At Mail Metro Media, we are very proud of the bespoke insight tools we have developed. From our newly formed Matters community to our D.N.A. (Data News Audiences) suite powered by our first party data, we have the ability to help you meet any business objective or challenge you may have.

**Data News Audiences Profiler**
Creates rich pen portraits of our audience segments by tapping into our rich 1st party data alongside trusted 3rd party data sources. Offers insight to help you understand how your target audience engages with specific articles, topics and campaigns.

**Pulse Poll**
Enables you to survey readers in real-time to find out what they feel and think about any topic. Get live insights to shape your campaign or to fuel strategy.
Receive results in just 72 hours!

**Trending Topics**
Provides real-time social listening and buzz monitoring. Using unique keyword triggers, we can alert you when an article is published about a topic or person your brand is aligned with to inform any potential contextual targeting.

**Matters Community**
A dedicated group of over 2,000 people who have agreed to share their opinions through surveys, discussion rooms, polls and much more. Allows you to engage and understand your consumers in more depth than ever.

**Audience Builder**
Use our rich 1st party data to build bespoke audiences relevant to your brands. Gain a better understanding of your target audience by deep diving into the content they consume and when they consume it.

**Campaign Effectiveness**
Ensure your campaigns are delivering against your KPIs through our campaign performance studies. We use a variety of 1st and 3rd party research in the form of brand trackers, search analysis and creative tests.
**January**

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<td>NEW YEAR’S DAY</td>
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<td>60% of MMM readers claim to have made a New Year’s resolution</td>
<td>Saving money (48%)</td>
<td>GYM MEMBERSHIPS</td>
<td>VEGAN</td>
<td>187 articles with 11.3million article views</td>
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<td>MMM readers account for 67p in every £1 spent on holidays</td>
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<td>CRUISES</td>
<td>MMM is #1 for cruises</td>
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<td>Our readers are on the lookout for deals on the most depressing day of the year</td>
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<td>AUSTRALIAN OPEN STARTS</td>
<td>The ‘Big 3’ have won the last 12 Grand Slams</td>
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<td>Valentine’s gift searches start to grow</td>
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<td>5.3million article views of Grammys content</td>
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<td>Target our ‘Awards Show’ segment: 9.1million uniques, more likely to be ABC1 females, 18-24.</td>
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**Feb 3**
Over half of our readers have donated to a UK cancer charity in the past 12 months

**Feb 4**
World Cancer Day

**Feb 5**
1 in 3 MMM readers exercise to relieve stress or improve wellbeing

**Feb 6**
Time to Talk Day

**Feb 7**
Valentine’s Day
Men spent an average of £64 on gifts vs £44 spent by women

**Feb 10**
Peak in searches for Mortgage

**Feb 11**
Peak in searches for Flower Delivery

**Feb 12**
MMM reaches 1.3 million adults who expect to take out a mortgage next year

**Feb 13**
Our readers spent over 140,000 hours reading this content in 2019

**Feb 14**
Valentine’s Day

**Feb 15**
2 million article views of LFW content last year

**Feb 16**

**Feb 17**
Half term starts

**Feb 18**
Brit Awards

**Feb 24**
Pancake Day

**Feb 25**
1 in 2 Brits took part in Pancake Day last year and there were 9 million shares on Instagram

**Feb 26**

**Feb 27**

**Feb 28**

**Feb 29**
Leap Year
The chances of being born on a Leap Day are 1 in 1500

**Feb 1**
NFL Super Bowl

**Feb 8**
Our readers spent over 240,000 hours reading this content in 2019

**Feb 19**
Oscars

**Feb 22**

**Feb 23**

**Feb 29**

7.5 million Mail Metro Media readers bought presents for Valentine’s Day
### March

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**WORLD WILDLIFE DAY**
- Over 1 in 4 MMM readers have a dog

