

**We reach...**

**1.4M** 20% of GB total **daily**  
**2.9M** 42% of GB total **weekly**  
**3.9M** 57% of GB total **monthly**

**Where to find them...**

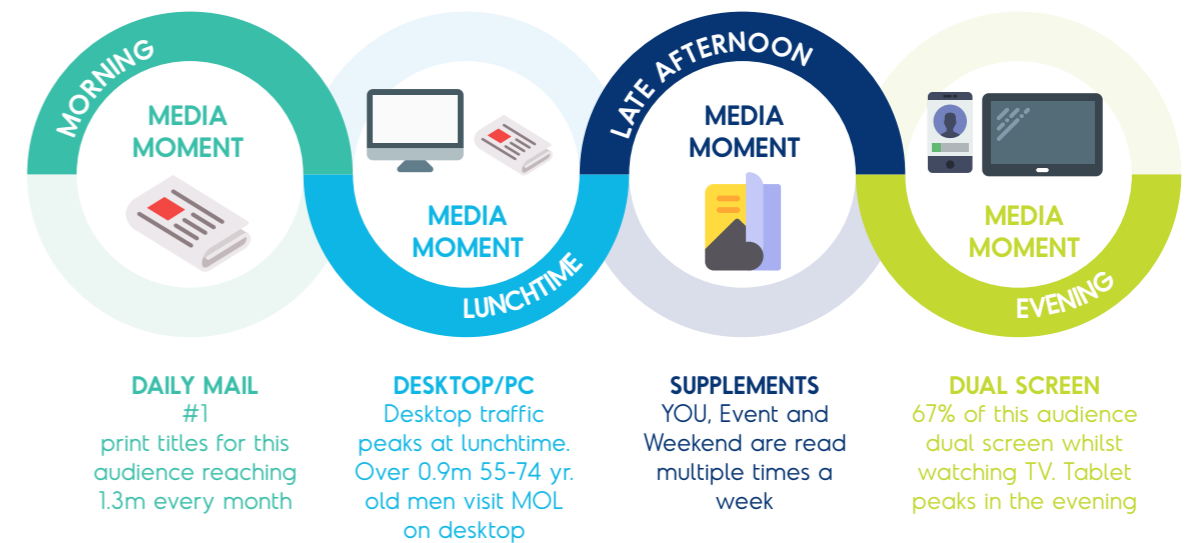
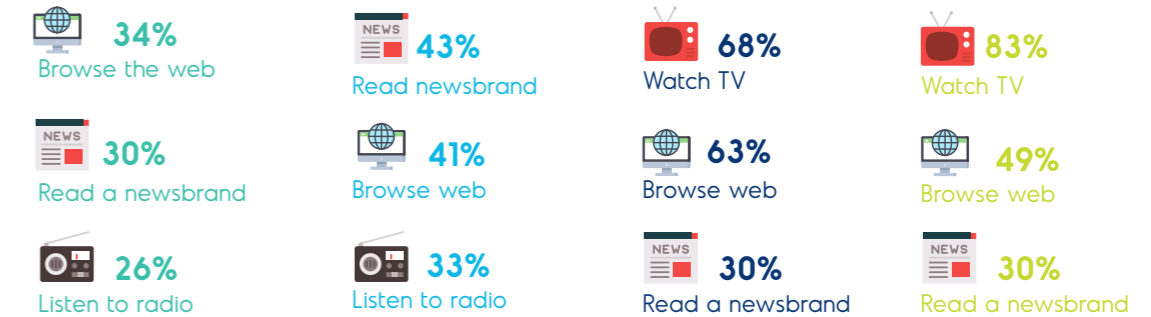
Brand	Index	Reach
weekend	150	760k
EVENT	147	488k
The Mail	145	780k
Daily Mail	134	1.2m
YOU	134	518k
This is MONEY	109	475k
METRO	89	1.1m
MailOnline	74	2.3m
METRO.co.uk	57	1.1m



Average time spent engaging with our brands  
**5.5hrs** per month

**Top interests**

- Cars/Motoring** index 188
- Personal Finance** index 170
- Business/Finance** index 167
- Sport** index 167
- Politics** index 143
- Gardening** index 140
- Natural World** index 131
- Environment** index 129
- Science** index 125
- News** index 118



**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 mindsets and portray the adventurous sides