

Total Market Reach (000s)  
Covering 92 Print & 86 Digital Brands



**PAMCo Bridge datasets are a blend of data collected with a face-to-face methodology pre-Covid and data collected with an 'online first' methodology since Covid restrictions were lifted. Due to the different methodologies, the PAMCo Board have mandated that PAMCo Bridge data should not be compared with previous periods of PAMCo data.**

PAMCo Bridge 3 2021 July'19 - June'21 print data fused with July'21 iris data

Data are strictly embargoed until 00:01 on Friday 29th October 2021

GB Adults 15+	Monthly Reach								
	Total	Men	Women	ABC1	C2DE	15-34s	35+	HH with children	
Total Market	48,827	23,487	25,096	29,745	19,081	14,569	34,258	16,019	
Total Magazines	38,529	16,761	21,567	24,340	14,190	11,848	26,682	13,059	
Total Newsbrands	46,838	22,808	23,803	28,781	18,057	14,027	32,810	15,509	

GB Adults 15+	Weekly Reach								
	Total	Men	Women	ABC1	C2DE	15-34s	35+	HH with children	
Total Market	44,749	21,336	23,194	27,525	17,224	12,900	31,849	14,435	
Total Magazines	25,973	10,347	15,487	16,578	9,395	7,528	18,444	8,564	
Total Newsbrands	41,965	20,342	21,423	26,030	15,935	12,063	29,902	13,653	

GB Adults 15+	Daily Reach								
	Total	Men	Women	ABC1	C2DE	15-34s	35+	HH with children	
Total Market	29,987	14,230	15,620	18,896	11,091	7,792	22,195	9,299	
Total Magazines	8,551	3,165	5,340	5,541	3,009	2,150	6,400	2,595	
Total Newsbrands	27,241	13,246	13,871	17,211	10,029	7,039	20,202	8,518	

Base: GB Adults 15+

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GB Adults 15+	Monthly Reach					
	Total	Print	Total Digital	Computer	Smartphone	Tablet
Total Market	48,827	31,476	41,790	11,824	36,965	7,211
Total Magazines	38,529	19,756	31,183	6,975	25,759	4,307
Total Newsbrands	46,838	24,153	40,348	10,500	35,745	6,679

GB Adults 15+	Weekly Reach					
	Total	Print	Total Digital	Computer	Smartphone	Tablet
Total Market	44,749	24,872	36,026	7,884	30,960	5,312
Total Magazines	25,973	11,661	18,634	3,375	14,684	2,315
Total Newsbrands	41,965	19,726	34,071	6,802	29,379	4,829

GB Adults 15+	Daily Reach					
	Total	Print	Total Digital	Computer	Smartphone	Tablet
Total Market	29,987	13,132	21,754	3,271	18,001	2,637
Total Magazines	8,551	3,591	5,359	872	3,973	682
Total Newsbrands	27,241	10,819	20,058	2,731	16,776	2,383