

UK Media overview

The information in this guide is sourced from a combination of publicly available and widely distributed information online. These include websites of the newspapers, broadcast and radio organisations featured; statistics from reports from broadcast regulator Ofcom and research organisations such as Ipsos Mori; Britannica, and Wikipedia. PRGloo, the media database used by the ICO press office to distribute comms to journalists, has also been used to source information about media outlets along with Twitter handles. Further reading is available via the weblinks embedded in the text.

Broadcast

The UK has had a free to air digital broadcast service made up of two chartered public broadcasting companies, the **BBC and Channel 4** and two franchised commercial TV companies **ITV and Channel 5**.

There are five major nationwide channels: BBC One, BBC Two, ITV, Channel 4 and Channel 5.

The UK also has a Freeview service which runs channels from the likes of CBS, UKTV and Sky. The majority of digital cable TV is provided by Virgin Media, with satellite coming from Sky.

The **BBC (British Broadcasting Corporation)** is the most prominent broadcast provider in the UK and is the publicly owned public service broadcaster. It operates at both national and regional level, is based in London at Broadcasting House but has significant media hubs - MediaCityUK in Manchester, and studios in Edinburgh, Cardiff and Belfast. The BBC is predominately funded by the annual television licence fee, charged to all households and organisations using any equipment to receive or record live TV and the iPlayer on-demand service. As of 1 April 2020, a colour licence cost £157.50 with a black and white costing £53.

BBC's main TV channels are **BBC One and BBC Two** which run a range of programmes from light entertainment to sport and news. There are a range of news and documentary programmes across BBC Scotland, BBC Wales, BBC Northern Ireland for the devolved nations. The ICO has appeared on BBC Scotland's Disclosure programme to talk about the Children's Code and on various topics on BBC Wales's X-Ray programme.

Other channels of note include the news channels BBC News, BBC World News and BBC Parliament; cultural and documentary channel BBC Four, and dedicated children's channels CBBC and CBeebies.

The **BBC has a statutory remit** requiring it to produce news that is impartial and balanced. It has its own editorial codes intended to ensure neutrality and diversity. The BBC's interpretation and delivery of its remit, and its publicly-funded nature, are subjects of political debate. The BBC is overseen by broadcast regulator Ofcom.

According to an Ipsos MORI survey in 2020, 62% of adults who follow the news said they are most likely to turn to the BBC for accurate news coverage. In the same survey 51% said they would turn to the BBC for impartial news coverage.

The main BBC news bulletins run on TV at 1pm, 6pm and 10pm during the week.

It also has a **daily Breakfast news programme** (with its trademark 'red sofa') which is transmitted from MediaCity, Manchester from 6am to 9am Monday to Saturday. We have a relationship with producers on the programme and Liz, Steve Wood and Steven Eckersley have all appeared on the red sofa in the past talking about new data protection laws, the Children's code and enforcement action.

The **BBC's media editor** Amol Rajan is also one of our main contacts and recently interviewed Liz for the 10pm news about reform of UK data protection and her legacy after five years as Commissioner.

The main BBC tech reporter Rory Cellan-Jones retired this year; we have developing relationships with Jane Wakefield (senior tech correspondent) and Joe Tidy (cyber reporter).

[Learn more about what we do - About the BBC](#)

Channel 4 News is not-for-profit but funded by commercial activities. Produced by ITN, it is the flagship evening news programme **on Channel 4 running from 7pm**. Jon Snow, its best-known journalist and presenter, has recently stepped down after 32 years with the channel. Channel 4 News is among the highest ranked UK TV programmes in terms of award wins. We have contacts including Andy Davies, a senior news reporter who covered Cambridge Analytica/Facebook action and the ICO's data analytics investigation.

