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- The **i** is a British newspaper published by Independent Print, owned by Alexander Lebedev, which also publishes The Independent. The newspaper, which is aimed at "readers and lapsed readers" of all ages and commuters with limited time, costs 20 pence, and was launched on 26 October 2010.

Get to the point



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History

- A press statement released on the website of The Independent on 19 October 2010 announced the launch of **i**. Also in October, Independent Print Limited launched an advertising campaign to promote the new publication. The first issue of The **i** went on sale on 26 October 2010, along with a new-look version of The Independent.
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NEW
It's a red-letter day! Is all you need
20p

Tragedy of gold-medal rower
Water-born paradise kills Olympic hero

Is Bert gay?

The housing crisis of Coalition Britain
First-time buyers squeezed out of market as new figures show mortgages drying up
Property crash fears grow after public spending cuts hit economic confidence

INSIDE
Pages 30-31
iq

Mel's Hell
Is there a way back for the spendthrift in the hot seat?

Deborah Ross
Spice a thought for the time-rich

How to think like a child
and be successful

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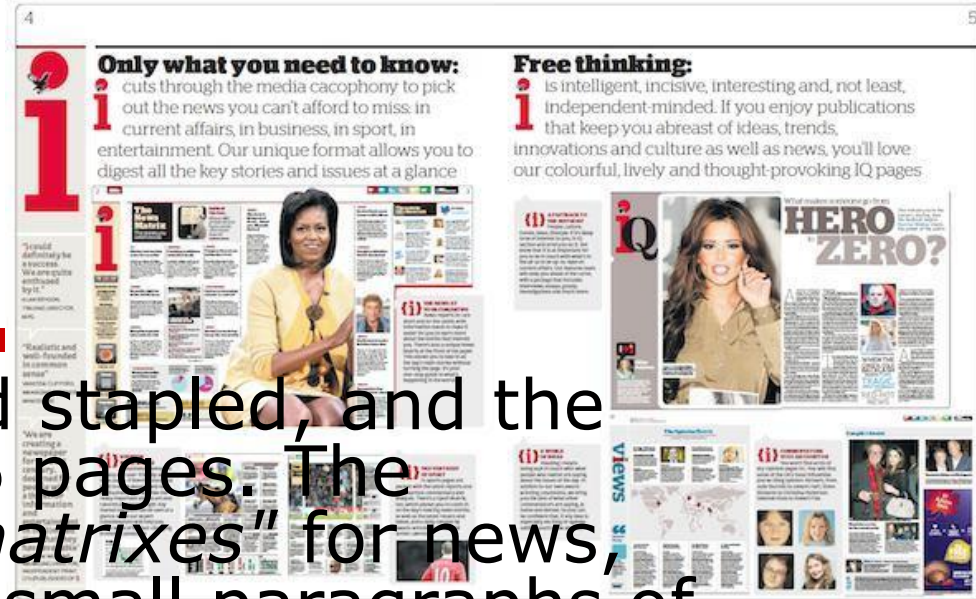
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Format

□ The **i** is tabloid size and stapled, and the first issue contained 56 pages. The newspaper contains "matrixes" for news, business and sports — small paragraphs of information which are expanded upon in full articles further on in the paper. The title also includes a features section titled iQ, and a television guide. The managing director of The Independent stated several days before the newspaper went into print that the publication is designed for people who do not have much time to read a newspaper.



Format



- On 20 April 2011, editor Simon Kelner announced that a Saturday edition of **i** will be published, starting from 7 May 2011 and costing 20 pence. The paper is now running Monday-Saturday. The paper now runs a subscription, whereby customers can buy pre-paid vouchers to exchange for their copy of the paper. The subscription can be either six months or a year long and can be chosen Monday to Friday or including Saturday.
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