**Global Reach**

- **87M** global browsers
  - Source: Adobe Analytics Apr 21
  - 54% female
  - 50% 15 - 44
  - Source: PAMCo 1.2021
  - (fused Comscore Nov 20)

- **36M** UK browsers
  - Source: Adobe Analytics Apr 21
  - 3.5m followers
  - 10.5m followers

- **86%** UK unique browsers on mobile and tablet

**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.

- **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.

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

Source: Newsworks / Lumen Attention in a quality environment research