We reach...
1.5M daily 22% of GB total
3.1M weekly 45% of GB total
4.3M monthly 61% of GB total

Where to find them...

Top interests

- **Cars/Motoring**
  - Index: 192
  - Reach: 473k

- **Personal Finance**
  - Index: 174
  - Reach: 360k

- **Business/Finance**
  - Index: 164
  - Reach: 697k

- **Politics**
  - Index: 159
  - Reach: 697k

- **Gardening**
  - Index: 147
  - Reach: 487k

- **Sport**
  - Index: 150
  - Reach: 1m

- **Environment**
  - Index: 117
  - Reach: 1.1m

- **News**
  - Index: 132
  - Reach: 1m

- **SciTech**
  - Index: 123
  - Reach: 3m

- **Money**
  - Index: 120
  - Reach: 1.3m

Average time spent engaging with our brands: 5.5 hrs per month

**HOW TO TALK TO THEM**

1: **Include & Enthuse**
37% generally feel excluded from modern day advertising
There is a need for brands to more closely align with their attitudes and behaviours

2: **Emphasise Quality**
30% of the GB population but have 50% of the wealth
Brands could highlight how expensive products offer greater quality and encourage this audience to trade up

3: **Encourage Adventure**
52% have changed the way they approach holidays in the last 10 yrs
Advertising needs to adapt to their new found mindsets and portray the adventurous sides

**MAIL METRO MEDIA MOMENTS**

- **MEDIA MOMENT**
  - Morning: 34% Browse the web
  - Lunchtime: 30% Read a newbrand
  - Evening: 33% Listen to radio

- **MEDIA MOMENT**
  - Daily Mail/The Mail on Sunday: #1 print titles for this audience reaching 1.2m every month
  - Desktop/PC: DESKTOP/PC Desktop traffic peaks at lunchtime. Over 1.3m 55-74 yr. old men visit MOL on desktop

- **SUPPLEMENTS MOMENT**
  - YOU, Event and Weekend are read multiple times a week

- **DUAL SCREEN**
  - 67% of this audience dual screen whilst watching TV. Tablet peaks in the evening