

THE
STANDARD
MEDIA KIT 2026



FAST ON NEWS, SHARP ON CULTURE



Discerning insight and fresh
inspiration across culture, style,
and the art of living well in London

Always in step with the energy of the city. From the powerful to party people, fashion to finance, we cover what's happening, who's important,

and the conversations that matter. The Standard offers a portfolio of multi-award winning platforms, delivering high-quality content 24/7, to an affluent and influential audience.

AUDIENCE

15 million

MONTHLY UK CROSS-PLATFORM AUDIENCE

354,000

WEEKLY PRINT READERSHIP

20 million

MONTHLY GLOBAL CROSS-PLATFORM
AUDIENCE

71%

ABC1

14 million+

MONTHLY VIDEO VIEWS

50:49

MALE/FEMALE SPLIT
(1% IDENTIFY ANOTHER WAY)

550,000

MONTHLY PODCAST AUDIENCE

4 million+

SOCIAL FOLLOWERS

150,000+

NEWSPAPER COPIES EVERY THURSDAY ACROSS
ZONES 1-6 AND BEYOND

AN AUDIENCE OF LIFE OPTIMISERS



AFFLUENT

More **city prosperity, world-class wealth** and **higher-income professionals** than all qual/mid newsbrands.

Earn 14% more than the GB average, and **more than any other quality newsbrand.**



THIRSTY FOR NEW EXPERIENCES

Having quality experiences ranks as their number one sign of achievement in life, and they are **always looking for what's new.**

They like to be surrounded by different people, cultures and ideas.



INFLUENTIAL

One in two of our readers are **connectors** – classified by TGI as people who talk to lots of others, influencing their behaviours and choices.

We reach **one in two** UK opinion formers.

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