	+20.2		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1599	866	2437	838	+52.4	1090	399	1481	391	+35.9	513	101	612	99	+19.3		
Sunday People	mirror.co.uk	S	314	2047	2348	2034	+647.7	204	788	992	787	+385.0	14	152	167	152	+1050.8		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5060	2078	6757	1697	+33.5	3921	845	4653	732	+18.7	1964	171	2124	160	+8.1		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	5571	2078	7230	1659	+29.8	4284	845	5005	722	+16.8	2055	171	2214	160	+7.8		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	111	51	159	47	+42.6	82	19	100	18	+22.4	54	3	57	3	+5.7		
The Courier - Dundee	thecourier.co.uk	D	128	82	206	78	+61.1	83	44	125	42	+50.6	46	15	60	14	+31.1		
London Evening Standard	standard.co.uk	D	2834	1061	3629	795	+28.1	1922	414	2257	335	+17.4	950	83	1026	76	+8.0		
Metro	metro.co.uk	D	5790	1421	6741	951	+16.4	3835	557	4281	445	+11.6	1702	108	1800	98	+5.8		
The Herald (Scotland)	heraldscotland.com	D	164	156	311	147	+90.0	97	75	169	72	+73.7	45	18	63	18	+40.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	200	156	344	144	+71.6	121	75	192	71	+58.3	49	18	67	18	+36.1		
The Scotsman	scotsman.com	D	150	258	385	235	+156.8	77	112	183	106	+137.7	27	29	55	29	+107.8		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	198	258	430	232	+117.3	99	112	205	105	+105.7	29	29	58	29	+98.4		
Yorkshire Post	yorkshirepost.co.uk	D	226	92	316	91	+40.1	127	42	170	42	+33.2	38	9	47	9	+24.5		

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

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: Women

Only PC websites with comScore sample of 40+ are included

Newsbrands

Print Title(s)	Website(s)	Frequency (Print)	Monthly					Weekly					Daily				
			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 %
Quality																	
The Daily Telegraph	telegraph.co.uk	D	1506	2699	3955	2449	+162.6	966	1032	1931	964	+99.8	507	197	698	191	+37.7
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	1798	2699	4187	2389	+132.8	1101	1032	2054	953	+86.5	527	197	718	191	+36.2
The Guardian	theguardian.com	D	1836	3020	4291	2454	+133.7	1077	1616	2472	1395	+129.5	427	513	902	475	+111.4
The Guardian/The Observer	theguardian.com	D/S	2095	3020	4489	2395	+114.3	1213	1616	2585	1373	+113.2	452	513	925	473	+104.5
i	inews.co.uk	D	696	113	801	105	+15.0	418	43	459	41	+9.8	204	6	211	6	+3.1
No Print Publication	independent.co.uk	D	0	1691	1691	1691	+1.0	0	668	668	668	+1.0	0	131	131	131	+1.0
The Times	thetimes.co.uk	D	1759	381	2101	342	+19.4	1061	156	1204	144	+13.6	475	38	509	34	+7.2
The Times/The Sunday Times	thetimes.co.uk	D/S	2435	381	2756	321	+13.2	1527	156	1667	140	+9.2	555	38	589	34	+6.1
Mid-market																	
Daily Express	express.co.uk	D	1079	1704	2728	1649	+152.9	748	622	1361	613	+82.0	383	124	506	123	+32.1
Daily Express/Sunday Express	express.co.uk	D/S	1340	1704	2965	1625	+121.3	901	622	1509	608	+67.5	408	124	531	123	+30.2
Daily Mail	dailymail.co.uk	D	4107	2796	6416	2309	+56.2	2986	1372	4186	1200	+40.2	1555	360	1888	333	+21.4
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	4872	2796	7085	2213	+45.4	3490	1372	4663	1173	+33.6	1657	360	1988	331	+20.0
Popular																	
Daily Mirror	mirror.co.uk	D	2051	1418	3363	1312	+63.9	1334	553	1862	528	+39.6	697	109	803	106	+15.2
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2529	1418	3805	1276	+50.4	1635	553	2154	519	+31.8	727	109	833	106	+14.6
Daily Record	dailyrecord.co.uk	D	434	194	613	179	+41.1	305	84	385	80	+26.3	153	17	169	16	+10.5
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	573	194	739	166	+28.9	410	84	485	75	+18.3	169	17	185	16	+9.4
