

GLOBAL REACH

99M

global browsers.

Source: Adobe Analytics May 20

37M

UK browsers.

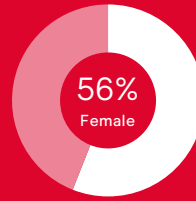
Source: Adobe Analytics May 20

85%

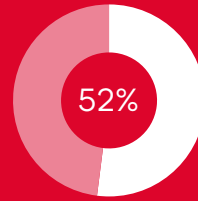
UK unique browsers on mobile / tablet.

The  INDEPENDENT

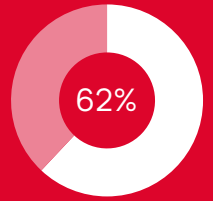
ESMEDIA



Gender



15-44



ABC1



3.2m followers.



10m followers.

Source: PAMCo 2 2020 (Apr '19 - Mar '20)

UNIQUE AUDIENCE

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

Source: Comscore May 2020

44

MEDIAN

AGE

vs 47 Great Britain population.

Source: PAMCo 2 2020 (Apr '19 - Mar '20)

88%

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

Source: TGI Clickstream Q2 2020

45%

pay more attention to advertisements on sites they trust.

Source: TGI Clickstream Q2 2020

1 IN 3

agree that internet advertising is most relevant to them.

Source: TGI Clickstream Q2 2020

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