



Newsworks



For hundreds of thousands up and down the country, it's finally A-Level results day.

Whether they got into the university of their dreams or going through a nail-biting few hours in clearing, news brands are a key environment to engage young people taking their next big step.

73% of Brits intending to start university this year have read news brand content within the last week.

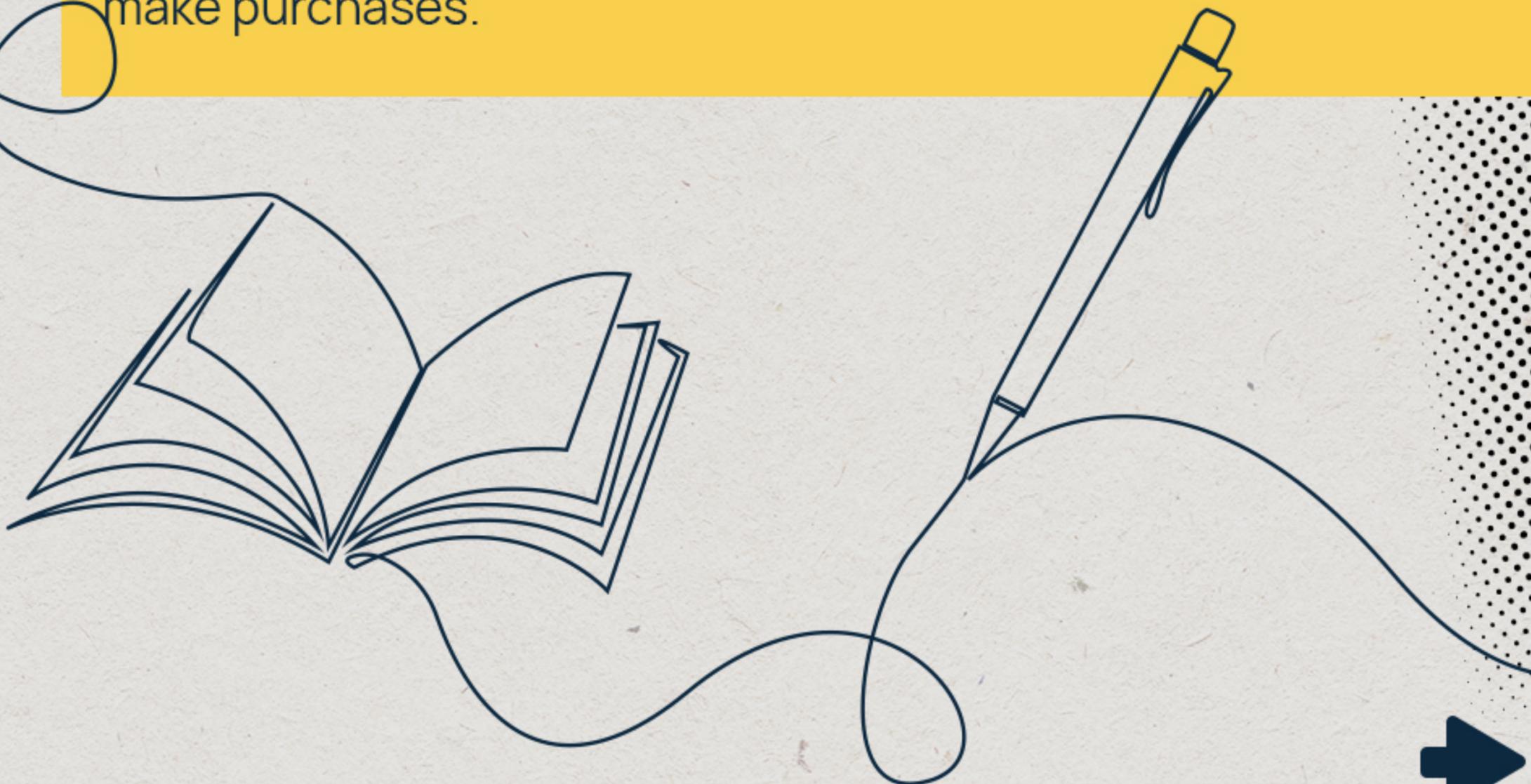




With minds turning to moving in, news brands are well placed for advertisers looking to help freshers bag the essentials. Those about to start university are:

83% more likely* to say newspaper ads are more trustworthy.

23% more likely* to say newspaper ads are most helpful to make purchases.



Source: TGI GB, 2025 (July), *than the average GB adult





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It's not just the freshers gearing up for the big move – their parents are also reading news brands.

52% say they have read a print newspaper within the last week, rising to a whopping **88%** across all platforms.

Source: TGI GB, 2025 (July)





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