

We reach...

2M 23%
of GB total
daily

4.6M 54%
of GB total
weekly

6.8M 79%
of GB total
monthly

Where to find them...

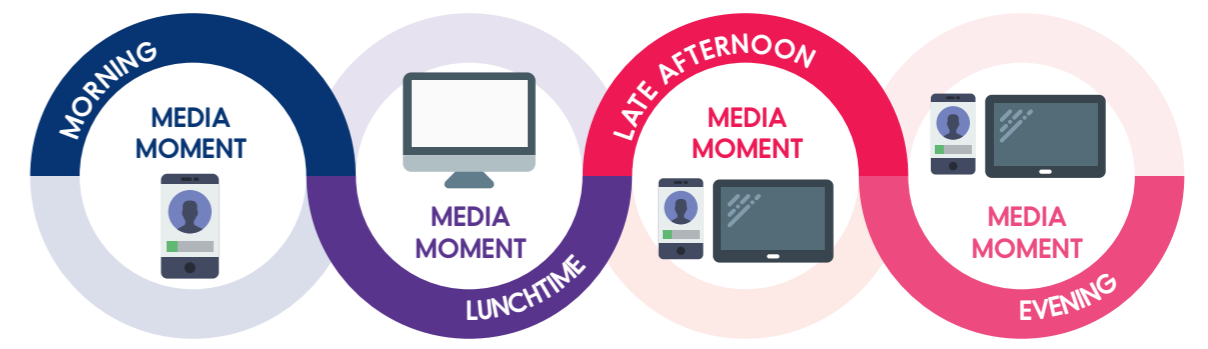
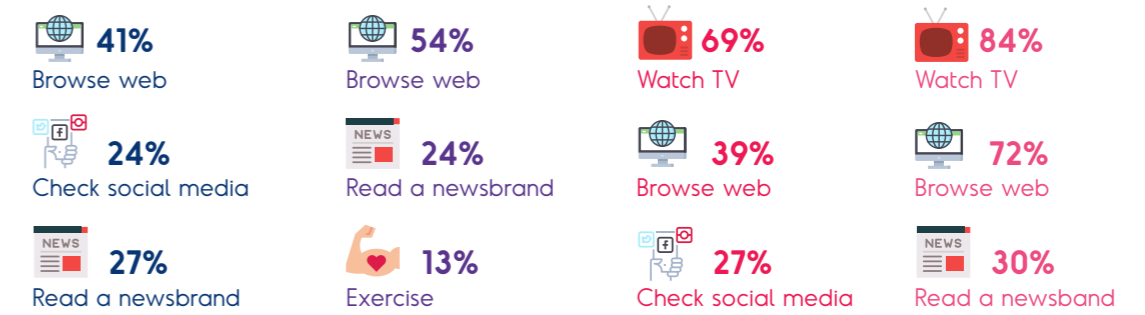
Brand	Index	Reach
METRO .co.uk	153	3.4m
Mai lOnline	139	6.3m
This is MONEY	129	359k
METRO	103	1.5m
YOU	90	369k
The Mail	77	431k
Daily Mail	76	711k
EVENT	74	264k
weekend	63	360k

Top interests

- Baby/Childcare/Parenting**
index 205
- Women's Lifestyle**
index 198
- Beauty & Grooming**
index 176
- Fashion/Clothes**
index 163
- Celebrity News & Gossip**
index 156
- Craft**
index 156
- Home Ideas/DIY**
index 144
- Food & Drink**
index 137
- Career & Jobs**
index 132
- Health & Fitness**
index 125



Average time spent engaging with our brands
 2hrs
per month



MOBILE APPS
App traffic peaks in the morning. 35-54 yr. old women are +92% more likely use our app.

DESKTOP/PC
Desktop traffic peaks at lunchtime. Over 1.2m 35-54 yr. old women visit MOL on desktop.

MOBILE
Mobile traffic rises from 5pm onwards. We reach 5.6m 35-54 women on mobile

DUAL SCREEN
75% 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