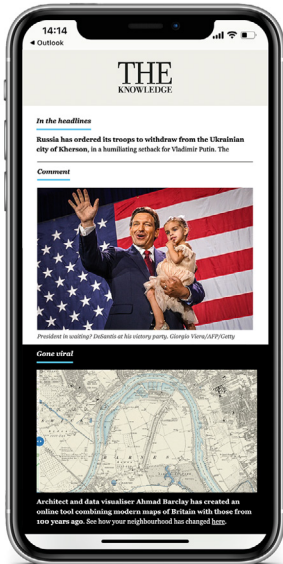


THE KNOWLEDGE

NEWS MADE MANAGEABLE



SHORT, SHARP AND SERIOUSLY ENTERTAINING!

All the best news, culture and curiosity satisfying content in one essential daily newsletter.

READERSHIP PROFILE

AB 78% | ABC1 91% | 1/3 £100k + Household income
2/3 £50k + Household income



“A brilliant idea brought up to date.” Created by Jon Connell, Founder of The Week

85k

SUBSCRIBERS AND GROWING FAST

Above **60%**
Daily open rate

91%
Net promoter score

5 REASONS WHY PEOPLE LOVE THE KNOWLEDGE:

- A must read **97% agree**
- Refreshingly different **83% agree**
- Discovers new content **81% agree**
- A clever blend of serious with a sense of humour **94% agree**
- A balanced political perspective **97% agree**



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Solus Display Advertising = £3k per day
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