**We reach...**

1.7M daily  
20% of GB total  
3.8M weekly  
45% of GB total  
5.7M monthly  
68% of GB total

**Where to find them...**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Index</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail Online</td>
<td>106</td>
<td>4.6m</td>
</tr>
<tr>
<td>METRO</td>
<td>131</td>
<td>1.9m</td>
</tr>
<tr>
<td>The Cheeky Money</td>
<td>127</td>
<td>2.3m</td>
</tr>
<tr>
<td>Three @ Mail</td>
<td>99</td>
<td>287m</td>
</tr>
<tr>
<td>Daily eMail</td>
<td>75</td>
<td>413k</td>
</tr>
<tr>
<td>EVENT YOU</td>
<td>70</td>
<td>636k</td>
</tr>
<tr>
<td>weekend</td>
<td>53</td>
<td>212k</td>
</tr>
</tbody>
</table>

**Top interests**

- Cars/Motoring index 169
- Sport index 162
- Business/Finance index 153
- Science index 137
- Technology index 135
- Gaming index 126
- Personal Finance index 120
- Politics index 120
- Career & Jobs index 112
- Film/Video index 111

**Average time spent engaging with our brands**

2.5 hrs per month

**MAIL METRO MEDIA MOMENTS**

- 41% Browse the web
- 53% Listen to radio
- 72% Watch TV
- 69% Check social media

**WHERE TO FIND THEM**

**Top interests**

- Cars/Motoring index 169
- Sport index 162
- Business/Finance index 153
- Science index 137
- Technology index 135
- Gaming index 126
- Personal Finance index 120
- Politics index 120
- Career & Jobs index 112
- Film/Video index 111

**HOW TO TALK TO THEM**

1. **DON'T STEREOTYPE**

   69% agree there are too many stereotypes used in advertising

2. **HELP THEM RELAX**

   54% wish they had more time to relax

3. **PARTNERS IN CRIME**

   91% believe it is important to spend time having fun with kids

There is opportunity for brands to actively challenge persistent stereotypes

Brands can appeal by promoting pro-relaxation qualities that their products and services offer

Brands can benefit from portraying parents as partners in crime and not just carers

SOURCE: PAMCo April 16 – March 19 | Media Marketing to Parents | TGI Clickstream Q2 2019