

We reach...

602k 20% of GB total daily
1M 34% of GB total weekly
1.2M 39% of GB total monthly

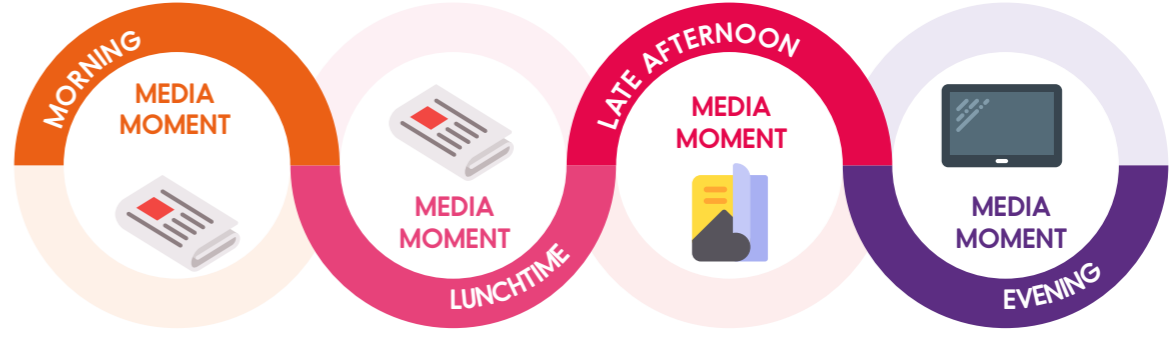
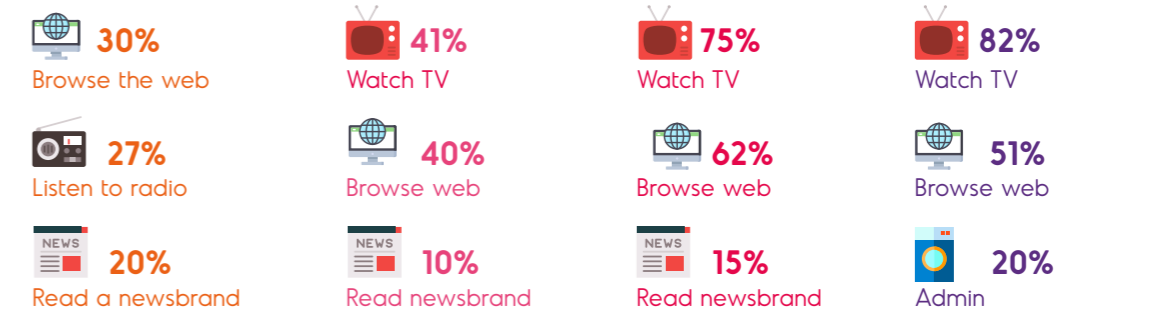
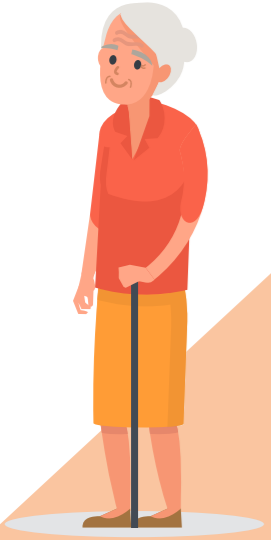
Where to find them...

Brand	Index	Reach
weekend	279	636k
YOU	216	374k
EVENT	201	299k
Daily Mail	184	789k
The Mail	165	399k
METRO	47	277m
This is MONEY	26	51k
MailOnline	19	275k
METRO.co.uk	14	133k

Top interests

- Gardening**
index 188
- TV**
index 150
- Women's Lifestyle**
index 147
- Craft**
index 144
- Arts/Books/Theatre**
index 124
- Natural World**
index 121
- News**
index 118
- Food & Drink**
index 114
- Fashion/Clothes**
index 113
- Environment**
index 110

Average time spent engaging with our brands
15hrs per month



MORNING MEDIA MOMENT
DAILY MAIL #1
 print title for reaching this audience, 0.8m every month

LUNCHTIME MEDIA MOMENT
THE MAIL ON SUNDAY
 The Mail on Sunday readership peaks at this time every Sunday and is read by 0.4m every month

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

EVENING MEDIA MOMENT
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