

London Evening Standard

10m readers every month in print + online

ABC Circulation: **902,005**

Daily print readers: **1.75m**

20 Mins Average print reading time

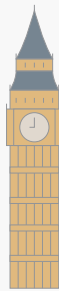
Monthly UK uniques: **7,257,281**
Page views: **30,183,476**

AN INFLUENTIAL AUDIENCE



Twice as likely to travel outside Europe

Read online by **1,748** political influencers in the Houses of Parliament every month



1 in 4

agree 'people come to me for advice before buying new things'



Index 136

like go to restaurants at least 2/3 times a month



Index 180

Read by **60%** of managers, directors and senior officials in London / 20% in the UK



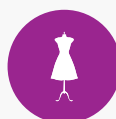
Income **15%** higher than the average UK earner



'INFLUENCERS' ON:



Technology
Index 130



Fashion/Beauty
Index 125



Finance
Index 138

DEMOGRAPHICS



49% male



51% female

Median age: **38**

ABC1 **66%** (index 122)

18-44: **58%** (index 136)

Working: **67%** (index 124)

Children in HH: **31%** (index 113)

London (ITV area): **33%** (index 308)