

We reach...

1.6M 18% of GB total daily
4.0M 47% of GB total weekly
6.1M 71% of GB total monthly

Where to find them...

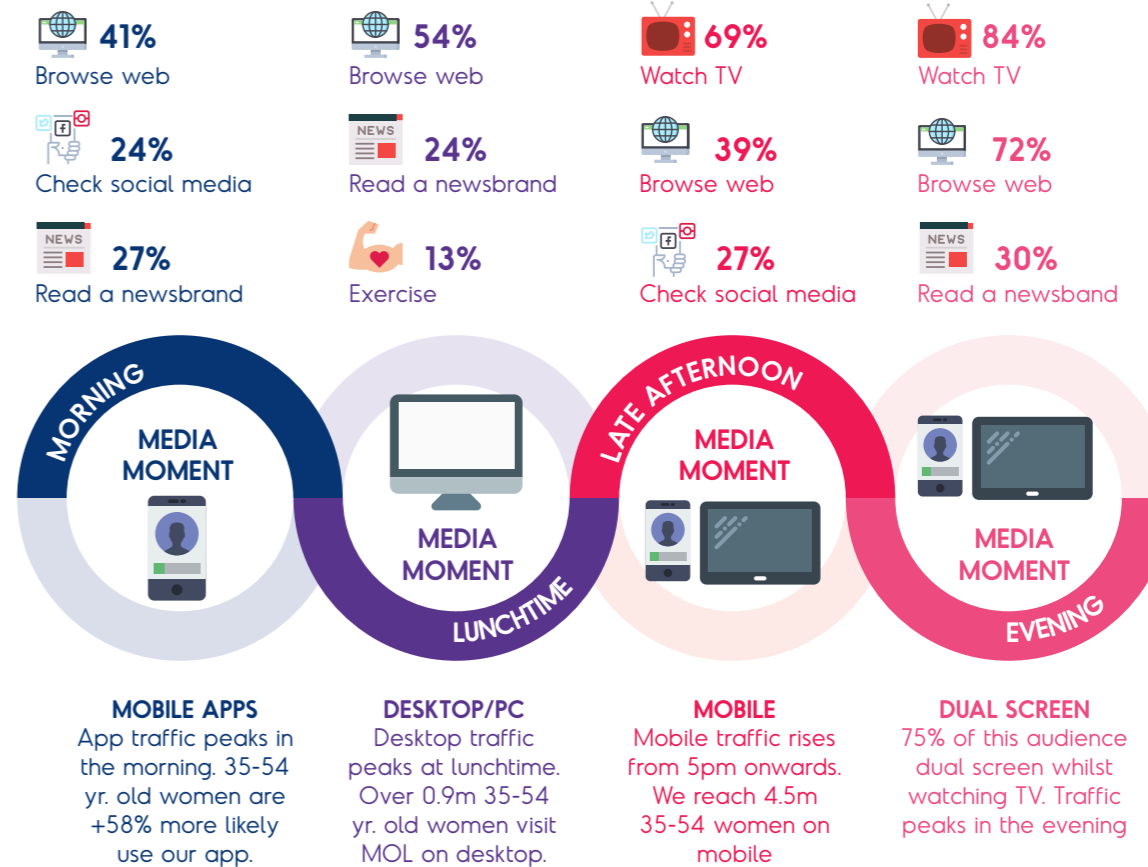
Brand	Index	Reach
METRO .co.uk	150	3.9m
Mai lOnline	136	5.5m
This is MONEY	120	656k
YOU	100	458k
METRO	98	1.6m
EVENT	77	320k
Daily Mail	75	901k
The Mail	71	272k
weekend	64	412k

Top interests

- Women's Lifestyle**
index 206
- Baby/Childcare/Parenting**
index 204
- Beauty & Grooming**
index 190
- Fashion/Clothes**
index 163
- Celebrity News & Gossip**
index 162
- Craft**
index 153
- Home Ideas/DIY**
index 150
- Food & Drink**
index 141
- Career & Jobs**
index 134
- Health & Fitness**
index 127



Average time spent engaging with our brands
2hrs per month



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