

## We reach...

**0.9M** 21% of GB total daily  
**2.2M** 52% of GB total weekly  
**3.5M** 82% of GB total monthly

## Where to find them...

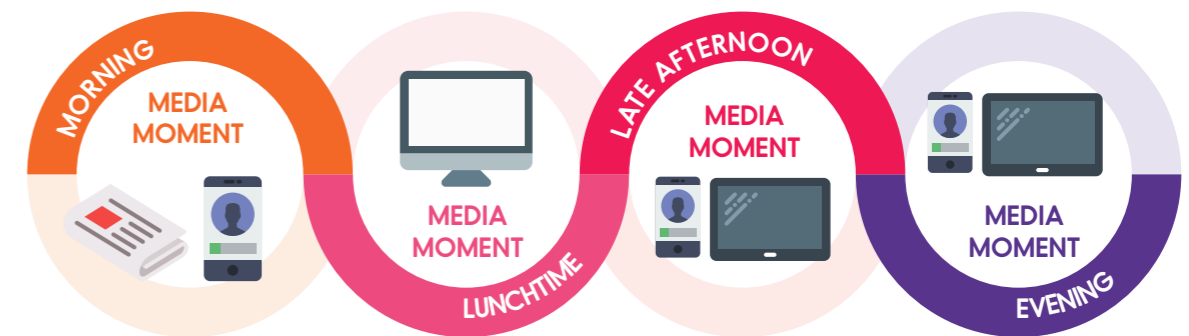
Brand	Index	Reach
<b>METRO</b> .co.uk	193	2.5m
<b>Mail</b> Online	176	3.6m
This is <b>MONEY</b>	128	355k
<b>METRO</b>	120	1m
<b>Daily Mail</b>	61	374k
<b>The Mail</b>	56	191k
<b>YOU</b>	52	127k
<b>EVENT</b>	51	107k
<b>weekend</b>	37	119k



Average time spent engaging with our brands  
**2hrs** per month

## Top interests

- Baby/Childcare/Parenting** index 387
- Beauty & Grooming** index 228
- Celebrity News & Gossip** index 198
- Women's Lifestyle** index 197
- Fashion/Clothes** index 191
- Career & Jobs** index 161
- Food & Drink** index 129
- Health & Fitness** index 129
- Craft** index 127
- Home Ideas/DIY** index 126



**METRO NEWSPAPER**  
 Metro reaches almost 1.5 times 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 315k 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.