

We reach...

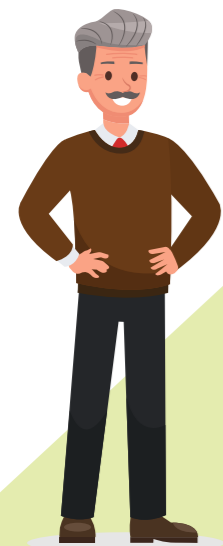
1.5M 22% of GB total **daily**
3.1M 45% of GB total **weekly**
4.3M 61% of GB total **monthly**

Where to find them...

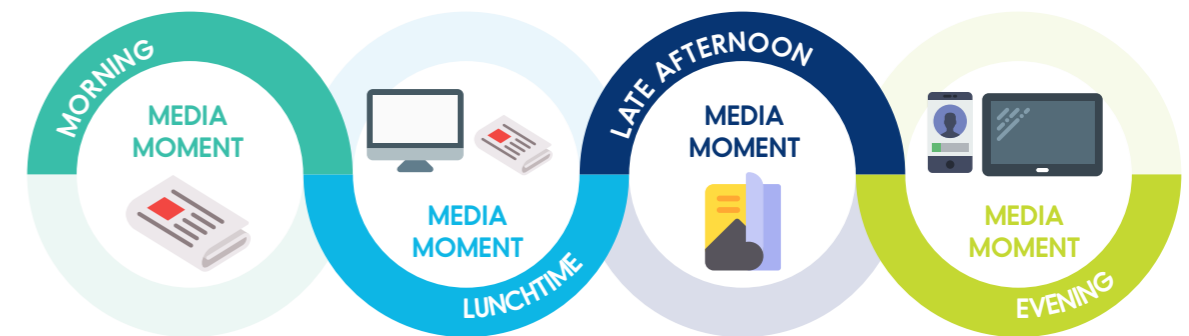
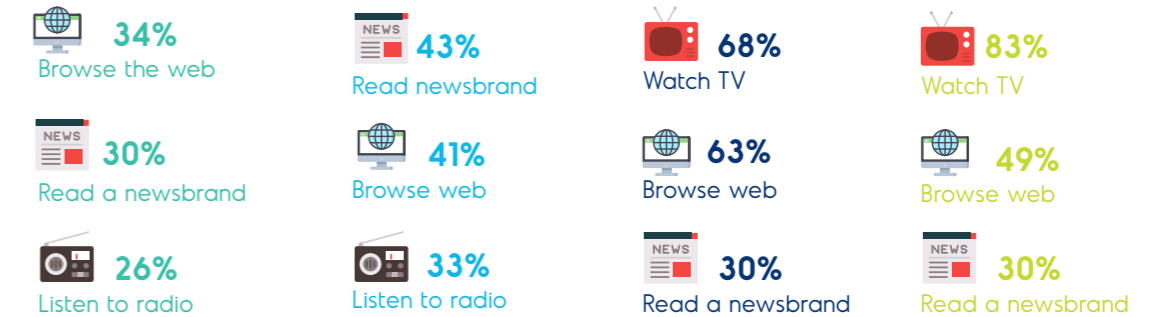
Brand	Index	Reach
EVENT	164	473k
The Mail	159	360k
This is MONEY	153	697k
weekend	150	697k
YOU	147	487k
Daily Mail	132	1m
METRO	92	1.1m
MailOnline	82	3m
METRO.co.uk	71	1.3m

Top interests

- Cars/Motoring**
index 192
- Personal Finance**
index 174
- Business/Finance**
index 164
- Sport**
index 165
- Politics**
index 143
- Gardening**
index 136
- Natural World**
index 132
- Environment**
index 127
- Science**
index 123
- News**
index 120



Average time spent engaging with our brands
5.5hrs
per month



MORNING MEDIA MOMENT
DAILY MAIL/THE MAIL ON SUNDAY #1 print titles for this audience reaching 1.2m every month

LUNCHTIME MEDIA MOMENT
DESKTOP/PC Desktop traffic peaks at lunchtime. Over 1.3m 55-74 yr. old men visit MOL on desktop

LATE AFTERNOON MEDIA MOMENT
SUPPLEMENTS YOU, Event and Weekend are read multiple times a week

EVENING MEDIA MOMENT
DUAL SCREEN 67% of this audience dual screen whilst watching TV. Tablet peaks in the evening

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