

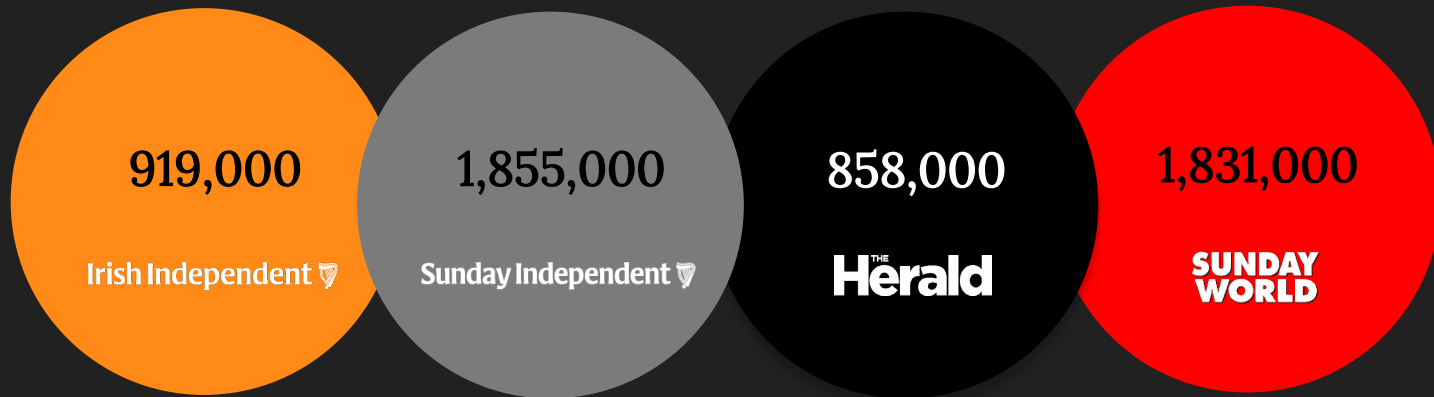


**MEDIAHUIS**

**Readership TGI 2025r1**



**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 independent.ie website/app  
Weekly audience for Sunday titles and independent.ie website/app

Source: TGI ROI 2025r1

Irish Independent 

Reaching **+23% more**  
audience than nearest daily  
competitor

# Irish Independent

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

Readership	350,000
Male	54%
Female	46%
Main Shoppers	228,000
AB	63,800
ABC1	184,000
C2DE	121,000
F	45,200

Yesterday

Source: TGI ROI 2025r1



Source: TGI ROI 2021

# Weekend

Readership	258,000
Male	54%
Female	46%
Main Shoppers	152,000
AB	38,100
ABC1	107,000
C2DE	123,000

Last week

Source: TGI ROI 2025r1





# Irish Independent online

Reaching **+19%** more  
audience than nearest  
competitor

# Irish Independent online

Total 2,206,000

Male	50%
Female	50%
Main Shoppers	1,498,000
AB	321,000
ABC1	1,114,000
C2DE	975,000
F	117,000

Independent.ie website & app within past 4 weeks

Source: TGI ROI 2025r1



Sunday Independent 

Reaching **+49%** more  
audience than nearest  
Sunday competitor

# Sunday Independent

**No.1** news title nationwide

Readership	485,000
Male	51%
Female	49%
Main Shoppers	328,000
AB	68,300
ABC1	244,000
C2DE	195,000
F	46,500



# Life

Readership	338,000
Male	48%
Female	52%
Main Shoppers	232,000
ABC1	161,000
55+	154,000

Last week

Source: TGI ROI 2025r1







# People & Culture

Readership	346,000
Male	50%
Female	50%
Main Shoppers	237,000
ABC1	175,000
C2DE	161,000

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's masthead is visible and reads "Herald". The background shows a blurred outdoor setting with what appears to be a fence or railing. The entire image has a red overlay.

# THE Herald

Reaching **+6% more Dublin**  
audiences than nearest  
daily competitor



# THE Herald

Readership	110,000
Dublin	49,300
Male	55%
Female	45%
Main Shoppers	57,000
AB	11,600
ABC1	39,500
C2DE	52,800

Yesterday

Source: TGI ROI 2025r1





**SUNDAY  
WORLD**

Reaching **+33% more**  
audience than nearest  
popular Sunday competitor

# SUNDAY WORLD

Readership	320,000
Male	53%
Female	47%
Main Shoppers	216,000
ABC1	120,000
C2DE	176,000
F	24,100

Last week

Source: TGI ROI 2025r1

