

Empire Overview

EMPIRE is the world's biggest film brand.
With an award-winning magazine, website and podcasts.



THE EMPIRE READERSHIP is three-quarters male and aged 18-40, employed, in a relationship (although not necessarily married), university educated and time-poor.

Empire's audience is passionate about film - they use cinema as escapism or insight into other worlds.

They are also key influencers in their group of friends and within their family - no-one would dream of seeing a film without their recommendation.

THE MISSION:

Empire – through unmatched expertise and unrivalled access to Hollywood and beyond - brings you closer to the movies (and now cinematic TV) you love and those who make it.

From the multiplex to indie cinemas to home cinema and streaming on their laptop or phone, they now have access to cinematic content 24/7. In an increasingly noisy world, with a wealth of information available, Empire's job has never been more important. We curate, we inform, and we entertain, whenever and wherever our audience is.

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THE STATS



232K
READERSHIP



64K+
CIRCULATION



632K+
UK-UU



1.5M+
IMPRESSIONS



1.2M+
COMBINED
SOCIAL
FOLLOWERS
(TT, IG, FB, X, YT, P)

