

We reach...

1.1M 26%
daily of GB total

2.6M 60%
weekly of GB total

3.7M 87%
monthly of GB total

Where to find them...

Brand	Index	Reach
METRO .co.uk	193	2.5m
Mai lOnline	176	3.6m
METRO	120	1m
This is MONEY	114	265k
Daily Mail	64	353k
The Mail	56	191k
YOU	52	127k
EVENT	51	107k
weekend	37	119k

Top interests

Baby/Childcare/Parenting
index 365

Beauty & Grooming
index 221

Women's Lifestyle
index 195

Fashion/Clothes
index 186

Celebrity News & Gossip
index 186

Career & Jobs
index 158

Home Ideas/DIY
index 127

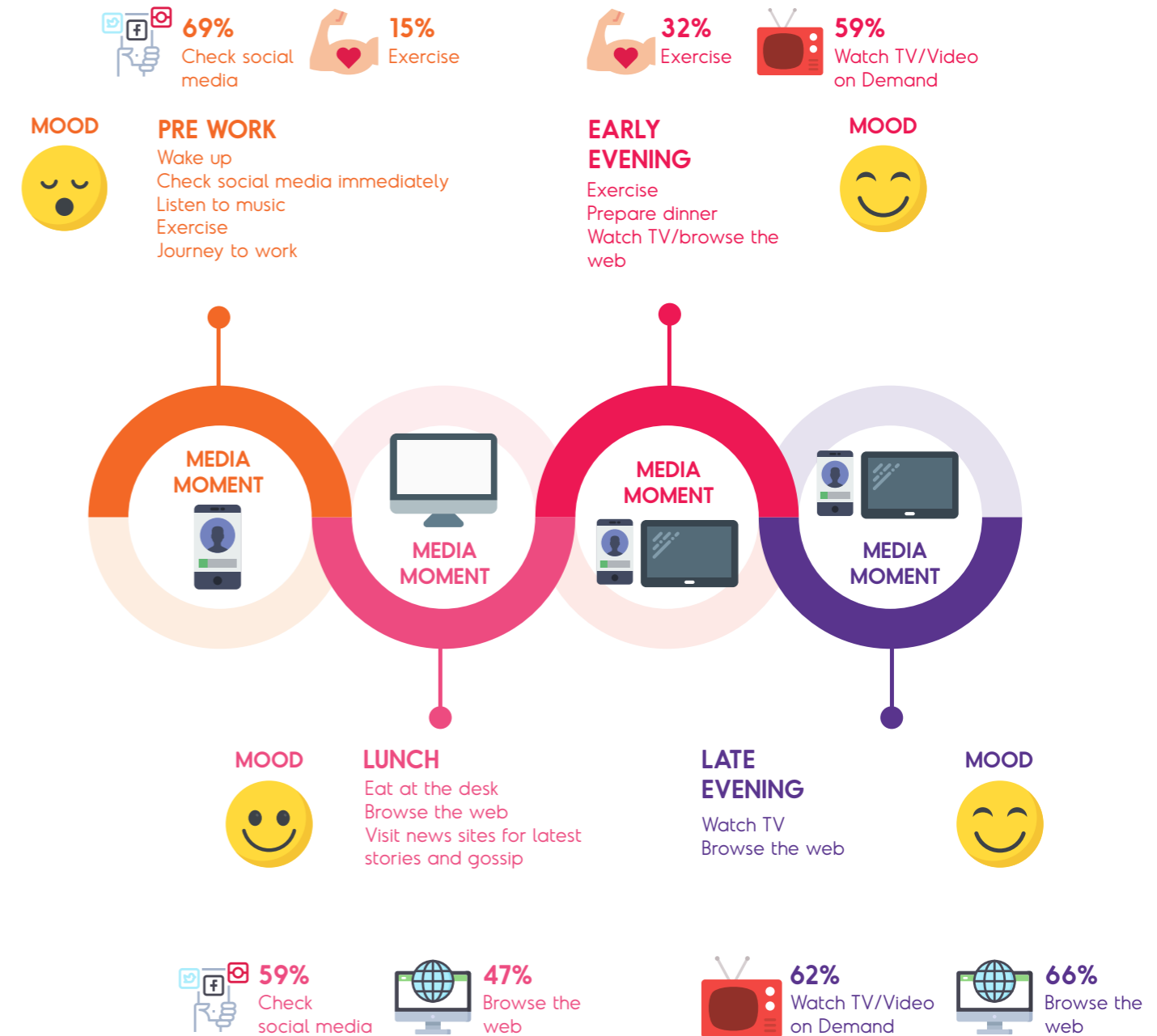
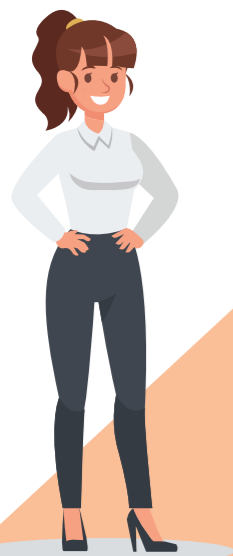
Craft
index 127

Food & Drink
index 125

Health & Fitness
index 125

Average time spent engaging with our brands

2hrs
per month



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.