

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Aberdeen Evening Express	PC	105,637	73,460	32,176		30
Aberdeen Evening Express	Total Mobile	363,037	252,411	110,626	70	30
Aberdeen Press & Journal	PC	101,170	73,438	27,732	73	27
Aberdeen Press & Journal	Total Mobile	420,478	304,202	116,276	72	28
Abergavenny Chronicle	PC	1,860	1,275	585	69	31
Abergavenny Chronicle	Total Mobile	6,498	4,410	2,087	68	32
Alloa Advertiser	PC	6,674	4,457	2,217	67	33
Alloa Advertiser	Total Mobile	61,733	41,202	20,531	67	33
Alton Herald	PC	1,136	810	326	71	29
Alton Herald	Total Mobile	4,611	3,266	1,345	71	29
Andover Advertiser	PC	11,799	7,983	3,816	68	32
Andover Advertiser	Total Mobile	80,542	54,466	26,076	68	32
Ardrossan Herald	PC	9,325	5,015	4,310	54	46
Ardrossan Herald	Total Mobile	106,273	57,121	49,152	54	46
Argyllshire Advertiser	PC	986	451	535	46	54
Argyllshire Advertiser	Total Mobile	3,052	1,378	1,674	45	55
Arran Banner	PC	2,198	1,008	1,189	46	54
Arran Banner	Total Mobile	3,031	1,378	1,652	45	55
Ayr Advertiser	PC	4,490	2,941	1,549	65	35
Ayr Advertiser	Total Mobile	38,125	24,747	13,378	65	35
Banbury Guardian	PC	12,415	8,256	4,159	67	33
Banbury Guardian	Total Mobile	137,832	91,420	46,412	66	34
Barking & Dagenham Post	PC	7,559	4,670	2,890	62	38
Barking & Dagenham Post	Total Mobile	63,611	40,016	23,595	63	37
barnsley chronicle	PC	10,027	7,453	2,573	74	26
barnsley chronicle	Total Mobile	79,048	58,910	20,137	75	25
Barrhead News	PC	5,793	3,496	2,297	60	40
Barrhead News	Total Mobile	73,034	44,087	28,947	60	40
Barry and District News	PC	6,087	3,890	2,197	64	36
Barry and District News	Total Mobile	54,633	34,919	19,714	64	36
Basingstoke Gazette	PC	40,696	19,664	21,032	48	52
Basingstoke Gazette	Total Mobile	385,760	184,201	201,559	48	52
Batley News	PC	1,295	891	404	69	31
Batley News	Total Mobile	8,042	5,553	2,489	69	31
becclesandbungayjournal	PC	4,093	2,920	1,173	71	29
becclesandbungayjournal	Total Mobile	22,039	15,622	6,417	71	29
Bedford Today	PC	7,800	5,288	2,513	68	32
Bedford Today	Total Mobile	60,290	40,938	19,352	68	32
Berwick Advertiser	PC	1,636	956	680	58	42
Berwick Advertiser	Total Mobile	8,069	4,641	3,428	58	42
Berwickshire News	PC	1,340	787	553	59	41
Berwickshire News	Total Mobile	3,668	2,130	1,537	58	42
Bexhill Observer	PC	5,469	4,078	1,392	75	25
Bexhill Observer	Total Mobile	41,542	30,602	10,940	74	26
Bicester Advertiser	PC	3,409	2,179	1,230	64	36

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Bicester Advertiser	Total Mobile	18,207	11,646	6,560	64	36
Biggleswade Today	PC	3,753	2,203	1,550	59	41
Biggleswade Today	Total Mobile	41,646	24,575	17,070	59	41
Birmingham Live	PC	917,377	338,049	579,328	37	63
Birmingham Live	Total Mobile	12,574,001	4,008,515	8,565,486	32	68
Blackpool Gazette	PC	56,066	34,686	21,380	62	38
Blackpool Gazette	Total Mobile	455,949	276,877	179,072	61	39
Bognor Observer	PC	6,147	4,567	1,581	74	26
Bognor Observer	Total Mobile	49,613	36,488	13,125	74	26
Border Counties Advertiser	PC	9,595	3,747	5,848	39	61
Border Counties Advertiser	Total Mobile	111,785	42,742	69,043	38	62
Border Telegraph	PC	10,531	3,756	6,775	36	64
Border Telegraph	Total Mobile	90,824	31,777	59,047	35	65
Bordon Herald	PC	618	449	169	73	27
Bordon Herald	Total Mobile	1,843	1,328	515	72	28
Borehamwood Times	PC	7,122	4,755	2,367	67	33
Borehamwood Times	Total Mobile	30,515	20,507	10,009	67	33
Bournemouth Echo	PC	187,123	74,648	112,475	40	60
Bournemouth Echo	Total Mobile	1,037,152	404,798	632,354	39	61
bracknell news	PC	14,465	8,936	5,528	62	38
bracknell news	Total Mobile	113,711	70,361	43,350	62	38
Braintree and Witham Times	PC	13,183	8,268	4,915	63	37
Braintree and Witham Times	Total Mobile	241,654	150,603	91,051	62	38
Brecon & Radnor Express	PC	2,123	1,134	989	53	47
Brecon & Radnor Express	Total Mobile	9,088	4,791	4,297	53	47
Brent and Kilburn Times	PC	13,578	7,976	5,602	59	41
Brent and Kilburn Times	Total Mobile	90,165	53,406	36,759	59	41
bridgwater mercury	PC	10,303	7,194	3,109	70	30
bridgwater mercury	Total Mobile	46,472	32,145	14,327	69	31
Bridlington Free Press	PC	4,397	2,888	1,509	66	34
Bridlington Free Press	Total Mobile	25,337	16,335	9,002	64	36
bridport news	PC	9,775	6,627	3,147	68	32
bridport news	Total Mobile	44,867	29,926	14,941	67	33
Brighouse Echo	PC	1,149	672	477	58	42
Brighouse Echo	Total Mobile	2,989	1,735	1,254	58	42
Brighton & Hove Independent	PC	15,218	8,912	6,306	59	41
Brighton & Hove Independent	Total Mobile	98,237	57,729	40,508	59	41
Bristol Live	PC	296,462	76,935	219,527	26	74
Bristol Live	Total Mobile	4,479,395	1,033,884	3,445,511	23	77
bromsgrove advertiser	PC	6,049	3,632	2,417	60	40
bromsgrove advertiser	Total Mobile	32,752	19,583	13,169	60	40
Bromsgrove Standard	PC	8,802	5,115	3,687	58	42
Bromsgrove Standard	Total Mobile	68,730	39,779	28,951	58	42
Buchan Observer	PC	2,435	1,554	882	64	36
Buchan Observer	Total Mobile	14,838	9,454	5,384	64	36

