

## NationalWorld.com hits 10m page views in December

**Thursday, 6 January 2022**

NationalWorld.com, the national online newspaper published by JPI Media, has reached 10 million monthly page views for the first time, two months ahead of forecast.

In December the website recorded 10.2 million page views, making it the second most-read news brand in the JPI network behind The Scotsman.

Launched in the spring of 2021, the new online title was quickly followed by 'World' launches in Manchester, Liverpool, Glasgow, Birmingham, Newcastle, Bristol and London.

Commenting on the early success, Nick Mitchell, Editor of NationalWorld, said:

"It's extremely encouraging that NationalWorld is reaching a significant audience within its first year, and exciting to see how well received it's been so far. We have ambitious plans in place to establish NationalWorld's position in the UK news market in 2022

"By investing in our brilliant team, we'll be able to produce more investigative and political journalism alongside incisive explainers and quality sports, culture and lifestyle coverage.

"We believe that this offering, alongside continued refinement of our digital products, will attract a growing and increasingly loyal readership. It's been great to see such a positive reaction from readers, whose views and habits are at the forefront of our plans for growth."

NationalWorld is unique among national news brands, in that its team is based across the regions of the UK rather than London. Its original reporting and investigations have already been shortlisted at the British Journalism Awards and the News Awards.

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