[About Channel 4 News – Channel 4 News](#)

ITV news, also produced by ITN, transmits on three different networks: ITV predominantly in England and Wales, STV in Central and Northern Scotland and UTV in Northern Ireland. The Ipsos MORI poll 2020 showed just 5% of people turned to the ITV for accurate news and impartial coverage. Chris Choi is an ICO contact, he is the consumer affairs correspondent. **ITV's main TV news runs at 1.30pm, 6.30pm and 10pm.**

https://en.m.wikipedia.org/wiki/ITV_News

[ITV News : The Latest UK And Regional News](#)

5 news on Channel 5 is another ITN production and consists of shorter news bulletins.

[5 News - Wikipedia](#)

Sky News broadcasts across the UK. We have a good working relationship with Rowland Manthorpe, technology correspondent and Alexander Martin, technology reporter at Sky News. The 2020 Ipsos MORI poll showed 9% of adults turning to Sky for accurate news and 7% for impartial coverage. Sky news runs continual rolling news 24 hours day.

www.skymedia.co.uk

The BBC's largest news competitors are **ITV and Sky**. They rely on advertising for their revenue and are run as commercial ventures.

Broadcast media – Radio

Radio in the UK is dominated by the BBC which operates at both national and local level. The most popular station by listeners is BBC Radio Two, followed by speech radio station BBC Radio Four and BBC Radio One, which is primarily a pop station aimed at a younger demographic. There are two national radio services each in Scotland, Wales and Northern Ireland and 39 local radio stations across England and the Channel Islands.

Radio Four is home to the **Today** programme, an early morning news programme that historically has been regarded as setting the news agenda for the BBC and other media throughout the day. Amol Rajan, the BBC's

media editor mentioned above, is also a presenter on the Today programme and is our most high-profile contact there. The World at One is a notable news bulletin. We are often approached for comment / interview for both these programmes.

BBC national radio news is shared across the regions, meaning one recorded interview or radio clip (or audio from a TV clip) can be played out across different radio bulletins, nationally and regionally. BBC local radio stations will also conduct interviews on matters of regional interest or national stories with a local angle.

[Learn more about what we do - About the BBC](#)

[The most popular radio stations in the UK | Media | YouGov Ratings](#)

Commercial radio stations in the UK tend to be owned by large radio groups. The brand, for instance Heart, will appear across the country with news – localised for the region. The largest operator of radio stations is Global which owns stations such as Heart, Smooth, Capital and Classic FM. Other notable owners are Bauer Radio and Wireless.

Times Radio, which launched in 2020, is jointly operated by Wireless, The Times and The Sunday Times and features the papers' correspondents as guests and some of their former journalists among its presenters. We are developing contacts, and despite a few interview requests, we've not appeared on the station yet.

[Times Radio goes live with promise of a thoughtful approach | News | The Times](#)

News wire services

PA Media is the UK and Ireland's leading national news and sport news agency, running a subscription newswire service to all national newspapers/websites and regional press. This service is important because nationals and regionals will run copy PA copy whole or in part as the basis for news stories. We have relationships with Martyn Landi, tech correspondent and others on the city desk and consumer affairs. The ICO is well-known to PA reporters and regularly publishes a variety of stories from Liz appearing at select committees, to our enforcement action to exclusive interviews with the Commissioner.

Newspapers/online

The **Daily Mail** is a right-leaning middle market tabloid newspaper, and the highest circulated paid for newspaper in the UK with just under a million readers. A further 4.1million people use the website and app daily. The Saturday version and the **Mail on Sunday** are the most read UK newspapers.

The papers are owned by the Daily Mail & General Trust. The great grandson of the original co-founders, current chairman Lord Rothermere is in the process of taking the business fully into private ownership. Liz met both Lord Rothermere and Geordie Grieg, who left the role of editor in November 2021, during her time as Commissioner. Ted Verity is the new editor of the Daily Mail and David Dillon has replaced Verity as Mail on Sunday editor.

We have some contacts here, mainly investigative journalists, but relationships are not as clear cut as with some other titles. The paper likes consumer stories on issues that matter to the public: it has covered data protection issues with charities, plus investigations involving CCTV in supermarkets.

