

PRINT

ESMEDIA

DEMOGRAPHICS

Evening Standard



ES Magazine



READERSHIP

Evening Standard

1,404 000

Oct 17 – Sep 18

766 000

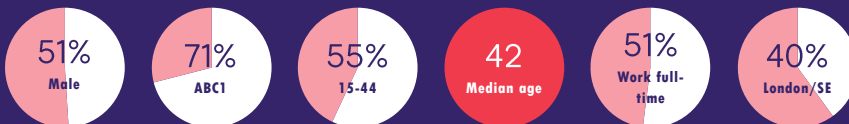
Oct 17 – Sep 18

PAMCo (Oct '17 – Sep – A.I.R.)

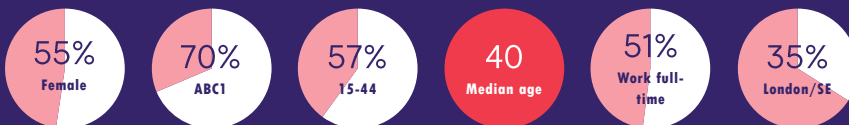
DIGITAL

DEMOGRAPHICS

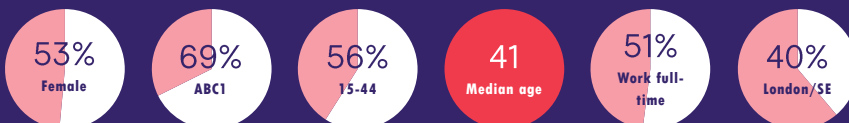
Standard.co.uk & H&P Monthly reach: 10,954,000



Independent.co.uk & Indy100 Monthly reach 18,493,000



ESI Combined (Print & Digital) Monthly reach 21,642,000



VIDEO

Indy: 21,775,7770
Standard: 4,902,792
Source: Brightcove Jan 2019

SOCIAL

Overall
The Independent: 14.7m
Evening Standard: 2.8m

Facebook (main brand pages)
The Independent: 8.9m
Evening Standard: 1.2m

Twitter (main brand pages)
@independent: 2.6m
@standardnews: 600k

Instagram
ES Magazine: 93k

PAMCo (Oct 17 – Sep 18, TBR Monthly)

PAMCo is the Joint Industry Currency measurement standard for the publishing industry supported by publishers, agencies and advertisers. It provides de-duplicated audience figures across print and digital platforms.