

## We reach...

**1.5M** 21% of GB total daily  
**3.2M** 44% of GB total weekly  
**4.4M** 60% of GB total monthly

## Where to find them...

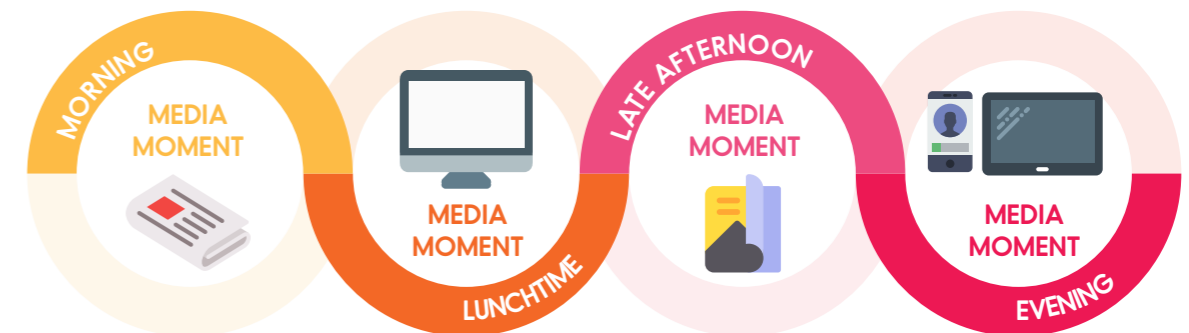
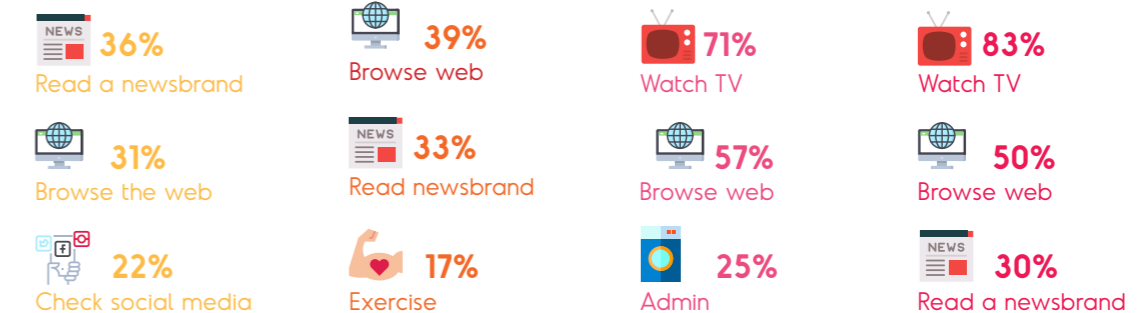
Brand	Index	Reach
<b>YOU</b>	211	734k
<b>EVENT</b>	203	616k
<b>weekend</b>	187	914k
<b>The Mail</b>	166	794k
<b>Daily Mail</b>	150	1.2m
<b>This is MONEY</b>	82	194k
<b>MailOnline</b>	81	3.1m
<b>METRO</b>	78	1.0m
<b>METRO.co.uk</b>	61	1.1m

## Top interests

- 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



**DAILY MAIL/THE MAIL ON SUNDAY**  
#1 print titles for this audience reaching 1.4m every month

**DESKTOP/PC**  
Desktop traffic peaks on at lunchtime. Over 892K 55-74 yr. old women visit MailOnline on desktop

**SUPPLEMENTS**  
YOU, Event and Weekend are read multiple times a week and are #1 for reach

**DUAL SCREEN**  
75% 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 mind-sets and portray the adventurous sides