

We reach...

1.5M 18% of GB total **daily**
3.6M 43% of GB total **weekly**
5.2M 61% of GB total **monthly**

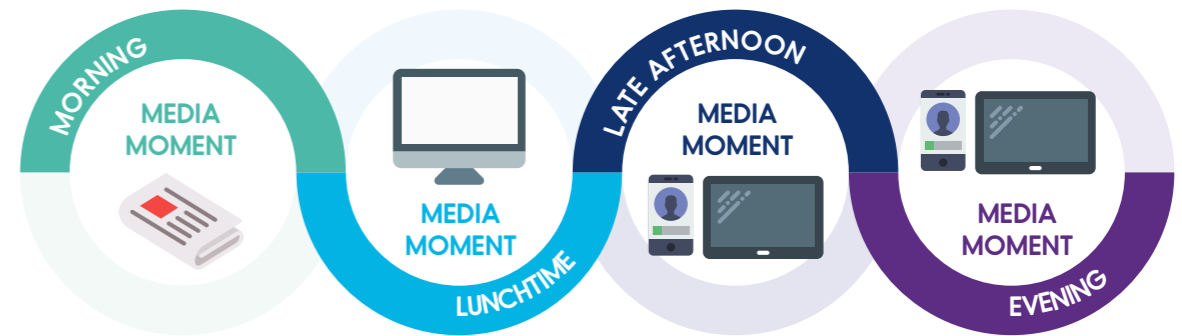
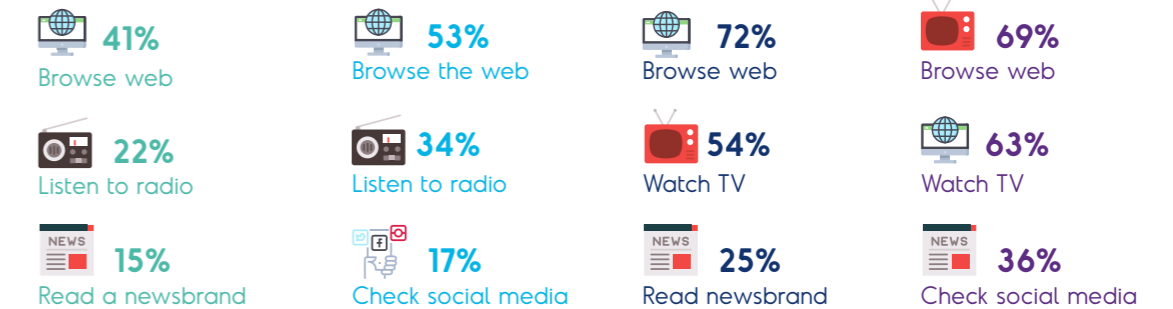
Where to find them...

Brand	Index	Reach
METRO	125	2m
This is MONEY	112	599k
Mail Online	94	3.7m
METRO .co.uk	88	2.2m
The Mail	77	511k
EVENT	68	276k
Daily Mail	67	790k
YOU	60	284k
weekend	50	311k

Top interests

- Cars/Motoring**
index 180
- Sport**
index 160
- Technology**
index 146
- Business/Finance**
index 145
- Science**
index 143
- Personal Finance**
index 124
- Gaming**
index 123
- Politics**
index 118
- Career & Jobs**
index 116
- Film/Video**
index 111

Average time spent engaging with our brands
2.5hrs per month



METRO NEWSPAPER
Metro reaches more 35-54 year old men than any other weekday newspaper title

DESKTOP/PC
Desktop traffic peaks on at lunchtime. Over 1.2m 35-54 yr. old men visit MOL on desktop

MOBILE
Mobile traffic rises from 5pm onwards. We reach 2.6m 35-54 men on mobile.

DUAL SCREEN
70% of this audience dual screen whilst watching TV. Traffic peaks in the evening.

HOW TO TALK TO THEM

- 1: DON'T STEREOTYPE**
69% agree there are too many stereotypes used in advertising
 There is opportunity for brands to actively challenge persistent stereotypes
- 2: HELP THEM RELAX**
54% wish they had more time to relax
 Brands can appeal by promoting pro-relaxation qualities that their products and services offer
- 3: PARTNERS IN CRIME**
91% believe it is important to spend time having fun with kids
 Brands can benefit from portraying parents as partners in crime and not just carers