

We reach...



Where to find them...

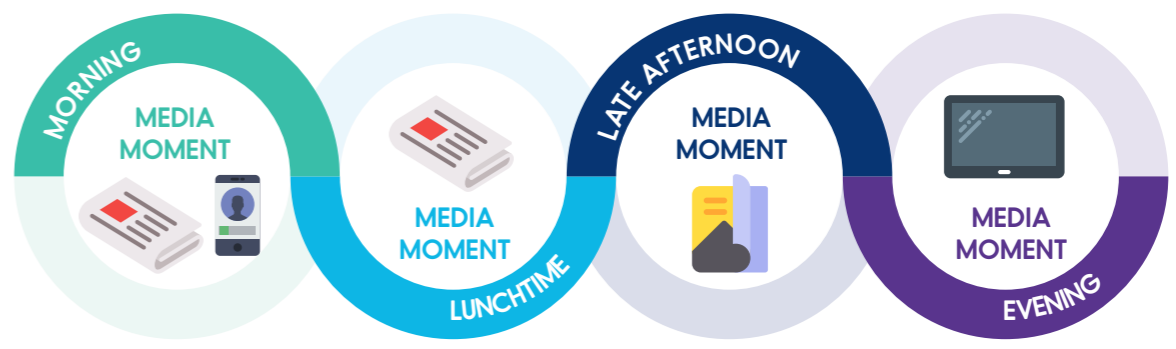
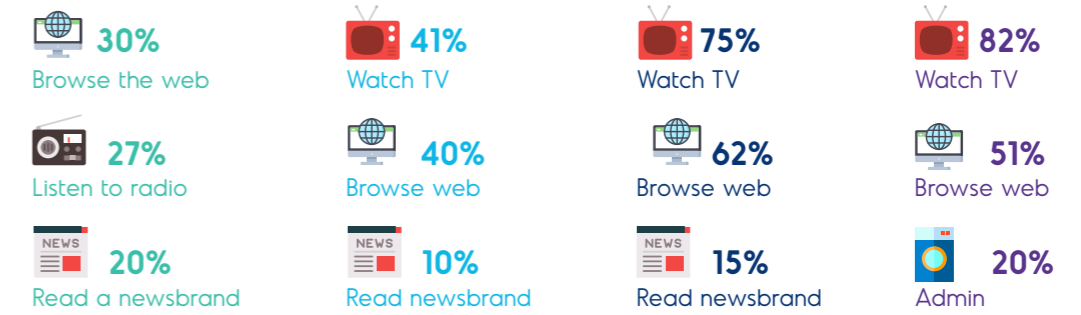
Brand	Index	Reach
weekend	236	441k
EVENT	196	214k
Daily Mail	189	597k
The Mail	181	322k
YOU	172	219k
METRO	56	246k
This is MONEY	36	52k
MailOnline	31	333k
METRO.co.uk	18	123k



Average time spent engaging with our brands
14hrs per month

Top interests

- Personal Finance** index 169
- Gardening** index 166
- Sport** index 160
- Politics** index 160
- Cars/Motoring** index 153
- Natural World** index 139
- TV** index 137
- Business/Finance** index 136
- News** index 131
- Environment** index 125



MORNING MEDIA MOMENT
DAILY MAIL/THE MAIL ON SUNDAY #1 print titles for this audience reaching 0.6m every month

LUNCHTIME MEDIA MOMENT
MAIL ON SUNDAY The Mail on Sunday readership peaks at this time every Sunday and is read by 0.3m every month

LATE AFTERNOON MEDIA MOMENT
SUPPLEMENTS YOU, Event and Weekend magazines 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 OCT 17 - SEPT 18 | TGI CLICKSTREAM 2018 Q4