Daily Star	dailystar.co.uk	D	724	348	1061	337	+46.5	473	152	623	150	+31.7	245	35	280	35	+14.4
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	844	348	1181	337	+39.9	536	152	686	150	+28.0	263	35	298	35	+13.4
Sunday People	mirror.co.uk	S	321	1418	1724	1402	+436.3	226	553	775	549	+242.9	25	109	134	109	+437.7
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3956	1514	5261	1305	+33.0	2874	613	3426	552	+19.2	1452	124	1570	118	+8.1
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	4476	1514	5752	1276	+28.5	3230	613	3772	542	+16.8	1519	124	1636	117	+7.7
Regional																	
The Press and Journal	pressandjournal.co.uk	D	109	31	138	29	+26.1	85	14	98	13	+15.0	56	1	58	1	+2.5
The Courier - Dundee	thecourier.co.uk	D	128	24	151	23	+18.2	87	10	96	9	+10.9	49	2	51	2	+4.5
London Evening Standard	standard.co.uk	D	2207	599	2683	476	+21.6	1425	243	1630	205	+14.3	647	52	695	48	+7.4
Metro	metro.co.uk	D	4706	903	5324	618	+13.1	2971	342	3240	268	+9.0	1272	65	1331	59	+4.7
The Herald (Scotland)	heraldscotland.com	D	147	114	259	112	+75.8	73	53	126	53	+72.3	34	4	39	4	+12.5
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	199	114	309	111	+55.8	106	53	159	53	+50.0	36	4	40	4	+12.0
The Scotsman	scotsman.com	D	115	126	240	125	+108.7	59	61	119	60	+101.7	21	16	37	16	+75.6
The Scotsman/Scotland on Sunday	scotsman.com	D/S	151	126	276	125	+82.9	75	61	135	60	+79.2	23	16	39	16	+68.4
Yorkshire Post	yorkshirepost.co.uk	D	164	88	249	86	+52.3	84	40	124	40	+47.7	38	3	40	3	+7.4

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	2832	5259	7375	4542	+160.4	1773	2135	3709	1936	+109.2	923	435	1336	413	+44.8		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3301	5259	7732	4431	+134.2	2016	2135	3925	1909	+94.7	966	435	1379	413	+42.7		
The Guardian	theguardian.com	D	3123	5609	7555	4432	+141.9	1792	3204	4563	2771	+154.6	726	1151	1796	1070	+147.3		
The Guardian/The Observer	theguardian.com	D/S	3501	5609	7816	4315	+123.3	2019	3204	4742	2722	+134.8	773	1151	1837	1064	+137.6		
i	inews.co.uk	D	1390	261	1638	247	+17.8	810	121	927	117	+14.5	403	12	415	12	+3.0		
No Print Publication	independent.co.uk	D	0	3230	3230	3230	+1.0	0	1361	1361	1361	+1.0	0	285	285	285	+1.0		
The Times	thetimes.co.uk	D	3420	758	4051	630	+18.4	2042	323	2334	291	+14.3	938	84	1015	78	+8.3		
The Times/The Sunday Times	thetimes.co.uk	D/S	4515	758	5103	588	+13.0	2818	323	3096	278	+9.9	1078	84	1155	77	+7.2		
Mid-market																			
Daily Express	express.co.uk	D	1354	3111	4339	2986	+220.5	876	1267	2120	1244	+141.9	436	276	711	275	+62.9		
Daily Express/Sunday Express	express.co.uk	D/S	1678	3111	4622	2943	+175.4	1074	1267	2309	1235	+115.0	460	276	734	275	+59.7		
Daily Mail	dailymail.co.uk	D	4993	4858	8946	3953	+79.2	3520	2388	5579	2060	+58.5	1856	625	2427	571	+30.8		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	5905	4858	9678	3773	+63.9	4126	2388	6134	2008	+48.7	1962	625	2528	567	+28.9		
Popular																			
Daily Mirror	mirror.co.uk	D	1946	2561	4317	2372	+121.9	1222	990	2172	950	+77.7	532	190	719	187	+35.1		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	2304	2561	4637	2333	+101.2	1454	990	2394	940	+64.6	545	190	732	187	+34.3		
Daily Record	dailyrecord.co.uk	D	372	401	754	382	+102.5	242	174	407	165	+68.3	132	37	168	36	+27.1		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	506	401	878	372	+73.4	326	174	487	161	+49.6	154	37	189	35	+23.0		
