

We reach...

568k 14% of GB total daily
1.5M 38% of GB total weekly
2.2M 56% of GB total monthly

Where to find them...

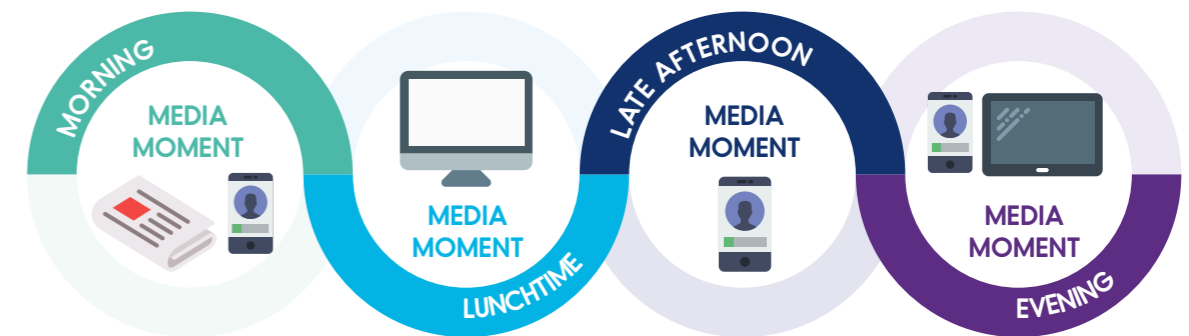
Brand	Index	Reach
	120	N/A
	111	844k
	91	1m
	80	1.4m
	71	392k
	54	167k
	28	53k
	25	73k
	23	51k

Top interests

- Gaming**
index 437
- Technology**
index 197
- Career & Jobs**
index 160
- Science**
index 141
- Cars/Motoring**
index 158
- Sport**
index 141
- Film/Video**
index 133
- Music**
index 118
- Photography**
index 119
- Politics**
index 102

Average time spent engaging with our brands

1.5hrs
per month



METRO NEWSPAPER
#1 print title for reaching 18-24 men. Reach 844K every month

DESKTOP/PC
This audience is 80% more likely to be on their laptops at work. MailOnline reaches 0.5m every month

MOBILE
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 1.2m 15-24 men on mobile.

DUAL SCREEN
2/3rd of this audience dual screen whilst watching TV. Mobile and tablet traffic peaks in the evening.

HOW TO TALK TO THEM

1: #FRIEND-SPIRATION
48% say that their friends inspire their clothing choices

Brands can use social media influencers to make their message resonate with this audience

2: TECH A BREAK
54% find it hard to take a break from being online

Brands can step in and create campaigns centred on encouraging them to take time offline

3: HEALTHY MIND HEALTHY SOUL
81% agree mental health is as important as physical health

Campaigns that help them understand their emotional well-being and highlight where they can go for help, are likely to appeal