



Edited by Oliver Duff, the youngest editor of a UK national newspaper, i is an essential daily briefing for its free thinking audience, covering everything they need to know about the things that matter. Readers trust its quality, impartial political journalism and enjoy editorially led features on Business, Arts, Travel, Health and more. The 88 page iweekend edition is also packed with guest columnists, bumper sport and lifestyle content alongside its signature news digest.



DID YOU KNOW?
i NEWSPAPER HAS THE LARGEST PROPORTION OF BABY BOOMERS (56-74) THAN ANY OTHER NEWSPAPER

WHAT?



218 THOUSAND ABC CIRCULATION



387 THOUSAND WEEKLY READERSHIP

WHO?

GENDER



60 AVERAGE AGE



72% ABC1%



51% HOMEOWNERS

WHY?

ECO-CONSCIOUS

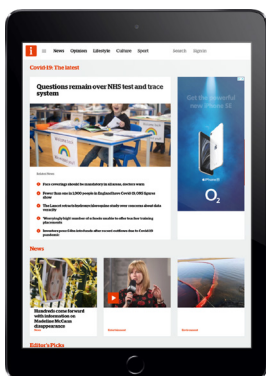
51%
more likely to buy environmentally friendly products

ART LOVERS

2.4X
more likely to be interested in arts/books/theatre

OPEN-MINDED

60%
like to be surrounded by different cultures, ideas and lifestyles



i news.co.uk

Channels include news, opinions, lifestyle, culture and sport.

DAILY UNIQUE VISITORS
348K

MONTHLY UNIQUE VISITORS
6.9M

MONTHLY PAGE VIEWS
12.2M