

We reach...

1.8M 21% of GB total daily
4.4M 50% of GB total weekly
6.4M 74% of GB total monthly

Where to find them...

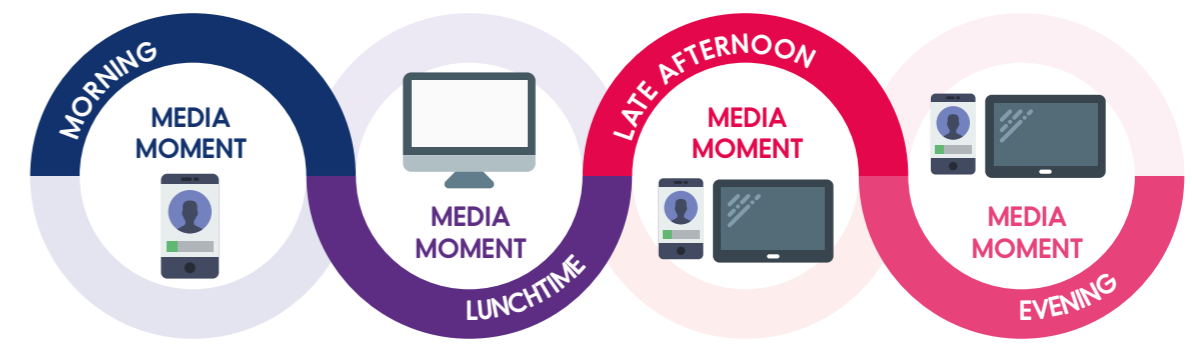
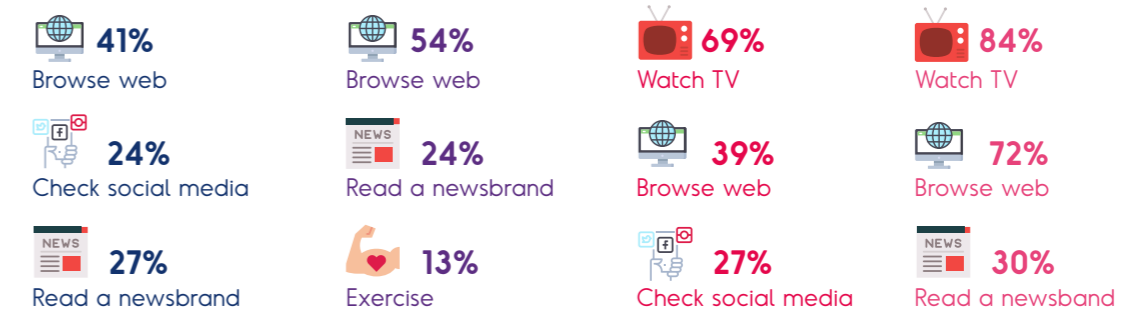
Brand	Index	Reach
METRO .co.uk	150	3.9m
Mail Online	136	5.5m
This is MONEY	120	656k
YOU	100	458k
METRO	98	1.6m
EVENT	77	320k
Daily Mail	75	901k
The Mail	71	272k
weekend	64	412k

Top interests

- Women's Lifestyle**
index 214
- Baby/Childcare/Parenting**
index 211
- Beauty & Grooming**
index 192
- Fashion/Clothes**
index 165
- Celebrity News & Gossip**
index 164
- Craft**
index 156
- Home Ideas/DIY**
index 148
- Food & Drink**
index 143
- Career & Jobs**
index 136
- Health & Fitness**
index 126



Average time spent engaging with our brands
2hrs per month



MOBILE APPS
App traffic peaks in the morning. 35-54 yr. old women are +33% more likely use our app.

DESKTOP/PC
Desktop traffic peaks at lunchtime. Over 1m 35-54 yr. old women visit MOL on desktop.

MOBILE
Mobile traffic rises from 5pm onwards. We reach 4.3m 35-54 women on mobile

DUAL SCREEN
75% 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