

We reach...

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

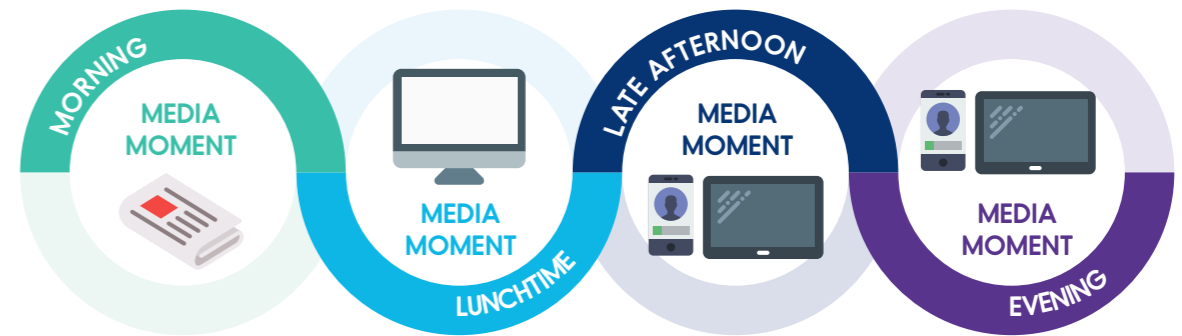
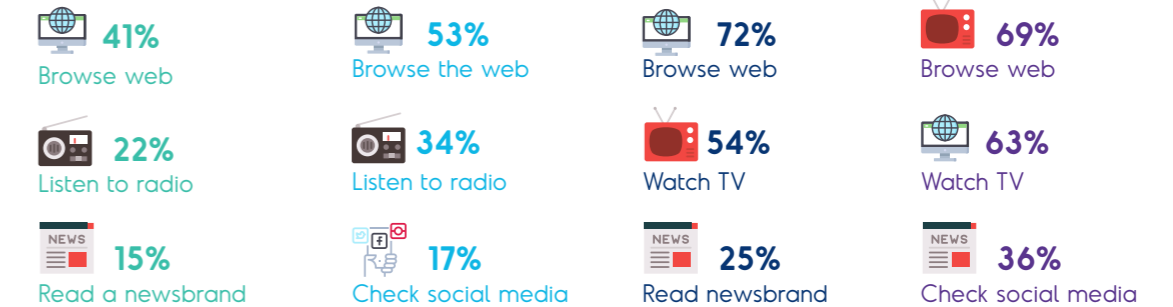
Where to find them...

Brand	Index	Reach
METRO	131	1.9m
MailOnline	106	4.6m
METRO.co.uk	127	2.3m
This is MONEY	99	287m
The Mail	75	413k
Daily Mail	70	636k
EVENT	55	191k
YOU	53	212k
weekend	41	232k

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
2.5hrs
per month



METRO NEWSPAPER
Metro reaches more 35-54 year old men than any other weekday newspaper title

DESKTOP/PC
Desktop traffic peaks on at lunchtime. Over 1.3m 35-54 yr. old men visit MOL on desktop

MOBILE
Mobile traffic rises from 5pm onwards. We reach 4m 35-54 men on mobile.

DUAL SCREEN
70% of this audience dual screen whilst watching TV. Traffic peaks in the evening.

HOW TO TALK TO THEM

- 1: DON'T STEREOTYPE**
69% agree there are too many stereotypes used in advertising

There is opportunity for brands to actively challenge persistent stereotypes
- 2: HELP THEM RELAX**
54% wish they had more time to relax

Brands can appeal by promoting pro-relaxation qualities that their products and services offer
- 3: PARTNERS IN CRIME**
91% believe it is important to spend time having fun with kids

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