

## We reach...

**0.8M** 17% of GB total daily  
**1.8M** 42% of GB total weekly  
**2.7M** 61% of GB total monthly

## Where to find them...

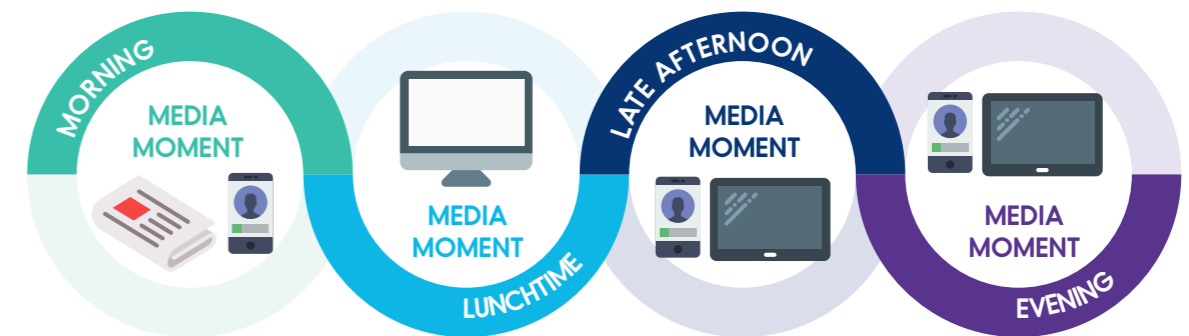
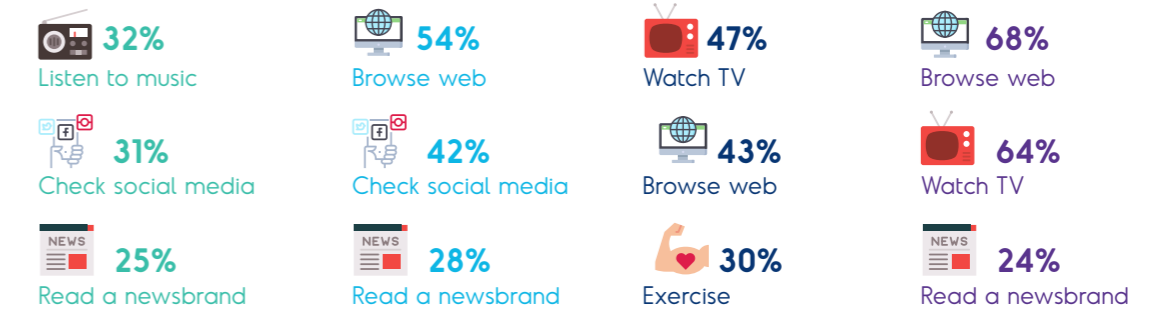
Brand	Index	Reach
<b>METRO</b>	154	1.3m
<b>METRO.co.uk</b>	137	1.8m
<b>This is MONEY</b>	123	344k
<b>MailOnline</b>	116	2.4m
<b>Daily Mail</b>	65	398k
<b>The Mail</b>	62	214k
<b>weekend</b>	29	96k
<b>EVENT</b>	28	59k
<b>YOU</b>	24	59k



Average time spent engaging with our brands  
**2hrs** per month

## Top interests

- Gaming** index 270
- Technology** index 169
- Career & Jobs** index 156
- Cars/Motoring** index 154
- Science** index 152
- Sport** index 151
- Film/Video** index 126
- Business/Finance** index 123
- Music** index 113
- Politics** index 100



**METRO NEWSPAPER**  
 Metro reaches 1.5 times as many 25-34 year old men every morning than any other newspaper

**DESKTOP/PC**  
 Desktop traffic peaks on our digital properties at lunchtime. 397k 25-34 men visit MailOnline on desktop

**MOBILE**  
 Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 1.6m 25-34 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: KEEP IT REAL**  
 56% of this audience consider themselves harsh critics of advertising  
 Ensure there is a natural and real brand fit, adapt creative and messaging by media context.
- 2: SELL LIFESTYLES**  
 39% dislike advertising that is obviously trying to 'hard sell' them something  
 Don't just sell the product, sell the lifestyle. Give them shareable experiences.
- 3: GIVE DON'T JUST TAKE**  
 78% welcome brands teaching them new skills  
 They value opportunities that let them get involved, get creative and feel needed.