

We reach...

1.0M 21% of GB mums **daily**
2.6M 53% of GB mums **weekly**
3.9M 78% of GB mums **monthly**

Where to find them...

Brand	Index	Reach
METRO .co.uk	176	2.6m
Mai lOnline	147	3.3m
This is MONEY	139	362k
METRO	100	945k
YOU	86	237k
Daily Mail	73	455k
The Mail	71	272k
EVENT	67	159k
weekend	56	202k

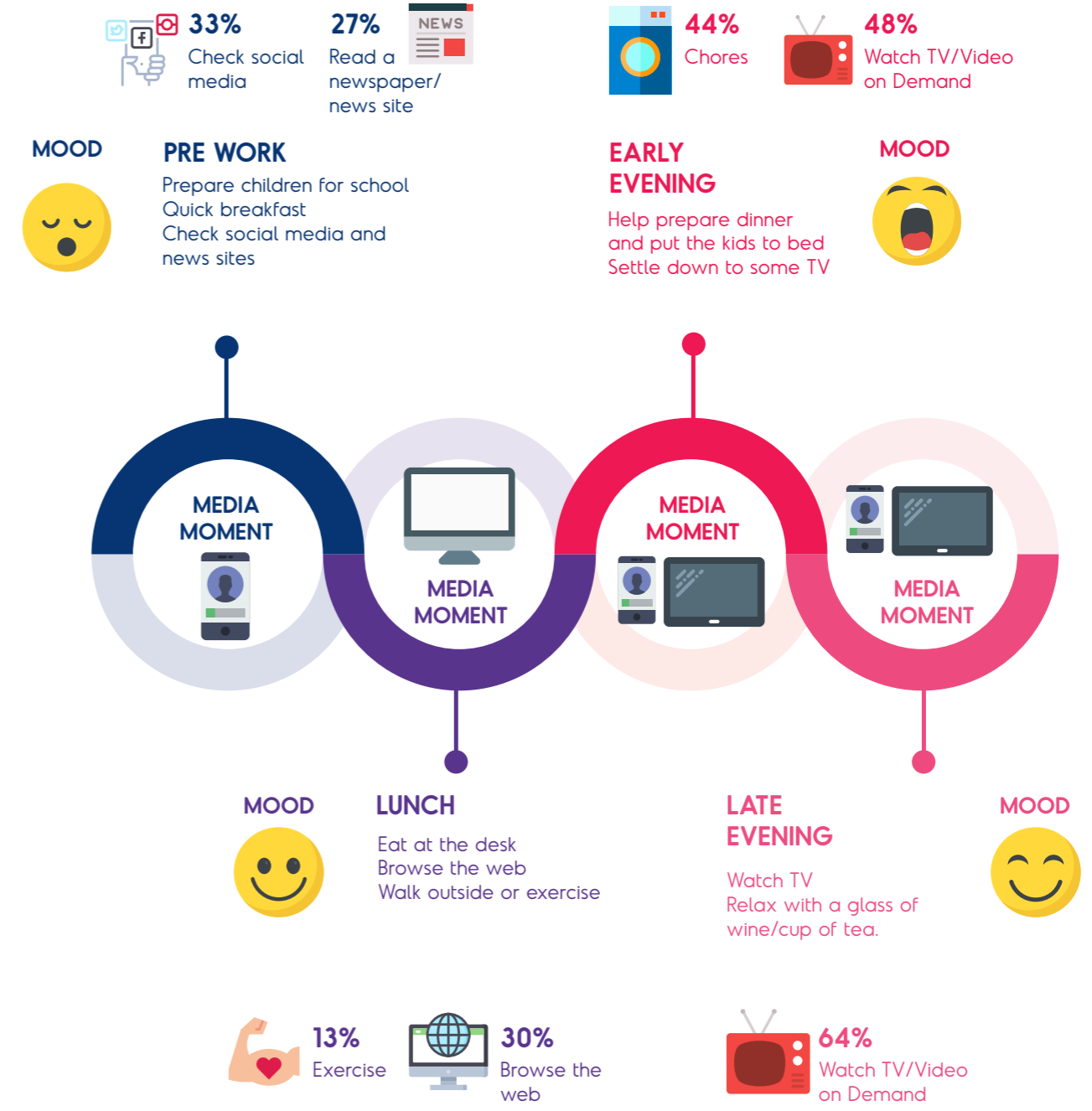
Top interests

- Baby/Childcare/Parenting**
index 324
- Women's Lifestyle**
index 220
- Beauty & Grooming**
index 194
- Fashion/Clothes**
index 173
- Celebrity News & Gossip**
index 172
- Home Ideas/DIY**
index 154
- Craft**
index 154
- Career & Jobs**
index 148
- Food & Drink**
index 146
- Health & Fitness**
index 128

Average time spent engaging with our brands
3.25hrs
per month



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



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.