

**We reach...**

**0.9M** 20% of GB total **daily**  
**2.1M** 49% of GB total **weekly**  
**3.1M** 71% of GB total **monthly**

**Where to find them...**

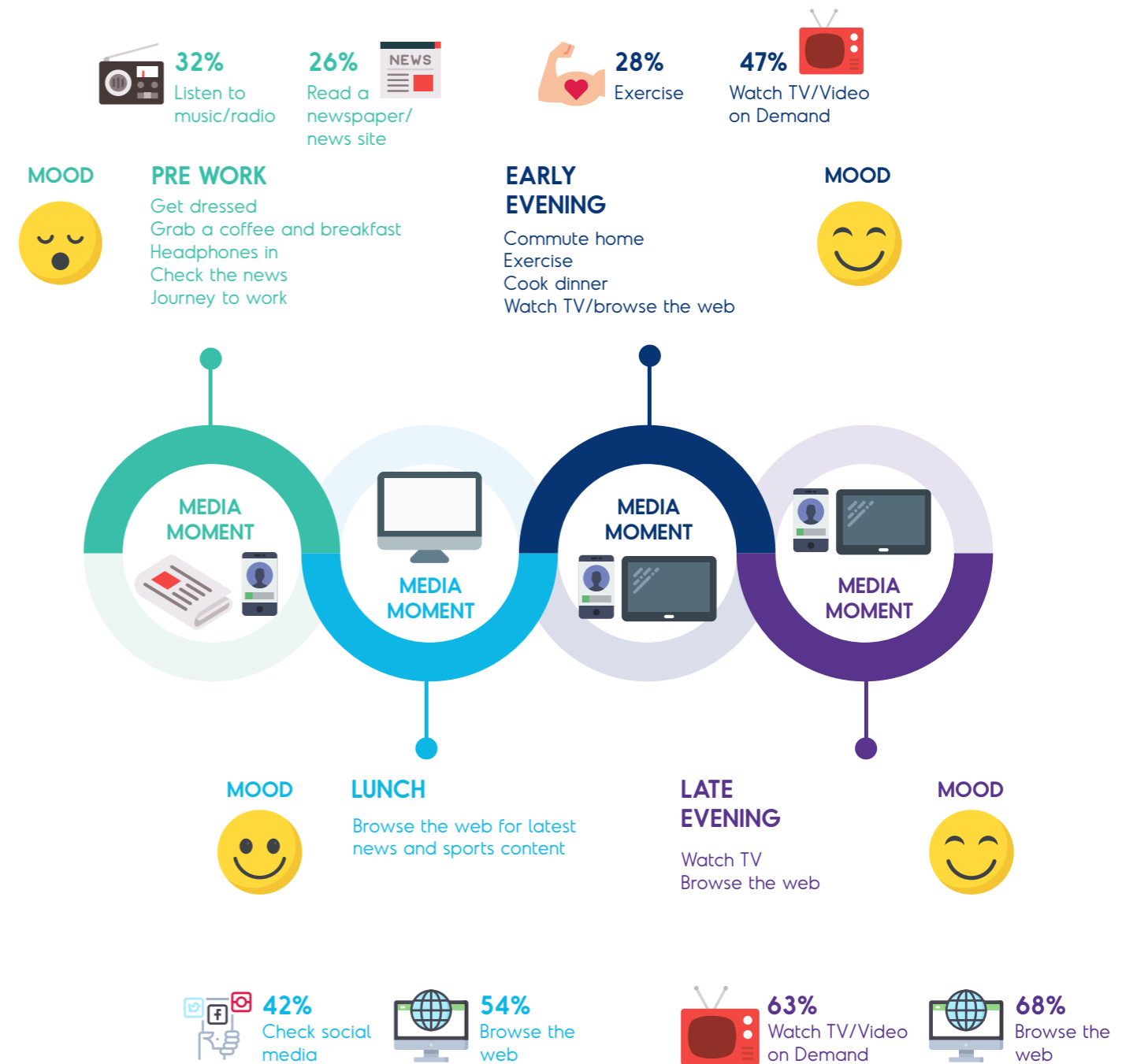
Brand	Index	Reach
<b>METRO</b>	154	1.3m
<b>METRO.co.uk</b>	137	1.8m
<b>This is MONEY</b>	137	322k
<b>MailOnline</b>	116	2.4m
<b>Daily Mail</b>	70	393k
<b>The Mail</b>	62	214k
<b>weekend</b>	29	96k
<b>EVENT</b>	28	59k
<b>YOU</b>	24	59k



Average time spent engaging with our brands  
**1.5hrs** per month

**Top interests**

- Gaming** index 279
- Technology** index 165
- Career & Jobs** index 158
- Cars/Motoring** index 158
- Sport** index 153
- Science** index 141
- Film/Video** index 133
- Business/Finance** index 119
- Music** index 118
- Politics** index 102



**HOW TO TALK TO THEM**

- 1: KEEP IT REAL**  
56% of this audience consider themselves harsh critics of advertising.
- 2: SELL LIFESTYLES**  
39% dislike advertising that is obviously trying to hard sell them something.
- 3: GIVE DON'T JUST TAKE**  
78% welcome brands teaching them new skills.