IT’S GETTING SERIOUS
MEN AGED 25-34

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...

Top interests

<table>
<thead>
<tr>
<th>Brand</th>
<th>Index</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>METRO</td>
<td>145</td>
<td>1.1m</td>
</tr>
<tr>
<td>This is Money</td>
<td>142</td>
<td>204k</td>
</tr>
<tr>
<td>METRO week</td>
<td>127</td>
<td>1.4m</td>
</tr>
<tr>
<td>MailOnline</td>
<td>97</td>
<td>2.2m</td>
</tr>
<tr>
<td>DigitalMail</td>
<td>58</td>
<td>227k</td>
</tr>
<tr>
<td>The NewsMail</td>
<td>39</td>
<td>114k</td>
</tr>
<tr>
<td>EVENT</td>
<td>26</td>
<td>47k</td>
</tr>
<tr>
<td>weekend</td>
<td>22</td>
<td>64k</td>
</tr>
<tr>
<td>YOU</td>
<td>14</td>
<td>29k</td>
</tr>
</tbody>
</table>

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

SOURCE: PAMCo April 18 – March 19 |Millennial Rules | TGI Clickstream Q2 2019

MAIL METRO MEDIA MOMENTS

MORNING MEDIA MOMENT

METRO NEWSPAPER
Metro reaches 15 times as many 25-34 year old men every morning than any other newspaper.

LUNCHTIME MEDIA MOMENT

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.

EVENING MEDIA MOMENT

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.