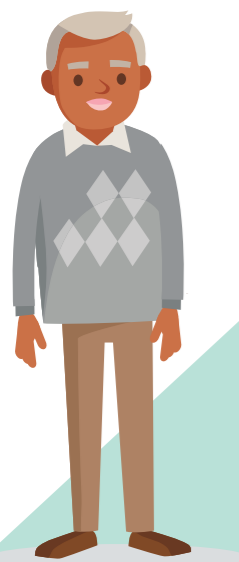


We reach...

546k 24% of GB total **daily**
926k 40% of GB total **weekly**
1.1M 48% of GB total **monthly**

Where to find them...

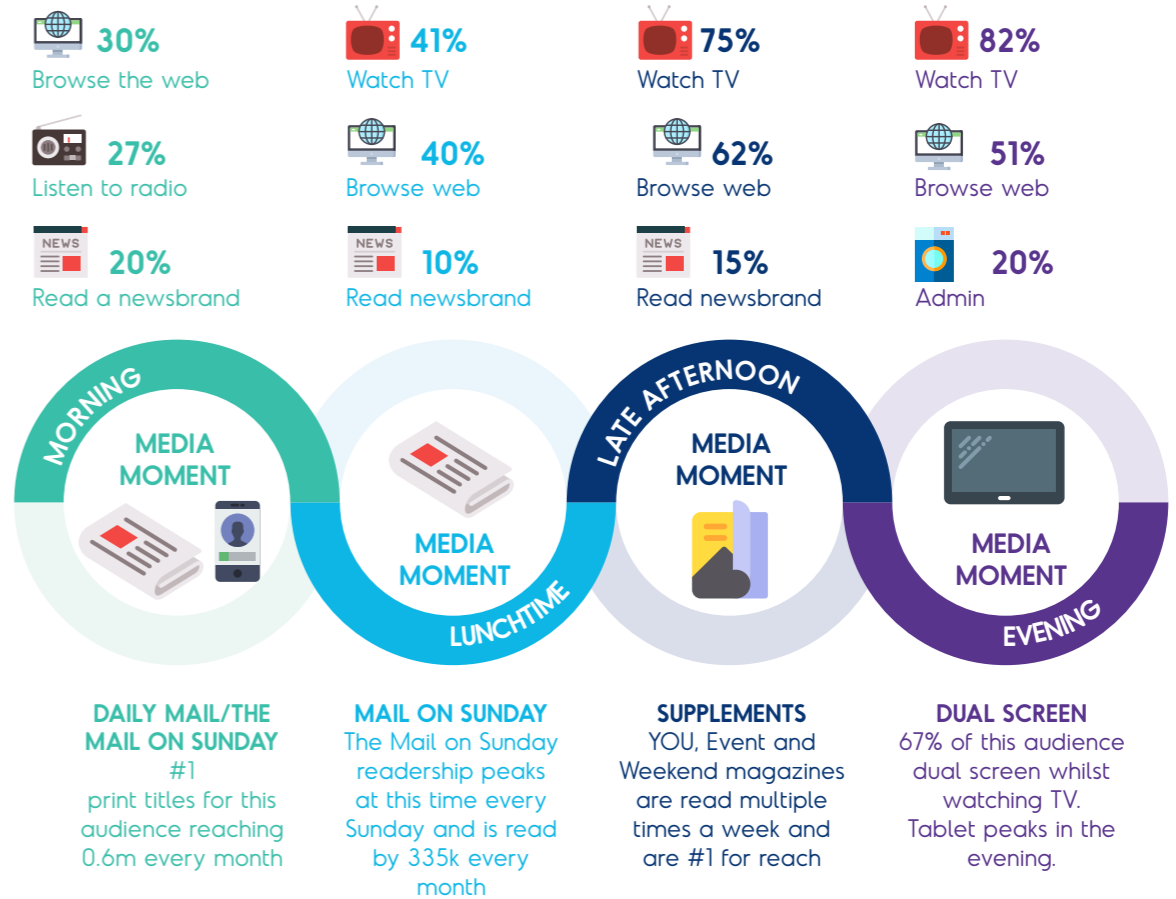
Brand	Index	Reach
weekend	301	466k
The Mail	221	335k
Daily Mail	217	544k
EVENT	214	205k
YOU	189	208k
This is MONEY	69	52k
METRO	55	224k
MailOnline	34	415k
METRO.co.uk	26	150k



Average time spent engaging with our brands
14hrs 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