

We reach...

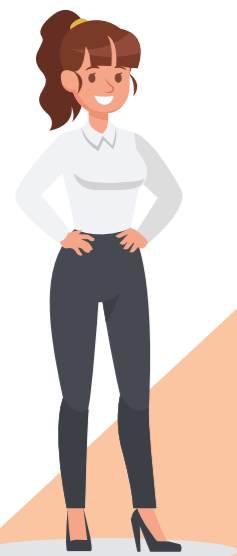
1.1M 26%
of GB total
daily

2.6M 60%
of GB total
weekly

3.7M 87%
of GB total
monthly

Where to find them...

Brand	Index	Reach
METRO .co.uk	193	2.5m
Mail Online	176	3.6m
This is MONEY	128	355k
METRO	120	1m
Daily Mail	61	374k
The Mail	56	191k
YOU	52	127k
EVENT	51	107k
weekend	37	119k



Average time spent engaging with our brands

2hrs
per month

Top interests

Baby/Childcare/Parenting
index 365

Beauty & Grooming
index 221

Women's Lifestyle
index 195

Fashion/Clothes
index 186

Celebrity News & Gossip
index 186

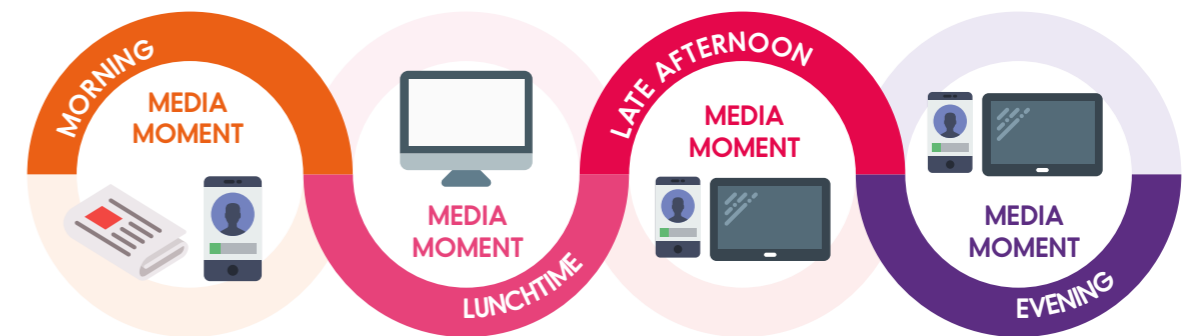
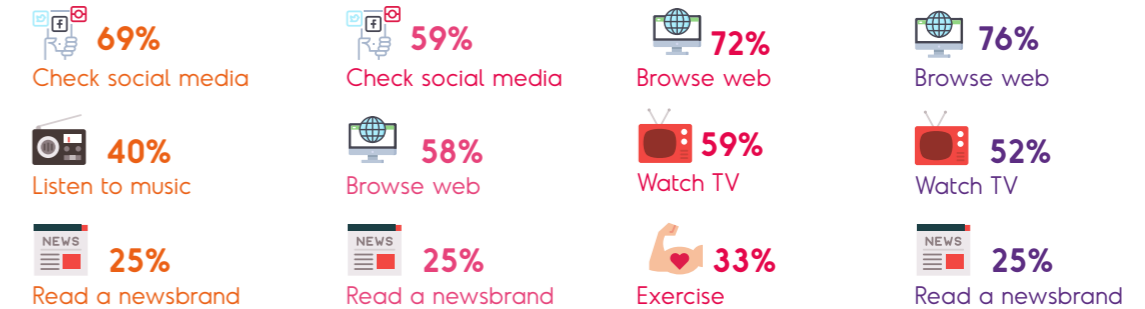
Career & Jobs
index 158

Home Ideas/DIY
index 127

Craft
index 127

Food & Drink
index 125

Health & Fitness
index 125



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

DESKTOP/PC
Desktop traffic peaks on our digital properties at lunchtime. Over 500k 25-34 women visit MailOnline on desktop

MOBILE
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 3.1m 25-34 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: 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.