**IT'S GETTING SERIOUS**
**WOMEN AGED 25-34**

**We reach...**
1.2M daily 27% of GB total
2.6M weekly 59% of GB total
3.8M monthly 88% of GB total

**Where to find them...**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Index</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Metro</strong></td>
<td>177</td>
<td>2m</td>
</tr>
<tr>
<td><strong>MailOnline</strong></td>
<td>164</td>
<td>3.7m</td>
</tr>
<tr>
<td><strong>Metro Money</strong></td>
<td>110</td>
<td>880k</td>
</tr>
<tr>
<td>Daily Mail</td>
<td>68</td>
<td>321k</td>
</tr>
<tr>
<td>The Mail</td>
<td>44</td>
<td>124k</td>
</tr>
<tr>
<td><strong>Mail Event</strong></td>
<td>43</td>
<td>75k</td>
</tr>
<tr>
<td><strong>Mail Weekend</strong></td>
<td>42</td>
<td>75k</td>
</tr>
<tr>
<td><strong>Mail Today</strong></td>
<td>33</td>
<td>95k</td>
</tr>
</tbody>
</table>

**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/Do It Yourself index 125

**Average time spent engaging with our brands**
2 hours per month

**MAIL METRO MEDIA MOMENTS**

**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.

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