The Twitter account @Mailonline is the brand's largest with 2.6million followers. @DailyMailUK has 606,700 followers and @DailyMailCeleb 358,300 followers.

<https://www.britannica.com/topic/Daily-Mail>

[UK Home | Daily Mail Online](#)

The **Sun** is a tabloid newspaper owned by Rupert Murdoch's News Corp with a conservative and Eurosceptic outlook. Its circulation is 1.2million readers (March 2020) and 3.7million people access the website and app daily. Plus a further 1.9million followers on Twitter. The title's often brash editorial style has seen it involved in many controversies in its history. Its misreporting of the Hillsborough football stadium disaster in 1989 has had a long-lasting impact on sales in the city of Liverpool. Jamie Harris has recently joined as tech correspondent from PA Media: we have a good working relationship with him and would expect this to continue in his new role. At the recent British Journalism Awards 2021, the paper won Scoop of the Year for its expose centred on CCTV footage at the UK government's Department of Health & Social Care. The ICO is currently investigating on data protection

grounds: as part of this, the ICO announced it had raided two homes, which The Sun covered negatively on its front page in July 2021.

The **Sun on Sunday** was launched in 2012. It replaced Sunday title the News of the World which closed in 2011 amid a 'phone hacking' scandal and in particular the interception of the voicemail of a missing teenager, Milly Dowler, who was later found murdered. The Sun and the Sun on Sunday are sister newspapers of The Times and The Sunday Times.

About Us – The Sun

The **Guardian** is a daily centre left newspaper. It is free to access and has 3.5million daily users of its website and app, just over 100,000 newspaper readers and 10million Twitter followers. Readers of the Guardian are more likely to be women and it is more popular among older adults from 35+. Dan Milmo is relatively new in post as Global Technology Editor and we have a good working relationship with him. Alex Hern, another tech correspondent currently on parental leave, is very knowledgeable about data protection/online regulation and the Children's Code. At the British Journalism Awards 2021, The Guardian won the most awards including News Provider of the Year. The **Observer** is its Sunday sister paper and Britain's oldest Sunday newspaper. Both papers are owned by the Scott Trust, which exists to secure the financial and editorial independence of The Guardian in perpetuity. We have a relationship with Carole Cadwalladr, who is a freelance journalist but often works for the Observer and broke the data analytics/Cambridge Analytica story on its front page in 2018.

About us | The Guardian

The **Times** is a formerly broadsheet daily newspaper. The **Sunday Times** is its sister title. Its readership tends to be right of centre, older, affluent and professional. The papers are both ultimately owned by Rupert Murdoch's News Corp. Both are behind a paywall online with the Times having an average daily audience over the website and app of 900,000, with a circulation of 365,880 (March 2020). The Times has 1.6million followers on Twitter with the Sunday Times having 472,600.

We have a developing relationship with Tom Knowles, tech correspondent at The Times and Shanti Das, an investigative reporter at the Sunday Times. She's currently investigating retention times for keeping Covid test

samples at a company called Cignpost Laboratories. George Greenwood is also a recent contact, with an interest in FOI law.

[About us | The Times & The Sunday Times](#)

The **Daily Telegraph** and **Sunday Telegraph** are right-wing broadsheet publications. The Prime Minister previously worked at the Daily Telegraph as a reporter and more recently a columnist. Its readership is almost equally split between men and women and it appeals to an affluent slightly older audience. Both papers are owned by Frederick Barclay. Daily Telegraph is behind a paywall but does share elements of its stories on Twitter. Newspaper circulation as of December 2019 was just over 300,000 readers. Combined average audience for website and app is 1.1 million readers. It has just over 3.1million Twitter followers.

