

# GLOBAL REACH

**77M**

global browsers.

Source: Adobe Analytics Jan 2019

**26M**

UK browsers.

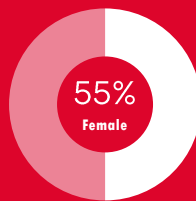
Source: Adobe Analytics Jan 2019

**78%**

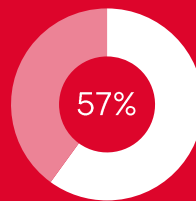
UK unique browsers on mobile / tablet.

The  INDEPENDENT

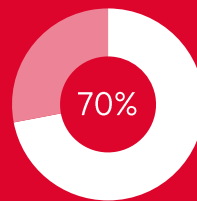
ESMEDIA



Gender



15-44



ABC1



2.6m followers.



8.9m followers.

Source: PAMco Oct 17 – Sep 18

# UNIQUE AUDIENCE

More people visit The Independent than BuzzFeed, Vice & HuffPost combined.

Source: Comscore Nov 2018

**40**

**MEDIAN**

**AGE**

vs 47 Great Britain population.

Source: PAMco Oct 17 – Sep 18

**85%**

agree that it's important to trust the websites they visit.

Source: TGI Clickstream Q2 2018

**41%**

pay more attention to advertisements on sites they trust.

Source: TGI Clickstream Q2 2018

**1 IN 3**

agree that internet advertising is most relevant to them.

Source: TGI Clickstream Q2 2018

# EFFECTIVENESS

Newsbrands' trusted quality content engages readers and makes them more likely to notice advertising.

**2X**

2x the viewing time per page than non newsbrand sites.

**60%**

60% higher viewable time for ads.

**2.5X**

Ad viewing 2.5x more likely on a newsbrand site.

**30%**

Average ad dwell time 30% higher on newsbrand sites.

Source: Newworks / Lumen Attention in a quality environment research