

We reach...

1.2M 27% of GB total
daily

2.6M 59% of GB total
weekly

3.8M 88% of GB total
monthly

Where to find them...

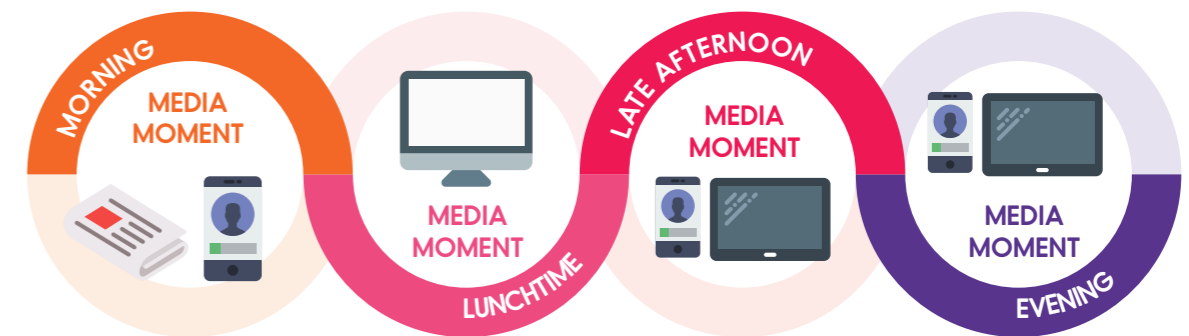
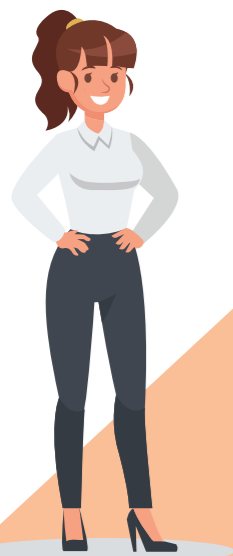
Brand	Index	Reach
METRO .co.uk	177	2m
Mail Online	164	3.7m
METRO	116	880k
This is MONEY	110	155k
Daily Mail	68	321k
The Mail	44	124k
YOU	43	75k
EVENT	42	75k
weekend	33	95k

Top interests

- Baby/Childcare/Parenting**
index 385
- Beauty & Grooming**
index 235
- Women's Lifestyle**
index 196
- Celebrity News & Gossip**
index 194
- Fashion/Clothes**
index 186
- Career & Jobs**
index 155
- Photography**
index 138
- Food & Drink**
index 129
- Craft**
index 129
- Home Ideas/DIY**
index 125

Average time spent engaging with our brands

2hrs
per month



METRO NEWSPAPER
Metro reaches almost 2 times as many 25-34 year old women every morning than any other newspaper

DESKTOP/PC
Desktop traffic peaks on our digital properties at lunchtime. Over 492k 25-34 women visit MailOnline on desktop

MOBILE
Mobile traffic begins to rise from 5pm onwards. Our digital properties reach 3.4m 25-34 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

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.