The Daily Telegraph has been supportive of the ICO Children's Code as part of its Duty of Care campaign and is generally supportive of the ICO. We have a good relationship with Charles Hymas, Home Affairs, who covers children's privacy and facial recognition. Mike Wright, Social media correspondent is also interested in the Children's Code and writes about regulation of social media platforms. James Titcomb, the Telegraph's Silicon Valley bureau chief is a regular contact. The Telegraph ran a critical story at the end of July 2021 accusing the Information Commissioner of chasing headlines instead of tackling nuisance calls which we responded to via the ICO website and a Letter to the Editor.

[About Us – The Telegraph](#)

The **Financial Times** is a daily broadsheet with a focus on business and economic current affairs, aimed at corporate executives, high net worth individuals and influential people in business and politics across the globe. The paper is behind a paywall and owned by Nikkei Inc. We regularly speak with Madhumita Murgia, European technology correspondent. She has most recently covered the enforcement of the ICO's Children's Code; she's also interested in our adtech work and facial recognition.

[FT – About Us](#)

The **Daily Mirror** is a left-leaning tabloid newspaper owned by Reach plc. Andrew Penman, investigative reporter, has previously covered our PECR / nuisance marketing fines. It has 3.1million using the website and app daily and 1.2million followers on Twitter and nearly 350,000 readers.

[About Us - Mirror Online](#)

The **Daily Express** is a conservative tabloid newspaper. It has declared its support for the Conservative Party at every general election since World War II, except Labour in 2001 and in 2015 the UK Independence Party, a pro-Brexit party. The paper's Crusade for Freedom campaign in favour of Britain's withdrawal from the EU attracted the support of high profile personalities such as former England cricketer Baron Ian Botham and the chairman of pub company Wetherspoon, Tim Martin. It has a significantly higher male readership. The **Sunday Express** is its sister paper. The titles are currently owned by Reach plc.

[About us | Express.co.uk](#)

The **Independent**, previously a print title, is now digital-only. Slightly more women use the website and its highest readership is in the 16-24 age bracket. The majority owner of the paper is Russian businessman (and former KGB officer) Alexander Lebedev.

[Our Story | The Independent](#)

The **i** is aimed at a broad demographic, in particular commuters with limited time. It was originally launched in 2010 as a sister paper to the Independent. It is equally read by men and women across all age groups. The paper is now owned by the Daily Mail & General Trust.

[About \(inews.co.uk\)](#)

Metro (free) is the highest free circulation print newspaper in the UK and is owned by the same media group as the Daily Mail and Mail on Sunday. It is distributed on trains, buses, railway, Underground stations, airports, hospitals and to pedestrians across selected urban areas of England, Wales and Scotland.

[About Metro.co.uk and Metro newspaper – our editorial policy, who we are, how to contact us and how to work for us | Metro UK](#)

City AM (free) is a business focused newspaper distributed in and around London at selected commuter hubs and offices throughout the City, Canary Wharf and other areas of high business concentration. It is aimed at private sector workers, in particular those working in finance, professional and business services.

<https://www.cityam.com/about/>

Regional newspapers

Evening Standard (free) is published Monday-Friday in London. It is the dominant regional evening paper for London and the South East of England, with coverage of national and international news and a strong emphasis on City of London finance. It became a free paper after it was bought by Alexander Lebedev in 2009.[Evening Standard \(media.info\)](#)

Scotland, Northern Ireland and Wales have either a regional version of a national newspaper or an independent paper serving the region. Main titles in Scotland are Daily Record, and Sunday Mail, in Wales it's the North Wales Daily Post and Western Mail and in Northern Ireland it's the Belfast Telegraph and the Newsletter. There are more details on regional titles in the tables below.

The long-term decline in circulation of UK regional newspapers has accelerated over the past decade, with many once-dominant local, regional and city-centric titles significantly diminished in reach and impact.

Trade press – online and publications

ITPro covers breaking news and features across a range of IT topics – from software and hardware to legislation and business operations. Our main contacts, Keumars Afifi-Sabet and Connor Jones, tend to cover most of our work, with a focus on data breaches and our enforcement actions.

