

# i

Edited by Oliver Duff, i is an essential daily briefing for a free-thinking audience, covering everything readers need to know about the things that matter. Winner of Newspaper of the Year awards in 2012, 2015 and 2020, 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?**  
 18- 44 YEAR OLDS SPEND AN AVERAGE 41 MINUTES READING **i** PER DAY- MORE THAN ANY OTHER DAILY NEWSPAPER

## i

## WHAT?

## iweekend



**THOUSAND**  
ABC CIRCULATION



**THOUSAND**  
ABC CIRCULATION



**THOUSAND**  
DAILY READERSHIP



**THOUSAND**  
WEEKLY READERSHIP

## WHO?

### GENDER



**48** AVERAGE AGE



### GENDER



**46** AVERAGE AGE



## WHY?

### MOST TRUSTED NEWSBRAND

#### ECO-CONSCIOUS

**+47%**

more likely to pay more for environmentally friendly products

#### ART LOVERS

**+62%**

more likely to be interested in the arts

#### MONEY SAVVY

**+32%**

more likely to look for profitable ways to invest their money