

We reach...

0.9M 21% of GB total daily
2.2M 49% of GB total weekly
3.1M 71% of GB total monthly

Where to find them...

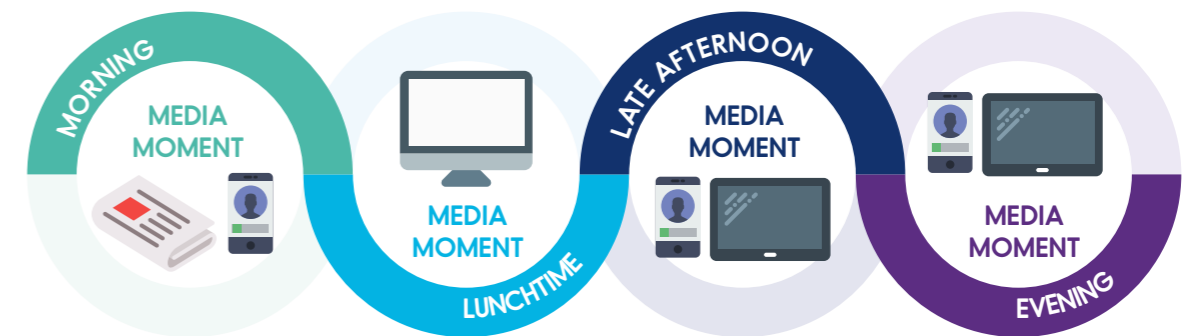
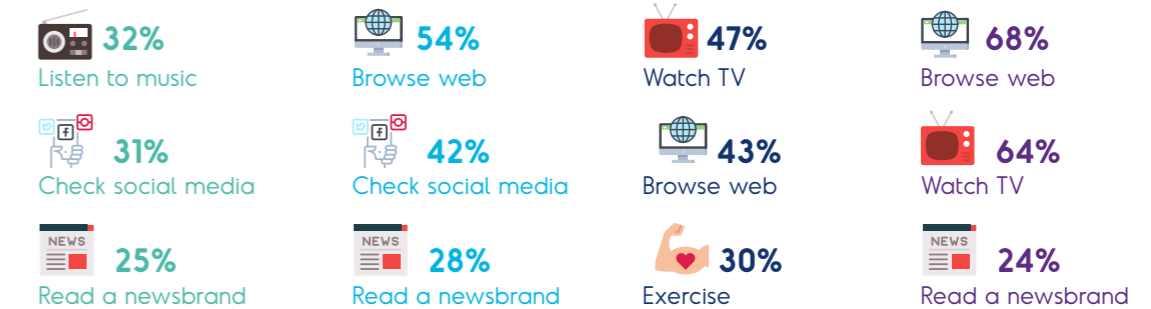
Brand	Index	Reach
METRO	154	1.3m
METRO.co.uk	137	1.8m
This is MONEY	123	344k
MailOnline	116	2.4m
Daily Mail	65	398k
The Mail	62	214k
weekend	29	96k
EVENT	28	59k
YOU	24	59k



Average time spent engaging with our brands
2hrs per month

Top interests

- Gaming** index 279
- Technology** index 165
- Career & Jobs** index 158
- Cars/Motoring** index 158
- Sport** index 153
- Science** index 141
- Film/Video** index 133
- Business/Finance** index 119
- Music** index 118
- Politics** index 102



METRO NEWSPAPER
 Metro reaches almost twice as many 25-34 year old men every morning than any other newspaper

DESKTOP/PC
 Desktop traffic peaks on our digital properties at lunchtime. 546k 25-34 men visit MailOnline on desktop

MOBILE
 Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 1.8m 25-34 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: KEEP IT REAL**
 56% of this audience consider themselves harsh critics of advertising
 Ensure there is a natural and real brand fit, adapt creative and messaging by media context.
- 2: SELL LIFESTYLES**
 39% dislike advertising that is obviously trying to 'hard sell' them something
 Don't just sell the product, sell the lifestyle. Give them shareable experiences.
- 3: GIVE DON'T JUST TAKE**
 78% welcome brands teaching them new skills
 They value opportunities that let them get involved, get creative and feel needed.