

SPORTS

MOMENTS THAT MATTER

2019

SPRING - AUTUMN

 **Mail METRO MEDIA**

www.mailmetromedia.co.uk

OUR AWARD-WINNING SPORTS CREDENTIALS

AWARD-WINNING PUBLICATIONS



Winner
MailOnline
Sports Website of the Year

Winner
Daily Mail
Sports Newspaper of the Year

Winner
Jonathan McEvoy
Specialist Correspondent

INTRODUCING OUR ALL STAR LINE-UP



Martin Samuel	Toby Flood
Oliver Hoult	Nasser Hussain
Alison Kervin	Stuart Broad
Colin Murray	David Lloyd
Jamie Redknapp	Sam Quek
Sir Clive Woodward	Mark Clattenburg

MATCH WINNING DAILY REACH



8M
SPORTS FANS

1/4
OF ALL GB
FANS

3.5M
PAY FOR SPORT
ON TV

+20%
MORE LIKELY TO
PAY FOR CONTENT

2M
REGULAR
BETTERS

+35%
MORE LIKELY TO BET
ON 2+ SPORTS

Metro

PARIS DOW A BRIT SPECIAL FOR NORRIE

SPORT

Metro's Sports pages are a must read for sports fans every morning. In fact, 35% jump straight to the back of the paper for their fix! According to its readers, Metro sport contains a perfect blend of post-match analysis, stats and interviews.

2.8M
READERS
DAILY

SPORTS: 2.1M
FOOTBALL: 1.5M
RUGBY: 0.5M
TENNIS: 0.8M
FI: 0.4M
GOLF: 0.3M
CRICKET: 0.6M

Daily Mail

HOW HAVE CHELSEA GOT INTO SUCH A MESS?

WINNERS 2018

With some of the best journalists, reporters and pundits in the business, it's no surprise that the Daily Mail produces one of the best-read sports sections in the marketplace.

2.7M
READERS
DAILY

SPORTS: 2M
FOOTBALL: 1.3M
RUGBY: 0.7M
TENNIS: 0.6M
FI: 0.6M
GOLF: 0.4M
CRICKET: 0.7M

MailOnline Sport

Here's how to toast your big move! Champagne on their private jet and his wife kissing the Liverpool badge... behind the scenes of Fabinho's £44m switch to Merseyside

MailOnline Sport's audience is hooked on the easily digestible and varied content that the channel offers. It houses all the content and talent from the papers, but it's the breaking news and live coverage of all things Sport that really sets it apart.

2.9M
READERS
DAILY

SPORTS: 2.1M
FOOTBALL: 1.6M
RUGBY: 0.7M
TENNIS: 0.6M
FI: 0.6M
GOLF: 0.4M
CRICKET: 0.7M

The Mail

UNITED IN FINAL

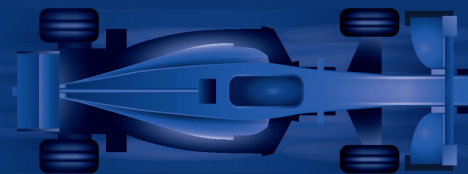
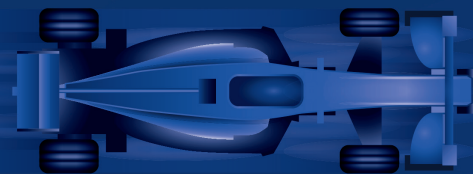
Alison Kervin heads up The Mail on Sunday Sports team and is the first female in the UK to become Sports Editor of a major national newspaper. Readers enjoy both the quality and variety of the content.