Daily Star	dailystar.co.uk	D	645	888	1518	873	+135.4	410	405	811	401	+97.9	200	102	300	100	+50.2		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	734	888	1607	873	+119.0	451	405	853	401	+88.9	209	102	309	100	+48.1		
Sunday People	mirror.co.uk	S	241	2561	2787	2545	+1055.3	147	990	1134	988	+673.3	13	190	203	190	+1458.1		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3303	2618	5571	2269	+68.7	2331	1047	3278	947	+40.6	1069	207	1265	196	+18.4		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	3744	2618	5972	2228	+59.5	2652	1047	3586	934	+35.2	1120	207	1317	196	+17.5		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	126	58	179	53	+42.1	92	24	113	22	+23.7	57	3	61	3	+5.6		
The Courier - Dundee	thecourier.co.uk	D	146	83	227	81	+55.4	91	45	134	43	+47.9	52	15	67	15	+27.9		
London Evening Standard	standard.co.uk	D	3530	1325	4514	983	+27.9	2286	542	2721	435	+19.0	1061	112	1163	103	+9.7		
Metro	metro.co.uk	D	6385	1801	7591	1207	+18.9	4036	714	4603	567	+14.1	1694	140	1822	129	+7.6		
The Herald (Scotland)	heraldscotland.com	D	230	231	451	221	+96.1	128	107	231	103	+80.8	64	20	84	20	+31.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	296	231	512	216	+73.1	166	107	269	103	+61.7	69	20	89	20	+28.6		
The Scotsman	scotsman.com	D	194	315	487	293	+150.6	99	144	236	137	+137.8	39	38	77	38	+96.7		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	242	315	534	292	+120.5	125	144	261	136	+108.4	44	38	82	38	+86.2		
Yorkshire Post	yorkshirepost.co.uk	D	279	141	416	137	+49.1	155	65	219	64	+41.4	60	10	70	10	+16.8		

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	583	1463	1964	1381	+236.9	369	534	887	518	+140.4	178	97	274	96	+53.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	709	1463	2075	1366	+192.8	423	534	937	513	+121.2	180	97	276	96	+53.4		
The Guardian	theguardian.com	D	773	1451	2080	1307	+169.1	406	726	1092	686	+168.9	142	199	336	194	+136.9		
The Guardian/The Observer	theguardian.com	D/S	867	1451	2162	1294	+149.2	460	726	1137	677	+147.2	145	199	339	194	+133.3		
i	inews.co.uk	D	308	29	336	27	+8.9	184	14	198	14	+7.5	85	1	85	1	+0.9		
No Print Publication	independent.co.uk	D	0	945	945	945	+1.0	0	359	359	359	+1.0	0	68	68	68	+1.0		
The Times	thetimes.co.uk	D	656	116	765	109	+16.6	338	47	383	45	+13.4	134	6	140	6	+4.4		
The Times/The Sunday Times	thetimes.co.uk	D/S	891	116	996	106	+11.9	486	47	530	44	+9.1	159	6	165	6	+3.7		
Mid-market																			
Daily Express	express.co.uk	D	1001	1048	2004	1003	+100.2	685	399	1075	390	+56.9	372	83	454	82	+22.0		
Daily Express/Sunday Express	express.co.uk	D/S	1228	1048	2213	985	+80.2	806	399	1193	387	+48.0	401	83	483	82	+20.4		
Daily Mail	dailymail.co.uk	D	2986	1386	4126	1140	+38.2	2166	574	2667	501	+23.1	1118	121	1227	109	+9.8		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	3550	1386	4644	1094	+30.8	2538	574	3024	487	+19.2	1200	121	1309	109	+9.1		
Popular																			
Daily Mirror	mirror.co.uk	D	2771	905	3558	787	+28.4	1957	352	2276	319	+16.3	1009	72	1079	70	+7.0		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3317	905	4088	771	+23.3	2324	352	2639	314	+13.5	1057	72	1128	70	+6.6		
Daily Record	dailyrecord.co.uk	D	573	96	656	83	+14.6	438	38	472	34	+7.7	237	8	244	7	+3.1		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	722	96	798	76	+10.5	553	38	584	31	+5.6	255	8	262	7	+2.7		
Daily Star	dailystar.co.uk	D	1515	325	1818	303	+20.0	1048	147	1189	141	+13.5	538	35	573	34	+6.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1709	325	2010	301	+17.6	1174	147	1314	140	+11.9	567	35	601	34	+6.0		
