

## News Release

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### 2008: A GREAT YEAR FOR THE MOST POPULAR NEWSPAPERS AND MAGAZINES ONLINE

*Top 10 newspaper sites up 23% collectively, top magazine sites up 30%. Mirror and Independent, BBC Good Food and Radio Times had the greatest growth*

**London – 16<sup>th</sup> December, 2008** – Nielsen Online, a service of The Nielsen Company, today reveals the most popular newspapers and magazines online, and how they've performed over the last year.

- In November 2008, 10.3 million Britons visited at least one of the ten most popular newspaper websites compared to 8.3 million across the group in Nov 07, a growth of 23%
- Despite having the lowest online year-on-year growth of the top UK newspapers, the *Guardian* remains the most popular online paper, with 3.5 million Unique UK Visitors
- Amongst the most popular online papers, the *Mirror* (92%), *Independent* (85%) and *Daily Mail* (65%) have had the largest year-on-year growth
- The *New York Times* is the only non-UK paper in the top ten, with 0.9 million British visitors, making it more popular online than UK nationals such as the *Financial Times*, *News of the World* and *Daily Express*; the *Metro* is the only regional paper in the list (0.6 million)

#### Year-on-Year Performance of Most Popular Newspaper Websites in the UK

Rank	Newspaper Website	UK Unique Audience (000s) Nov 08	UK Unique Audience (000s) Nov 07	YoY Change
1	Guardian	3,459	3,044	+14%
2	Telegraph	3,142	2,563	+23%
3	Times	2,896	2,041	+42%
4	Sun	2,711	1,895	+43%
5	Daily Mail	2,692	1,631	+65%
6	Independent	1,588	859	+85%
7	Mirror	1,334	695	+92%
8	New York Times	902	824	+9%
9	Financial Times	774	587	+32%
10	Metro	645	531	+21%

Source: Nielsen Online, UK NetView. E.g. 3.5 million Britons visited the *Guardian* site in Nov 08, 14% more than in Nov 07. The audience figures are for UK visitors only, accessing the sites from home or work locations only

Alex Burmaster, Communications Director, Nielsen Online: "Regardless of what's happening with print circulations, the major papers have had a fantastic year online, all experiencing strong growth in audience numbers. Almost one in three Britons online now visit at least one of the top 10 newspapers, 23% more people than did so a year ago. More importantly, it acts as a reminder of how important a part online will play in sustaining the size of audiences the newspapers deliver to advertisers."

## Most popular magazine websites

- In November 2008, 5.5 million Britons visited at least one of the ten most popular magazine websites compared to 4.3 million across the group in Nov 07, a growth of 30%
- The ten most popular magazine websites come from nine different sectors; only technology - represented by *PC Advisor* and *Wired* - has more than one representative
- *Auto Trader* is, by far, the most popular magazine website with 1.8 million Unique British Visitors followed by *Which?* with 1.1 million
- *BBC Good Food* is the fastest-growing online magazine amongst the top ten (153% growth) followed by the *Radio Times* (76% growth)

### Year-on-Year Performance of Most Popular Magazine Websites in the UK

Rank	Magazine Website	UK Unique Audience (000s) Nov 08	UK Unique Audience (000s) Nov 07	YoY Change
1	Auto Trader	1,847	1,784	+4%
2	Which?	1,055	822	+28%
3	BBC Good Food	745	294	+153%
4	Radio Times	566	321	+76%
5	Time Out	565	608	-7%
6	Scientific American	427	-	-
7	PC Advisor	405	254	+59%
8	NME	388	228	+70%
9	National Geographic	387	333	+16%
10	Wired	370	247	+50%

Source: Nielsen Online, UK NetView. E.g. 1.8 million Britons visited the Auto Trader site in Nov 08, 4% more than in Nov 07. The audience figures are for UK visitors only, accessing the sites from home or work locations only

Burmester continues, “Whereas the highest-circulation print magazines are dominated by retailer publications and TV listings, the most popular magazine sites cover an extremely wide array of sectors from auto sales, consumer reviews, food and TV to listings, science, technology, music and geography.

Despite this diversity, there is consistency in that almost all the leading magazine sites have had a large increase in audience over the last year. As with the newspapers, this provides some great news for publishers in contrast to what’s happening with print circulations. Furthermore, it shows how key a part online should play in the future strategies of print titles in terms of generating advertising revenue.”

**ENDS**

## EDITOR’S NOTES

Please source all information to [Nielsen Online](#)

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### About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com). Also, visit our blog at [www.nielsen-online.com/blog](http://www.nielsen-online.com/blog).

### About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)

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