

We reach...

1.5M 21%
daily of GB total

3.2M 44%
weekly of GB total

4.2M 59%
monthly of GB total

Where to find them...

Brand	Index	Reach
YOU	200	812k
EVENT	199	695k
weekend	187	998k
The Mail	159	903k
Daily Mail	149	1.3m
This is MONEY	105	420k
MailOnline	79	2.6m
METRO	78	1m
METRO.co.uk	67	1.4m

Top interests

Women's Lifestyle
index 204

Gardening
index 202

Craft
index 187

Fashion/Clothes
index 157

Arts/Books/Theatre
index 155

Beauty
index 152

Home Ideas/DIY
index 151

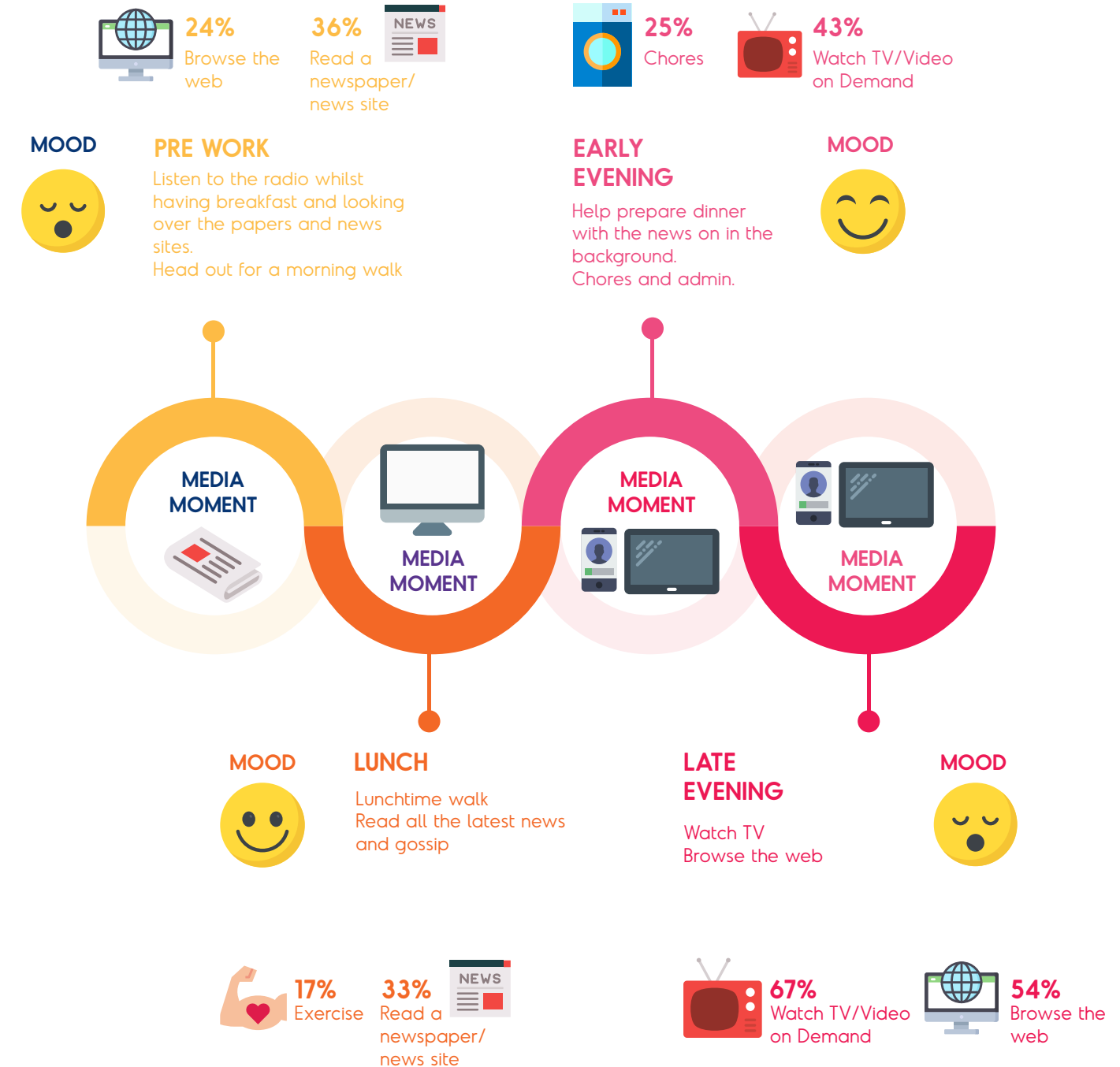
Food And Drink
index 144

Natural World
index 130

Travel & Holidays
index 126

Average time spent engaging with our brands

6hrs
per month



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.