Wired UK is a monthly magazine in the UK and US, published in print and online editions, that focuses on how emerging technologies affect culture, the economy, and politics. Matt Burgess (senior writer) is our main contact

and he's generally interested in adtech, FRT, use of health data during the pandemic. Matt recently told us that Wired's UK and US newsrooms have merged, and that it's likely they'll be covering stories from across Europe and for a more international audience, instead of being UK focused.

Our main contact at **TechCrunch**, the tech news and analysis blog, is Natasha Lomas. [REDACTED]

[REDACTED] She is particularly interested in adtech / cookies and her articles mostly have a negative tone.

Computer Weekly is a digital magazine and website aimed at IT/tech professionals, and we often speak with Sebastian Klovig Skelton and Alex Scroxton.

The Register is an online tech publication with core audiences in the UK and US. We regularly hear from this publication and its articles can be quite negative, in particular regarding the amount we fine companies under PECR. It also recently ran an article declaring that we were handing out private slaps on the wrist with our Reprimands. Although the reporters we regularly hear from, Gareth Corfield and Lindsay Clark, could be described as unfriendly of the ICO (Gareth Corfield has tweeted in the past that he is no fan of the ICO), we do have a good relationship with the Editor, Paul Kunert and are arranging for ICO Head of Investigations Andy Curry to speak with him in the New Year.

MLEX is a global newswire covering a number of areas including data privacy and security. We have a good working relationship with Jacob Krupa, although we have heard less from him recently. Sam Clark joined from Global Data Review a couple of months ago [REDACTED]

IAPP is the go-to agency for data protection news and through our contact Jedidiah Bracy most of our work will appear in its news round-ups.

International press

We have contacts at the New York Times – Natasha Singer and Adam Satariano, Wall Street Journal – European tech correspondent, Catherine Stupp and at Politico with Vincent Manacourt, Mark Scott and Annabelle Dixon.

International press are interested in anything from the ICO with a global reach. In the past that was our data analytics investigation and Cambridge Analytica and more recently our work on adtech and the Children's code which has been picked up widely in the US by American lawmakers wanting to protect US children.

Stats and information

Ofcom Report: News consumption overview in the UK 2021

Overall summary - Adults

- TV remains the most-used platform among UK adults (16+) for news (79%), followed by the internet (73%), radio (46%) and print newspapers (32%).
- BBC One remains the most-used news source across all platforms, with 62% reach among all online UK adults, followed by ITV and Facebook
- BBC One also remains the top single most important news source for the largest proportion (19%) of those who use the main platforms for news, although this has decreased from 22% in 2020. The BBC website/app was selected as the most important news source by 11% of news users, an increase from 2020.
- Around half (49%) of UK adults claim to use social media for news and 49% also say they use 'other websites and apps' - ie any non-social media sources of news, such as websites and apps of news organisations, newspapers or other apps (eg LADBible).
- In 2021, a third of users of social media for news claimed to mostly get their news from social media posts, a decrease from 2020, while two in five mostly get it directly from news organisation apps/websites

- At a platform level, attitudes towards news provision (including quality, accuracy, trustworthiness and impartiality) remain consistent with 2020, with TV and magazines performing strongest, and social media performing least well. At the individual source level attitudes also remain largely consistent with 2020.
- TV remains the most popular platform for accessing local news and people are still highly satisfied with the quality of this news.
- TV remains the most common platform for accessing news about respondents' own nation.
- As in 2020, six in ten adults (63%) think it is important for 'society overall' that broadcasters provide current affairs programming, more than those who say it is important to them personally (54%).

