MAIL METRO MEDIA MOMENTS

We reach...

daily

weekly

1.6M 19% of GB total 3.6M 43% 5.4M 64% of GB total monthly

Where to find them...

Brand	Index	Reach
METRO	130	2m
This is M®NEY	123	228k
Mail Online	102	4.1m
METRO.co.uk	99	2.3m
The Mail	76	443k
Dailysta Mail	70	665k
EVENT	56	203k
YOU	54	226k
weekend	44	257k







Sport





Business/Finance index 149



Technology



Science





Gaming









Average time

spent engaging

1 index 115



Film/Video index 112

Top interests









index 139



index 136



index 129



Personal Finance index 119



Politics index 117



Career & Jobs





0 22%

NEWS **15%**

Read a newsbrand

53% Browse the web

□ F© 17%

Check social media



69% Browse web

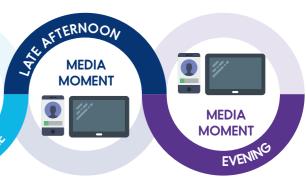


63% Watch TV





Read newsbrand



METRO NEWSPAPER

MOMENT

Metro reaches more 35-54 year old men than any other weekday newspaper title

DESKTOP/PC

MEDIA

MOMENT

LUNC)

Desktop traffic peaks on at lunchtime. Over 1m 35-54 yr. old men visit MOL on desktop

MOBILE

Mobile traffic rises from 5pm onwards. We reach 3.9m 35-54 men on mobile.

DUAL SCREEN

70% of this audience dual screen whilst watchina TV. Traffic peaks in the evening.

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