



Designed for readers who want a concise, quality daily read



i newspaper is an essential daily briefing, covering everything its free thinking readers need to know about the things that matter, enabling them to form their own opinions.

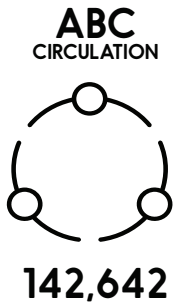
As the only national title to launch in the digital age, i's instinctive and unbiased news, scoops, opinion and product innovation are integral to its huge success and growing audience.

Edited by Oliver Duff, the youngest editor of a UK national newspaper, i's most popular journalism is political coverage. Readers trust its quality and clear reporting and analysis, prizing its commitment to impartiality.

Throughout the week, the print title focuses on a number of editorially led features including Business, Arts, Travel, Food, Style, Motors, Health, Lifestyle and Homes & Design.

The 88-page iweekend edition is also packed with features, guest columnists, bumper sport and lifestyle content alongside its signature news digest.

## READERSHIP & CIRCULATION

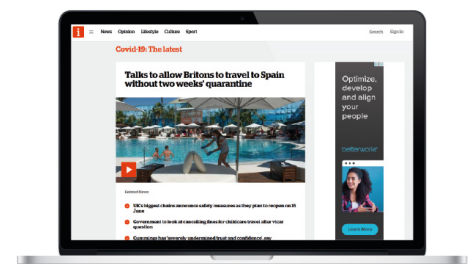


## KEY AUDIENCE



## DIGITAL

i**news.co.uk** channels include news, opinions, lifestyle, culture and sport.



For more information email or call your sales rep

**Mail METRO MEDIA**

Source: PAMCo Jul 19 - Jun 21 | TGI Jul 20 - Jun 21 | ABC Jan 21 - Jun 21

\*Click [here](#) for shopping, holiday, technology and green segment definitions | \*\*Definitely agree with the statement 'I am interested in other cultures'