

GLOBAL REACH

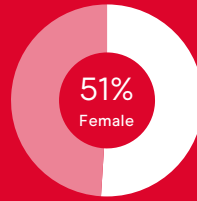
33.2M

US monthly unique users

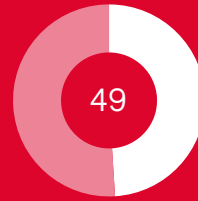
87% US unique browsers on mobile / tablet

The  INDEPENDENT

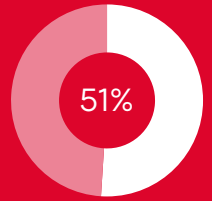
ESMEDIA



Gender



Median Age



18-49



3.2m followers



10m followers

Sources: ComScore May-20 , Adobe Analytics May-20

UNIQUE AUDIENCE

Independent.co.uk is one of the top 10 newsbrands read in the US.

More people visit The Independent than Vice, Mashable and QZ

54%

Degree+ educated

72%

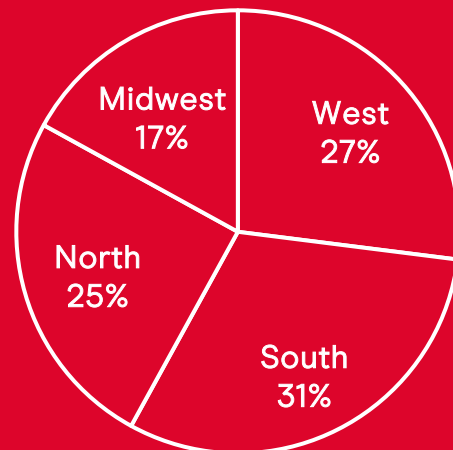
Home Ownership

59%

\$75k + Household income

Source: ComScore Plan Metrix (May-20) Mobile Only

REGIONAL BREAKDOWN



Source: ComScore Plan Metrix (May-20) Mobile Only