Sunday People	mirror.co.uk	S	394	905	1285	891	+226.0	284	352	633	349	+122.9	26	72	98	72	+271.5		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5714	974	6447	734	+12.8	4464	412	4801	337	+7.6	2348	89	2429	81	+3.5		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6303	974	7010	707	+11.2	4861	412	5191	330	+6.8	2453	89	2534	81	+3.3		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	95	24	118	23	+24.2	75	10	85	9	+12.5	53	1	54	1	+2.4		
The Courier - Dundee	thecourier.co.uk	D	109	23	129	20	+18.4	79	9	87	8	+10.0	42	2	44	2	+4.6		
London Evening Standard	standard.co.uk	D	1510	335	1798	288	+19.0	1062	115	1166	104	+9.8	537	22	558	21	+3.9		
Metro	metro.co.uk	D	4112	523	4474	363	+8.8	2771	185	2917	147	+5.3	1280	33	1309	29	+2.3		
The Herald (Scotland)	heraldscotland.com	D	81	39	120	38	+47.0	42	21	64	21	+49.9	15	2	17	2	+15.6		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	103	39	141	38	+37.0	61	21	82	21	+34.7	16	2	18	2	+14.6		
The Scotsman	scotsman.com	D	71	69	138	67	+95.5	37	29	66	29	+79.4	8	6	15	6	+79.3		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	106	69	172	65	+61.4	50	29	79	29	+58.5	8	6	15	6	+79.3		
Yorkshire Post	yorkshirepost.co.uk	D	111	39	150	39	+35.5	56	18	74	18	+32.1	15	2	17	2	+12.6		

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	829	2044	2661	1832	+221.1	421	791	1167	747	+177.5	124	148	269	145	+117.2		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	991	2044	2780	1789	+180.5	488	791	1226	738	+151.2	132	148	277	145	+110.1		
The Guardian	theguardian.com	D	1449	2331	3298	1849	+127.6	719	1239	1811	1092	+151.8	231	369	582	351	+151.6		
The Guardian/The Observer	theguardian.com	D/S	1558	2331	3368	1809	+116.1	773	1239	1852	1079	+139.5	240	369	590	350	+145.9		
i	inews.co.uk	D	556	72	622	66	+11.8	251	37	286	34	+13.6	88	4	92	4	+4.6		
No Print Publication	independent.co.uk	D	0	1292	1292	1292	+1.0	0	491	491	491	+1.0	0	91	91	91	+1.0		
The Times	thetimes.co.uk	D	1195	148	1324	130	+10.9	562	81	637	75	+13.4	201	33	230	29	+14.5		
The Times/The Sunday Times	thetimes.co.uk	D/S	1491	148	1614	123	+8.3	723	81	794	72	+9.9	218	33	247	29	+13.4		
Mid-market																			
Daily Express	express.co.uk	D	471	950	1376	905	+191.9	242	366	598	356	+147.5	79	70	148	69	+88.1		
Daily Express/Sunday Express	express.co.uk	D/S	584	950	1473	889	+152.1	290	366	646	356	+123.0	83	70	152	69	+83.5		
Daily Mail	dailymail.co.uk	D	1779	1665	3165	1385	+77.9	987	770	1679	692	+70.1	296	182	472	176	+59.3		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	2137	1665	3467	1329	+62.2	1143	770	1827	685	+59.9	321	182	496	175	+54.6		
Popular																			
Daily Mirror	mirror.co.uk	D	1470	1018	2366	896	+60.9	836	347	1161	325	+38.9	253	59	312	59	+23.2		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	1736	1018	2625	889	+51.2	969	347	1291	322	+33.2	257	59	316	59	+22.9		
Daily Record	dailyrecord.co.uk	D	265	101	363	98	+37.1	175	39	213	38	+21.9	60	6	66	6	+9.8		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	325	101	422	97	+29.8	208	39	246	38	+18.3	64	6	70	6	+9.2		
Daily Star	dailystar.co.uk	D	828	388	1200	372	+45.0	470	182	647	177	+37.5	183	44	227	44	+23.9		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	941	388	1312	372	+39.5	536	182	713	177	+32.9	202	44	245	44	+21.7		
Sunday People	mirror.co.uk	S	75	1018	1090	1016	+1359.8	43	347	389	346	+813.1	2	59	61	59	+2616.7		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	3162	1048	4002	840	+26.6	2185	431	2557	372	+17.0	823	87	905	82	+10.0		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	3565	1048	4382	817	+22.9	2453	431	2817	364	+14.8	878	87	960	82	+9.4		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	46	2	48	1	+3.1	24	1	24	1	+2.9	9	0	9	0	+1.8		