**Crufts**
- MMM reaches 7 in 10 adults who intend to get a new car in the next 12 months

**Cheltenham Festival**
- MMM daily readers are 33% more likely to regularly bet on horse racing

**St Patrick’s Day**
- Peak in searches for Guinness

**Metro Newspaper’s 21st Birthday**
- March is the #1 month for booking short haul holidays

**Mother’s Day**
- Holidays and spas top MMM Mums dream gift list

**British Summer Time Begins**
- Clocks go forward 1hr

**Peak in searches for Guinness**
- 13.7 million Mail Metro Media readers bought presents for Mother’s Day

**Peak in searches for House and Garden**
- £2.7 billion on their gardens in the last 12 months
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- **April Fool’s Day**
- **International Children’s Book Day**
- **Ladies’ Day**
- **Good Friday**
- **Easter Sunday**

**Peak in searches for Garden Furniture**

- 54% of readers buy Easter Eggs over a week before the Easter weekend
- 1 in 4 MMM readers who watched The Grand National last year placed a bet
- 2 in 5 of our readers tend to buy premium products at Easter
- 66% of adults who watched golf on TV in the last 12 months placed a bet
- On average, our readers spent £113 on Easter activities and dinners last year
- In 2018 we wrote 237 articles on Coachella with 11.1 million article views. Readers spent a total of 96,000 hours reading the content
- MMM reaches 3 in 5 regular snooker viewers
- 4 in 5 MMM readers say they are concerned about the environment
- MMM reaches 66% of adults who watched golf on TV in the last 12 months
- MMM reaches 3 in 5 regular snooker viewers

**£2.2 billion was spent on Easter gifts and activities last year**

**School Easter Holidays**

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**Financial Mail** is the most read finance section in national press.

**International Earth Day**

- Last year we wrote 121 eco-related articles that generated 3.5 million views.

**St George’s Day**

- Ramadan Begins

**Good Friday**

- On average, our readers spent £113 on Easter activities and dinners last year.

**Easter Monday**

- Financial Mail is the most read finance section in national press.

**School Easter Holidays**

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**Financial Mail** is the most read finance section in national press.

**Easter Sunday**

- MMM reaches 3 in 5 regular snooker viewers

**Good Friday**

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**Financial Mail** is the most read finance section in national press.

**Easter Sunday**

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**Good Friday**

- On average, our readers spent £113 on Easter activities and dinners last year.

**Easter Monday**

- Financial Mail is the most read finance section in national press.
May

**3 in 5**

**Mail Metro Media readers aged 18-34 say they spend more on Bank Holiday weekends**

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**May Day**

- **4 Star Wars Day**
  - Metro readers are 51% more likely than average to have watched Solo: A Star Wars Story in the cinema.
  - **MET GALA**
    - 14million article views on Met Gala content in 2019.
  - **MET GALA**
  - 1 in 5 Millennials plan to take a day trip over the Bank Holiday weekend.

- **5 Cinco de Mayo**
  - Metro readers are 31% more likely than the average adult to be getting married in the next 12 months.

- **11 National Vegetarian Week starts**

- **12 VE Day Bank Holiday**
  - 1 in 5 Millennials plan to take a day trip over the Bank Holiday weekend.
  - No we haven’t got it wrong - for only the second time ever, this Bank Holiday is on a Friday!
  - 36% of MMM readers donate to veteran/war charities.

- **13 POST**

- **14 Peak in searches for summer fashion**

- **15 Cannes Film Festival**
  - 2 in 3 MMM readers donate to veteran/war charities.

- **16 Cannes Film Festival**
  - 2 in 3 MMM women buy new clothes for their summer wardrobe.

- **17 Premier League season ends**

- **18 Peak in searches for staycation**
  - 15.1million readers took a short break or holiday in the UK last year.

- **19 Peak in wedding-related searches**

- **20 Chelsea Flower Show**

- **21 Cannes Film Festival**

- **22 MMM reaches 1 in 4 football fans each day**
  - Metro and The Mail on Sunday readers are 66% more likely than average to pay to watch football at a stadium.