Overall summary – 12 to 15 year olds

- As in 2020, just under six in ten 12-15s claim to be either 'very' or 'quite' interested in news.
- The highest level of interest was in music news.
- Talking with family and watching the TV continue to be the most common ways to find out about the news.
- BBC One/Two (35%) and YouTube (33%) are the most-used news sources for 12-15s across all platforms. However, BBC One/Two declined from 41% in 2020 and 45% in 2018. BBC One/Two remain the most important (14%) news sources.
- Family, radio, podcasts and TV are perceived as the most truthful news sources, while social media and friends are perceived to be the least truthful.
- Two fifths (41%) of 12-15s say they have seen a deliberately untrue / misleading news story online in the past 12 months.

Ipsos Mori - Average daily audience of UK online newspaper brands in July 2021 (millions)

Mail Online is biggest UK newspaper website, according to new data ([pressgazette.co.uk](https://www.pressgazette.co.uk))

Newspaper website + app	Average daily online audience (millions)
Mail Online	4.1
The Sun	3.7
The Guardian	3.5
Mirror	3.1
Express	1.6
Metro	1.6
Independent*	1.4
Telegraph	1.1
Newzit*	1.1
The Times	0.9
Daily Star*	0.8
Daily Record	0.6
Standard*	0.5
The i*	0.3

***no app data available**

Ofcom report: News Consumption in the UK 2021 Report

Publications ranked according to news consumption by adults, includes print newspapers, website and app (slide 38)

Daily Mail / Mail on Sunday	42%
The Guardian / Observer	29%
The Sun / Sun on Sunday	23%
The Times / Sunday Times	20%
The Telegraph / Sunday Telegraph	19%
The Metro	18%
Local newspapers	16%
Mirror / Daily Mirror	15%
Express / Sunday Express	12%
Evening Standard	9%
The Independent	9%
The i	9%
Financial Times	7%
Daily Star / Sunday Star	7%

Adults using TV for news

BBC One	79%
ITV / ITV Wales / UTV / STV	58%
BBC News Channel	39%
Sky News Channel	38%
Channel 4	30%
BBC Two	20%
Channel 5	15%
BBC Parliament	13%
CNN	11%
BBC Four	8%
Al Jazeera (English version)	6%
BBC Scotland	4%

Adults using radio for news (slide 33)

BBC Radio 2	26%
BBC Radio 1	22%
BBC Radio 4	22%
Heart	15%
BBC Radio 5 Live	14%
Capital	10%

Classic FM	10%
Smooth Radio	9%
LBC	8%
BBC Radio Scotland / Wales / Cymru / Ulster / Foyle	8%
talkSPORT / talkSPORT2 / talkRADIO	8%
BBC local radio in England	7%
Absolute Radio	7%
BBC World Service	6%
Kiss	6%
Other local commercial radio stations	6%

Print media statistics

Circulation figures taken from Audit Bureau of Circulation. Editors, political orientation and access information derived from media's own website, Wikipedia and other online sources.

UK broadsheet / compact newspapers

Title	Editor	Political orientation	Frequency	Audit Bureau of Circulation - October 2021	Digital access	Twitter
The Daily Telegraph	Chris Evans	Right wing	Daily	317,817 (December 2019)	Paywall, but shares elements of stories on Twitter.	3.1M
The Sunday Telegraph	Allister Heath	Right wing	Sunday	248,288 (December 2019)	Paywall	n/a
The Times	John Witherow	Centre right	Daily	365,880 (March 2020)	Paywall	1.6M
The Sunday Times	Emma Tucker	Centre right	Sunday	647,622 (March 2020)	Paywall	472.6K
Financial Times	Roula Khalaf	Centrist	Daily, not Sunday	138,446	Paywall	7M

The Guardian	Katharine Viner	Centre left	Daily	105,134 (July 2021)	Free to access	10M
The Observer	Paul F Webster	Centre left	Sunday	136,656 (July 2021)	Free to access	36.9K
i	Oliver Duff	Centrist	Daily	144,070	Free to access	119.1K
i weekend	Oliver Duff	Centrist	Saturday	n/a	Free to access	
The Independent (online only)	David Marley	Centrist	Online	Online only	Free to access	3.6M

