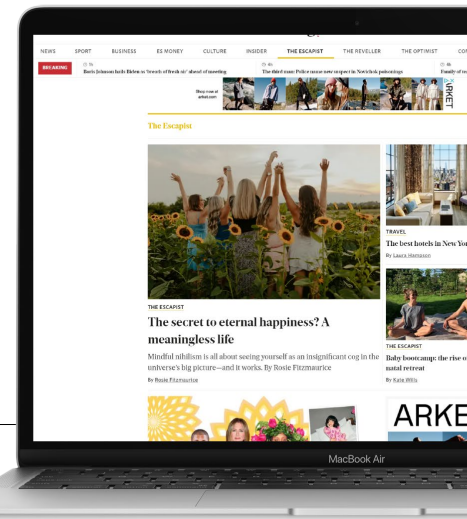


The Curious Travellers

The Curious Travellers are searching for everything from luxury staycations to long haul adventures.

1.3M



“ I enjoy planning holidays

When I go on holiday I only want to eat, drink and lie in the sun

I like to go back to familiar places for holidays

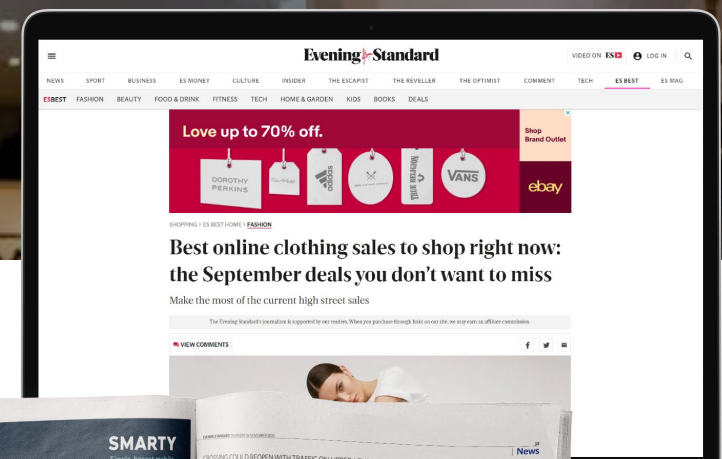
I like to take holidays in my own country rather than abroad

”

The Savvy Spenders

From product reviews to the latest voucher codes, these readers like to be informed when spending their money.

1.7M



I always look out for special offers

I often look online before buying something

I often go in for competitions in newspapers and magazines

Convenience often plays a part in my purchase decisions

Single use plastic should be completely banned



The Family Thinkers

Readers who think of family before all else, searching for anything from reviews of kids toys, to family holidays, to changes in education.

2M

“ My family is more important to me than my career

A mother should put her children before her career

It is important that children have a healthy diet that is low in sugar and fat

I enjoy spending time with my family

”



The Entertainment Enthusiasts

Entertainment as we know it has shifted and The Entertainment Enthusiasts are just as eager for experiences which involve “Staying In” as much as “Going Out”.

2.6M

I like to enjoy life and don't worry about the future

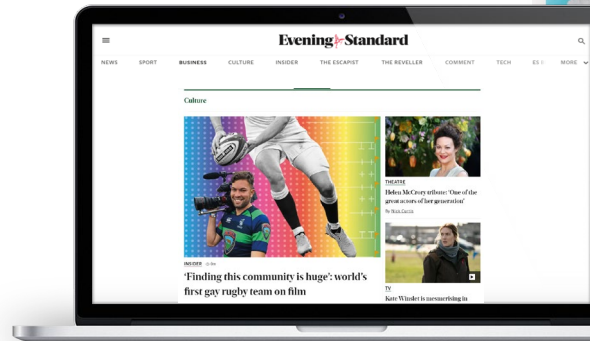
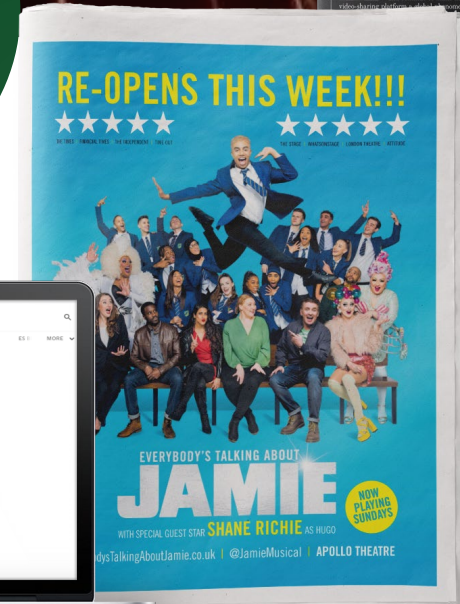
I enjoy splashing out on a meal in a restaurant

I get a lot of pleasure out of food

I am a TV addict

Watching TV is my favourite pastime

I enjoy spending time with my family



The Lux Lifestylers

Readers of all things luxury, from high end fashion, to luxury trips, the Lux Lifestylers are a key Evening Standard audience segment.

