

We reach...

0.7M 18%
of GB dads
daily

1.9M 45%
of GB dads
weekly

2.7M 65%
of GB dads
monthly

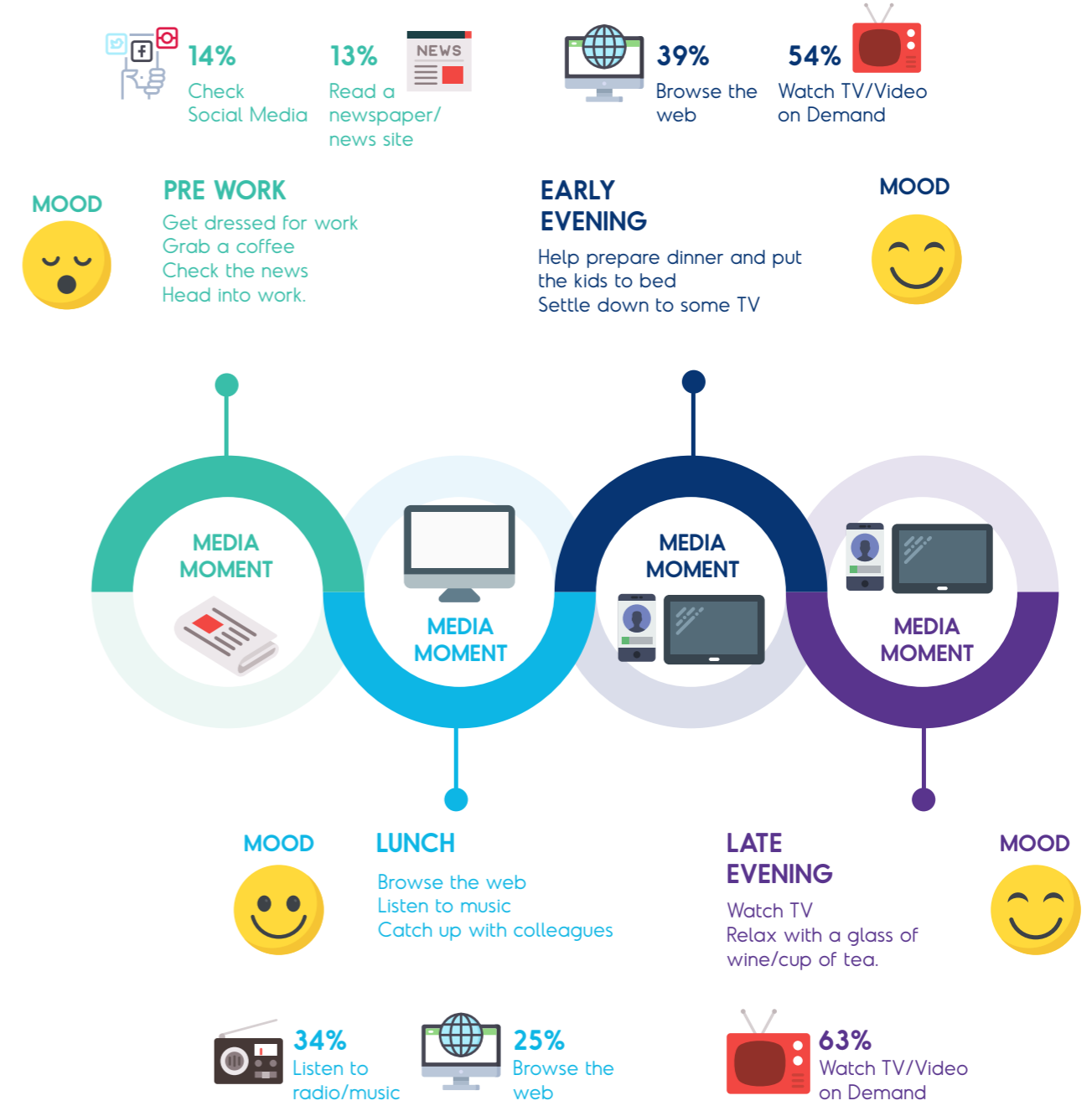
Where to find them...

Brand	Index	Reach
METRO	130	1m
This is MONEY	120	262k
MailOnline	105	2m
METRO.co.uk	101	1.2m
The Mail	75	244k
Daily Mail	69	362k
EVENT	61	121k
YOU	56	130k
weekend	43	132k

Top interests

- Cars/Motoring**
index 182
- Sport**
index 167
- Business/Finance**
index 163
- Technology**
index 162
- Fishing**
index 159
- Science**
index 152
- Gaming**
index 148
- Personal Finance**
index 139
- Politics**
index 128
- Career & Jobs**
index 122

Average time spent engaging with our brands
 2hrs per month



HOW TO TALK TO THEM

- 1: DON'T STEREOTYPE**
69% of all parents agree there are still too many stereotypes in advertising.
- 2: HELP THEM RELAX**
54% of all parents wish they had more time to relax.
- 3: PARTNERS IN CRIME**
91% of all parents believe it is important to spend time having fun with their kids.

Source: PAMCo January 17 - December 17, Pulse Poll 2018, Mintel 2017