We reach...
546k 24% of GB total daily
926k 40% of GB total weekly
1.1M 48% of GB total monthly

Where to find them...

<table>
<thead>
<tr>
<th>Brand</th>
<th>Index</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekend</td>
<td>301</td>
<td>466k</td>
</tr>
<tr>
<td>Daily Mail</td>
<td>221</td>
<td>335k</td>
</tr>
<tr>
<td>Money on Sunday</td>
<td>217</td>
<td>544k</td>
</tr>
<tr>
<td>EVENT YOU</td>
<td>214</td>
<td>205k</td>
</tr>
<tr>
<td>YOU</td>
<td>189</td>
<td>208k</td>
</tr>
<tr>
<td>DAILY MAIL</td>
<td>69</td>
<td>52k</td>
</tr>
<tr>
<td>METRO</td>
<td>55</td>
<td>224k</td>
</tr>
<tr>
<td>Mail Online</td>
<td>34</td>
<td>415k</td>
</tr>
<tr>
<td>METRO Online</td>
<td>26</td>
<td>150k</td>
</tr>
</tbody>
</table>

Average time spent engaging with our brands
14 hrs per month

Top interests
- Gardening index 160
- Personal Finance index 159
- Sport index 158
- Cars/Motoring index 158
- Politics index 153
- TV index 134
- Natural World index 133
- News index 131
- Business/Finance index 120
- Environment index 118

How to talk to them
1: HEALTH = HAPPINESS
57% agree that they really look after their health
Brands can appeal to this audience with health and wellbeing ideas for them to try

2: A HELPING HAND
56% say they need a helping hand when trying to use a new technology product
This audience are using new technology but value brands who take the time out to help them

3: IT'S ALL ABOUT TRUST
1/3 agree that 'if I trust a brand, I buy it without looking at the price'
This is a loyal audience who value brands that communicate and offer good service

Source: PAMCo April 18 – March 19 | TGI Clickstream Q2 2019