

We reach...

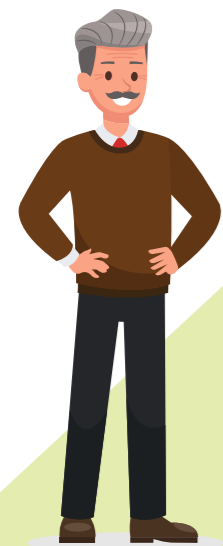
1.3M 20% of GB total **daily**
2.8M 41% of GB total **weekly**
3.8M 56% of GB total **monthly**

Where to find them...

Brand	Index	Reach
weekend	150	760k
EVENT	147	488k
The Mail	145	780k
Daily Mail	134	1.1m
YOU	134	518k
This is MONEY	112	408k
METRO	89	1.1m
MailOnline	74	2.3m
METRO.co.uk	57	1.1m

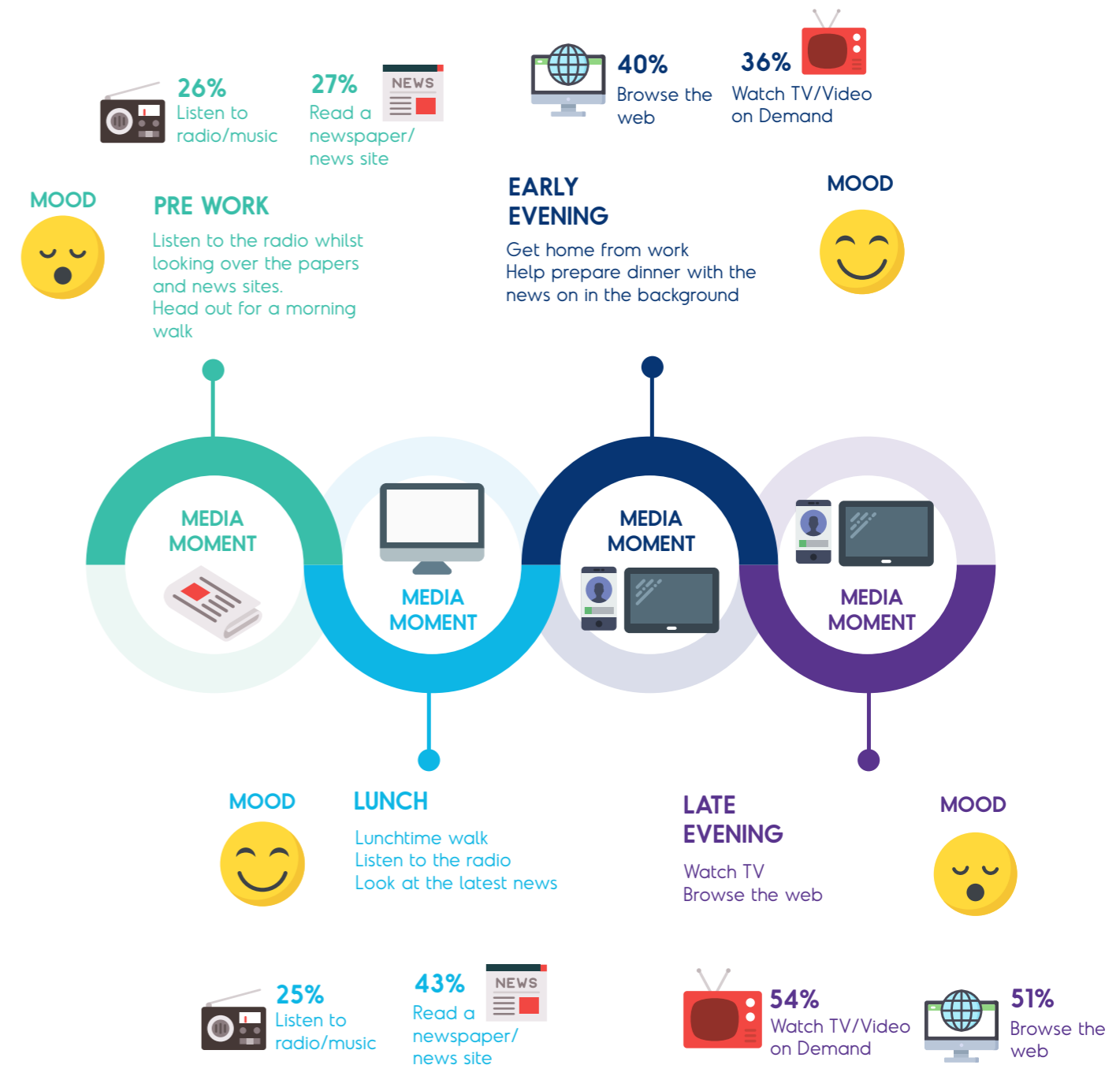
Top interests

- Fishing**
index 263
- Cars/Motoring**
index 187
- Business/Finance**
index 170
- Personal Finance**
index 169
- Sport**
index 166
- Gardening**
index 144
- Politics**
index 138
- Natural World**
index 133
- Environment**
index 131
- Science**
index 126



Average time spent engaging with our brands
5.5hrs per month

SOURCES: PAMCO JAN-DEC 17, MINTEL MARKETING TO BABY BOOMERS, PULSE POLL 2018, NAT GEOGRAPHIC



HOW TO TALK TO THEM

- 1: INCLUDE AND ENTHUSE**
37% feel generally excluded from advertising (vs GB 28%).
- 2: EMPHASISE QUALITY AND REAP THE REWARDS**
This audience makes up 30% of the population but holds 50% of the wealth.
- 3: ENCOURAGE ADVENTURE AND ACTIVE LIFESTYLES**
52% say they have changed the way they approach holidays in the last ten years.