

PRINT & DIGITAL\* | NEWSBRANDS & MAGAZINES



95%



95%

of GB adults 15+



that's **49** 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. 81% of GB adults 15+ read a print newspaper or magazine and 75% 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



90%



91%

of GB adults 15+



that's **47.3** million people consume **newsbrands** across print & digital

9 in 10 adults in Great Britain consume a **newsbrand** either in print or digitally. 68% of GB adults 15+ read a print newspaper and 74% 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



73%



73%

of GB adults 15+



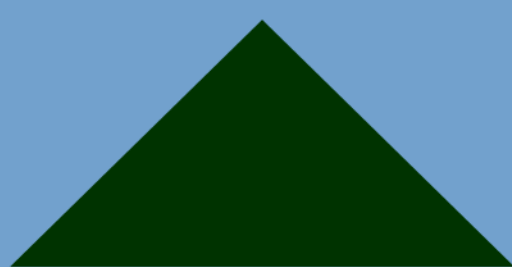
that's **38.0** million people consume **magazine brands** across print & digital

Almost three quarters of adults in Great Britain consume a **magazine brand** either in print or digitally. 61% of GB adults 15+ read a print magazine and 41% consume **magazine brands** via their PC or mobile device.

Monthly Data

\* Digital figure includes PC, laptop, mobile & tablet

DIGITAL INCREMENTAL\* | NEWSBRANDS & MAGAZINES



**+16.5%**

incremental increase to print readership across **newsbrands & magazine brands**



**+33.6%**

incremental increase to print readership across **newsbrands**



**+21.4%**

incremental increase to print readership across **magazine brands**

digital delivers...

Monthly Data

\* Digital figure includes PC, laptop, mobile & tablet