JUST STARTING OUT
WOMEN AGED 15-24

We reach...

584k daily
16% of GB total

1.5M weekly
41% of GB total

2.3M monthly
62% of GB total

Where to find them...

Top interests

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<tr>
<td>Metro</td>
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<td>Metro Online</td>
<td>97</td>
<td>908k</td>
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<td>DailyMail</td>
<td>81</td>
<td>522k</td>
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<td>TheSun</td>
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<td>FirstMail</td>
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<td>YOU</td>
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<td>TheCityMoney</td>
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<td>43k</td>
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<tr>
<td>EVENT</td>
<td>28</td>
<td>48k</td>
</tr>
</tbody>
</table>

Average time spent engaging with our brands
1 hr per month

SOURCE: PAMCo April 18 – March 19 | TGI Clickstream Q2 2019 | Mintel Lifestyles of Gen X

MAIL METRO MEDIA MOMENTS

80% Check social media
40% Browse web
60% Check social media
56% Browse web
75% Browse web
40% Watch TV
70% Check social media
35% Exercise
63% Watch TV

Top moments

1: #FRIENDSPiration
48% say that their friends inspire their clothing choices

2: TECH A BREAK
54% find it hard to take a break from being online

3: HEALTHY MIND
81% Agree mental health is as important as physical health

Brands can use social media influencers to make their message resonate with this audience

Brands can step in and create campaigns centred on encouraging them to take time offline

Campaigns that help them understand their emotional well-being and highlight where they can go for help are likely to appeal