

**STANDARD.CO.UK**

**MONTHLY REACH**

**19,020,000**

unique visitors per month.

**DAILY REACH**

**2.2 MILLION**

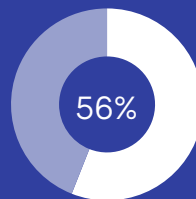
unique visitors per day.

**EveningStandard.**

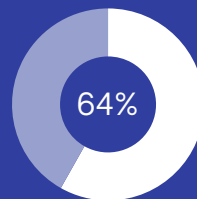
**ESMEDIA**



Average age



Female



ABC1  
Index 114

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

**LOYAL**

**AUDIENCE**

**3X**

more likely to trust  
Standard.co.uk

**80%**

more likely to pay access if the  
site was no longer free

**79%**

more likely to make a point of  
visiting Standard.co.uk everyday

Sources: TGI Clickstream Q2 2020

**KEY CHANNELS**

Standard.co.uk readers  
are especially interested  
in three key areas:

**SPORT**

**4.5M**

UK page views per month.

**LIFESTYLE**

**& SHOWBIZ**

**6M**

UK page views per month.

**GO LONDON**

**2.1M**

UK page views per month.

Source: Adobe Analytics May 2020