

LOCAL MEDIA: THE FACTS BEHIND THE FIGURES

Local news brands are the most trusted source for local news and information, and we stand up for the communities we serve. Our audience data is underpinned by JICREG, the highly trusted and robust gold standard currency. Here, we take a look at the insights from JICREG's latest industry data, and how it can benefit your business.



**40.6
MILLION
PEOPLE**

**READ LOCAL
MEDIA IN PRINT
OR DIGITAL
EACH MONTH**

THAT'S OVER 76% OF
THE UK POPULATION

**33.6
MILLION**

**READ LOCAL MEDIA
ONLINE EACH MONTH**

**20.5
MILLION**

**READ LOCAL MEDIA IN
PRINT EACH MONTH**



MOBILE ADDS A

**94%
UPLIFT**

**TO LOCAL MEDIA
AUDIENCES EACH MONTH**

**10
MILLION**

**YOUNG PEOPLE
(AGED 15-34)
READ LOCAL MEDIA ON
THEIR MOBILE EACH MONTH**

LOCAL MEDIA ONLINE ADDS A

**98%
UPLIFT**

**TO MONTHLY PRINT
AUDIENCES**



**TO FIND OUT WHAT WE CAN DO FOR YOU OR YOUR
BUSINESS, CONTACT YOUR LOCAL NEWS BRAND TODAY.**

**JICREG TRUE
LOCAL**