

GLOBAL REACH

25M

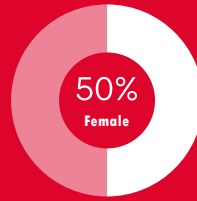
US monthly unique users

77%

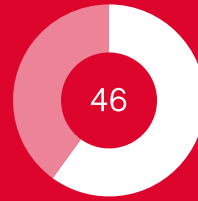
US unique browsers on mobile / tablet

The  INDEPENDENT

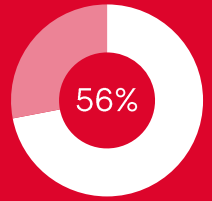
ESMEDIA



Gender



Median Age



18-49



2.6m followers.



8.8m followers.

Sources: ComScore US (Desktop & Mobile), Adobe Analytics

UNIQUE AUDIENCE

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

More people visit The Independent than HuffPost, Mashable and QZ.

46%

Degree+ educated

64%

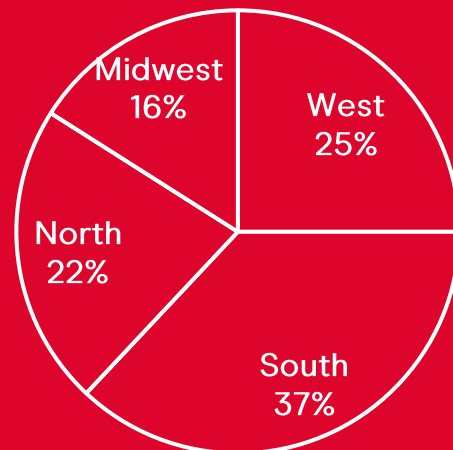
Home Ownership

57%

\$75k + Household income

Source: ComSource US (Desktop & Mobile)

REGIONAL BREAKDOWN



Source: ComScore US Plan Metrix (Desktop + Mobile)