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Buckingham Today	PC	1,483	981	502	66	34
Buckingham Today	Total Mobile	4,221	2,783	1,437	66	34
Bucks Free Press	PC	50,768	36,876	13,892	73	27
Bucks Free Press	Total Mobile	289,365	209,771	79,594	72	28
Bucks Herald	PC	14,496	9,275	5,222	64	36
Bucks Herald	Total Mobile	110,112	70,688	39,424	64	36
Bude & Stratton Post	PC	1,199	827	372	69	31
Bude & Stratton Post	Total Mobile	3,278	2,229	1,049	68	32
burnham & highbridge weekly news	PC	3,052	1,935	1,118	63	37
burnham & highbridge weekly news	Total Mobile	17,588	11,063	6,525	63	37
Burnley Express	PC	22,807	14,378	8,429	63	37
Burnley Express	Total Mobile	190,531	120,066	70,465	63	37
Bury Mercury	PC	984	609	376	62	38
Bury Mercury	Total Mobile	5,350	3,293	2,058	62	38
Bury Times	PC	20,602	14,333	6,269	70	30
Bury Times	Total Mobile	226,996	157,697	69,299	69	31
Buxton Advertiser	PC	8,732	5,254	3,478	60	40
Buxton Advertiser	Total Mobile	65,940	38,985	26,955	59	41
Cambrian News	PC	12,549	9,375	3,173	75	25
Cambrian News	Total Mobile	70,697	52,231	18,466	74	26
Cambridgeshire Live	PC	406,139	92,668	313,471	23	77
Cambridgeshire Live	Total Mobile	3,928,201	536,756	3,391,445	14	86
Cambs Times	PC	11,308	7,556	3,752	67	33
Cambs Times	Total Mobile	49,837	33,244	16,593	67	33
Camelford Post	PC	332	230	102	69	31
Camelford Post	Total Mobile	903	617	286	68	32
Campbeltown Courier	PC	1,832	884	948	48	52
Campbeltown Courier	Total Mobile	3,642	1,733	1,909	48	52
Carlisle Gazette	PC	1,577	1,062	515	67	33
Carlisle Gazette	Total Mobile	6,010	4,023	1,987	67	33
Central Fife Times	PC	8,659	5,602	3,057	65	35
Central Fife Times	Total Mobile	68,192	44,097	24,095	65	35
Chad	PC	17,958	13,546	4,412	75	25
Chad	Total Mobile	185,534	140,077	45,457	75	25
chard & ilminster news	PC	5,989	4,006	1,984	67	33
chard & ilminster news	Total Mobile	23,740	15,659	8,081	66	34
Chepstow Beacon	PC	375	255	120	68	32
Chepstow Beacon	Total Mobile	1,052	705	348	67	33
Cheshire Live	PC	143,579	81,470	62,109	57	43
Cheshire Live	Total Mobile	893,479	498,448	395,031	56	44
Chester Standard	PC	20,047	9,105	10,941	45	55
Chester Standard	Total Mobile	306,296	136,998	169,298	45	55
Chichester	PC	17,877	12,984	4,893	73	27
Chichester	Total Mobile	168,377	121,099	47,278	72	28
Chorley Guardian	PC	5,990	3,944	2,046	66	34

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Chorley Guardian	Total Mobile	31,465	20,670	10,795	66	34
Chronicle Live	PC	543,040	169,630	373,410	31	69
Chronicle Live	Total Mobile	8,226,846	2,193,169	6,033,677	27	73
Clacton and Frinton Gazette	PC	19,198	12,997	6,200	68	32
Clacton and Frinton Gazette	Total Mobile	173,155	116,408	56,747	67	33
Clitheroe Advertiser	PC	4,073	2,651	1,422	65	35
Clitheroe Advertiser	Total Mobile	17,452	11,350	6,102	65	35
Clydebank Post	PC	9,950	6,347	3,603	64	36
Clydebank Post	Total Mobile	105,310	67,068	38,242	64	36
Comet	PC	22,677	15,197	7,480	67	33
Comet	Total Mobile	177,404	119,467	57,937	67	33
Cornish & Devon Post	PC	971	667	304	69	31
Cornish & Devon Post	Total Mobile	3,042	2,062	980	68	32
Cornish Times	PC	2,388	1,298	1,090	54	46
Cornish Times	Total Mobile	11,962	6,443	5,519	54	46
Cornwall Live	PC	213,710	48,953	164,757	23	77
Cornwall Live	Total Mobile	2,885,723	397,920	2,487,803	14	86
cotswold journal	PC	2,228	1,492	736	67	33
cotswold journal	Total Mobile	5,073	3,368	1,705	66	34
County Times	PC	18,335	7,833	10,502	43	57
County Times	Total Mobile	147,513	61,354	86,159	42	58
Coventry Live	PC	157,261	76,691	80,570	49	51
Coventry Live	Total Mobile	999,631	484,745	514,886	48	52
Coventry Observer	PC	13,549	7,989	5,560	59	41
Coventry Observer	Total Mobile	82,779	49,332	33,446	60	40
Craven Herald	PC	14,330	10,238	4,092	71	29
Craven Herald	Total Mobile	67,380	47,767	19,613	71	29
Crawley Observer	PC	7,609	4,465	3,144	59	41
Crawley Observer	Total Mobile	80,516	47,321	33,195	59	41
Crediton Courier	PC	1,735	997	738	57	43
Crediton Courier	Total Mobile	8,765	5,006	3,759	57	43
Cumberland & Westmorland Herald	PC	5,710	3,775	1,935	66	34
Cumberland & Westmorland Herald	Total Mobile	77,633	50,932	26,702	66	34
Cumbernauld News	PC	2,712	1,692	1,020	62	38
Cumbernauld News	Total Mobile	19,283	12,068	7,215	63	37
Cumnock Chronicle	PC	4,007	1,250	2,757	31	69
Cumnock Chronicle	Total Mobile	55,951	17,204	38,747	31	69
Daily Echo	PC	141,945	91,804	50,141	65	35
Daily Echo	Total Mobile	822,259	524,964	297,295	64	36
Daily Record	PC	909,865	419,997	489,868	46	54
Daily Record	Total Mobile	8,078,272	3,690,996	4,387,276	46	54
Darlington & Stockton Times	PC	10,712	8,021	2,691	75	25
Darlington & Stockton Times	Total Mobile	40,569	30,181	10,388	74	26
Dartmouth Chronicle	PC	795	564	230	71	29
Dartmouth Chronicle	Total Mobile	1,689	1,187	502	70	30

