

We reach...

1.6M 22% of GB total daily
3.2M 45% of GB total weekly
4.3M 59% of GB total monthly

Where to find them...

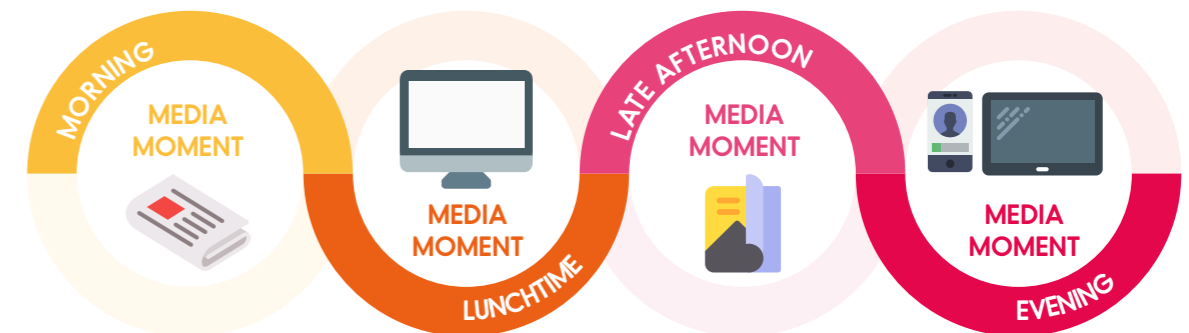
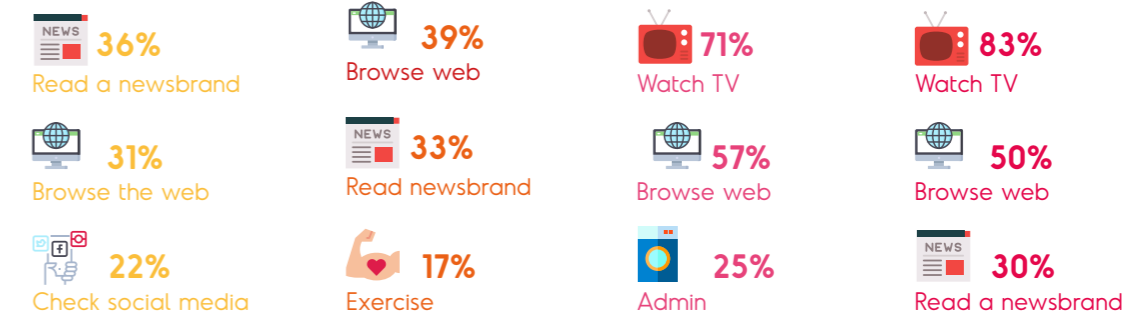
Brand	Index	Reach
YOU	200	812k
EVENT	199	695k
weekend	187	998k
The Mail	159	903k
Daily Mail	152	1.5m
This is MONEY	119	546k
MailOnline	79	2.6m
METRO	78	1m
METRO.co.uk	67	1.4m

Top interests

- Women's Lifestyle**
index 204
- Gardening**
index 202
- Craft**
index 187
- Fashion/Clothes**
index 157
- Arts/Books/Theatre**
index 155
- Beauty**
index 152
- Home Ideas/DIY**
index 151
- Food And Drink**
index 144
- Natural World**
index 130
- Travel & Holidays**
index 126

Average time spent engaging with our brands

6hrs
per month



DAILY MAIL/THE MAIL ON SUNDAY
#1 print titles for this audience reaching 1.5m every month

DESKTOP/PC
Desktop traffic peaks on at lunchtime. Over 700K 55-74 yr. old women visit MailOnline on desktop

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

DUAL SCREEN
75% of this audience dual screen whilst watching TV. Tablet peaks in the evening.

HOW TO TALK TO THEM

- 1: INCLUDE & ENTHUSE**
37% generally feel excluded from modern day advertising
There is a need for brands to more closely align with their attitudes and behaviours
- 2: EMPHASISE QUALITY**
30% of the GB population but have 50% of the wealth
Brands could highlight how expensive products offer greater quality and encourage this audience to trade up
- 3: ENCOURAGE ADVENTURE**
52% have changed the way they approach holidays in the last 10 yrs
Advertising needs to adapt to their new found mind-sets and portray the adventurous sides