

We reach...

584k 16% of GB total daily
1.5M 41% of GB total weekly
2.3M 62% of GB total monthly

Where to find them...

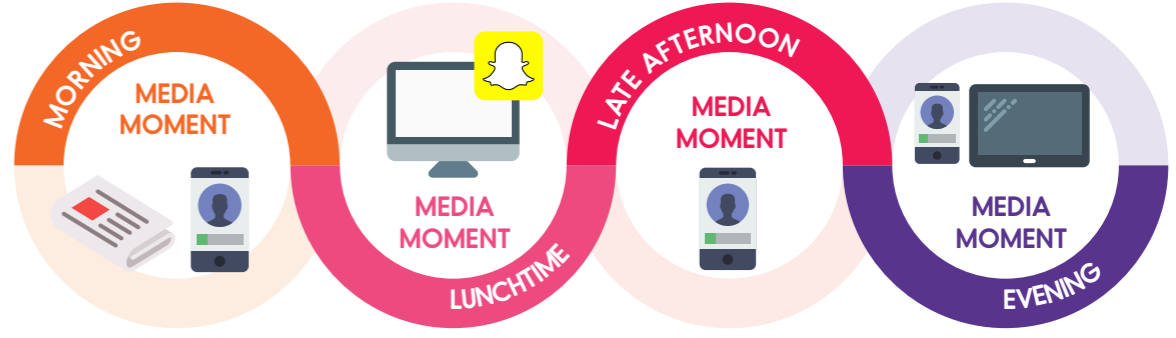
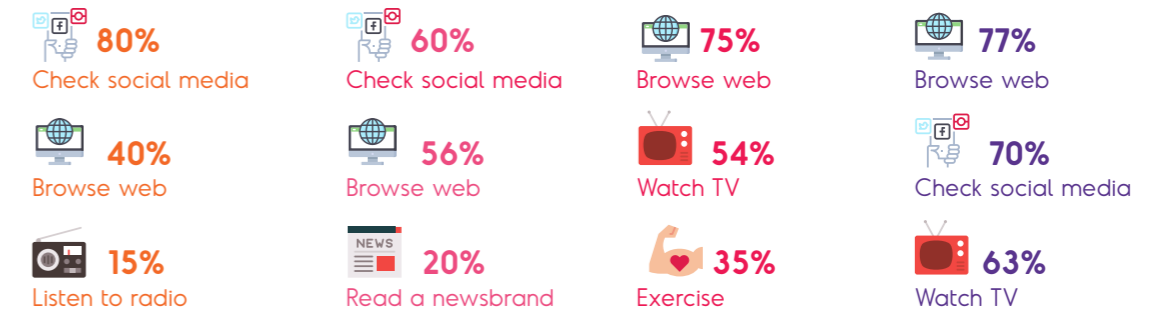
Brand	Index	Reach
	162	N/A
	103	1.9m
	97	908k
	81	522k
	52	208k
	43	104k
	33	57k
	29	43k
	28	48k



Average time spent engaging with our brands
1hr per month

Top interests

- Beauty & Grooming**
index 282
- Celebrity News & Gossip**
index 234
- Fashion/Clothes**
index 223
- Photography**
index 199
- Career & Jobs**
index 164
- Women's Lifestyle**
index 153
- Music**
index 149
- Film/Video**
index 120
- Health & Fitness**
index 118
- Technology**
index 116



METRO NEWSPAPER
Metro reaches more 15-24 year old women every morning than any other newspaper

DESKTOP/PC
Desktop traffic peaks on our digital properties at lunchtime. Over 292k 15-24 women visit MailOnline on desktop

MOBILE
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 1.9m 15-24 women on mobile.

DUAL SCREEN
75% 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