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Daventry Express	PC	3,238	2,043	1,195	63	37
Daventry Express	Total Mobile	18,789	11,822	6,967	63	37
Dawlish Gazette & Teignmouth News	PC	181	94	87	52	48
Dawlish Gazette & Teignmouth News	Total Mobile	584	299	285	51	49
Dawlish Post	PC	181	131	51	72	28
Dawlish Post	Total Mobile	537	382	155	71	29
Deeside Piper	PC	819	476	343	58	42
Deeside Piper	Total Mobile	2,343	1,348	995	58	42
Denbighshire Free Press	PC	6,714	4,431	2,283	66	34
Denbighshire Free Press	Total Mobile	42,805	27,963	14,842	65	35
Derbyshire Live	PC	157,584	43,587	113,997	28	72
Derbyshire Live	Total Mobile	1,985,415	543,173	1,442,242	27	73
Derbyshire Times	PC	34,410	26,599	7,811	77	23
Derbyshire Times	Total Mobile	457,140	347,715	109,425	76	24
Dereham Times	PC	2,423	1,578	845	65	35
Dereham Times	Total Mobile	21,272	13,695	7,577	64	36
Devon Live	PC	196,112	125,403	70,709	64	36
Devon Live	Total Mobile	1,741,419	1,105,073	636,346	63	37
Dewsbury Reporter	PC	2,807	1,898	908	68	32
Dewsbury Reporter	Total Mobile	27,739	18,841	8,899	68	32
Diss Express	PC	4,312	2,945	1,368	68	32
Diss Express	Total Mobile	8,043	5,419	2,625	67	33
Diss Mercury	PC	1,784	1,135	648	64	36
Diss Mercury	Total Mobile	9,540	6,035	3,505	63	37
Doncaster Free Press	PC	44,177	31,718	12,458	72	28
Doncaster Free Press	Total Mobile	434,223	310,902	123,321	72	28
Donside Piper	PC	252	151	101	60	40
Donside Piper	Total Mobile	127	75	52	59	41
dorset echo	PC	120,911	21,825	99,086	18	82
dorset echo	Total Mobile	984,388	150,525	833,863	15	85
droitwich advertiser	PC	602	421	181	70	30
droitwich advertiser	Total Mobile	1,647	1,144	503	69	31
Droitwich Standard	PC	3,002	1,729	1,273	58	42
Droitwich Standard	Total Mobile	19,672	11,280	8,392	57	43
Dumbarton Reporter	PC	4,998	2,854	2,144	57	43
Dumbarton Reporter	Total Mobile	48,220	27,529	20,691	57	43
Dundee Evening Telegraph	PC	30,254	21,621	8,633	71	29
Dundee Evening Telegraph	Total Mobile	255,377	182,312	73,065	71	29
Dundee The Courier	PC	142,229	109,984	32,245	77	23
Dundee The Courier	Total Mobile	644,842	497,001	147,841	77	23
Dunfermline Press	PC	16,794	8,764	8,030	52	48
Dunfermline Press	Total Mobile	227,580	117,442	110,138	52	48
Dunmow Broadcast	PC	1,453	913	539	63	37
Dunmow Broadcast	Total Mobile	7,727	4,846	2,881	63	37
Dunstable Today	PC	1,859	1,219	640	66	34

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Dunstable Today	Total Mobile	11,768	7,793	3,975		34
eadt24	PC	123,145	88,940	34,205	72	28
eadt24	Total Mobile	649,288	467,456	181,832	72	28
East Lothian Courier	PC	21,499	8,815	12,684	41	59
East Lothian Courier	Total Mobile	166,814	67,555	99,259	40	60
Eastbourne Herald	PC	22,828	16,915	5,913	74	26
Eastbourne Herald	Total Mobile	177,325	129,624	47,701	73	27
Eastwood Advertiser	PC	962	604	358	63	37
Eastwood Advertiser	Total Mobile	10,019	6,279	3,739	63	37
Echo News	PC	125,140	94,640	30,500	76	24
Echo News	Total Mobile	563,844	425,505	138,339	75	25
Edinburgh Evening News	PC	301,261	172,583	128,678	57	43
Edinburgh Evening News	Total Mobile	1,502,708	854,998	647,710	57	43
EDP24	PC	489,395	271,305	218,090	55	45
EDP24	Total Mobile	1,396,895	762,730	634,165	55	45
Ellon Times	PC	541	359	182	66	34
Ellon Times	Total Mobile	1,291	854	437	66	34
Ely Standard	PC	10,606	7,069	3,537	67	33
Ely Standard	Total Mobile	52,617	35,019	17,598	67	33
Enfield Independent	PC	8,952	5,808	3,144	65	35
Enfield Independent	Total Mobile	38,534	25,268	13,267	66	34
Epping Forest Guardian	PC	7,033	4,512	2,521	64	36
Epping Forest Guardian	Total Mobile	47,106	30,495	16,611	65	35
Essex Live	PC	202,287	77,083	125,204	38	62
Essex Live	Total Mobile	2,726,253	1,027,063	1,699,190	38	62
Evening Times	PC	50,538	36,055	14,483	71	29
Evening Times	Total Mobile	940,947	673,499	267,448	72	28
evesham journal	PC	6,138	4,079	2,059	66	34
evesham journal	Total Mobile	32,304	21,327	10,977	66	34
Evesham Observer	PC	2,299	1,291	1,009	56	44
Evesham Observer	Total Mobile	8,670	4,823	3,848	56	44
Examiner Live	PC	320,616	78,317	242,299	24	76
Examiner Live	Total Mobile	4,132,811	201,403	3,931,408	5	95
Exmouth Journal	PC	5,081	3,256	1,825	64	36
Exmouth Journal	Total Mobile	17,127	10,908	6,218	64	36
Express & Star	PC	88,927	57,820	31,107	65	35
Express & Star	Total Mobile	729,546	474,284	255,262	65	35
Fakenham Times	PC	2,345	1,547	798	66	34
Fakenham Times	Total Mobile	18,621	12,142	6,480	65	35
Falkirk Herald	PC	19,281	7,830	11,450	41	59
Falkirk Herald	Total Mobile	248,609	99,951	148,658	40	60
Falmouth Packet	PC	33,551	17,887	15,664	53	47
Falmouth Packet	Total Mobile	239,096	125,634	113,462	53	47
Farnham Herald	PC	11,847	8,954	2,893	76	24
Farnham Herald	Total Mobile	26,898	20,169	6,729	75	25

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Fenland Citizen	PC	4,350	2,651	1,699	61	39
Fenland Citizen	Total Mobile	18,486	11,239	7,247	61	39
Fife Today	PC	21,112	13,220	7,893	63	37
Fife Today	Total Mobile	198,201	123,651	74,550	62	38
Forest & Wye Valley Review	PC	1,188	816	372	69	31
Forest & Wye Valley Review	Total Mobile	3,122	2,118	1,003	68	32
Forres Gazette	PC	3,996	1,342	2,654	34	66
Forres Gazette	Total Mobile	32,411	10,696	21,716	33	67
Fraserburgh Herald	PC	590	378	212	64	36
Fraserburgh Herald	Total Mobile	5,520	3,538	1,982	64	36
free press series	PC	3,728	2,389	1,339	64	36
free press series	Total Mobile	23,032	14,657	8,375	64	36
Galloway Gazette	PC	2,208	952	1,257	43	57
Galloway Gazette	Total Mobile	7,288	3,087	4,201	42	58
Garstang Courier	PC	964	570	394	59	41
Garstang Courier	Total Mobile	2,630	1,529	1,101	58	42
Gazette & Herald - Rydale	PC	8,662	5,931	2,731	68	32
Gazette & Herald - Rydale	Total Mobile	72,062	48,770	23,292	68	32
gazette and herald	PC	28,616	20,284	8,333	71	29
gazette and herald	Total Mobile	142,938	101,086	41,852	71	29
Gazette News	PC	96,222	46,223	49,999	48	52
Gazette News	Total Mobile	910,651	431,355	479,296	47	53
gazette series	PC	13,605	8,792	4,814	65	35
gazette series	Total Mobile	129,491	83,664	45,827	65	35
Gloucester Review	PC	235	159	76	68	32
Gloucester Review	Total Mobile	1,042	699	343	67	33
Gloucestershire Live	PC	314,831	66,738	248,093	21	79
Gloucestershire Live	Total Mobile	2,869,383	541,090	2,328,293	19	81
Grampian Online	PC	5,686	3,973	1,713	70	30
Grampian Online	Total Mobile	52,094	36,268	15,826	70	30
Grantham Journal	PC	13,039	9,169	3,870	70	30
Grantham Journal	Total Mobile	81,600	57,068	24,532	70	30
Great Yarmouth Mercury	PC	14,569	10,501	4,068	72	28
Great Yarmouth Mercury	Total Mobile	138,690	99,534	39,156	72	28
Greenock Telegraph	PC	22,196	9,851	12,345	44	56
Greenock Telegraph	Total Mobile	133,904	58,421	75,483	44	56
Grimsby Live	PC	92,067	26,079	65,988	28	72
Grimsby Live	Total Mobile	1,123,209	312,792	810,417	28	72
Guardian Series	PC	27,046	17,360	9,685	64	36
Guardian Series	Total Mobile	173,746	112,376	61,370	65	35
Hackney Gazette	PC	8,499	5,124	3,375	60	40
Hackney Gazette	Total Mobile	40,903	25,088	15,815	61	39
halesowen news	PC	7,673	4,502	3,171	59	41
halesowen news	Total Mobile	121,892	71,794	50,098	59	41
Halifax Courier	PC	21,637	15,140	6,496	70	30