The Courier - Dundee	thecourier.co.uk	D	60	22	82	22	+36.5	31	11	43	11	+35.3	19	1	20	1	+3.7		
London Evening Standard	standard.co.uk	D	1665	532	2044	379	+22.8	1115	216	1281	166	+14.9	607	45	648	41	+6.8		
Metro	metro.co.uk	D	3931	865	4453	522	+13.3	2616	358	2874	258	+9.9	1183	73	1248	65	+5.5		
The Herald (Scotland)	heraldscotland.com	D	92	76	167	76	+82.7	46	32	78	32	+69.5	18	7	26	7	+39.6		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	125	76	200	76	+60.8	69	32	100	32	+46.4	18	7	26	7	+39.6		
The Scotsman	scotsman.com	D	48	86	132	84	+173.1	28	41	68	40	+145.5	6	10	17	10	+156.9		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	65	86	149	84	+128.9	34	41	74	40	+119.2	6	10	17	10	+156.9		
Yorkshire Post	yorkshirepost.co.uk	D	95	35	130	35	+36.3	48	18	66	18	+36.5	8	1	9	1	+19.7		

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	2587	4677	6678	4092	+158.2	1721	1879	3428	1707	+99.2	977	385	1341	364	+37.3		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3019	4677	7027	4008	+132.8	1952	1879	3636	1684	+86.3	1014	385	1378	364	+35.9		
The Guardian	theguardian.com	D	2447	4729	6338	3891	+159.0	1479	2691	3844	2365	+159.9	637	981	1551	914	+143.4		
The Guardian/The Observer	theguardian.com	D/S	2810	4729	6610	3800	+135.2	1706	2691	4027	2321	+136.1	679	981	1586	908	+133.7		
i	inews.co.uk	D	1142	218	1351	209	+18.3	742	98	839	97	+13.1	400	9	409	9	+2.2		
No Print Publication	independent.co.uk	D	0	2883	2883	2883	+1.0	0	1229	1229	1229	+1.0	0	262	262	262	+1.0		
The Times	thetimes.co.uk	D	2882	726	3491	609	+21.1	1818	289	2079	261	+14.4	871	57	925	54	+6.3		
The Times/The Sunday Times	thetimes.co.uk	D/S	3914	726	4485	571	+14.6	2581	289	2832	251	+9.7	1019	57	1073	54	+5.3		
Mid-market																			
Daily Express	express.co.uk	D	1884	3209	4968	3084	+163.7	1320	1300	2597	1277	+96.8	730	289	1017	287	+39.4		
Daily Express/Sunday Express	express.co.uk	D/S	2322	3209	5362	3040	+130.9	1590	1300	2856	1266	+79.6	778	289	1065	287	+36.9		
Daily Mail	dailymail.co.uk	D	6200	4579	9908	3708	+59.8	4698	2192	6567	1869	+39.8	2678	564	3182	505	+18.8		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	7318	4579	10856	3538	+48.3	5521	2192	7311	1810	+32.8	2841	564	3342	501	+17.6		
Popular																			
Daily Mirror	mirror.co.uk	D	3246	2448	5509	2263	+69.7	2343	995	3286	944	+40.3	1288	202	1487	198	+15.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	3884	2448	6100	2215	+57.0	2810	995	3742	932	+33.2	1346	202	1544	198	+14.7		
Daily Record	dailyrecord.co.uk	D	680	397	1047	367	+53.9	505	173	666	161	+31.8	309	39	346	37	+12.1		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	903	397	1254	350	+38.8	670	173	825	154	+23.0	344	39	381	36	+10.6		
Daily Star	dailystar.co.uk	D	1332	825	2136	804	+60.4	988	370	1353	366	+37.0	555	92	646	91	+16.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1502	825	2305	803	+53.5	1090	370	1454	364	+33.4	574	92	665	91	+15.8		
Sunday People	mirror.co.uk	S	561	2448	2982	2421	+431.7	388	995	1378	990	+255.2	37	202	239	202	+544.3		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	5855	2543	8017	2162	+36.9	4610	1028	5522	912	+19.8	2594	209	2789	195	+7.5		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	6482	2543	8600	2118	+32.7	5060	1028	5960	899	+17.8	2695	209	2890	195	+7.2		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	174	80	249	75	+42.8	143	32	174	30	+21.3	101	4	106	4	+4.3		
The Courier - Dundee	thecourier.co.uk	D	195	84	274	79	+40.6	138	42	178	40	+29.1	76	16	91	16	+20.9		
