

PRINT

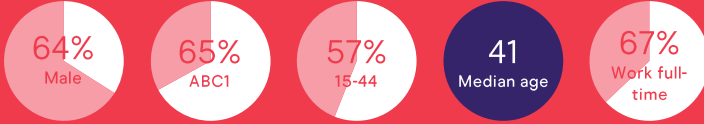
ESMEDIA

DEMOGRAPHICS

READERSHIP

Evening Standard

Evening Standard



1,176 000

Jan '19 - Dec '19

ES Magazine



625 000

Jan '19 - Dec '19

PAMCo 1 2020 (Jan '19 - Dec '19)

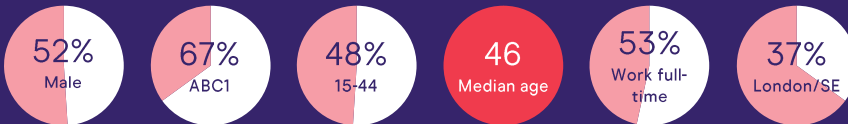
DIGITAL

DEMOGRAPHICS

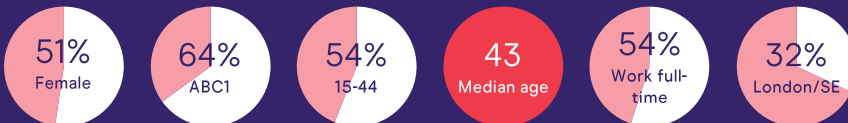
VIDEO

Standard.co.uk & H&P Monthly reach: 13,416,000

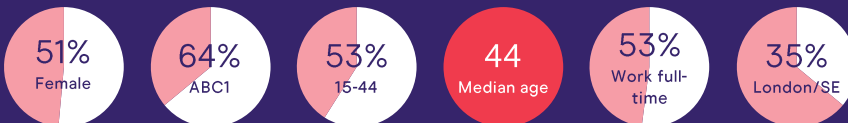
Indy: 51,620,011
Standard: 11,076,091
Source: JWPlayer (Feb-20)



Independent.co.uk & Indy100 Monthly reach 24,655,000



ESI Combined (Print & Digital) Monthly reach 27,522,000



SOCIAL

Overall
The Independent: 15.9m
Evening Standard: 3m

Facebook (main brand pages)
The Independent: 9.7m
Evening Standard: 1.4m

Twitter (main brand pages)
@independent: 3.1m
@standardnews: 624k

Instagram
ES Magazine: 104k

PAMCo 1 2020 (Jan '19 - Dec '19)

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.