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Halifax Courier	Total Mobile	191,642	134,458	57,184	70	30
Halstead Gazette	PC	4,615	3,087	1,528	67	33
Halstead Gazette	Total Mobile	21,401	14,203	7,198	66	34
hampshirechronicle	PC	23,686	16,342	7,344	69	31
hampshirechronicle	Total Mobile	157,352	108,405	48,947	69	31
Hampstead & Highgate Express	PC	29,796	17,525	12,271	59	41
Hampstead & Highgate Express	Total Mobile	132,193	78,480	53,713	59	41
Harborough Mail	PC	8,022	5,354	2,669	67	33
Harborough Mail	Total Mobile	41,258	27,323	13,935	66	34
Harrogate Advertiser	PC	12,770	9,216	3,554	72	28
Harrogate Advertiser	Total Mobile	70,892	50,785	20,107	72	28
Harrow Times	PC	12,763	7,935	4,828	62	38
Harrow Times	Total Mobile	123,939	77,429	46,510	62	38
Hartlepool Mail	PC	25,892	11,029	14,863	43	57
Hartlepool Mail	Total Mobile	191,337	80,536	110,801	42	58
Harwich and Manningtree Standard	PC	6,750	4,503	2,247	67	33
Harwich and Manningtree Standard	Total Mobile	39,561	26,205	13,356	66	34
Haslemere Herald	PC	1,386	975	411	70	30
Haslemere Herald	Total Mobile	7,917	5,536	2,381	70	30
Hastings Observer	PC	15,944	12,077	3,867	76	24
Hastings Observer	Total Mobile	121,734	91,112	30,622	75	25
Hebden Bridge Times	PC	605	347	258	57	43
Hebden Bridge Times	Total Mobile	2,649	1,516	1,133	57	43
Helensburgh Advertiser	PC	7,414	2,389	5,025	32	68
Helensburgh Advertiser	Total Mobile	66,863	21,152	45,711	32	68
Hemel Today	PC	10,834	6,580	4,253	61	39
Hemel Today	Total Mobile	58,749	35,826	22,922	61	39
henleystandard	PC	13,982	9,638	4,343	69	31
henleystandard	Total Mobile	35,078	24,121	10,957	69	31
Herald scotland	PC	403,145	291,633	111,512	72	28
Herald scotland	Total Mobile	1,501,350	1,085,295	416,055	72	28
Herald series	PC	7,004	4,799	2,206	69	31
Herald series	Total Mobile	27,686	18,887	8,799	68	32
hereford times	PC	44,642	34,860	9,782	78	22
hereford times	Total Mobile	238,899	184,793	54,106	77	23
Hertfordshire Mercury	PC	191,938	45,817	146,121	24	76
Hertfordshire Mercury	Total Mobile	2,970,275	601,980	2,368,295	20	80
Herts Advertiser	PC	16,731	10,839	5,891	65	35
Herts Advertiser	Total Mobile	100,223	65,181	35,042	65	35
Hexham Courant	PC	12,936	7,500	5,436	58	42
Hexham Courant	Total Mobile	85,315	48,983	36,332	57	43
Holsworthy Post	PC	402	279	123	69	31
Holsworthy Post	Total Mobile	1,002	686	316	68	32
Hucknall Dispatch	PC	2,638	1,354	1,284	51	49
Hucknall Dispatch	Total Mobile	45,776	23,638	22,138	52	48

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Hull Live	PC	235,468	61,571	173,897	26	74
Hull Live	Total Mobile	4,072,679	432,311	3,640,368	11	89
Hunts Post	PC	11,295	7,714	3,581	68	32
Hunts Post	Total Mobile	46,714	31,940	14,774	68	32
Ilford Recorder	PC	10,433	6,207	4,226	59	41
Ilford Recorder	Total Mobile	73,441	44,144	29,297	60	40
Ilkey Gazette	PC	6,473	4,175	2,297	65	35
Ilkey Gazette	Total Mobile	36,672	23,500	13,172	64	36
Inverness Courier	PC	38,756	9,812	28,944	25	75
Inverness Courier	Total Mobile	249,692	62,401	187,291	25	75
Inverurie Herald	PC	291	195	96	67	33
Inverurie Herald	Total Mobile	454	303	151	67	33
Ipswich Star	PC	54,697	37,690	17,007	69	31
Ipswich Star	Total Mobile	276,676	190,018	86,658	69	31
Irvine Times	PC	5,867	3,978	1,890	68	32
Irvine Times	Total Mobile	77,512	52,520	24,992	68	32
Isle of Wight County Press	PC	118,046	32,105	85,942	27	73
Isle of Wight County Press	Total Mobile	471,658	125,208	346,449	27	73
Islington Gazette	PC	7,024	4,234	2,790	60	40
Islington Gazette	Total Mobile	32,275	19,791	12,484	61	39
Ivybridge & South Brent Gazette	PC	163	116	47	71	29
Ivybridge & South Brent Gazette	Total Mobile	417	294	123	71	29
John OGroat Journal	PC	11,599	3,895	7,704	34	66
John OGroat Journal	Total Mobile	55,698	18,318	37,380	33	67
Keighley News	PC	12,363	8,452	3,912	68	32
Keighley News	Total Mobile	97,106	66,209	30,897	68	32
Kenilworth Weekly News	PC	2,743	1,878	866	68	32
Kenilworth Weekly News	Total Mobile	19,150	13,088	6,062	68	32
Kent Live	PC	240,354	81,443	158,911	34	66
Kent Live	Total Mobile	3,274,652	1,091,743	2,182,909	33	67
KentOnline	PC	332,926	171,767	161,159	52	48
KentOnline	Total Mobile	1,970,856	1,005,464	965,392	51	49
kidderminster shuttle	PC	14,423	9,252	5,171	64	36
kidderminster shuttle	Total Mobile	131,014	83,576	47,438	64	36
Kincardineshire Observer	PC	894	530	364	59	41
Kincardineshire Observer	Total Mobile	349	205	144	59	41
Kingsbridge & Salcombe Gazette	PC	861	604	258	70	30
Kingsbridge & Salcombe Gazette	Total Mobile	2,396	1,663	733	69	31
Kirkintilloch Herald	PC	3,856	2,368	1,488	61	39
Kirkintilloch Herald	Total Mobile	32,838	20,127	12,711	61	39
Knutsford Guardian	PC	10,145	6,587	3,558	65	35
Knutsford Guardian	Total Mobile	74,535	47,826	26,709	64	36
Lancashire Post	PC	69,436	47,980	21,456	69	31
Lancashire Post	Total Mobile	601,884	413,809	188,075	69	31
Lancashire Telegraph	PC	128,986	46,011	82,975	36	64

