

**We reach...**

**616k** 20% of GB total  
daily

**1.1M** 36% of GB total  
weekly

**1.3M** 43% of GB total  
monthly

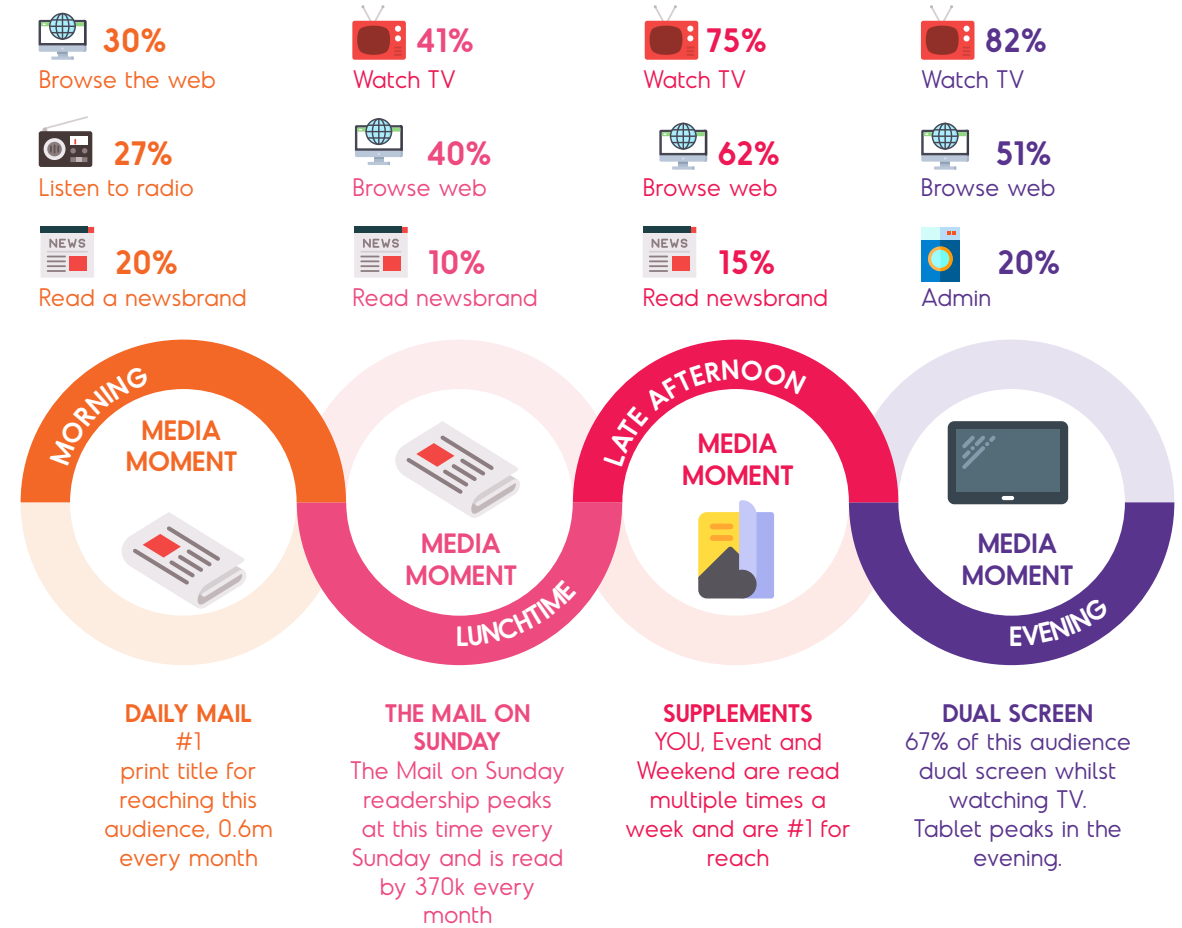
**Where to find them...**

Brand	Index	Reach
weekend	300	623k
YOU	219	324k
EVENT	206	265k
Daily Mail	191	644k
The Mail	182	370k
METRO	56	304m
This is MONEY	26	26k
MailOnline	25	400k
METRO.co.uk	21	169k

**Top interests**

- Gardening**  
index 197
- Women's Lifestyle**  
index 169
- TV**  
index 158
- Craft**  
index 147
- Natural World**  
index 123
- Arts/Books/Theatre**  
index 123
- Fashion/Clothes**  
index 123
- News**  
index 120
- Environment**  
index 115
- Food & Drink**  
index 115

**Average time spent engaging with our brands**  
 **15hrs** per month



**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