2.2M

“ When I buy any product, its style and design are as important as its quality

It is important to me to look well dressed

Sometimes I treat myself to something I don't need

It's worth paying extra for quality goods

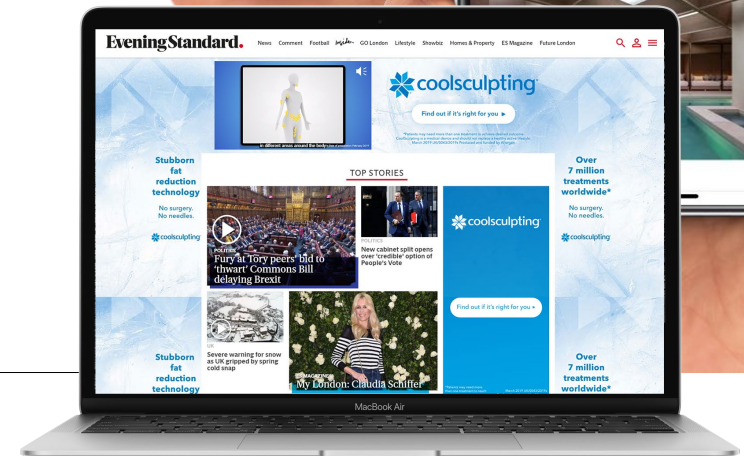
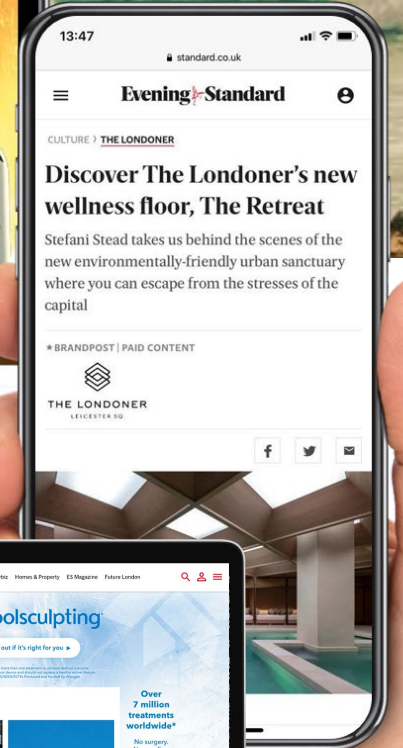
I pay extra to personalise products to suit my taste and style



The Wellness Crowd

From mindfulness and yoga to organic beauty and home workouts, The Wellness Crowd are curious about (and prepared to invest in) self care.

1.1M



“ I am eating more healthy food than I have in the past

I would consider using CBD/Hemp based products

It is important that children have a healthy diet that is low in sugar and fat

I try to eat healthily but not at the expense of what I enjoy



The Sports Fans

This crowd loves sport and fitness - reading about it, watching or playing it themselves.

1.1M

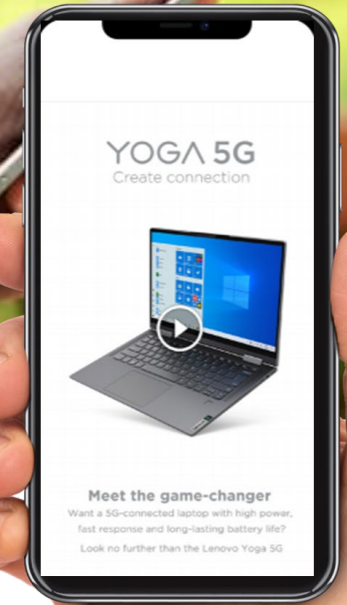


Evening Standard indexes the highest for PAMCo Topic of interest for Sport (online, print)

The Business Owners

Whether they belong in the boardroom, run their own SME or belong to the start up community, The Business Owners have a keen interest in the world of business and finance.

550K



Evening Standard reaches 72% of SMEs in London – more than FT's 47%

Even nationally, Standard reaches over half (52%) of SMEs, more than FT Group 4%

ES Group readers in London are 4% more likely to be C-suite than average – higher than Telegraph and The Guardian

The Savvy Savers

These readers are interested in managing their personal finance and search for ways to make smart investments and savings.

800K



I look for profitable ways to invest my money

I am more aware of personal finance than I used to be

I am a regular saver

