

# NEW YEAR. *New You*

## WHAT WERE THE TOP NEW YEAR'S RESOLUTIONS IN 2018?

64%

Travel more

31%

Promotion or  
new job

30%

Improve  
mental health

24%

Eat healthier

24 DEC

Gym searches  
peak



31 DEC

Diet searches  
peak



1 JAN

Start of  
Veganuary



1 JAN

Start of  
Dry January



7 JAN

Searches for  
healthy food  
peak



THINK NEW YEAR,  
THINK MAIL METRO MEDIA

*Reach*  
10 MILLION  
PEOPLE EVERYDAY

*Key Audience*  
2.5 MILLION 18-34s  
EVERY DAY  
1 IN 5 OF GB POPULATION

*Engaged*  
80% READ ABOUT HEALTH  
IN OUR PRODUCTS

*Content*  
37 NEW YEAR ARTICLES  
88 HEALTH ARTICLES =  
11 MILLION ARTICLE VIEWS

7 JAN

World Travel  
Week



10 JAN

Mental health  
searches peak



21 JAN

Blue Monday



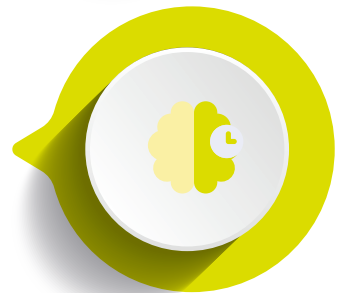
28 JAN

Home exercise  
search peak



7 FEB

Time to talk  
mental health



## *Key Trend*

There is more focus on health and wellbeing rather than appearance with people often concentrating on improving mental health rather than physical fitness – views of articles on mental health have increased by 70% yoy.