

REACH

1,165,000

readership.

Source: PAMCo Jul 18 – Jun 19



615k followers.

BEYOND

LONDON

81%

of standard.co.uk audience are outside London.

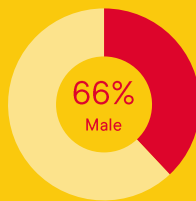
Source: PAMCo Jul 18 – Jun 19



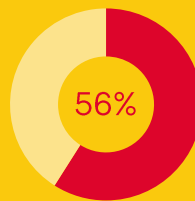
1.3m followers.

Evening Standard

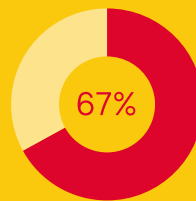
ES MEDIA



Gender



15-44



ABC1

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.