

**THE**   
**INDEPENDENT.co.uk**

news, opinion, environment, sport, life & style, arts & entertainment,  
travel, money, IndyBest, student, offers



**45million page impressions**

**10 million unique users**

*Source: Site Catalyst March 2010*

# Meet James,

James (34) set up his own media consultancy business 3 years ago with a friend from university.

Most of his friends are young, upscale, influential professionals with managerial roles.

James knows most of them from university and his rugby club, which he plays for every weekend. He prefers to have friends over for dinner. They talk about travelling, work, what books they read and what's up for the weekend. He considers himself 'green'.

He doesn't believe everything he hears or reads and likes forming his own opinion on subjects.

James reads [www.independent.co.uk](http://www.independent.co.uk) every morning at the office.

27%

are AB adults

71%

own their own homes

51%

listen/ to/download music/radio online

24%

watch TV online whilst surfing the internet

Source: TGI Net (Jul 08-Jun 09)



## I wonder...

Who is responsible for climate change: individuals, the government or companies?  
When will we withdraw our troops from Iraq?  
Where can I find the best tickets to the cricket match at Lords?  
What art house movies are on this weekend?

## I love...

Going out for Thai or Japanese.  
Driving my Audi Avant A4, but would love to drive a hybrid car in the future.  
Visiting art galleries and going to the theatre.  
Holidays 3 times a year as well as having the occasional European city break.  
My iPod and HD television. Hugo Boss, Armani, Ted Baker, Diesel, Puma. A challenge.





## I wonder...

What would it be like growing up in the Middle East?  
 What else can I do to reduce my carbon footprint?  
 What will be the next best West End show?  
 Where can I find eco-friendly paint for my walls?  
 Where can I find the best antique markets around the UK?

## I love....

Going for a run in the park.  
 Writing stories and blogs, and booking holidays on my laptop.  
 Talking on the phone for hours.  
 Reading books & watching films.  
 Doing something good for society.



# Meet Sophie,

Sophie (29) works in London as a magazine journalist – she writes human interest stories and interviews.

Her friends are a mix of creative people and city workers.

Sophie's passions are travelling, photography, shopping on Portobello Road and animals.

At the weekend she enjoys going out, clubbing and having dinner with friends.

Other hobbies include restoring her recently-bought first house and working for an animal charity.

She cares about her friends, family and the environment and is seen as a socially involved person.

Sophie reads [www.independent.co.uk](http://www.independent.co.uk) every day because she likes its unique and trusted voice of journalism.



# 60%

are aged between 25-54

# 68%

bank online

# 42%

booked last/last but one holiday online

# £35k

is the average family income

Source: TGI Net (Jul 08-Jun 09)



**The statistics:**

- 61% are male
- 62% are under the age of 45
- 27% are AB adults
- Average personal income is £21,492
- 41% live in London/SE, 13% live in SW/Wales, 14% live in the Midlands, 11% live in North/NE, 13% live in NW and 8% live in Scotland

**Usage:**

- 67% bank online
- 75% listen to/download music/radio online
- 24% watch TV online

**On the more social side:**

- 76% communicate with people they know online
- 37% use online chat
- 47% participate in social networking sites
- 19% use the internet to meet new people

**What our users bought online in the last 6 months:**

- 33% bought books
- 20% bought CDs
- 20% bought DVDs
- 47% bought something from online auction

Source: TGI Net (Jul 09-Jun 09)

82% have ordered products/services online in the past 6 months  
43% have spent more than £400 online in the past 6 months

**In their spare time they enjoy**

entertaining people 58%; cooking 56%; listening to new bands 37%;  
visiting museums/galleries 49%; travelling abroad 77%;

Source: TGI Net (Jul 08-Jun 09)

**What our users think of independent.co.uk**

“It tends to have a different viewpoint and often carries stories that aren’t featured on The Times or BBC websites”

“I do visit other news sites, but I like The Independent for its accuracy and neutrality”

“Not raving left or right political loonies or knee-jerking gossipy headline seekers”

“Has interesting takes on stories not found on other websites and good environmental news coverage”

**Independent.co.uk advertisers:**

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**Finance:**

Virgin, Lloyds, Zurich, Abbey, AMEX, Co-Op Bank, HSBC, Natwest, Allianz, AXA, Capital One, L&G

**Technology:**

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**Contacts:**

Sharon Wright:: 020 7005 2132  
s.wright@independent.co.uk

Alex Cox: 020 7005 2491  
a.cox@independent.co.uk

Darshan Loganathan: 020 7005 2181  
s.keith@independent.co.uk

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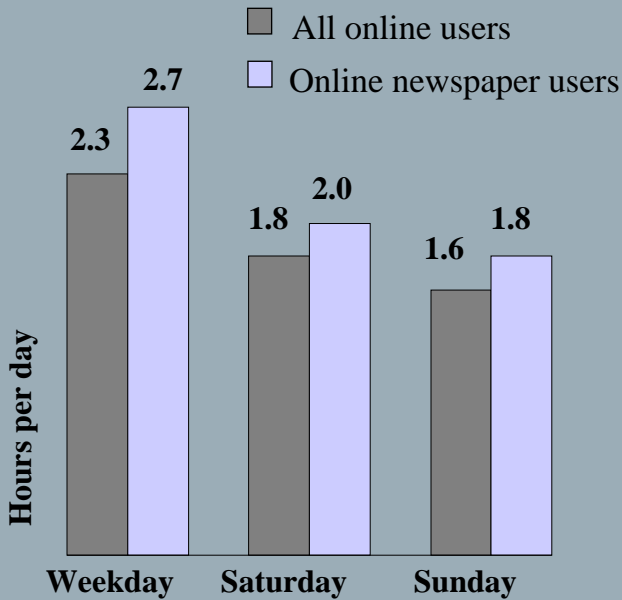


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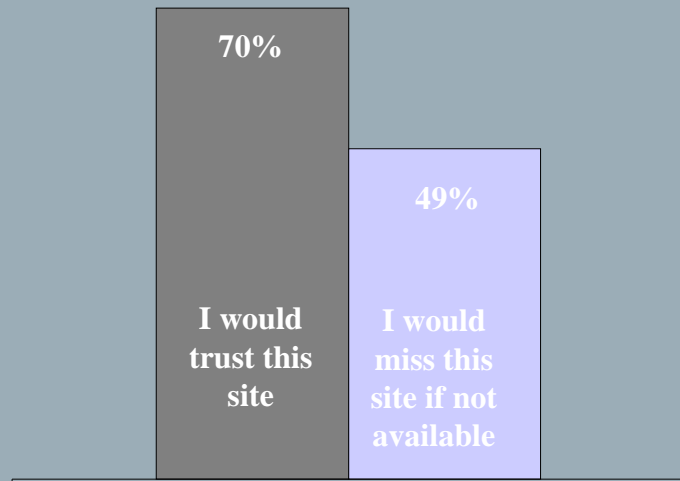
Source: Site Catalyst March 2010

## Why Use An Online Newspaper?

Online newspaper users *spend more time online...*



Online newspaper sites *are trusted by their users and would be missed if not available*



They are more likely to be making a *higher number of purchases...*

