PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES

94%

94%
of GB adults 15+

52.6 million

that's **49.5** million people
consume *newsbrands & magazine
brands* across print & digital

More than 9 in 10 adults in Great Britain consume a *newsbrand
or magazine brand* either in print or digitally. 75% of GB adults
15+ read a print newspaper or magazine and 77% consume
newsbrand or magazine brand content via their PC or mobile
device.

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet
Based on all national & regional newsbrands & magazines in NRS PADD

PRINT & DIGITAL* | CONSUMPTION OF NEWSBRANDS

91%

91%
of GB adults 15+

52.6 million

that's **47.8** million people
consume *newsbrands* across
print & digital

9 in 10 adults in Great Britain consume a *newsbrand* either
in print or digitally. 61% of GB adults 15+ read a print
newspaper and 76% consume *newsbrand* content via their
PC or mobile device.

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet
Based on all national & regional newsbrands in NRS PADD

PRINT & DIGITAL* | CONSUMPTION OF MAGAZINES

70%

70%
of GB adults 15+

52.6 million

that's **36.7** million people
consume *magazine brands* across
print & digital

Almost three quarters of adults in Great Britain consume
a *magazine brand* either in print or digitally. 54% of GB
adults 15+ read a print magazine and 39% consume
magazine brands via their PC or mobile device.

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet