

**LONDON'S  
MOST ICONIC  
NEWSBRAND.**



UK 9.6M unique browsers across standard.co.uk

171.5k followers 1.5 M followers

**1.4 MILLION** daily cross-platform visitors to Evening Standard



**67%**  
ABC1



**89%**  
Of standard.co.uk readers are outside London



**45%**  
Aged 15-44



**312k**  
Circulation

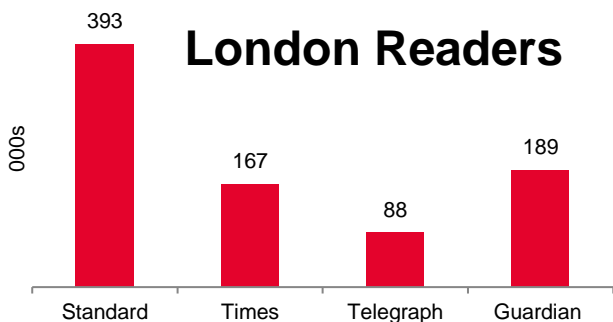


**505k**  
Readership



**200k**  
Podcast Listeners

Sources: PAMCo Jun 21-Dec 22; IPSOS Iris May 23



PAMCo Jun 21-Dec 22 London Readership



Evening Standard Our London Research 2023

**90%**  
Look to the Evening Standard to find out what's new in the capital

**62%**  
Plan their social activities around their days in work

**94%**  
Shop in London during their work lunch

Standard Readers see London as **Diverse** (54%) **Global** (54%) and full of **Opportunity** (64%)

Evening Standard's **OUR LONDON** research shows the influence of London in the UK & abroad (69%)

**Effectiveness Benchmarks**

**53%**  
Of those who read a cover-wrapped Standard recalled it afterwards

**+76%**  
Have acted upon advertising in the Evening Standard

**+219%**  
Learned more about a cover wrap brand