2.6M
READERS
DAILY

SPORTS: 2M
FOOTBALL: 1.3M
RUGBY: 0.7M
TENNIS: 0.6M
FI: 0.5M
GOLF: 0.4M
CRICKET: 0.6M

MARCH





5.5 MILLION MMM
READERS WATCHED F1
LAST YEAR



Mon	Tue	Wed	Thu	Fri	Sat	Sun
25	26	27	28	1	2	3
DID YOU KNOW: Ferrari hasn't won a Drivers' Championship in more than 10 years						
4	5	6	7	8	EUROPEAN INDOOR CHAMPIONSHIPS	
CHELTENHAM related searches rise this week	CHAMPIONS LEAGUE last 16, second leg	Metro and The Mail on Sunday readers are +47% more likely to bet on horse racing	EUROPA LEAGUE last 16, first leg		9 SIX NATIONS FOURTH ROUND	10 BBL & WBL TROPHY FINALS MMM reaches 70% of adults who play basketball
11	12	13	14	15	16	17
		↓ CHELTENHAM related searches peak	EUROPA LEAGUE last 16, second leg	Cheltenham Gold Cup: 12,000 more Daily Mail copies sold with Cheltenham pullout (87 articles 5.7M articles views)	SIX NATIONS FINAL ROUND Wales v Ireland, England v Scotland, France v Italy	AUSTRALIAN GRAND PRIX
18	19	20	21	22	23	24
	CHELTENHAM FESTIVAL			FOOTBALL Euro 2020 qualifier, England v Czech Republic, Wembley Stadium	FA CUP QUARTER-FINALS	
			MMM reaches 70% of adults who have bet on football in the last 12 months (4.5M)			Readers of The Mail on Sunday are +47% more likely to watch F1
25	26	27	28	29	30	31
FOOTBALL Euro 2020 qualifier, Montenegro v England, Podgorica City Stadium						MOTHER'S DAY BAHRAIN GRAND PRIX












APRIL

1 IN 2 MAILONLINE READERS ARE PLANNING
TO BET ON THE GRAND NATIONAL

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
DID YOU KNOW: Nearly 3/4 18-34 males are planning to bet on the Grand National		MMM reaches 70% (4.3M) of adults who have bet on horse racing in the last 12 months.	50 articles with 5.3M views over 100,000 hours spent reading	Ladies' Day 2.2M views on Ladies day related content	FA CUP SEMI FINALS THE GRAND NATIONAL 1 in 3 of our readers study the horses before making a bet, 48% bet based on the horse's name	 OXFORD & CAMBRIDGE BOAT RACE
8	9	10	11	12	13	14
	CHAMPIONS LEAGUE Quarter-finals, first leg		 EUROPA LEAGUE Quarter-finals, first leg	MMM reaches 56% of adults who watch golf on TV (2.5M)		
15	16	17	18	19		
	CHAMPIONS LEAGUE Quarter-finals, second leg		EUROPA LEAGUE Quarter-finals, second leg	 Metro readers are 2.3 times more likely to bet on golf (230k)		
22	23	24	25	26	27	28
EASTER MONDAY	 Spike in searches for RUNNING SHOES & ACCESSORIES			GOOD FRIDAY	WORLD SNOOKER CHAMPIONSHIP	4.2M MMM readers have an interest in snooker
29	30	1	2	3	4	5
	CHAMPIONS LEAGUE Semi-finals, first leg				 LONDON MARATHON 2.1M MMM readers jog on a regular basis	 7.4M views on London Marathon articles. There's increasing popularity in this type of content, 121% more views in 2018 vs 2017

MAY

OVER 400 ARTICLES WRITTEN ON FA CUP
WITH 29.3M ARTICLE VIEWS

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	1 	2	3 	4 	5 1.6M watched the Women's FA Cup final clash between Chelsea and Arsenal, with 43,423 spectators in the stadium
DID YOU KNOW: The FA cup is officially the world's oldest national football competition, the first games were played in November 1871		CHAMPIONS LEAGUE Semi-finals, first leg	IRELAND V ENGLAND ODI		WOMEN'S FA CUP FINAL	
6	7	8 ENGLAND V PAKISTAN FIRST ODI	9 EUROPA LEAGUE Semi-finals, second leg	10 Will Liverpool win their first title since 1989-1990? On the final weekend, article views increase via mobile on Saturday 10am-7pm and Sunday 3pm-7pm.	BADMINTON HORSE TRIALS	
		CHAMPIONS LEAGUE Semi-finals, second leg	PREMIER LEAGUE SEASON ENDS ➡		11 ENGLAND V PAKISTAN, SECOND ODI	12 SPANISH GRAND PRIX
13	14 ENGLAND V PAKISTAN THIRD ODI	15	16 US PGA CHAMPIONSHIP BEGINS 	17 ENGLAND V PAKISTAN FOURTH ODI	18 FA CUP FINAL DAY WOMEN'S CHAMPIONS LEAGUE FINAL	19 Over 400 articles written on FA Cup with 29.3M article views ENGLAND V PAKISTAN, FIFTH ODI
20 MailOnline Sport and Metro.co.uk Sport reach 3.3M adults each month	21	22	23	24 PREMIERSHIP RUGBY SEMI-FINALS 	25 55 articles with 3M article views 	26 MONACO GP FRENCH OPEN BEGINS 
27 CHAMPIONSHIP PLAYOFF FINAL 	28	29 EUROPA LEAGUE FINAL 	30 CRICKET WORLD CUP BEGINS  4.6M MMM readers watch cricket on TV	31	1	2 111 articles with 5.5M article views 

