

PRINT & DIGITAL* | NEWSBRANDS & MAGAZINES



94%



94%

of GB adults 15+



that's **48.6** 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. 83% of GB adults 15+ read a print newspaper or magazine and 72% 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%



90%

of GB adults 15+



that's **46.7** million people consume **newsbrands** across print & digital

9 in 10 adults in Great Britain consume a **newsbrand** either in print or digitally. 70% of GB adults 15+ read a print newspaper and 71% 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+



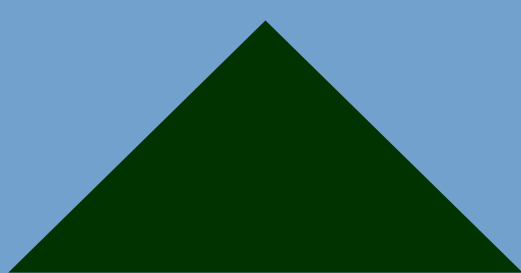
that's **37.9** million people consume **magazine brands** across print & digital

Almost three quarters of adults in Great Britain consume a **magazine brand** either in print or digitally. 62% of GB adults 15+ read a print magazine and 38% consume **magazine brands** via their PC or mobile device.

Monthly Data

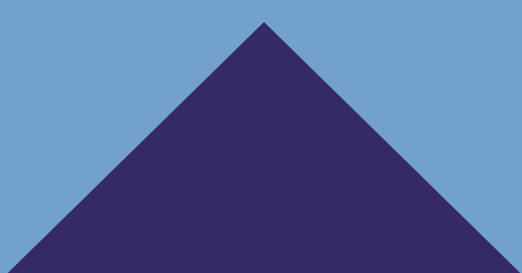
* Digital figure includes PC, laptop, mobile & tablet

DIGITAL INCREMENTAL* | NEWSBRANDS & MAGAZINES



+13.7%

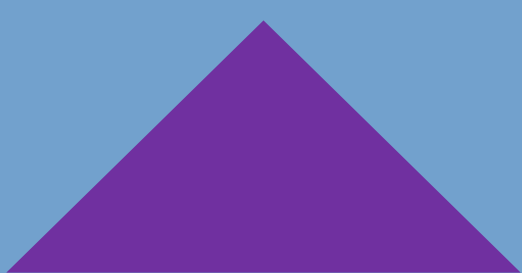
incremental increase to print readership across **newsbrands & magazine brands**



digital delivers...

+29.2%

incremental increase to print readership across **newsbrands**



+18.1%

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

Monthly Data

* Digital figure includes PC, laptop, mobile & tablet