

# 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 journalism and enjoy editorially-led features on Business, Arts, Travel, Health and more. The eighty-eight page iweekend edition is packed with guest columnists, bumper sport and lifestyle content alongside its signature news digest.



**DID YOU KNOW?**  
 18-44 YEAR OLDS SPEND AN AVERAGE 42 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

**51%**

**57** AVERAGE AGE

**46%**

### GENDER

**52%**

**54** AVERAGE AGE

**44%**

**82%**   
ABC1

**90%**   
OUTSIDE LONDON

**81%**   
HOMEOWNERS

**79%**   
ABC1

**92%**   
OUTSIDE LONDON

**75%**   
HOMEOWNERS

## WHY?

### MOST TRUSTED NEWSBRAND

#### ECO-CONSCIOUS

**+34%**

more likely to pay more for environmentally friendly products

#### ART LOVERS

**+62%**

more likely to be interested in The Arts

#### HOME IMPROVEMENT

**+69%**

more likely to be making major home improvements in the next 12 months