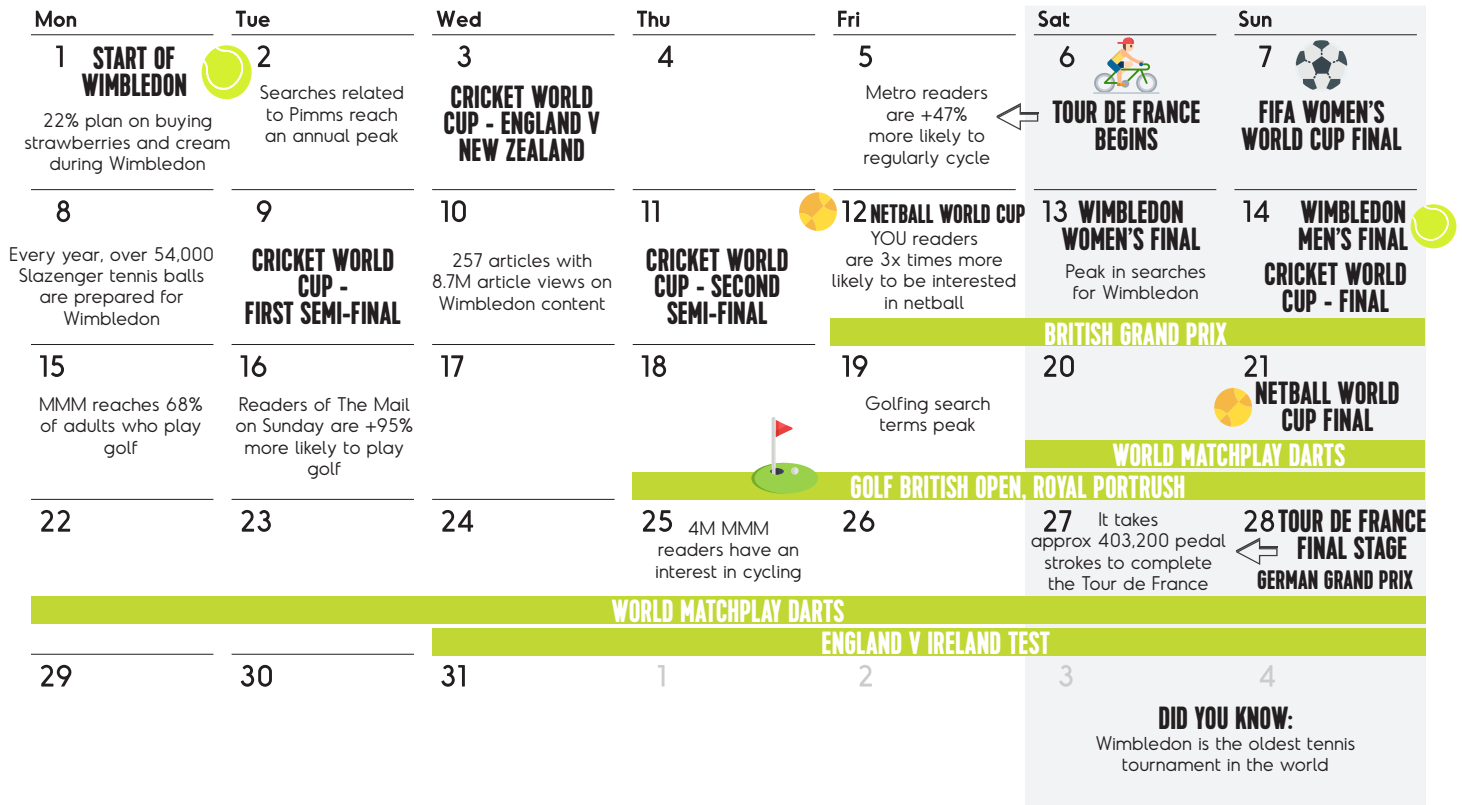
JUNE

MMM REACHES 2.4 MILLION CRICKET FANS EACH DAY

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	31	1	2
DID YOU KNOW: This is the fifth time the Cricket World Cup will be hosted in England & Wales. The first time in 20 years.				31 859 articles over a year on Champions League with 7.8M article views and over 150,000 hours spent reading the content	1 EPSOM DERBY UEFA CHAMPIONS LEAGUE FINAL PREMIERSHIP FINAL TWICKENHAM JOSHUA V MILLER	2 MailOnline published over 50 articles on each Anthony Joshua fight in 2018. Each fight generated over 2M article views. MMM reaches 70% of adults interested in boxing.
3	4	5	6	7	8	9
CRICKET WORLD CUP, ENGLAND V PAKISTAN	MMM readers are +17% more likely to bet on cricket		NATIONS LEAGUE SEMI-FINAL, ENGLAND V NETHERLANDS	FIFA WOMEN'S WORLD CUP BEGINS Over 1/5 of adults are interested in this event	CRICKET WORLD CUP, ENGLAND V BANGLADESH	CANADIAN GRAND PRIX
10	11	12	13	14	15	16
		3.3M MMM readers have an interest in golf	US OPEN GOLF CHAMPIONSHIP	COPA AMERICA STARTS	AFRICAN CUP OF NATIONS Peak in ROYAL ASCOT searches	FATHER'S DAY 31 articles with 5.2M article views on Royal Ascot
WOMEN'S TOUR OF BRITAIN						
17	18	19	20	21	22	23
QUEEN'S CLUB CHAMPIONSHIP STARTS	CRICKET WORLD CUP, ENGLAND V AFGHANISTAN	56,000 bottles of Champagne are consumed over the 5 day meeting That's 11,000 a day!	LADIES' DAY	CRICKET WORLD CUP, ENGLAND V SRI LANKA	84% of sports fans have an interest in women's sports	QUEEN'S CLUB CHAMPIONSHIP ENDS FRENCH GRAND PRIX
WOMEN'S PGA						
ROYAL ASCOT						
24	25	26	27	28	29	30
	CRICKET WORLD CUP, ENGLAND V AUSTRALIA				MLB LONDON: BOSTON RED SOX V NEW YORK YANKEES	CRICKET WORLD CUP, ENGLAND V INDIA

JULY

6.2 MILLION MMM
READERS ARE
INTERESTED IN TENNIS













AUGUST






MMM REACHES 71% OF ADULTS
INTERESTED IN HOCKEY



Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1 	2 MailOnline published 170 articles with 9.2M article views on The Ashes	3	4 HUNGARIAN GRAND PRIX Between 2013–2017 there was a +37% increase in the annual number of women's sports sponsorship deals
GOLF - WOMEN'S BRITISH OPEN						
