

## We reach...

**1.6M** 19% of GB total  
daily

**3.6M** 43% of GB total  
weekly

**5.4M** 64% of GB total  
monthly

## Where to find them...

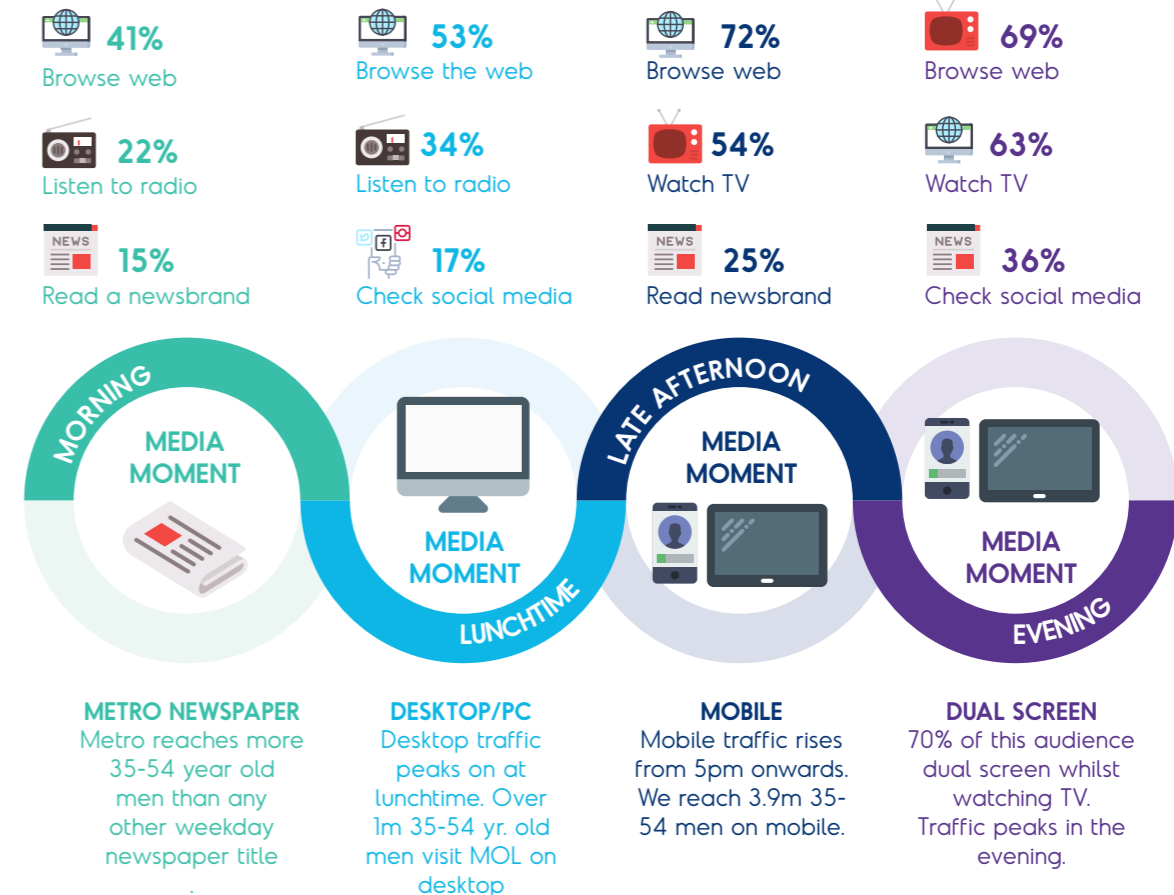
Brand	Index	Reach
<b>METRO</b>	130	2m
This is MONEY	123	228k
MailOnline	102	4.1m
<b>METRO.co.uk</b>	99	2.3m
The Mail	76	443k
Daily Mail	70	665k
EVENT	56	203k
YOU	54	226k
weekend	44	257k



Average time spent engaging with our brands  
**2.5hrs**  
per month

## Top interests

- Cars/Motoring**  
index 173
- Sport**  
index 162
- Business/Finance**  
index 149
- Technology**  
index 139
- Science**  
index 136
- Gaming**  
index 129
- Personal Finance**  
index 119
- Politics**  
index 117
- Career & Jobs**  
index 115
- Film/Video**  
index 112



## HOW TO TALK TO THEM

- 1: DON'T STEREOTYPE**  
69% agree there are too many stereotypes used in advertising  
There is opportunity for brands to actively challenge persistent stereotypes
- 2: HELP THEM RELAX**  
54% wish they had more time to relax  
Brands can appeal by promoting pro-relaxation qualities that their products and services offer
- 3: PARTNERS IN CRIME**  
91% believe it is important to spend time having fun with kids  
Brands can benefit from portraying parents as partners in crime and not just carers