

PRINT & DIGITAL\* | NEWSBRANDS & MAGAZINES



95%



95% of GB adults 15+



that's **49.1** 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. 80% 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



91%



91% of GB adults 15+



that's **47.4** 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 **37.8** 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. 59% of GB adults 15+ read a print magazine and 40% consume **magazine brands** via their PC or mobile device.

Monthly Data

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