

REACH

1,151,000

readership.

 640K followers.

BEYOND

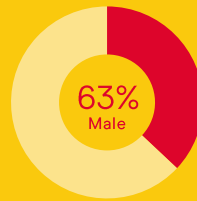
LONDON

79%

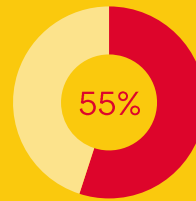
of standard.co.uk audience are outside London.

 10.3M followers.

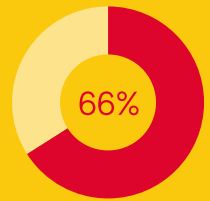
Evening Standard



Gender



15-44



ABC1

Source: PAMCo 4 (Apr '19 - Mar '20 + Sept Comscore)

CONNECTED AUDIENCE

2/3

enjoy reading newspapers most days

53%

rely on newspapers to keep informed

1/4

thinks it's an important part of London life

Source: TGI Clickstream Q2 2020; Evening Standard Readership OnePulse 2020

EFFECTIVENESS

2.2M

London commuters, on average, notice an Evening Standard cover wrap

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, OnePulse 2019/20 – across 39 studies

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.