5	6	7 1.8M MMM digital readers have used Fantasy Sports in the last 6 months. MMM digital readers are +20% more likely to use Fantasy Sports	8	9 Peak in searches for Premier League and Fantasy Football	10  PREMIER LEAGUE STARTS MMM reaches 14.8M football fans every month	11 RUGBY UNION ENGLAND V WALES 
12	13 Readers of The Mail on Sunday are +47% more likely to be interested in cricket	14 SECOND ASHES TEST 	15	16 5.5M adults tuned in to watch GB's women win the Rio 2016 Olympic hockey final	17  RUGBY UNION WALES V ENGLAND	18 ATHLETICS BIRMINGHAM GRAND PRIX
19 Readers of Metro are 2 times more likely to play badminton	20	21 MailOnline readers spent a total of 120,000 hours reading Ashes content	22 	23	HOCKEY EURO CHAMPIONSHIPS	
BADMINTON WORLD CHAMPIONSHIPS						
HOCKEY EURO CHAMPIONSHIPS						
26  US OPEN BEGINS	27 104 articles published with 5.8M article views	28	29	30	31  FIBA BASKETBALL WORLD CUP STARTS	1 Readers of Metro are 2.7 times more likely to have an interest in basketball

SEPTEMBER

52% OF ADULTS SAY THEY SPEND
MORE MONEY IN THE PUB
DURING BIG SPORTING EVENTS

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26	27	28	29	30	31	1
DID YOU KNOW: 45% of adults notice more ads during a major sporting event						BELGIAN GRAND PRIX
2	3	4 	5	6 	7	8
	Metro readers are 2.6 times more likely to bet on cricket	FOURTH ASHES TEST		RUGBY UNION ENG VS ITALY	EURO 2020 QUALIFIER, ENGLAND V BULGARIA	8 GREAT NORTH RUN ITALIAN GRAND PRIX
9	10	11	12	13	14	15
	EURO 2020 QUALIFIER, ENGLAND V KOSOVO	⇒ MMM reaches 5.7M footie fans every day	FINAL ASHES TEST		MMM reaches 4 in 5 adults who pay to watch basketball at a venue	US OPEN MEN'S FINAL 
16	17	18	19	20 	21	22
	UEFA CHAMPIONS LEAGUE STARTS		45% of our readers are intrigued by Japan	RUGBY UNION WORLD CUP BEGINS		SINGAPORE GRAND PRIX
23	24	25	26	27	RYC ENGLAND V TONGA	
	FIFA related searches peak before FIFA game release this week		RWC ENGLAND V USA		CYCLING - ROAD WORLD CHAMPIONSHIPS	
30	1	2	3	4	5	6
				1 in 7 readers order takeaways when watching sporting events	5.5M MMM readers are interested in athletics	IAAF WORLD ATHLETICS CHAMPIONSHIPS STARTS 
						RUSSIAN GRAND PRIX

