

LONDON'S MOST ICONIC NEWSBRAND.



12.1 MILLION cross platform reach per month
Reaching **HALF OF ALL** Londoners each month



68%
ABC1



70%
Outside London



58%
Aged 25-54



77%
Main shopper in the household*



85%
Mobile / Tablet

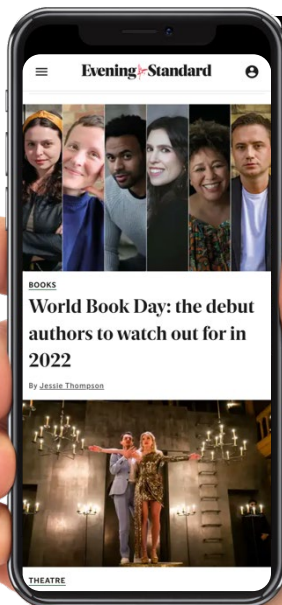
*PAMCo Bridge, Adobe

The largest independently audited quality print title

- **867,000** daily print audience
- **44%** of daily print audience are 25-44, higher than any other quality print newspaper (*3 times higher than The Telegraph and The Times*)

Reaching our readers across multiple platforms

- More than **half a million** podcast listeners
- **4.5M+** video views each month
- **3M+** social followers
- **355K** newsletter sign ups



News 11Milion

Sport 4.8Milion

Business 800K

Insider 700K

Culture 650K

Reveller 400K

Escapist 400K