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Lancashire Telegraph	Total Mobile	1,109,582	391,321	718,261	35	65
Lancaster Guardian	PC	13,161	8,623	4,537	66	34
Lancaster Guardian	Total Mobile	173,032	112,001	61,031	65	35
Lancs Live	PC	164,267	36,672	127,595	22	78
Lancs Live	Total Mobile	2,311,687	96,285	2,215,402	4	96
Largs & Millport News	PC	10,401	1,844	8,557	18	82
Largs & Millport News	Total Mobile	93,844	16,122	77,722	17	83
Leamington Courier	PC	13,221	9,257	3,964	70	30
Leamington Courier	Total Mobile	117,332	82,058	35,274	70	30
Leamington Observer	PC	8,339	4,828	3,511	58	42
Leamington Observer	Total Mobile	29,837	17,238	12,598	58	42
ledburyreporter	PC	4,298	3,042	1,256	71	29
ledburyreporter	Total Mobile	8,315	5,819	2,496	70	30
Leicestershire Live	PC	187,186	87,627	99,559	47	53
Leicestershire Live	Total Mobile	1,770,537	821,833	948,704	46	54
Leigh Journal	PC	8,560	5,215	3,345	61	39
Leigh Journal	Total Mobile	93,444	56,957	36,487	61	39
Leighton Buzzard Online	PC	4,253	2,385	1,868	56	44
Leighton Buzzard Online	Total Mobile	29,556	16,597	12,959	56	44
Lincolnshire Live	PC	108,302	56,252	52,050	52	48
Lincolnshire Live	Total Mobile	897,245	457,992	439,253	51	49
Lincolnshire World	PC	22,205	17,040	5,164	77	23
Lincolnshire World	Total Mobile	126,133	95,815	30,318	76	24
Linlithgow Gazette	PC	2,732	1,505	1,227	55	45
Linlithgow Gazette	Total Mobile	23,935	13,218	10,718	55	45
Liphook Herald	PC	232	170	61	74	26
Liphook Herald	Total Mobile	588	429	159	73	27
Littlehampton Gazette	PC	7,916	5,917	1,999	75	25
Littlehampton Gazette	Total Mobile	68,326	50,750	17,576	74	26
Liverpool Echo	PC	648,223	208,831	439,392	32	68
Liverpool Echo	Total Mobile	9,227,055	1,337,616	7,889,439	14	86
Lowestoft Journal	PC	11,222	8,277	2,945	74	26
Lowestoft Journal	Total Mobile	80,765	59,220	21,545	73	27
ludlow advertiser	PC	3,333	2,227	1,106	67	33
ludlow advertiser	Total Mobile	10,289	6,784	3,505	66	34
Luton Today	PC	17,408	11,422	5,986	66	34
Luton Today	Total Mobile	182,494	121,000	61,494	66	34
Lynn News	PC	19,226	14,247	4,979	74	26
Lynn News	Total Mobile	170,986	126,025	44,961	74	26
Lytham St Annes Express	PC	3,469	2,328	1,140	67	33
Lytham St Annes Express	Total Mobile	10,247	6,766	3,481	66	34
Maidenhead Advertiser	PC	19,015	12,388	6,627	65	35
Maidenhead Advertiser	Total Mobile	70,796	46,065	24,731	65	35
Maldon and Burnham Standard	PC	8,980	5,933	3,047	66	34
Maldon and Burnham Standard	Total Mobile	56,234	37,072	19,162	66	34

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
malvern gazette	PC	7,903	5,480	2,423	69	31
malvern gazette	Total Mobile	31,553	21,682	9,871	69	31
Malvern Observer	PC	1,356	761	595	56	44
Malvern Observer	Total Mobile	8,319	4,657	3,662	56	44
Manchester Evening News	PC	993,788	418,461	575,327	42	58
Manchester Evening News	Total Mobile	15,729,316	3,276,229	12,453,087	21	79
Matlock Mercury	PC	3,321	1,905	1,415	57	43
Matlock Mercury	Total Mobile	18,549	10,479	8,070	56	44
Mearns Leader	PC	607	346	261	57	43
Mearns Leader	Total Mobile	2,578	1,466	1,112	57	43
Melton Times	PC	7,060	4,636	2,424	66	34
Melton Times	Total Mobile	32,296	21,052	11,244	65	35
Messenger Newspapers	PC	11,074	5,468	5,605	49	51
Messenger Newspapers	Total Mobile	47,753	23,543	24,209	49	51
Mid Devon Advertiser	PC	1,969	1,078	890	55	45
Mid Devon Advertiser	Total Mobile	14,437	7,814	6,623	54	46
Mid Sussex Times	PC	7,581	5,089	2,492	67	33
Mid Sussex Times	Total Mobile	34,513	23,093	11,420	67	33
Midhurst and Petworth	PC	3,636	2,712	924	75	25
Midhurst and Petworth	Total Mobile	13,117	9,670	3,447	74	26
Midlothian Advertiser	PC	4,375	2,714	1,662	62	38
Midlothian Advertiser	Total Mobile	34,376	21,411	12,965	62	38
Midsomer Norton & Radstock Journal	PC	1,157	720	437	62	38
Midsomer Norton & Radstock Journal	Total Mobile	5,504	3,421	2,083	62	38
Milngavie & Bearsden Herald	PC	2,322	1,333	989	57	43
Milngavie & Bearsden Herald	Total Mobile	11,319	6,406	4,914	57	43
Milton Keynes	PC	30,234	16,056	14,178	53	47
Milton Keynes	Total Mobile	328,300	175,208	153,092	53	47
Mirfield Reporter	PC	1,187	853	334	72	28
Mirfield Reporter	Total Mobile	1,678	1,205	473	72	28
Monmouthshire Beacon	PC	6,297	4,428	1,868	70	30
Monmouthshire Beacon	Total Mobile	7,618	5,264	2,354	69	31
Morpeth Herald	PC	1,258	731	527	58	42
Morpeth Herald	Total Mobile	3,427	1,963	1,464	57	43
Motherwell Times	PC	1,951	1,228	722	63	37
Motherwell Times	Total Mobile	21,433	13,566	7,867	63	37
My London	PC	457,674	139,563	318,111	30	70
My London	Total Mobile	7,434,843	1,517,457	5,917,386	20	80
Narbeth & Whitland Observer	PC	486	330	156	68	32
Narbeth & Whitland Observer	Total Mobile	1,346	900	446	67	33
New Milton Advertiser & Lymington Times	PC	16,747	11,903	4,845	71	29
New Milton Advertiser & Lymington Times	Total Mobile	87,640	61,250	26,390	70	30
Newark Advertiser	PC	12,817	7,139	5,679	56	44
Newark Advertiser	Total Mobile	93,761	52,063	41,697	56	44
newburytoday	PC	19,801	14,412	5,389	73	27