OCTOBER

MMM REACHES 1 IN 4 RUGBY FANS EVERY DAY
MORE THAN ANY OTHER NEWSBRAND

Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	1	2	3	4 6.7M MMM readers have an interest in rugby	5 RWC ENGLAND V ARGENTINA	6 IAAF WORLD ATHLETICS CHAMPIONSHIPS FINISHES PDC...
MOTORSPORT - RALLY GB						
7	8 3.4M MMM readers are interested in darts. The Mail on Sunday readers are +25% more likely to be interested in darts.	9	10	11  EURO 2020 QUALIFIER, CZECH REPUBLIC V ENGLAND	12  RWC ENGLAND V FRANCE	13 JAPANESE GRAND PRIX
PDC WORLD GRAND PRIX - DARTS						
14  EURO 2020 QUALIFIER, BULGARIA V ENGLAND	15	16	17	18 Metro readers are 2.6 times more likely to bet on rugby.	19  RUGBY WORLD CUP QUARTER FINALS	20 Rugby fans spend more than football fans each year (£210 more per household).
PDC CHAMPIONSHIPS LEAGUE OF DARTS						
21	22	23	24	25	26  RUGBY WORLD CUP SEMI FINALS	27 MEXICAN GRAND PRIX
PDC EUROPEAN CHAMPIONSHIP DARTS						
28	29	30	31 HALLOWEEN	1	2	3 DID YOU KNOW: UK households interested in rugby spend £35bn a year across the FMCG sector
TENNIS - WTA FINALS						

NOVEMBER

3.4M MMM READERS ARE
INTERESTED IN DARTS



Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31 Halloween	1	2	3
DID YOU KNOW: The home nations are all ranked in the top 7 of the Men's Rugby Union world rankings			The Mail on Sunday readers are +63% more likely to pay to watch darts at a venue	MMM reaches 72% of adults who bet on rugby	RUGBY WORLD CUP FINAL	US GRAND PRIX
4	5 BONFIRE NIGHT	6 18.2M MMM readers agree that 'The paralympics made me more positive about what people with disabilities can achieve'	7 PARA-ATHLETICS WORLD CHAMPIONSHIPS	8	PDC WORLD SERIES - DARTS FINALS	
					9	10 REMEMBRANCE SUNDAY
					PDC GRAND SLAM OF DARTS	
					TRACK CYCLING WORLD CUP	
11 29 articles with 14.2M article views on ATP	12	13	14 EURO 2020 QUALIFIER, ENGLAND V MONTENEGRO	15 RUGBY UNION EUROPEAN CHAMPIONS CUP STARTS	16	17 F1 BRAZILIAN GRAND PRIX EURO 2020 QUALIFIER, KOSOVO V ENGLAND
PDC GRAND SLAM OF DARTS						
ATP FINALS						
18	19	20	21	22	23	24
MMM reaches 72% of adults who bet on tennis					Metro readers are +89% more likely to play darts	
					PDC PLAYERS CHAMPIONSHIP FINALS - DARTS	
					GOLF - DP WORLD TOUR CHAMPIONSHIP	
					DAVIS CUP	
25	26	27	28	29	30	1
	UK SNOOKER CHAMPIONSHIP BEGINS	8 The Mail on Sunday readers are 3.7 times more likely to pay to watch snooker at a venue	THANKSGIVING	BLACK FRIDAY		

SPORTS MOMENTS THAT MATTER 2019

The logo for Mail METRO MEDIA, featuring a stylized 'M' icon composed of three overlapping curved lines in red, blue, and green, followed by the text 'Mail METRO MEDIA' in a bold, sans-serif font. 'Mail' is in a lighter weight, while 'METRO' and 'MEDIA' are in a bolder weight.

Sources: TGI Clickstream 2018 Q4, PAMCo 2018 Q4, Omniture 2018, Pulse Poll Surveys 2018-2019, Hitwise Calendar 2018, Google Trends 2018, Yearahead.com, Nielsen 2018 – The Rise of Women's Sport, Nielsen 2019 - A Monumental Year for Rugby Union, JCDcaux Connected Consumer panel 2015, SportLab, 2018, Trinity mirror 2015.