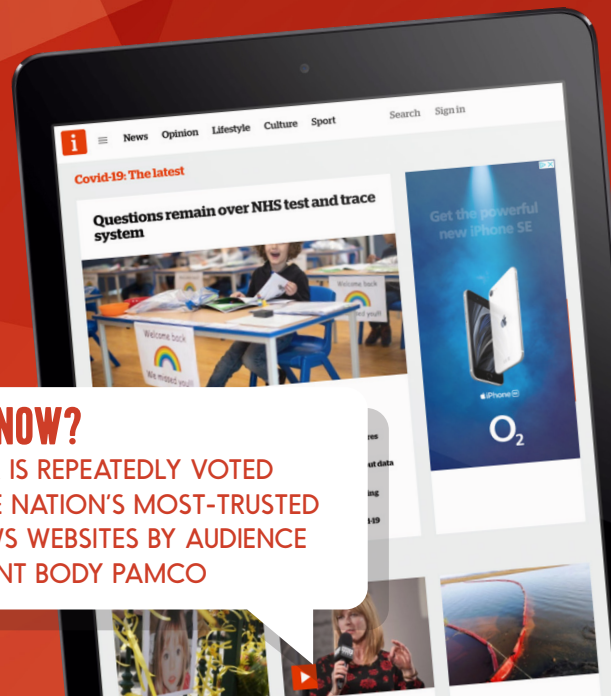


# inews.co.uk

Since launching in 2016, inews remains loyal to its ethos to deliver trusted news that engages readers with the world, in a clear and digestible format. Alongside essential explainers and fact-checks, are investigations and exclusive stories which shine a 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

**14.4M**

670K Daily

### MONTHLY PAGE VIEWS

**30.2M**

972K Daily

### MONTHLY VISITS

**22.3M**

721K Daily

## % OF TRAFFIC BY DEVICE

## WHERE?



(Browser & App)



(Browser & App)

## WHO?

### GENDER

**42%**

**57%**

**45**  
AVERAGE  
AGE



**71%**  
ABC1



**84%**  
OUTSIDE  
LONDON



**65%**  
HOMEOWNERS

## WHY?

### WELL TRAVELLED

**+15%**

more likely to be planning to travel to Europe in the next 12 months

### OPEN-MINDED

**89%**

agree it is important to continue learning things throughout your life

### TECH SAVVY

**+22%**

more likely to be intending to purchase personal or household smart tech