

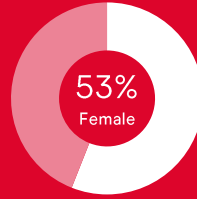
GLOBAL REACH

127M

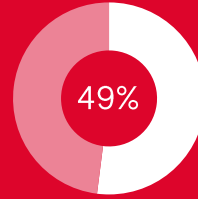
global browsers.
Source: Adobe Analytics Nov 20

54M

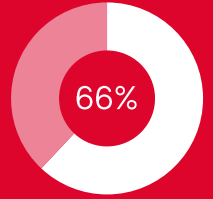
UK browsers.
Source: Adobe Analytics Nov 20



Gender



15-44



ABC1

86%

UK unique browsers on mobile / tablet.



3.4m followers.



10.3m followers.

Source: PAMCo 4 2020

UNIQUE AUDIENCE

The Independent is the largest quality digital newsbrand in the UK. More people visit The Independent than BuzzFeed, Vice & HuffPost combined.

Source: Comscore Nov 2020

46

MEDIAN AGE

vs 47 Great Britain population.
Source: PAMCo 4 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