- **23 FA Cup Final**

- **24 Monaco Grand Prix**

- **25 Spring Bank Holiday**

- **26 Europa League Final**

- **27 UEFA Champions League Final**

- **28 Metro and The Mail on Sunday readers are 66% more likely than average to pay to watch football at a stadium.**

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**Mail Metro Media**
### June

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<td><strong>1</strong> LOVE ISLAND</td>
<td>expected to begin. Last year, there were 400 million page views of Love Island content</td>
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<td>Environment is the 3rd biggest concern amongst our readers (after crime and healthcare)</td>
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<td><strong>NATIONAL BEER DAY</strong></td>
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**ROYAL ASCOT**

- 27 **TOUR DE FRANCE STARTS**
- 28 **PRIDE IN LONDON**
- 29 **GLASTONBURY FESTIVAL**

- **WIMBLEDON STARTS**

- We wrote 80 articles about Glastonbury generating 15 million article views. MMM reaches 78% of all Glastonbury festival goers

- 80% of Metro readers think it’s important for brands to be inclusive of people from different backgrounds
### July

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<td>Peak in searches for <strong>ROOFTOP BARS</strong></td>
<td>Peak in searches for <strong>PIMMS</strong></td>
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<td>1 in 3 MMM readers feel more positive towards brands that sponsor women’s sport</td>
<td>MMM reaches 2 in 3 sun worshippers</td>
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<td><strong>AMAZON PRIME DAY</strong> MMM reaches 9million Amazon customers every day</td>
<td>45% of MMM parents struggle for ideas to keep their kids entertained over summer</td>
<td>Peak in searches for <strong>KIDS ACTIVITIES</strong></td>
<td><strong>BRITISH GOLF OPEN</strong> MMM reaches 2 in 3 adults who regularly watch golf on TV</td>
<td><strong>WORLD EMOJI DAY</strong></td>
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<td>MMM reaches 63% of parents (11million adults)</td>
<td><strong>SUMMER SCHOOL TERM ENDS</strong></td>
<td>MMM reaches 67% of families who travel during summer school holidays</td>
<td><strong>TOKYO 2020 OLYMPICS OPENING CEREMONY</strong></td>
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**2020 SUMMER OLYMPICS**

- 4 in 5 MAIL METRO MEDIA READERS ARE EXCITED FOR THE OLYMPICS
  - 45% of MOL readers are planning to watch it
  - Japan is the most intriguing country for our readers

**2020 SUMMER OLYMPICS**

- 1
- 2
### August

**2020 Summer Olympics**

- **3** MMM readers spent £3.34 million on swimwear last year

- **4** MMM readers spent £2.15 million on BBQs last year

- **5**

- **6**

- **7** Edinburgh Fringe Festival begins

**A-Level Results Day**

- **10**

- **11**

- **12**

- **13**

- **14**

**GCSE Results Day**

- **18**

- **19**

**Men’s Grooming Day**

- **22** MMM reaches 15 million football fans each month

- **23** MMM reaches 2.5X more mums than Mumsnet and Netmums combined

**MTV Video Music Awards**

- **24**

**GCSE Results Day**

- **25**

- **26**

**Reading and Leeds Festivals**

- **27**

**GBBO Starts Soon**

- **31**

**NOTTING HILL CARNIVAL**

- **1**

**NOTTING HILL CARNIVAL**

- **2**

**Bank Holiday**

- **3**

**BANK HOLIDAY**

- **4**

**BANK HOLIDAY**

- **5**

**BANK HOLIDAY**

- **6**

---

**August**

- **1** August is the most popular month for weddings in the UK

- **2**

---

**2020 Summer Olympics**

- **8** Expected date for Premier League to start

- **9** Tokyo 2020 Olympics Closing Ceremony

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**A-Level Results Day**

- **15** MMM reaches 15 million football fans each month

- **16** Can Team GB eclipse the 27 golds they won in Rio 2016?