London Evening Standard	standard.co.uk	D	3376	1128	4268	892	+26.4	2232	441	2605	373	+16.7	990	89	1073	83	+8.4		
Metro	metro.co.uk	D	6565	1460	7612	1047	+15.9	4191	541	4647	456	+10.9	1790	100	1883	93	+5.2		
The Herald (Scotland)	heraldscotland.com	D	219	194	403	183	+83.5	125	96	217	93	+74.4	61	15	76	15	+24.5		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	274	194	453	179	+65.1	159	96	251	92	+57.9	67	15	81	15	+22.1		
The Scotsman	scotsman.com	D	217	298	493	276	+127.6	108	132	233	125	+116.0	41	34	75	34	+83.6		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	284	298	557	273	+96.4	141	132	266	125	+88.3	46	34	80	34	+74.9		
Yorkshire Post	yorkshirepost.co.uk	D	294	145	436	142	+48.1	163	65	227	65	+39.7	68	11	78	11	+15.5		

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	607	1317	1726	1119	+184.2	353	544	835	482	+136.4	138	105	237	99	+71.9		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	722	1317	1808	1086	+150.3	407	544	881	473	+116.1	141	105	240	99	+70.3		
The Guardian	theguardian.com	D	1158	1499	2211	1053	+91.0	647	853	1338	691	+106.9	253	303	519	266	+105.3		
The Guardian/The Observer	theguardian.com	D/S	1279	1499	2290	1012	+79.1	714	853	1389	675	+94.5	265	303	529	265	+100.1		
i	inews.co.uk	D	234	59	291	56	+24.1	93	27	120	27	+28.8	38	2	41	2	+5.6		
No Print Publication	independent.co.uk	D	0	812	812	812	+1.0	0	356	356	356	+1.0	0	78	78	78	+1.0		
The Times	thetimes.co.uk	D	909	195	1062	152	+16.7	542	86	614	72	+13.2	237	25	257	20	+8.6		
The Times/The Sunday Times	thetimes.co.uk	D/S	1122	195	1265	143	+12.8	688	86	755	66	+9.7	265	25	285	20	+7.7		
Mid-market																			
Daily Express	express.co.uk	D	271	669	909	639	+235.8	152	253	398	246	+161.8	74	50	124	50	+67.3		
Daily Express/Sunday Express	express.co.uk	D/S	342	669	972	630	+184.3	189	253	432	243	+128.7	84	50	134	50	+59.0		
Daily Mail	dailymail.co.uk	D	1288	1199	2261	972	+75.5	801	578	1301	500	+62.5	356	145	488	132	+37.2		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	1485	1199	2420	935	+63.0	913	578	1406	493	+53.9	389	145	521	131	+33.7		
Popular																			
Daily Mirror	mirror.co.uk	D	813	638	1369	557	+68.5	504	225	713	209	+41.4	177	38	215	38	+21.4		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	983	638	1528	545	+55.5	615	225	819	204	+33.2	192	38	230	38	+19.7		
Daily Record	dailyrecord.co.uk	D	11	58	69	58	+510.4	9	22	32	22	+235.7	1	4	5	4	+264.9		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	21	58	79	58	+269.9	14	22	36	22	+162.8	1	4	5	4	+264.9		
Daily Star	dailystar.co.uk	D	245	191	431	186	+76.0	148	91	239	91	+61.8	74	20	94	20	+27.4		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	284	191	469	186	+65.5	175	91	266	91	+52.2	80	20	100	20	+25.3		
Sunday People	mirror.co.uk	S	66	638	699	633	+954.3	38	225	263	225	+585.8	7	38	45	38	+523.9		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	1540	628	2027	487	+31.6	1111	250	1324	212	+19.1	445	46	490	45	+10.1		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1686	628	2163	477	+28.3	1225	250	1435	210	+17.1	461	46	506	45	+9.8		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	0	1	1	1	+1.0	0	0	0	0	+1.0	0	0	0	0	+1.0		
The Courier - Dundee	thecourier.co.uk	D	0	9	9	9	+1.0	0	5	5	5	+1.0	0	0	0	0	+1.0		
London Evening Standard	standard.co.uk	D	3441	491	3662	221	+6.4	2527	197	2639	112	+4.5	1329	45	1365	36	+2.7		
Metro	metro.co.uk	D	4083	497	4260	176	+4.3	3041	204	3152	111	+3.7	1603	40	1633	30	+1.9		
The Herald (Scotland)	heraldscotland.com	D	7	30	36	30	+439.6	4	12	17	12	+276.8	0	3	3	3	+1.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	13	30	42	30	+233.9	7	12	19	12	+179.7	0	3	3	3	+1.0		
