

# REACH

# 1,404

readership.

Source: PAMCo Oct 17 – Sep 18

# BEYOND

# LONDON

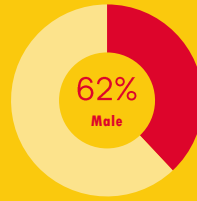
# 79%

of standard.co.uk audience are outside London.

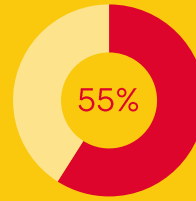
Source: PAMCo Apr-Mar 2018

# Evening Standard

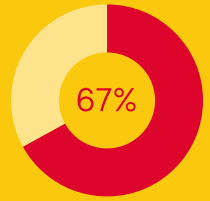
# ES MEDIA



Gender



15-44



ABC1



598k followers.



1.2m followers.

# CONNECTED AUDIENCE

# 93%

agree that reading the paper is time well spent

# 2/3

feel a close connection with the Evening Standard.

# 63%

Say they trust what they read in the paper

Source: PAMCo Oct 17 – Sep 18

# EFFECTIVENESS

# 84%

of those who read a cover-wrapped Standard recalled it afterwards.

# 70%

have acted upon advertising in the Evening Standard.

# 23%

have used a coupon or promo code.

Source: Perspective Research, ESI Evening Catch Research 2016; regular readers, Benchmarking free press ROI study

# ROI BOOST

# X3.5

inclusion of free print news brands boosts campaign ROI x3.5.

# X2

# TV

# X4

# ONLINE

# X10

# RADIO

Inclusion of print news brands in the media-mix, will: make TV twice as effective, online display four times as effective, radio between four and ten times more effective.