

**We reach...**

**455k** 12% of GB total daily  
**1.3M** 32% of GB total weekly  
**2.0M** 50% of GB total monthly

**Where to find them...**

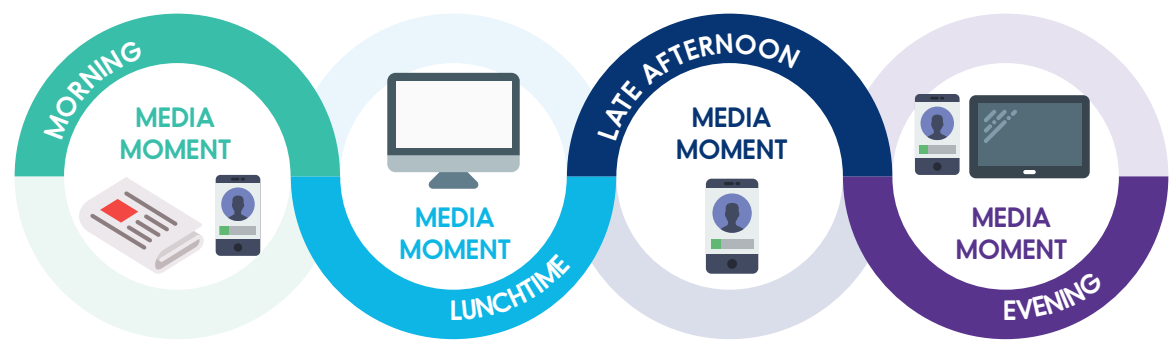
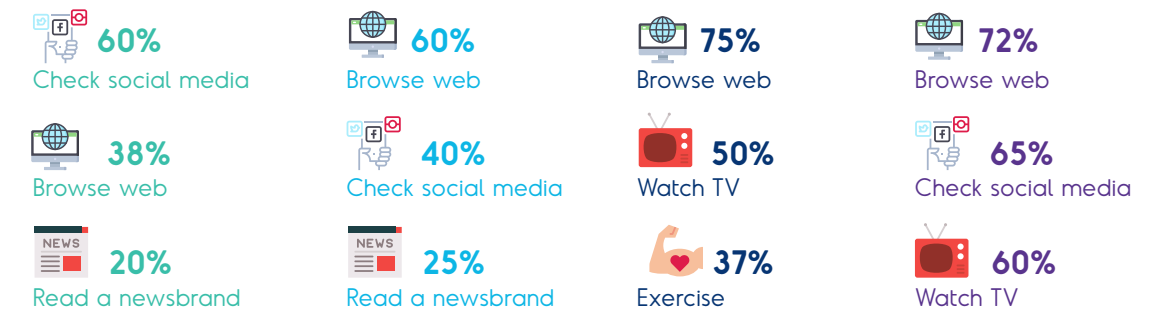
Brand	Index	Reach
	120	N/A
	111	844k
	91	1m
	80	1.4m
	71	392k
	54	167k
	28	53k
	25	73k
	23	51k

**Top interests**

- Gaming**  
index 437
- Technology**  
index 187
- Career & Jobs**  
index 161
- Cars/Motoring**  
index 152
- Sport**  
index 148
- Science**  
index 133
- Film/Video**  
index 131
- Music**  
index 121



**Average time spent engaging with our brands**  
**1.5hrs** per month



**METRO NEWSPAPER**  
#1 print title for reaching 15-24 men. Reach 720K every month

**DESKTOP/PC**  
This audience is 80% more likely to be on their laptops at work. MailOnline reaches 0.2m every month

**MOBILE**  
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 1.2m 15-24 men on mobile.

**DUAL SCREEN**  
2/3rd of this audience dual screen whilst watching TV. Mobile and tablet traffic peaks in the evening.

**HOW TO TALK TO THEM**

- 1: #FRIEND-SPIRATION**  
48% say that their friends inspire their clothing choices  
Brands can use social media influencers to make their message resonate with this audience
- 2: TECH A BREAK**  
54% find it hard to take a break from being online  
Brands can step in and create campaigns centred on encouraging them to take time offline
- 3: HEALTHY MIND HEALTHY SOUL**  
81% agree mental health is as important as physical health  
Campaigns that help them understand their emotional well-being and highlight where they can go for help, are likely to appeal