The Scotsman	scotsman.com	D	11	41	52	41	+357.8	0	19	19	19	+1.0	0	4	4	4	+1.0		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	16	41	57	41	+253.1	1	19	20	19	+1773.3	0	4	4	4	+1.0		
Yorkshire Post	yorkshirepost.co.uk	D	6	6	12	6	+95.6	3	4	6	4	+134.0	2	2	4	2	+86.0		

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	129	419	526	397	+308.4	81	162	237	156	+192.4	38	30	68	30	+78.0		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	161	419	550	389	+241.9	97	162	253	156	+159.7	43	30	73	30	+69.8		
The Guardian	theguardian.com	D	233	484	645	412	+176.8	131	274	379	248	+189.8	43	119	158	115	+268.7		
The Guardian/The Observer	theguardian.com	D/S	262	484	663	401	+152.8	153	274	395	242	+158.4	49	119	163	114	+233.9		
i	inews.co.uk	D	107	41	146	39	+36.8	71	18	88	17	+23.8	32	1	34	1	+4.2		
No Print Publication	independent.co.uk	D	0	309	309	309	+1.0	0	129	129	129	+1.0	0	28	28	28	+1.0		
The Times	thetimes.co.uk	D	189	87	269	80	+42.4	114	49	162	47	+41.3	55	16	70	16	+29.1		
The Times/The Sunday Times	thetimes.co.uk	D/S	299	87	375	76	+25.3	199	49	245	46	+23.1	62	16	78	16	+25.0		
Mid-market																			
Daily Express	express.co.uk	D	201	261	457	257	+127.7	143	105	247	105	+73.4	82	23	106	23	+28.3		
Daily Express/Sunday Express	express.co.uk	D/S	229	261	481	252	+109.8	155	105	259	104	+67.4	82	23	106	23	+28.3		
Daily Mail	dailymail.co.uk	D	381	377	720	339	+88.8	300	176	461	161	+53.8	172	36	207	34	+20.0		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	489	377	814	325	+66.4	374	176	531	157	+41.9	182	36	216	34	+18.9		
Popular																			
Daily Mirror	mirror.co.uk	D	156	212	362	207	+132.5	83	97	179	96	+115.1	41	17	58	17	+41.0		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	176	212	381	205	+116.9	93	97	189	95	+102.0	41	17	58	17	+41.0		
Daily Record	dailyrecord.co.uk	D	892	203	1063	170	+19.1	649	104	740	91	+14.0	354	29	381	27	+7.7		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	1140	203	1292	152	+13.4	825	104	909	84	+10.2	393	29	420	26	+6.7		
Daily Star	dailystar.co.uk	D	209	64	271	61	+29.3	147	26	173	25	+17.3	96	5	101	5	+5.3		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	221	64	283	61	+27.7	156	26	181	25	+16.3	98	5	103	5	+5.2		
Sunday People	mirror.co.uk	S	18	212	229	211	+1181.5	11	97	107	96	+887.6	2	17	19	17	+751.1		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	927	298	1178	250	+27.0	731	130	843	112	+15.3	448	32	478	30	+6.7		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	1053	298	1300	247	+23.5	803	130	913	110	+13.7	464	32	494	30	+6.4		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	221	69	284	63	+28.6	167	30	195	28	+16.5	110	4	114	4	+3.7		
The Courier - Dundee	thecourier.co.uk	D	255	83	333	77	+30.3	169	41	208	38	+22.7	95	16	110	16	+16.4		
London Evening Standard	standard.co.uk	D	8	96	103	96	+1232.2	3	37	40	37	+1205.1	2	8	10	8	+475.1		
Metro	metro.co.uk	D	922	141	1019	97	+10.5	531	50	572	41	+7.8	182	11	192	10	+5.5		
The Herald (Scotland)	heraldscotland.com	D	282	136	407	124	+44.1	158	77	232	73	+46.2	79	14	93	14	+17.6		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	339	136	459	121	+35.6	195	77	267	72	+37.2	85	14	99	14	+16.2		
The Scotsman	scotsman.com	D	226	203	406	180	+79.8	129	103	224	95	+74.2	46	31	76	30	+66.0		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	277	203	454	178	+64.2	156	103	251	95	+60.6	48	31	79	30	+62.6		
Yorkshire Post	yorkshirepost.co.uk	D	2	8	9	8	+464.0	0	4	4	4	+1.0	0	1	1	1	+1.0		

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

