



INDEPENDENT *Advertising.*

The UK's biggest quality digital news brand

Global Reach

85M

global browsers

source: Adobe Analytics June 21

38M

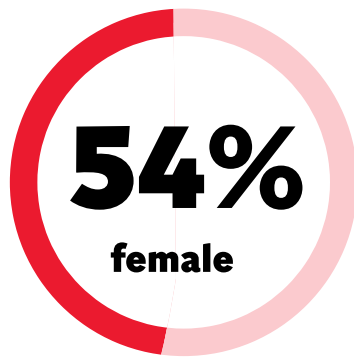
UK browsers

source: Adobe Analytics June 21

83%

**UK audience
from mobile**

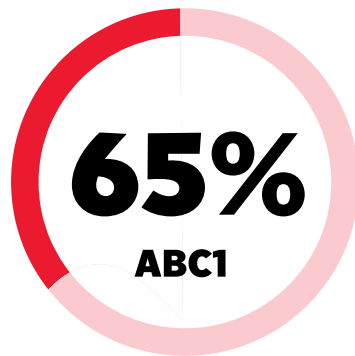
source: © Ipsos MORI, Ipsos Iris May 2021, 15+



**3.6m
followers**



**11.6m
followers**



Source: PAMCo 1 2021
(fused Comscore Nov 20)

Source: © Ipsos MORI, Ipsos Iris, May 2021, 15+, custom entity list [WG] The Independent, [WG] The Guardian, [WG] The Telegraph, [WG] Times and Sunday Times

Unique Audience

45

mean age

vs 48 Great Britain population.

Source: PAMCo 1 2021 (fused Comscore Nov 20)

48%

**pay more attention to
advertisements on sites
they trust.**

Source: TGI Clickstream Q1 2021

88%

**agree that it's
important to trust the
websites they visit.**

Source: TGI Clickstream Q1 2021

1 IN 3

**agree that internet
advertising is most
relevant to them.**

Source: TGI Clickstream Q1 2021

Effectiveness

2X

**2x the viewing time per page
than non news brand sites.**

*News brands' trusted
quality content
engages readers and
makes them more
likely to notice
advertising.*

Source: Newsworks / Lumen Attention in a quality environment research

2.5X

**Ad viewing 2.5x more likely
on a news brand site.**

60%

**60% higher viewable
time for ads.**

30%

**Average ad dwell time 30%
higher on news brand sites.**