

**We reach...**

**511k** 23% of GB total daily  
**862k** 38% of GB total weekly  
**1.1M** 47% of GB total monthly

**Where to find them...**

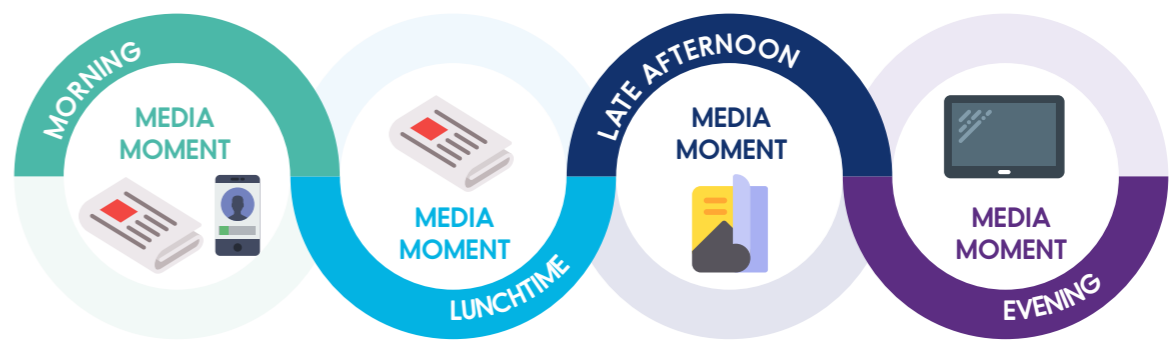
Brand	Index	Reach
weekend	236	441k
EVENT	196	214k
Daily Mail	189	597k
The Mail	181	322k
YOU	172	219k
METRO	56	246k
This is MONEY	36	52k
MailOnline	31	333k
METRO.co.uk	18	123k



Average time spent engaging with our brands  
**14hrs** per month

**Top interests**

- Gardening** index 173
- Sport** index 164
- Personal Finance** index 157
- Cars/Motoring** index 152
- Politics** index 150
- Business/Finance** index 141
- Natural World** index 136
- TV** index 135
- News** index 132
- Environment** index 124



**DAILY MAIL/THE MAIL ON SUNDAY** #1 print titles for this audience reaching 0.6m every month

**MAIL ON SUNDAY** The Mail on Sunday readership peaks at this time every Sunday and is read by 0.3m every month

**SUPPLEMENTS** YOU, Event and Weekend magazines are read multiple times a week and are #1 for reach

**DUAL SCREEN** 67% of this audience dual screen whilst watching TV. Tablet peaks in the evening.

**HOW TO TALK TO THEM**

- 1: HEALTH = HAPPINESS**  
57% agree that they really look after their health  
Brands can appeal to this audience with health and wellbeing ideas for them to try
- 2: A HELPING HAND**  
56% say they need a helping hand when trying to use a new technology product  
This audience are using new technology but value brands who take the time out to help them
- 3: IT'S ALL ABOUT TRUST**  
1/3 agree that 'if I trust a brand, I buy it without looking at the price'  
This is a loyal audience who value brands that communicate and offer good service

SOURCE: PAMCO APR 17-MAR 18 | TGI CLICKSTREAM 2018 Q1