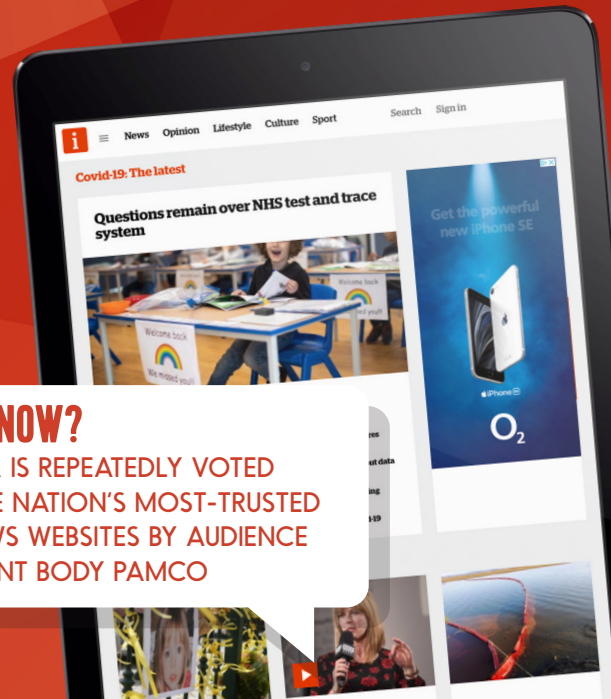


Since launching in 2016, inews.co.uk's ethos has always been to deliver trusted news that engages readers with the world, in a clean and digestible format. Alongside essential explainers and fact-checks are investigations and exclusive stories which throw light on the issues behind the news. From opinion and news to lifestyle, culture and sport, inews.co.uk's sections are there to inform readers on what matters to them in a concise way.



## DID YOU KNOW?

INEWS.CO.UK IS REPEATEDLY VOTED AMONG THE NATION'S MOST-TRUSTED DIGITAL NEWS WEBSITES BY AUDIENCE MEASUREMENT BODY PAMCO

## WHAT?

MONTHLY UNIQUE VISITORS

**6.9M**

348K Daily

MONTHLY PAGE VIEWS

**12.2M**

408K Daily

MONTHLY VISITS

**8M**

266K Daily

## % OF TRAFFIC BY DEVICE

## WHERE?



84%



(Browser & App)



(Browser & App)

## WHO?

GENDER

41%   
59% 

49  
AVERAGE AGE



67%  
ABC1



66%  
OUTSIDE LONDON



66%  
HOMEOWNERS

## WHY?

ENTREPRENURIAL

**+18%**

more likely to want to set up their own business one day

CAREER DRIVEN

**+17%**

more likely to look at work as a career rather than just a job

SUSTAINABLE

**+45%**

more likely to buy vegetarian/vegan ranges