UK tabloid newspapers

Title	Editor	Political orientation	Frequency	Audit Bureau of Circulation – October 2021	Digital access	Twitter
Daily Mail	Ted Verity	Right wing	Daily	910,630	Free to access	2.6M
The Mail on Sunday	David Dillon	Right wing	Sunday	789,451	Free to access	N/A
Daily Express	Gary Jones	Right wing	Daily	225,968	Free to access	905.8K
Sunday Express	Gary Jones	Right wing	Sunday	196,566	Free to access	N/A
The Sun	Victoria Newton	Right wing	Daily	1,210,915 (March 2020)	Free to access	1.9M
The Sun on Sunday	Victoria Newton and deputy Keith Poole	Right wing	Sunday	1,013,777 (March 2020)	Free to access	N/A
Daily Mirror	Alison Phillips	Centre left	Daily	342,411	Free to access	1.2M
Sunday Mirror	Lloyd Embley	Centre left	Sunday	270,554	Free to access	N/A

Regional newspapers – Northern Ireland

Title	Editor	Political orientation	Frequency	Circulation	Digital access	Twitter
The Belfast Telegraph	Sam McBride	British Unionist, Liberal	Daily, Compact	35,931	Free to access	201.3K
The Irish News	Noel Doran	Irish Nationalist	Daily, Compact	33,647	Free to access	105.4K
The News Letter	Ben Lowry	British Unionist, Conservative	Daily, Tabloid	13,374	Paywall	53.3k

Regional newspapers – Scotland

Title	Editor	Political orientation	Frequency	Circulation	Digital access	Twitter
The Herald (Glasgow)	Donald Martin	Devolutionist	Daily, Broadsheet	47,020 (date unknown)	Partial paywall	118.9k
The Scotsman	Neil McIntosh	Right wing	Daily, Compact	10,021 (June 2021)	Partial paywall	187.9K

The National	Callum Baird	Scottish nationalism, pro-independence, centre left	Daily, Compact	9, 101 (2019)	Free to access	117.3K
Daily Record	David Dick	Labour party	Daily	80,596 (September 2021)	Free to access	137.3K
Scotland on Sunday	Catherine Salmond	Centre right	Sunday, Broadsheet	6,842 (December 2020)	Free to access	33.4K
Sunday Mail, sister to Daily Record. Owned by Reach plc	Brendan McGinty	Tabloid	Sunday	78,479 (September 2021)	Free to access	12.7K
Sunday Post	Richard Prest	Tabloid	Sunday	60,229 (September 2021)	Free to access	22.7K

Note – some national titles produce daily and Sunday editions with tailored content in Scotland

Regional newspapers - Wales

Title	Editor	Political orientation	Frequency	Circulation	Digital access	Twitter
The Western Mail (Wales Online)		Populist, localist, pro-Wales	Daily, compact	10,341	Free to access as Wales Online	280.6K
Y Cymro	Barrie Jones		Weekly		Free to access	6774
North Wales Daily Post	Andrew Campbell		Daily	16, 327 (2020)	Free to access as North Wales Live	110K
South Wales Echo (Wales Online)	Tryst Williams		Daily, tabloid	8,274 (June 2021)	Free to access as Wales Online	280.6K
South Wales Evening Post (Wales Online)	Jonathan Roberts		Daily, tabloid	13, 258 (January 2020)	Free to access as Wales Online	280.6K
Wales on Sunday (Wales Online)			Sunday	5,231 (October 2021)	Free to access as Wales Online	280.6K

Free newspapers

Title	Editor	Political orientation	Frequency	Audit Bureau of Circulation – October 2021	Digital access	Twitter
Metro	Ted Young	Non political	Weekdays	1,054,780	Free to access	339.8K
Evening Standard	Charlotte Ross / Jack Lefley	Centre right	Weekdays (PM)	457,542	Free to access	643.9K

City AM	Andy Silvester	Centre right	Weekdays (AM)	85,738 (February 2020)	Free to access	71.2K
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