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
newburytoday	Total Mobile	49,647	35,895	13,752	72	28
Newham Recorder	PC	9,212	5,349	3,863	58	42
Newham Recorder	Total Mobile	64,408	37,971	26,437	59	41
News & Star	PC	150,510	43,750	106,761	29	71
News & Star	Total Mobile	821,442	234,273	587,169	29	71
News Post Leader	PC	1,405	850	556	60	40
News Post Leader	Total Mobile	19,483	11,762	7,721	60	40
News Shopper	PC	145,135	73,129	72,006	50	50
News Shopper	Total Mobile	820,522	416,198	404,324	51	49
North Devon Gazette	PC	11,088	7,552	3,536	68	32
North Devon Gazette	Total Mobile	48,322	32,552	15,770	67	33
North Norfolk News	PC	12,656	8,491	4,164	67	33
North Norfolk News	Total Mobile	82,293	54,410	27,883	66	34
North Somerset Times	PC	5,360	3,575	1,785	67	33
North Somerset Times	Total Mobile	22,668	14,940	7,728	66	34
North Wales Live	PC	188,053	59,169	128,884	31	69
North Wales Live	Total Mobile	1,453,127	448,656	1,004,471	31	69
North Wales Pioneer	PC	6,924	3,307	3,617	48	52
North Wales Pioneer	Total Mobile	74,351	35,024	39,327	47	53
Northampton Chronicle	PC	47,482	34,935	12,547	74	26
Northampton Chronicle	Total Mobile	441,063	325,080	115,983	74	26
Northants Telegraph	PC	31,078	23,044	8,034	74	26
Northants Telegraph	Total Mobile	275,068	204,294	70,774	74	26
Northern Scot	PC	11,904	6,431	5,473	54	46
Northern Scot	Total Mobile	97,478	52,422	45,056	54	46
Northern Times	PC	6,034	1,386	4,648	23	77
Northern Times	Total Mobile	37,809	8,428	29,381	22	78
Northumberland Gazette	PC	16,162	2,882	13,280	18	82
Northumberland Gazette	Total Mobile	169,004	29,317	139,687	17	83
Northwich Guardian	PC	16,067	11,564	4,503	72	28
Northwich Guardian	Total Mobile	82,463	58,872	23,591	71	29
Norwich Evening News 24	PC	41,573	28,601	12,972	69	31
Norwich Evening News 24	Total Mobile	254,425	174,917	79,508	69	31
Nottinghamshire Live	PC	154,270	36,663	117,607	24	76
Nottinghamshire Live	Total Mobile	2,573,411	485,363	2,088,048	19	81
Oban Times	PC	3,948	2,736	1,212	69	31
Oban Times	Total Mobile	23,766	16,301	7,465	69	31
Okehampton Times	PC	1,662	1,161	501	70	30
Okehampton Times	Total Mobile	4,769	3,300	1,468	69	31
Oxford mail	PC	105,037	57,942	47,095	55	45
Oxford mail	Total Mobile	767,246	420,118	347,128	55	45
Oxford times	PC	105,037	58,943	46,094	56	44
Oxford times	Total Mobile	767,246	425,509	341,737	55	45
Paisley Gazette	PC	9,052	5,798	3,254	64	36
Paisley Gazette	Total Mobile	100,421	64,323	36,098	64	36

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Peeblesshire News	PC	3,981	2,406	1,575	60	40
Peeblesshire News	Total Mobile	14,865	8,891	5,975	60	40
penarth times	PC	4,420	2,683	1,737	61	39
penarth times	Total Mobile	45,670	27,660	18,010	61	39
Pendle Today	PC	4,196	2,766	1,430	66	34
Pendle Today	Total Mobile	16,250	10,702	5,547	66	34
Peterborough Today	PC	43,387	31,928	11,458	74	26
Peterborough Today	Total Mobile	315,117	232,204	82,913	74	26
petersfield post	PC	1,636	1,124	511	69	31
petersfield post	Total Mobile	3,940	2,675	1,265	68	32
Pink un	PC	58,231	44,412	13,819	76	24
Pink un	Total Mobile	210,714	159,892	50,822	76	24
Plymouth Live	PC	120,747	32,849	87,898	27	73
Plymouth Live	Total Mobile	1,126,425	301,775	824,650	27	73
Pocklington Post	PC	1,616	933	683	58	42
Pocklington Post	Total Mobile	5,324	3,039	2,285	57	43
Pontefract & Castleford Express	PC	7,144	4,788	2,355	67	33
Pontefract & Castleford Express	Total Mobile	114,443	76,873	37,570	67	33
Portsmouth	PC	89,372	60,811	28,561	68	32
Portsmouth	Total Mobile	1,008,376	678,436	329,940	67	33
reading chronicle	PC	31,144	20,087	11,058	64	36
reading chronicle	Total Mobile	297,240	192,369	104,871	65	35
redditch advertiser	PC	7,480	4,755	2,725	64	36
redditch advertiser	Total Mobile	70,581	44,754	25,827	63	37
Redditch Standard	PC	10,569	6,098	4,471	58	42
Redditch Standard	Total Mobile	77,403	44,564	32,840	58	42
Rhyl Journal	PC	6,480	4,040	2,440	62	38
Rhyl Journal	Total Mobile	51,324	31,617	19,707	62	38
Richmond & Twickenham Times	PC	13,344	7,984	5,360	60	40
Richmond & Twickenham Times	Total Mobile	62,985	37,876	25,109	60	40
Ripon Gazette	PC	846	635	211	75	25
Ripon Gazette	Total Mobile	1,560	1,158	402	74	26
Romford Recorder	PC	12,750	8,691	4,059	68	32
Romford Recorder	Total Mobile	87,504	59,967	27,537	69	31
romsey advertiser	PC	5,921	3,825	2,096	65	35
romsey advertiser	Total Mobile	37,502	24,121	13,381	64	36
Ross Gazette	PC	1,052	703	348	67	33
Ross Gazette	Total Mobile	2,719	1,796	923	66	34
Ross-shire Journal	PC	11,649	6,971	4,677	60	40
Ross-shire Journal	Total Mobile	49,133	29,147	19,986	59	41
Rotherham Advertiser	PC	15,171	9,836	5,335	65	35
Rotherham Advertiser	Total Mobile	75,485	49,021	26,464	65	35
Royston Crow	PC	3,745	1,902	1,843	51	49
Royston Crow	Total Mobile	15,011	7,600	7,411	51	49
Rugby Advertiser	PC	6,783	4,579	2,205	68	32

