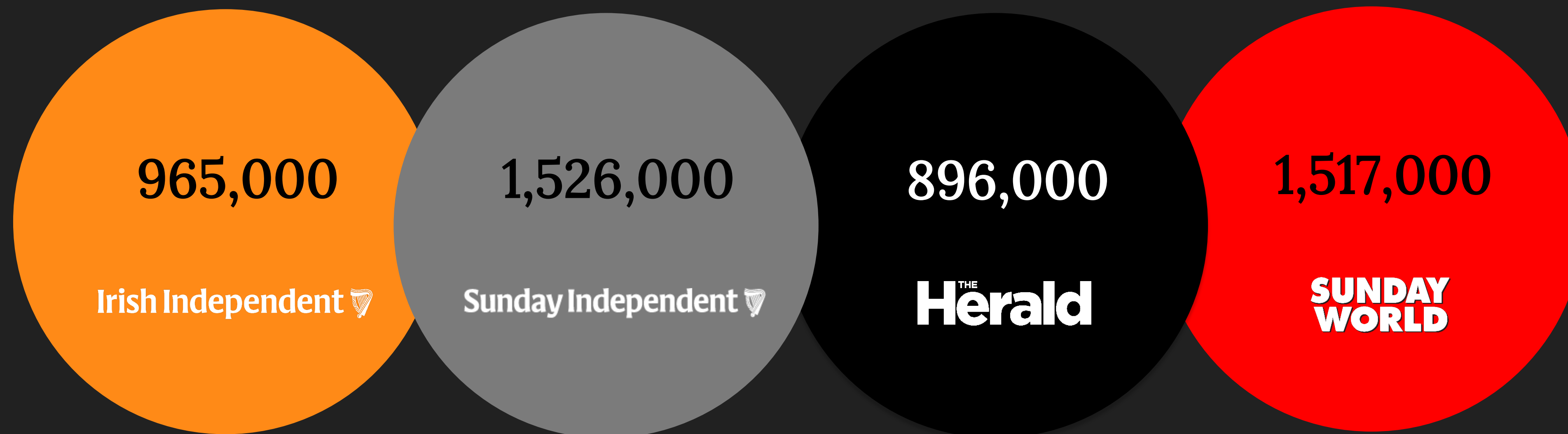




**Readership TGI 2023**



**Over 2 million** adults **engaged**  
with Mediahuis Ireland's  
news brands in the **last week.**



Cross platform adult audiences across print and online

Daily audience for daily titles and website  
Weekly audience for Sunday titles and website

Source: TGI ROI 2023r1

Irish Independent 

Reaching **+27% more audience** than nearest daily competitor

Irish Independent 

Historic vote against Harris



# Irish Independent

Ireland's **no.1** daily newspaper

Readership	346,000
Male	50%
Female	50%
Main Shoppers	228,000
AB	68,000
ABC1	175,000
C2DE	132,000
F	38,000

Yesterday

Source: TGI ROI 2023r1



**Irish Independent**  
Thursday, September 14, 2023 | independent.ie

**Historic vote against Harris plunges gardai into worst crisis ever**  
Analysis: Paul Williams - Page 8



**... of staff, less ...**

**Rugby**  
European loss will fire up Ireland's Leinster stars, says Leo Cullen  
Louise Keenan: Setting trends for 40 years

Source: TGI ROI 2021



# Weekend

Readership	317,000
Male	45%
Female	55%
Main Shoppers	194,000
ABC1	150,000
C2DE	129,000

Last week

Source: TGI ROI 2023r1





Irish Independent 🇮🇪

Reaching **+10% more audience than nearest competitor**

\* In the last 4 weeks

Source: TGI ROI 2023r1





# Irish Independent

Total	1,313,000
Male	46%
Female	54%
Main Shoppers	875,000
AB	197,000
ABC1	608,000
C2DE	643,000
F	62,000

Last 4 weeks

Source: TGI ROI 2023r1





# Sunday Independent

## Reaching **+56% more audience** than nearest Sunday competitor



# Sunday Independent

No.1 news title nationwide

Readership	561,000
Male	50%
Female	50%
Main Shoppers	376,000
AB	100,000
ABC1	281,000
C2DE	239,000
F	41,000





# Life

Ireland's **no.1** magazine

Readership	340,000
Male	51%
Female	49%
Main Shoppers	223,000
ABC1	185,000
55+	152,000

Last week

Source: TGI ROI 2023r1







# People & Culture

Readership	334,000
Male	51%
Female	49%
Main Shoppers	223,000
ABC1	171,000
C2DE	139,000

Last week

Source: TGI ROI 2023r1



A woman with her hair in a bun, wearing a light-colored trench coat, is sitting on the grass and reading a newspaper. The newspaper is open, and she is looking down at it with a slight smile. The background shows rows of empty stadium seats. The entire image has a red overlay.

**THE**  
**Herald**

**Reaching +59% more  
Dublin audiences than  
nearest daily competitor**



# THE Herald

Readership	118,000
Dublin	66,000
Male	53%
Female	47%
Main Shoppers	75,000
AB	13,000
ABC1	35,000
C2DE	81,000

Yesterday

Source: TGI ROI 2023r1





A woman with long blonde hair is reading a newspaper. The newspaper has a large headline that reads "PAYOFF" and "KINAHANS BUNGED SPANISH COPS €5K A MONTH". There are other headlines visible, such as "FREE SUNDAY WORLD" and "INSIDE VICTOR'S DREAM HOME". The entire image has a red overlay.

**SUNDAY  
WORLD**

**Reaching +50% more  
audience than nearest  
popular Sunday  
competitor**



# SUNDAY WORLD

Readership	383,000
Male	51%
Female	49%
Main Shoppers	263,000
ABC1	137,000
C2DE	222,000
F	24,000

Last week

Source: TGI ROI 2023r1





# Magazine+

Readership	206,000
Male	52%
Female	48%
Main Shoppers	135,000
ABC1	61,000
C2DE	132,000

Last week

Source: TGI ROI 2023r1

