

We reach...

569k 15%
daily of GB total

1.8M 47%
weekly of GB total

2.8M 75%
monthly of GB total

Where to find them...

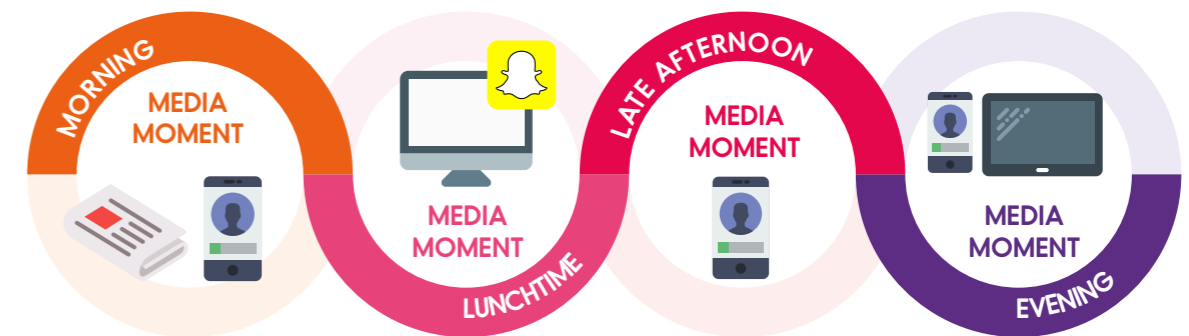
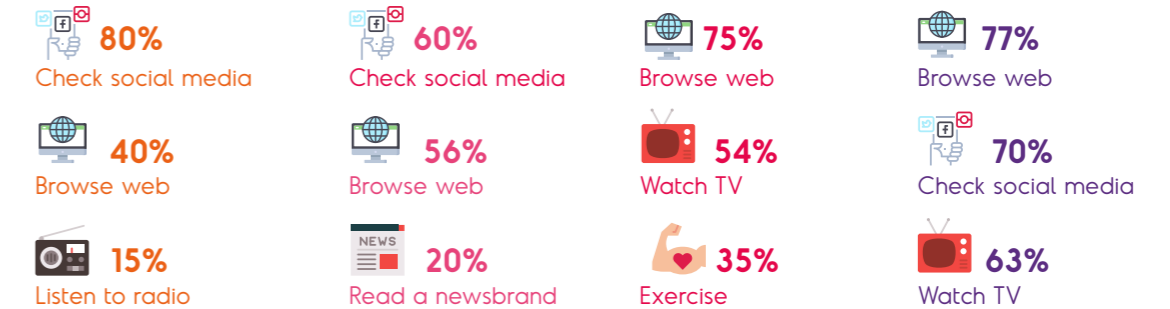
Brand	Index	Reach
	247	N/A
	140	2.4m
	131	1.4m
	80	580k
	64	335k
	54	158k
	35	74k
	29	53k
	28	77k



Average time spent engaging with our brands
1hr per month

Top interests

- Beauty & Grooming**
index 269
- Celebrity News & Gossip**
index 221
- Fashion/Clothes**
index 212
- Photography**
index 173
- Music**
index 146
- Career & Jobs**
index 146
- Women's Lifestyle**
index 145
- Baby/Childcare/Parenting**
index 118
- Technology**
index 116
- Health & Fitness**
index 112



METRO NEWSPAPER
Metro reaches more 15-24 year old women every morning than any other newspaper

DESKTOP/PC
Desktop traffic peaks on our digital properties at lunchtime. Over 350k 18-24 women visit MailOnline on desktop

MOBILE
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 2.3m 15-24 women on mobile.

DUAL SCREEN
75% of this audience dual screen whilst watching TV. Mobile and tablet traffic peaks in the evening.

HOW TO TALK TO THEM

1: #FRIEND-SPARATION
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