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Rugby Advertiser	Total Mobile	43,011	29,001	14,010	67	33
Rugby Observer	PC	7,752	3,289	4,463	42	58
Rugby Observer	Total Mobile	29,611	12,528	17,083	42	58
Rutland Times	PC	988	667	321	68	32
Rutland Times	Total Mobile	1,342	896	446	67	33
Rye and Battle Observer	PC	2,314	1,709	605	74	26
Rye and Battle Observer	Total Mobile	11,861	8,647	3,214	73	27
Saffron Walden Reporter	PC	4,263	2,695	1,568	63	37
Saffron Walden Reporter	Total Mobile	15,126	9,530	5,596	63	37
salisbury journal	PC	33,251	24,143	9,108	73	27
salisbury journal	Total Mobile	183,068	131,974	51,094	72	28
Sheffield Telegraph	PC	7,135	4,388	2,747	61	39
Sheffield Telegraph	Total Mobile	57,221	35,346	21,875	62	38
Shields Gazette	PC	32,294	9,032	23,262	28	72
Shields Gazette	Total Mobile	378,956	104,580	274,376	28	72
Shoreham Herald	PC	3,547	2,590	957	73	27
Shoreham Herald	Total Mobile	20,420	14,807	5,613	73	27
shropshire star	PC	39,711	28,935	10,776	73	27
shropshire star	Total Mobile	314,218	227,416	86,802	72	28
Sidmouth Herald	PC	3,841	2,594	1,247	68	32
Sidmouth Herald	Total Mobile	10,375	6,835	3,540	66	34
Slough Express	PC	4,567	2,760	1,807	60	40
Slough Express	Total Mobile	29,622	18,004	11,618	61	39
Slough Observer	PC	7,774	4,808	2,966	62	38
Slough Observer	Total Mobile	86,755	53,908	32,847	62	38
Solihull Observer	PC	9,287	5,600	3,687	60	40
Solihull Observer	Total Mobile	33,812	20,259	13,553	60	40
somerset county gazette	PC	39,900	28,713	11,188	72	28
somerset county gazette	Total Mobile	240,477	171,456	69,021	71	29
Somerset Live	PC	175,745	112,226	63,519	64	36
Somerset Live	Total Mobile	1,145,591	728,272	417,319	64	36
South Hams Gazette	PC	870	588	282	68	32
South Hams Gazette	Total Mobile	5,150	3,455	1,695	67	33
south wales argus	PC	111,290	43,435	67,855	39	61
south wales argus	Total Mobile	868,123	334,761	533,362	39	61
south wales guardian	PC	8,030	5,343	2,687	67	33
south wales guardian	Total Mobile	53,995	35,712	18,283	66	34
Spalding Today	PC	10,075	7,323	2,752	73	27
Spalding Today	Total Mobile	55,937	40,491	15,446	72	28
Spenborough Guardian	PC	741	526	215	71	29
Spenborough Guardian	Total Mobile	2,122	1,509	614	71	29
St Helens Star	PC	27,708	15,473	12,234	56	44
St Helens Star	Total Mobile	248,955	137,147	111,808	55	45
Staffordshire Live	PC	54,111	20,437	33,674	38	62
Staffordshire Live	Total Mobile	334,518	125,074	209,444	37	63

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Stamford Mercury	PC	12,180	8,389	3,791	69	31
Stamford Mercury	Total Mobile	92,606	63,459	29,147	69	31
Stirling News/Alloa Weekender	PC	1,146	761	385	66	34
Stirling News/Alloa Weekender	Total Mobile	3,899	2,583	1,316	66	34
Stoke On Trent Live	PC	114,111	52,816	61,295	46	54
Stoke On Trent Live	Total Mobile	1,300,494	593,211	707,283	46	54
Stornoway Gazette	PC	4,698	2,146	2,552	46	54
Stornoway Gazette	Total Mobile	17,673	7,962	9,711	45	55
stourbridge news	PC	12,377	8,095	4,282	65	35
stourbridge news	Total Mobile	116,270	75,802	40,468	65	35
Stowmarket Mercury	PC	645	389	257	60	40
Stowmarket Mercury	Total Mobile	6,383	3,829	2,554	60	40
Stratford Herald	PC	11,795	8,081	3,713	69	31
Stratford Herald	Total Mobile	48,088	32,913	15,175	68	32
Stratford Observer	PC	4,387	2,499	1,888	57	43
Stratford Observer	Total Mobile	10,712	6,023	4,689	56	44
stroud news and journal	PC	17,790	12,246	5,545	69	31
stroud news and journal	Total Mobile	104,150	71,446	32,704	69	31
Sudbury Mercury	PC	1,045	664	382	63	37
Sudbury Mercury	Total Mobile	3,805	2,402	1,403	63	37
Suffolk News	PC	45,264	34,328	10,936	76	24
Suffolk News	Total Mobile	245,252	185,964	59,288	76	24
Sunday Post	PC	26,127	20,053	6,074	77	23
Sunday Post	Total Mobile	55,935	42,793	13,142	77	23
Sunderland Echo	PC	89,288	32,639	56,649	37	63
Sunderland Echo	Total Mobile	616,759	222,811	393,948	36	64
Surrey Comet	PC	15,639	9,157	6,482	59	41
Surrey Comet	Total Mobile	116,024	68,130	47,894	59	41
Surrey Live	PC	245,895	146,215	99,680	59	41
Surrey Live	Total Mobile	1,828,014	1,086,240	741,774	59	41
Sussex Express	PC	5,221	3,602	1,619	69	31
Sussex Express	Total Mobile	25,090	17,114	7,977	68	32
Swanage & Wareham Voice	PC	1,312	675	637	51	49
Swanage & Wareham Voice	Total Mobile	4,405	2,232	2,173	51	49
Swindon Advertiser	PC	86,110	37,367	48,743	43	57
Swindon Advertiser	Total Mobile	553,239	237,525	315,714	43	57
Tavistock Times Gazette	PC	4,773	3,465	1,308	73	27
Tavistock Times Gazette	Total Mobile	12,525	9,006	3,519	72	28
Teesside Live	PC	153,183	93,797	59,386	61	39
Teesside Live	Total Mobile	760,887	460,022	300,865	60	40
Teignmouth Post	PC	739	526	213	71	29
Teignmouth Post	Total Mobile	2,285	1,604	681	70	30
Tenby Observer	PC	4,172	2,773	1,399	66	34
Tenby Observer	Total Mobile	28,939	19,000	9,939	66	34
the argus	PC	196,008	125,825	70,183	64	36

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
the argus	Total Mobile	1,139,729	728,721	411,008	64	36
The Bolton News	PC	129,297	53,098	76,199	41	59
The Bolton News	Total Mobile	884,756	359,648	525,108	41	59
The Docklands and East London Advertiser	PC	9,194	5,215	3,979	57	43
The Docklands and East London Advertiser	Total Mobile	39,698	22,984	16,714	58	42
The Forester	PC	887	611	276	69	31
The Forester	Total Mobile	2,493	1,697	795	68	32
The Lancaster & Morecambe Citizen	PC	1,347	1,019	328	76	24
The Lancaster & Morecambe Citizen	Total Mobile	5,575	4,178	1,398	75	25
The Leader	PC	37,581	18,899	18,682	50	50
The Leader	Total Mobile	393,495	194,858	198,637	50	50
The Mail	PC	37,023	11,293	25,730	31	69
The Mail	Total Mobile	255,524	76,334	179,190	30	70
The National	PC	149,121	115,391	33,730	77	23
The National	Total Mobile	588,896	455,482	133,414	77	23
The Northern Echo	PC	182,828	62,528	120,300	34	66
The Northern Echo	Total Mobile	1,369,373	461,516	907,857	34	66
The Oldham Times	PC	11,100	8,029	3,071	72	28
The Oldham Times	Total Mobile	44,555	32,306	12,248	73	27
The Orcadian	PC	33,857	13,115	20,742	39	61
The Orcadian	Total Mobile	43,643	16,741	26,902	38	62
The Scarborough News	PC	20,701	12,651	8,050	61	39
The Scarborough News	Total Mobile	235,682	140,609	95,073	60	40
The Scotsman	PC	636,585	481,747	154,838	76	24
The Scotsman	Total Mobile	2,610,908	1,974,571	636,337	76	24
The Southern Reporter	PC	8,862	6,103	2,760	69	31
The Southern Reporter	Total Mobile	68,650	46,801	21,849	68	32
The Star	PC	151,203	102,310	48,893	68	32
The Star	Total Mobile	1,492,447	1,010,768	481,679	68	32
The Telegraph & Argus	PC	121,239	52,839	68,400	44	56
The Telegraph & Argus	Total Mobile	977,620	423,792	553,828	43	57
The Visitor	PC	5,881	3,808	2,073	65	35
The Visitor	Total Mobile	30,593	19,713	10,880	64	36
The Westmorland Gazette	PC	29,492	22,300	7,192	76	24
The Westmorland Gazette	Total Mobile	168,775	126,488	42,287	75	25
The Weston Mercury	PC	13,611	9,527	4,084	70	30
The Weston Mercury	Total Mobile	73,451	50,886	22,565	69	31
thetford and brandon times	PC	3,703	2,253	1,451	61	39
thetford and brandon times	Total Mobile	22,454	13,590	8,864	61	39
This is Lancashire	PC	5,866	3,061	2,805	52	48
This is Lancashire	Total Mobile	31,849	16,603	15,246	52	48
This is Oxfordshire	PC	4,343	2,443	1,899	56	44
This is Oxfordshire	Total Mobile	5,726	3,208	2,518	56	44
This is The West Country	PC	796	499	298	63	37
This is The West Country	Total Mobile	2,251	1,394	857	62	38

