

STANDARD.CO.UK

MONTHLY REACH

13,402,000

unique visitors per month.

DAILY REACH

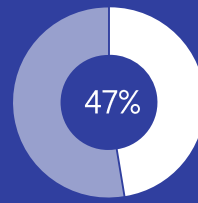
1.5 MILLION

unique visitors per day.

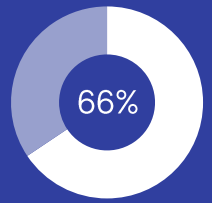
EveningStandard.



Average age



Female



ABC1
Index 117

Source: PAMCo 4 (Apr '19 - Mar '20 + Sept Comscore)

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

Source: TGI Clickstream Q2 2020

KEY CHANNELS

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

SPORT

2.4M

UK page views per month.

LIFESTYLE

& SHOWBIZ

1.1M

UK page views per month.

GO LONDON

623K

UK page views per month.

Source: Adobe Analytics Nov-20