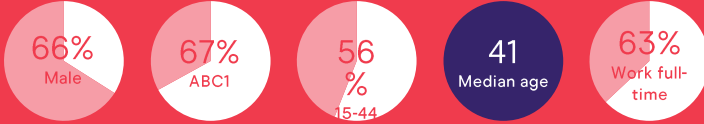


PRINT

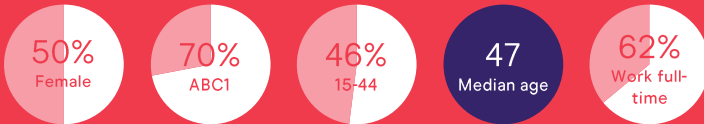
ESMEDIA

DEMOGRAPHICS

Evening Standard



ES Magazine



READERSHIP

Evening Standard

1,165 000

Jul 18 – Jun 19

606 000

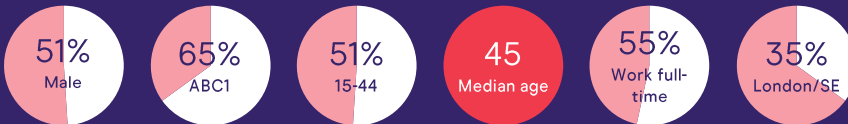
Jul 18 – Jun 19

PAMCo 3 2019 (Jul '18 - Jun '19)

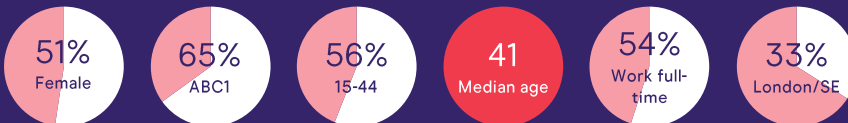
DIGITAL

DEMOGRAPHICS

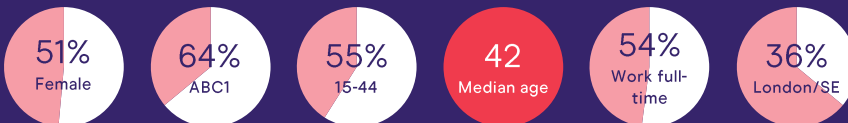
Standard.co.uk & H&P Monthly reach: 14,110,000



Independent.co.uk & Indy100 Monthly reach 22,939,000



ESI Combined (Print & Digital) Monthly reach 25,532,000



VIDEO

Indy: 31,707,296
Standard: 4,344,432
Source: Brightcove Aug 2019

SOCIAL

Overall
The Independent: 14.9m
Evening Standard: 2.8m

Facebook (main brand pages)
The Independent: 9.2m
Evening Standard: 1.3m

Twitter (main brand pages)
@independent: 2.8m
@standardnews: 615k

Instagram
ES Magazine: 99k

PAMCo 3 2019 (Jul '18 - Jun '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.