



The Guardian at a glance

Understand our scale, reach and influence

Ahead of the competition in the UK

Monthly cross-platform readership among quality newsbrands



Source: PAMCo1, 2020

Find your demographic

We reach a wide audience across different groups every month



Source: PAMCo1, 2020

A progressive outlook

Increasingly important to your brand, we've a strong connection with progressives

6.3m
The Guardian's progressive audience

Guardian Progressives see value in partnerships between brands

67% agree that if their preferred news provider collaborates with a brand, they would be more likely to **trust** that brand vs. 31% of all BDMs

60% agree that if their preferred news provider collaborates with a brand, they would be more likely to **consider** that brand vs. 24% of all BDMs

Source: The Guardian/Kantar Progressives Research 2018; TGI Clickstream 2018

We are social



Different platform, different strengths

Monthly reach



Source: PAMCo1, 2020

Our global appeal

The Guardian's reach across the world



Source: Google Analytics, 01 OCT 2019 - 31 MAR 2020

Most time spent on site

Average minutes per visitor



Source: Comscore March 2020

Awards

Digiday Awards Europe
Publisher of the Year 2018

Campaign Awards
Sales Team of the Year 2019

Mediaweek Awards
Sales Team of the Year 2018

Winner Planning with PAMCo

IAB.UK
Gold Standard 1.0 Certified

The power of newsbrands

3x
Campaigns using newsbrands are more than three times as likely to deliver an increase customer loyalty

37%
Campaigns using newsbrands are 37% more likely to deliver market share growth

Source: The IPA Databank study 2019

The Guardian