

In a year like no other, your local news brand has been there with you, our **younger mobile readers**.

All **10.9 million** of you.

A year ago, we said we'd be there for you. And together we have been through some of the toughest times. As we emerge, we continue to be by your side.

You are not alone.

In fact, younger local news brand readers on mobile increased by **1.7 million** to a total readership of **10.9 million** a month, as more and more of you sought out your local news brands **on mobile** for the information, advice and analysis you knew you could trust.

We remain committed to bringing our communities together, publicising the good causes and covering the issues that matter most to you.

Thank you for putting your trust in local media.

JICREG | Life is local. Local news is a lifeline.

To find out more about JICREG and the power of local news brands visit www.jicreg.co.uk

Local news media audience numbers from JICREG 2021. For more information visit www.jicregonline.co.uk and follow @JICREG #jicreg #lifeislocal on Twitter. Younger mobile readers are people aged 15-34 who consume local news media content on their mobiles at least once a month.