

**We reach...**

**576k** 15% of GB total daily  
**1.5M** 37% of GB total weekly  
**2.3M** 59% of GB total monthly

**Where to find them...**

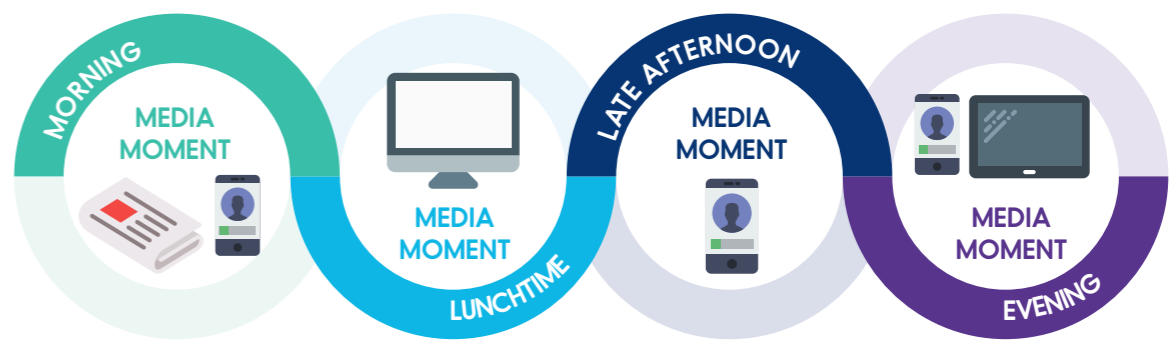
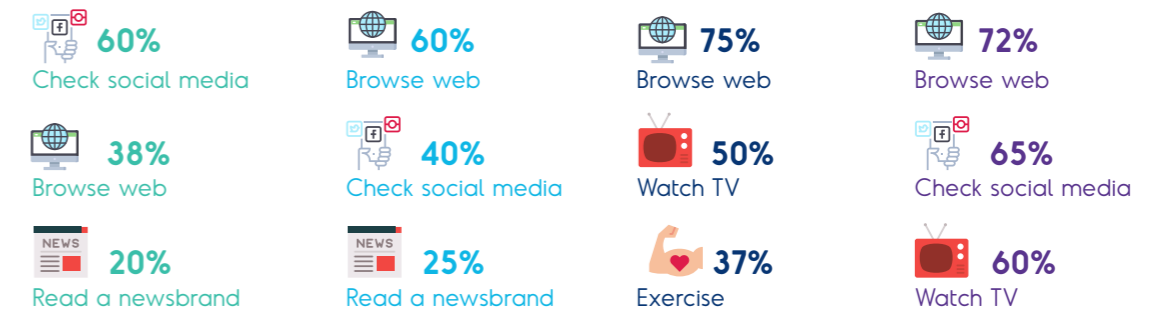
| Brand         | Index | Reach |
|---------------|-------|-------|
|               | 128   | N/A   |
| MailOnline    | 96    | 2m    |
| METRO         | 93    | 634k  |
| METRO.co.uk   | 85    | 842k  |
| Daily Mail    | 56    | 238k  |
| This is MONEY | 42    | 53k   |
| The Mail      | 37    | 94k   |
| weekend       | 19    | 20k   |
| EVENT         | 12    | 17k   |

**Top interests**

- Gaming**  
index 464
- Technology**  
index 199
- Career & Jobs**  
index 167
- Cars/Motoring**  
index 158
- Sport**  
index 149
- Science**  
index 140
- Film/Video**  
index 133
- Music**  
index 124



**Average time spent engaging with our brands**  
**1.5hrs** per month



**METRO NEWSPAPER**  
#1 print title for reaching 15-24 men. Reach 185K every month

**DESKTOP/PC**  
This audience is 80% more likely to be on their laptops at work. MailOnline reaches 280k every month

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

- #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 April 18 – March 19 | TGI Clickstream Q2 2019 | Mintel Lifestyles of Gen X