

We reach...

853K 19% of GB total
daily

2.1M 47% of GB total
weekly

2.9M 66% of GB total
monthly

Where to find them...

Brand	Index	Reach
METRO	145	1.1m
This is MONEY	142	204k
METRO.co.uk	127	1.4m
MailOnline	97	2.2m
Daily Mail	58	227k
The Mail	39	114k
EVENT	26	47k
weekend	22	64k
YOU	14	29k

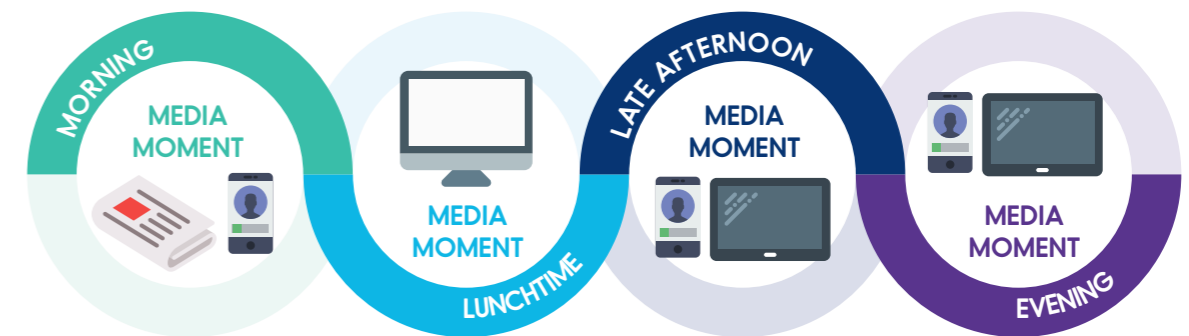
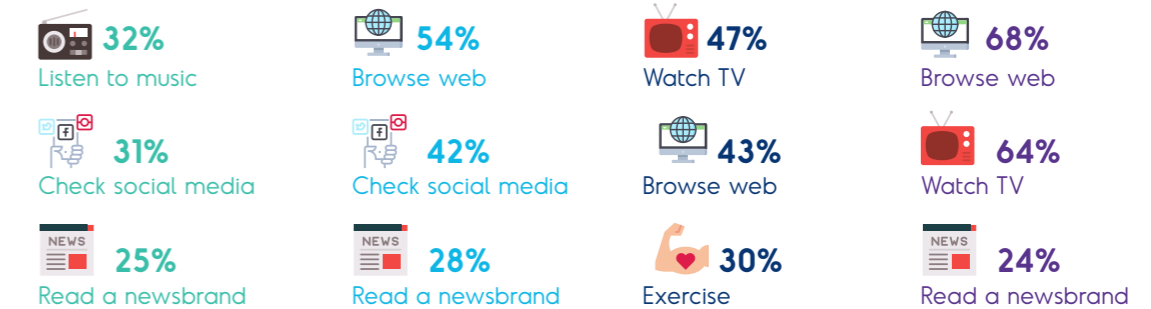


Average time spent engaging with our brands

2hrs per month

Top interests

- Gaming**
index 265
- Technology**
index 171
- Career & Jobs**
index 162
- Sport**
index 157
- Cars/Motoring**
index 154
- Science**
index 145
- Business/Finance**
index 128
- Film/Video**
index 122
- Music**
index 104
- Politics**
index 101



METRO NEWSPAPER
Metro reaches 1.5 times as many 25-34 year old men every morning than any other newspaper

DESKTOP/PC
Desktop traffic peaks on our digital properties at lunchtime. 654k 25-34 men visit MailOnline on desktop

MOBILE
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 2.1m 25-34 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

- 1: KEEP IT REAL**
56% of this audience consider themselves harsh critics of advertising
Ensure there is a natural and real brand fit, adapt creative and messaging by media context.
- 2: SELL LIFESTYLES**
39% dislike advertising that is obviously trying to 'hard sell' them something
Don't just sell the product, sell the lifestyle. Give them shareable experiences.
- 3: GIVE DON'T JUST TAKE**
78% welcome brands teaching them new skills
They value opportunities that let them get involved, get creative and feel needed.