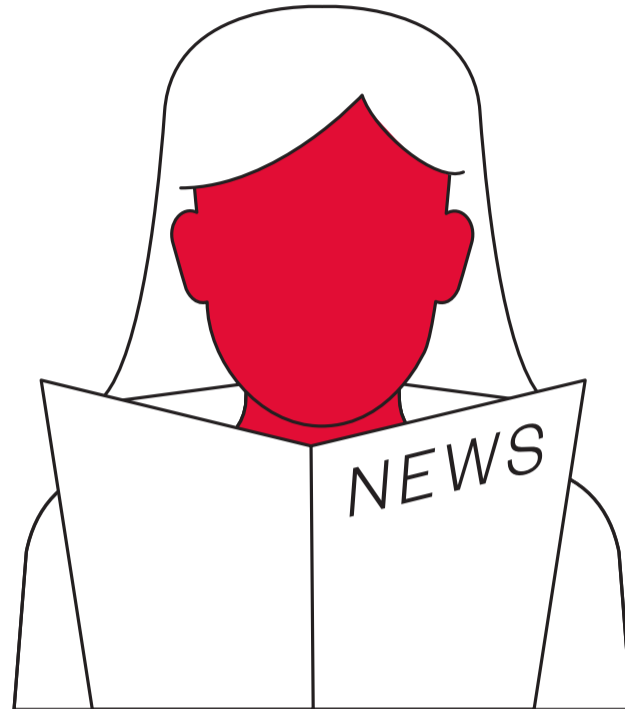


Quality time

Time spent reading newsbrands on the days people read

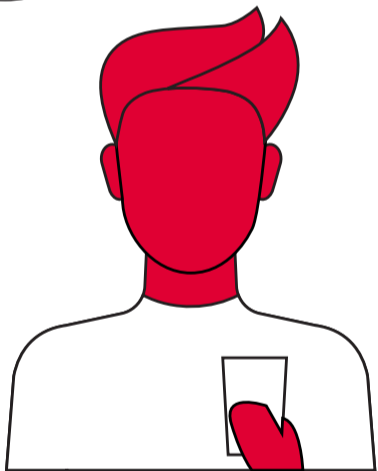
IPA Touchpoints 2018



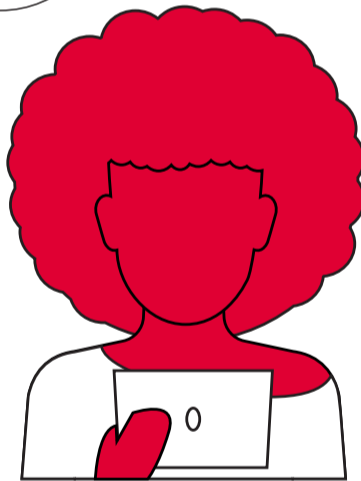
Newspapers



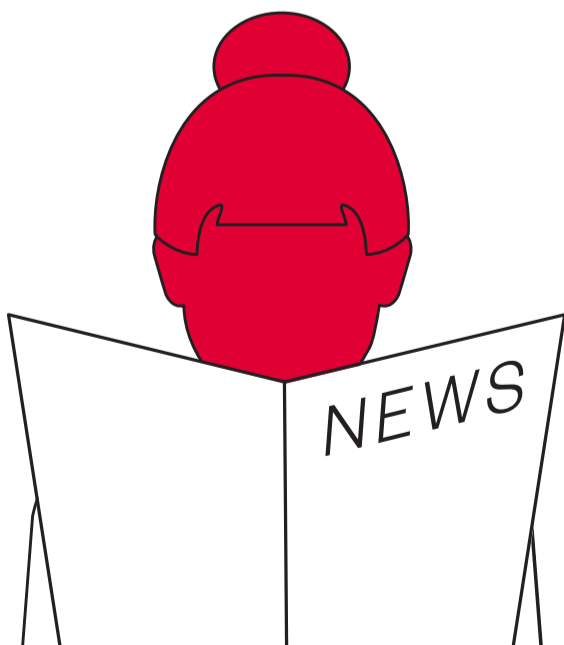
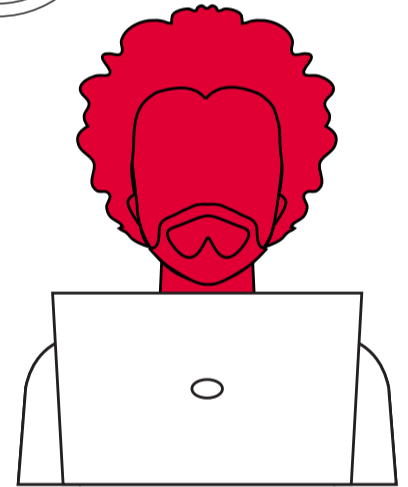
Tablet



Smartphone



Desktop



Sunday newspapers

(read on a Sunday)