NEW LEASE OF LIFE
WOMEN AGED 55-74

We reach...
1.5M daily
21% of GB total
3.2M weekly
44% of GB total
4.4M monthly
60% of GB total

Where to find them...
Top interests

<table>
<thead>
<tr>
<th>Brand</th>
<th>Index</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOU</td>
<td>211</td>
<td>734k</td>
</tr>
<tr>
<td>EVENT</td>
<td>203</td>
<td>616k</td>
</tr>
<tr>
<td>Weekend</td>
<td>187</td>
<td>914k</td>
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<tr>
<td>Daily Mail</td>
<td>166</td>
<td>794k</td>
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<tr>
<td>DailyMail</td>
<td>150</td>
<td>1.2m</td>
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<tr>
<td>This is Money</td>
<td>82</td>
<td>194k</td>
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<tr>
<td>MailOnline</td>
<td>81</td>
<td>3.1m</td>
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<tr>
<td>METRO</td>
<td>78</td>
<td>1.0m</td>
</tr>
<tr>
<td>METROMEd</td>
<td>61</td>
<td>1.1m</td>
</tr>
</tbody>
</table>

Women's Lifestyle index 209
Gardening index 204
Craft index 199
Fashion/Clothes index 159
Arts/Books/Theatre index 152
Home Ideas/DIY index 149
Beauty index 133
Food And Drink index 146
Natural World index 132
Environment index 127

Average time spent engaging with our brands
6hrs per month

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

MAIL METRO MEDIA MOMENTS

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 mind-sets and portray the adventurous sides