

We reach...

599k 19%
daily of GB total

1.1M 35%
weekly of GB total

1.3M 41%
monthly of GB total

Where to find them...

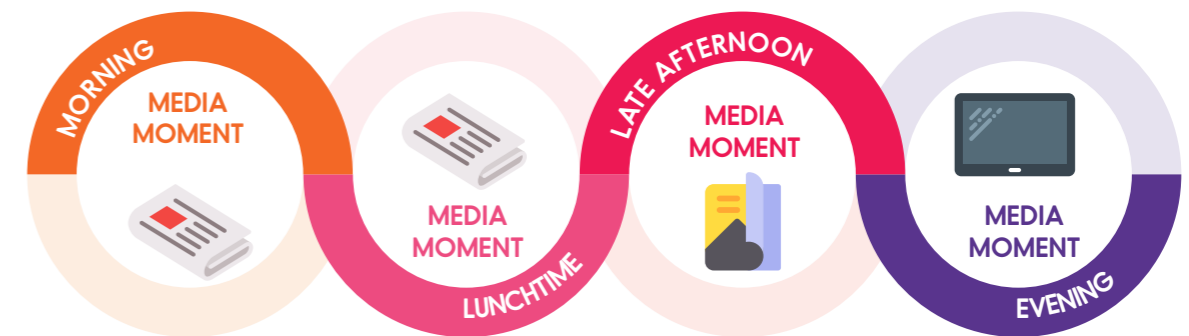
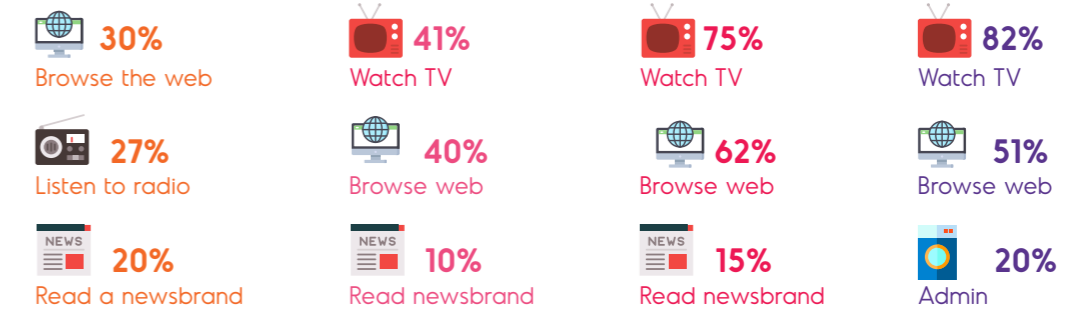
Brand	Index	Reach
weekend	279	636k
YOU	216	374k
EVENT	201	299k
Daily Mail	184	789k
The Mail	165	399k
METRO	47	277m
This is MONEY	26	51k
MailOnline	19	275k
METRO.co.uk	14	133k

Top interests

- Gardening**
index 189
- TV**
index 157
- Women's Lifestyle**
index 157
- Craft**
index 149
- Arts/Books/Theatre**
index 125
- News**
index 121
- Natural World**
index 120
- Fashion/Clothes**
index 115
- Food & Drink**
index 114
- Environment**
index 114

Average time spent engaging with our brands

15hrs
per month



DAILY MAIL
#1
print title for reaching this audience, 0.7m every month

THE MAIL ON SUNDAY
The Mail on Sunday readership peaks at this time every Sunday and is read by 0.4m every month

SUPPLEMENTS
YOU, Event and Weekend are read multiple times a week and are #1 for reach

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