

We offer opportunities to reach an affluent, educated and influential audience, within the safe editorial environment of some of the best, high traffic and most influential news, politics and current affairs websites in the UK.

Network-wide Audience

850,000 unique users
25 million monthly impressions

ICM says

27% of MPs read our sites
(Many of them directly interact with our sites (write/comment) – from Cabinet loyalists to Party leaders to rebel backbenchers)

Hitwise says

62% Male / 38% Female
67.6% Educated to a degree-level or higher
26% 18-34; 25.9% 35-54; 48% over 55

60.8% earn over £50,000
40.6% earn over £70,000
59% within the A/B social grades
54.4% have investment funds
50.2% are qualified professionals or senior management
38% own two or more homes
20.5% have non-asset investments worth over £250,000

76.4% have signed petitions
68.8% watch news videos/clips online
65% visit our sites daily
63.6% have written to, emailed or called a politician
38.2% have written a letter to the Editor/called a live show

14.6% advise/make decisions on public sector procurement
28.8% advise/make decisions on budgetary control
30.5% advise/make decisions on technology
92.3% have purchased goods or services online

15000+ visits from Parliament/Whitehall daily

All IAB standard, expandable and rich media creatives available. Contact us for more information.

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Our websites

