

We reach...

493k 13% of GB total daily
1.5M 40% of GB total weekly
2.4M 65% of GB total monthly

Where to find them...

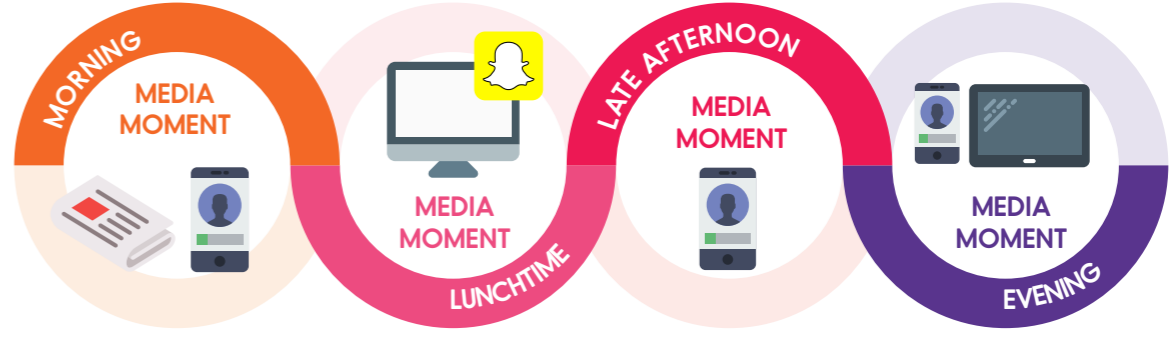
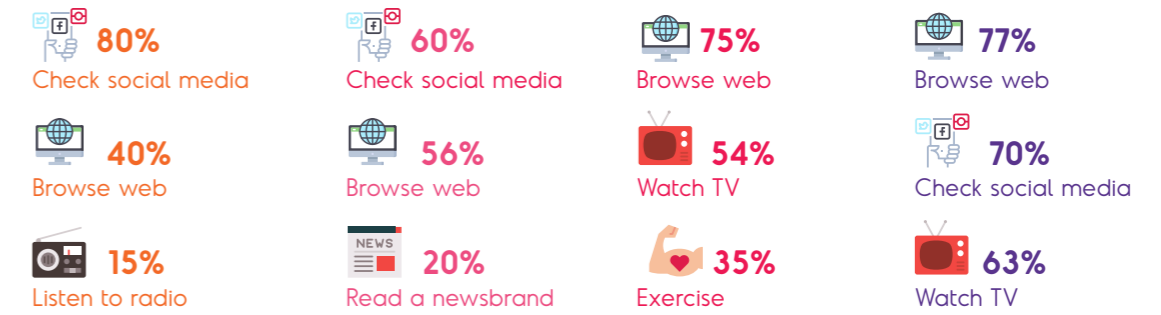
Brand	Index	Reach
	247	N/A
	140	2.4m
	131	1.4m
	80	580k
	64	335k
	54	158k
	35	74k
	29	53k
	28	77k



Average time spent engaging with our brands
1hr per month

Top interests

- Beauty & Grooming**
index 269
- Celebrity News & Gossip**
index 226
- Fashion/Clothes**
index 218
- Photography**
index 188
- Career & Jobs**
index 156
- Music**
index 146
- Women's Lifestyle**
index 146
- Baby/Childcare/Parenting**
index 114
- Technology**
index 110
- Health & Fitness**
index 108



METRO NEWSPAPER
Metro reaches more 15-24 year old women every morning than any other newspaper

DESKTOP/PC
Desktop traffic peaks on our digital properties at lunchtime. Over 160k 15-24 women visit MailOnline on desktop

MOBILE
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 1.8m 15-24 women on mobile.

DUAL SCREEN
75% of this audience dual screen whilst watching TV. Mobile and tablet traffic peaks in the evening.

HOW TO TALK TO THEM

- #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
- 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
- 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

SOURCE: PAMCO OCT 17 - SEPT 18 | TGI CLICKSTREAM 2018 Q4 | MINTEL LIFESTYLES OF GEN X