

# Evening Standard

## The World's First Free Quality Newspaper

The Evening Standard is the only quality free daily newspaper in the UK. An iconic London brand, the Standard's paper, website and apps keep the capital up-to-date on the latest news, business, sport, features and entertainment.

The Evening Standard provides the capital with the latest in news, business news, entertainment and sport making it essential reading for those who live and work in the capital. The Evening Standard provides advertisers with a number of editorially supported platforms across the recruitment, travel, motors and property categories that reach an upmarket and responsive audience.

The Evening Standard brand now extends well beyond print with standard.co.uk providing 24 hour coverage for those who live, work and play in one of the world's most vibrant cities. The Evening Standard's digital editions provide readers with up-to-the-minute breaking news stories wherever they are, whenever they want.



### An intelligent, targeted distribution strategy



# 800,000

Every day of the working week the Evening Standard's distribution strategy ensures that the newspaper is picked up by a working, affluent audience.

### Key Distribution Points



Transport  
Canary Wharf  
Retail/Supermarkets  
On the Street

### Readership

Reaching more AB Adults than any other paid for newspaper



### Platforms

Editorial features in the Evening Standard

**Every day:** News, Business, Londoner's Diary, International, Arts and Sport

**Monday:** Travel, Trends  
**Tuesday:** Fashion, Style & Sex  
**Wednesday:** Health & Beauty, Homes & Property  
**Thursday:** Motors  
**Friday:** Films & Music, Theatre, Travel, ES Mag



Published every Wednesday **Homes & Property** has established itself as the market leading property platform, providing advertisers with editorially supported platforms to showcase both new and re-sale homes.



ES Magazine is the Evening Standard's weekly lifestyle magazine. Distributed every Thursday and Friday, it covers the capital's rich mix of arts, fashion, business and political life, as well as all the parties, the people and the glamour.

Standard.co.uk channels include news, football, going out, lifestyle, Homes & Property.co.uk. and showbiz.

Unique Visitors\*\*  
**13.3 m**  
Page Views\*\*  
**57.1 m**



Source: ABC 2020 | PAMCo Apr 19 - Mar 20, All Respondents / ITV London | Online - PAMCo Jan 19 - Dec 19  
\* Total Readership - London readership = 1,069,000 | \*\* Per month | Pre Covid19

For more information and to advertise call or email your sales rep

**Evening Standard**