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 %		
Quality																			
The Daily Telegraph	telegraph.co.uk	D	2680	4986	7087	4408	+164.5	1707	1963	3523	1816	+106.4	924	397	1305	380	+41.1		
The Daily Telegraph/The Sunday Telegraph	telegraph.co.uk	D/S	3127	4986	7450	4323	+138.3	1935	1963	3728	1793	+92.7	962	397	1341	380	+39.5		
The Guardian	theguardian.com	D	2505	5077	6780	4274	+170.6	1421	2802	3939	2518	+177.2	573	928	1456	883	+154.2		
The Guardian/The Observer	theguardian.com	D/S	2827	5077	7024	4197	+148.4	1612	2802	4095	2483	+154.0	606	928	1485	879	+145.2		
i	inews.co.uk	D	1357	190	1536	179	+13.2	829	91	917	88	+10.6	417	9	426	9	+2.2		
No Print Publication	independent.co.uk	D	0	3054	3054	3054	+1.0	0	1235	1235	1235	+1.0	0	248	248	248	+1.0		
The Times	thetimes.co.uk	D	2978	592	3485	507	+17.0	1723	235	1941	218	+12.6	780	49	827	47	+6.1		
The Times/The Sunday Times	thetimes.co.uk	D/S	3985	592	4460	475	+11.9	2417	235	2627	210	+8.7	910	49	957	47	+5.2		
Mid-market																			
Daily Express	express.co.uk	D	1883	3229	4977	3094	+164.3	1267	1308	2550	1283	+101.3	652	285	935	283	+43.5		
Daily Express/Sunday Express	express.co.uk	D/S	2335	3229	5381	3046	+130.5	1536	1308	2810	1274	+83.0	694	285	978	283	+40.8		
Daily Mail	dailymail.co.uk	D	6310	4668	10092	3782	+59.9	4585	2208	6485	1900	+41.4	2446	565	2959	513	+21.0		
Daily Mail/The Mail on Sunday	dailymail.co.uk	D/S	7481	4668	11088	3607	+48.2	5377	2208	7222	1845	+34.3	2591	565	3101	510	+19.7		
Popular																			
Daily Mirror	mirror.co.uk	D	3747	2615	6143	2396	+63.9	2591	1020	3555	964	+37.2	1323	206	1526	202	+15.3		
Daily Mirror/Sunday Mirror	mirror.co.uk	D/S	4462	2615	6816	2354	+52.7	3071	1020	4025	955	+31.1	1369	206	1572	202	+14.8		
Daily Record	dailyrecord.co.uk	D	41	237	279	237	+572.7	22	86	108	86	+395.6	14	12	26	12	+87.4		
Daily Record/Sunday Mail (Scotland)	dailyrecord.co.uk	D/S	67	237	304	237	+353.3	40	86	126	86	+215.8	14	12	26	12	+87.4		
Daily Star	dailystar.co.uk	D	1706	958	2635	929	+54.5	1163	434	1589	426	+36.6	569	111	678	110	+19.3		
Daily Star/Daily Star Sunday	dailystar.co.uk	D/S	1938	958	2866	928	+47.9	1295	434	1719	424	+32.8	597	111	707	109	+18.3		
Sunday People	mirror.co.uk	S	551	2615	3144	2593	+470.3	381	1020	1397	1016	+266.3	30	206	236	206	+690.4		
The Sun	thesun.co.uk/thescottishsun.co.uk	D	6549	2666	8814	2265	+34.6	4952	1078	5912	960	+19.4	2524	217	2726	202	+8.0		
The Sun/The Sun on Sunday	thesun.co.uk/thescottishsun.co.uk	D/S	7308	2666	9519	2211	+30.3	5486	1078	6429	943	+17.2	2648	217	2850	202	+7.6		
Regional																			
The Press and Journal	pressandjournal.co.uk	D	0	11	11	11	+1.0	0	3	3	3	+1.0	0	0	0	0	+1.0		
The Courier - Dundee	thecourier.co.uk	D	0	15	15	15	+1.0	0	8	8	8	+1.0	0	1	1	1	+1.0		
London Evening Standard	standard.co.uk	D	1593	1073	2547	954	+59.9	818	422	1207	390	+47.6	267	81	347	80	+30.0		
Metro	metro.co.uk	D	5491	1686	6786	1296	+23.6	3235	644	3797	562	+17.4	1188	123	1306	117	+9.9		
The Herald (Scotland)	heraldscotland.com	D	22	105	127	105	+472.2	7	39	46	39	+523.4	0	5	5	5	+1.0		
The Herald (Scotland)/Sunday Herald (Scotland)	heraldscotland.com	D/S	47	105	152	104	+219.8	25	39	64	39	+152.7	0	5	5	5	+1.0		
The Scotsman	scotsman.com	D	28	141	167	139	+498.8	7	52	59	52	+739.6	1	10	12	10	+734.6		
The Scotsman/Scotland on Sunday	scotsman.com	D/S	56	141	195	139	+248.0	18	52	69	52	+292.0	4	10	14	10	+280.0		
Yorkshire Post	yorkshirepost.co.uk	D	382	167	545	163	+42.6	208	75	283	75	+35.8	73	10	83	10	+13.3		

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