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
This is Wiltshire	PC	5,255	3,018	2,237	57	43
This is Wiltshire	Total Mobile	23,837	13,658	10,180	57	43
Thorne Gazette	PC	249	184	65	74	26
Thorne Gazette	Total Mobile	552	407	146	74	26
Thurrock Gazette	PC	7,450	4,953	2,497	66	34
Thurrock Gazette	Total Mobile	72,309	48,531	23,778	67	33
Times & Star	PC	9,958	6,915	3,044	69	31
Times & Star	Total Mobile	85,550	59,037	26,513	69	31
Times Series	PC	10,695	5,542	5,153	52	48
Times Series	Total Mobile	46,067	24,029	22,038	52	48
tivyside advertiser	PC	8,126	5,532	2,594	68	32
tivyside advertiser	Total Mobile	30,713	20,639	10,074	67	33
Todmorden News	PC	907	527	380	58	42
Todmorden News	Total Mobile	2,563	1,485	1,077	58	42
Totnes Times	PC	419	295	124	70	30
Totnes Times	Total Mobile	1,129	787	341	70	30
Tottenham Independent	PC	1,549	1,010	539	65	35
Tottenham Independent	Total Mobile	7,668	5,055	2,613	66	34
Wakefield Express	PC	17,528	12,384	5,144	71	29
Wakefield Express	Total Mobile	231,088	163,822	67,266	71	29
Wales Online	PC	904,314	261,549	642,765	29	71
Wales Online	Total Mobile	7,677,853	2,146,649	5,531,204	28	72
Wandsworth Guardian	PC	14,574	8,704	5,870	60	40
Wandsworth Guardian	Total Mobile	69,795	42,278	27,517	61	39
Warwick Courier	PC	3,444	2,347	1,097	68	32
Warwick Courier	Total Mobile	24,444	16,631	7,812	68	32
Watford Observer	PC	48,703	31,409	17,293	64	36
Watford Observer	Total Mobile	330,020	213,518	116,502	65	35
watton and swaffham times	PC	1,450	885	564	61	39
watton and swaffham times	Total Mobile	7,424	4,510	2,913	61	39
Wellington Weekly News	PC	806	569	237	71	29
Wellington Weekly News	Total Mobile	2,201	1,533	669	70	30
Welwyn Hatfield Times	PC	17,488	11,572	5,916	66	34
Welwyn Hatfield Times	Total Mobile	99,056	65,886	33,170	67	33
West Somerset Free Press	PC	1,243	878	365	71	29
West Somerset Free Press	Total Mobile	3,268	2,276	992	70	30
West Sussex County Times	PC	17,849	11,945	5,904	67	33
West Sussex County Times	Total Mobile	210,138	140,172	69,966	67	33
West Sussex Today	PC	1,650	1,054	596	64	36
West Sussex Today	Total Mobile	8,934	5,638	3,295	63	37
western telegraph	PC	24,838	16,442	8,396	66	34
western telegraph	Total Mobile	167,495	108,467	59,028	65	35
Wetherby News	PC	1,241	914	327	74	26
Wetherby News	Total Mobile	3,602	2,630	972	73	27
Wharfedale Observer	PC	4,814	3,088	1,726	64	36

WEBSITE_NAME	DEVICE	TOTAL_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE	BA_MONTHLY_AUDIENCE	OOA_MONTHLY_AUDIENCE
Wharfedale Observer	Total Mobile	22,516	14,366	8,150	64	36
Whitby Gazette	PC	4,010	2,635	1,375	66	34
Whitby Gazette	Total Mobile	22,262	14,493	7,770	65	35
Whitchurch Herald	PC	3,833	2,555	1,279	67	33
Whitchurch Herald	Total Mobile	23,398	15,442	7,956	66	34
Whitehaven News	PC	8,229	4,599	3,630	56	44
Whitehaven News	Total Mobile	46,510	25,822	20,688	56	44
Wigan Today	PC	34,240	22,685	11,555	66	34
Wigan Today	Total Mobile	300,548	196,480	104,068	65	35
wilts and glos standard	PC	18,151	12,005	6,146	66	34
wilts and glos standard	Total Mobile	141,958	92,660	49,298	65	35
wiltshire times	PC	24,901	16,880	8,020	68	32
wiltshire times	Total Mobile	179,774	121,571	58,203	68	32
Windsor & Maidenhead Observer	PC	4,718	2,770	1,948	59	41
Windsor & Maidenhead Observer	Total Mobile	31,994	18,859	13,135	59	41
Windsor Express	PC	3,026	1,866	1,160	62	38
Windsor Express	Total Mobile	11,952	7,405	4,546	62	38
Winsford Guardian	PC	6,807	4,786	2,021	70	30
Winsford Guardian	Total Mobile	53,250	37,167	16,083	70	30
Wirral Globe	PC	29,799	20,678	9,121	69	31
Wirral Globe	Total Mobile	265,700	182,393	83,307	69	31
Wisbech Standard	PC	5,374	3,596	1,779	67	33
Wisbech Standard	Total Mobile	38,193	25,534	12,660	67	33
Witney gazette	PC	4,579	3,050	1,529	67	33
Witney gazette	Total Mobile	13,978	9,272	4,706	66	34
worcester news	PC	60,152	40,643	19,510	68	32
worcester news	Total Mobile	365,914	245,446	120,468	67	33
Worcester Observer	PC	1,863	1,084	779	58	42
Worcester Observer	Total Mobile	5,164	2,991	2,173	58	42
Worksop Guardian	PC	7,516	4,882	2,634	65	35
Worksop Guardian	Total Mobile	64,795	41,986	22,809	65	35
Worthing Herald	PC	18,130	13,269	4,861	73	27
Worthing Herald	Total Mobile	191,766	139,510	52,256	73	27
Wymondham and Attleborough Mercury	PC	1,226	776	449	63	37
Wymondham and Attleborough Mercury	Total Mobile	7,797	4,908	2,889	63	37
York Press	PC	104,482	43,983	60,499	42	58
York Press	Total Mobile	510,352	212,532	297,820	42	58
Yorkshire Evening Post	PC	111,459	67,289	44,170	60	40
Yorkshire Evening Post	Total Mobile	1,706,233	1,022,712	683,521	60	40
Yorkshire Post	PC	281,686	187,581	94,105	67	33
Yorkshire Post	Total Mobile	2,168,825	1,446,347	722,478	67	33
Your Local Guardian	PC	45,601	29,660	15,941	65	35
Your Local Guardian	Total Mobile	302,077	197,640	104,437	65	35
		204,683,932	78,534,229	126,149,703	38	62