---

**GCSE Results Day**

- **20**

---

**Men’s Grooming Day**

- **21**

---

**MTV Video Music Awards**

- **24**

---

**GBBO Starts Soon**

- **31**

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**Reading and Leeds Festivals**

- **27**

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**NOTTING HILL CARNIVAL**

- **1**

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**NOTTING HILL CARNIVAL**

- **2**

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**GBBO Starts Soon**

- **31**

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**GBBO Starts Soon**

- **31**

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</table>
|     | NEW CAR REG  
MMM reaches 1 in 4 new car buyers every day |     |     | Peak in searches for  
SCHOOL LUNCHES  
MMM reaches 2 in 3 primary school parents every month |     |     |
| 7   | 8   | 9   | 10  | 11  | 12  | 13  |
| Over half of students expecting to start university this year read MailOnline or Metro.co.uk |     |     |     |     | MMM reaches  
70% of tennis players each month. Metro readers are 2X more likely than the average adult to play tennis |     |
| 14  | 15  | 16  | 17  | 18  |     |     |
| FRESHERS’ WEEK BEGINS  
Peak in searches for  
STUDENT BANK ACCOUNTS |     | 100 DAYS TILL CHRISTMAS |     |     |     |     |
| 21  | 22  | 23  | 24  | 25  |     |     |
|     | MMM reaches  
2 in 3 fantasy sports players |     |     | WORLD’S BIGGEST  
COFFEE MORNING  
65% of all charity donations last year were made by MMM readers |     |     |
|     |     |     |     | 26  |     |     |
|     |     |     |     |     | 27  |     |
| LONDON FASHION WEEK |     |     |     |     |     |     |
| 28  | 29  | 30  | 1   | 2   |     |     |
| LONDON FASHION WEEK  
Peak in searches for  
OCTOBERFEST |     |     |     |     |     |     |
| 205 | 206 | 207 | 208 | 209 | 210 | 211 |
| 100 DAYS TILL CHRISTMAS |     |     |     |     |     |     |
|     |     |     |     |     |     |     |

**September**
40% of Mail Metro Media readers spent money on Halloween in 2019

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<td>SOBER OCTOBER</td>
<td>2 million MMM readers took part in a charity event last year</td>
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<td>17% of MMM readers start planning Christmas gifts in October</td>
<td>8</td>
<td>Approximately 1 in 4 people in the UK will experience a mental health problem</td>
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<td>11% of MMM readers start planning Christmas gifts in October</td>
<td>15</td>
<td>MMM reaches 66% of all adults who like to go to trendy places to eat and drink</td>
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<td>Peak in searches for HALLOWEEN COSTUME</td>
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<td>Peak in searches for WINTER OUTFITS</td>
<td>MMM readers spent £2 billion on coats, raincoats and jackets</td>
<td>Searches for BLACK FRIDAY start to increase</td>
<td>Searches for BLACK FRIDAY start to increase</td>
<td>35% shop for Halloween goods a few days before</td>
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<td>GRANDPARENTS’ DAY</td>
<td>MMM reaches 7.6 million of them every month</td>
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<td>WORLD MENTAL HEALTH DAY</td>
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<td>NATIONAL COMING OUT DAY</td>
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<td>NATIONAL PASTA DAY</td>
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<td>1 in 2 Metro readers would choose an equality-focused brand over a competitor</td>
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<td>NATIONAL PASTA DAY</td>
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<td>25</td>
<td>BRITISH SUMMER TIME ENDS</td>
<td>Clocks go back 1hr</td>
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<td>HALLOWEEN</td>
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OCTOBER HALF TERM
55% of Mail Metro Media readers consider purchasing on Black Friday.

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<td>WORLD VEGAN DAY</td>
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<td>The most popular day to start Christmas shopping</td>
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<td>7 Over 3 in 5 MMM men have taken part in a charitable activity in the last 12 months</td>
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<td>REMEMBRANCE SUNDAY</td>
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<td>Peak in searches for CHRISTMAS PRESENTS</td>
<td>Peak in searches for BLACK FRIDAY</td>
<td>2 in 5 say advertising helps remind them of Black Friday deals</td>
<td>INTERNATIONAL MEN’S DAY</td>
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<td>Cyber Monday</td>
<td>Retail traffic peaked at 8pm-9pm in 2019</td>
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<td>BLACK FRIDAY</td>
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**£9.6 Billion spent on Xmas presents by mail Metro Media readers last year**

December

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- **Over 1 in 4 of MMM adults say that today signals the start of Christmas**
- **Peak in searches for CHRISTMAS DECORATIONS**
- **One in 4 of MMM adults say that today signals the start of Christmas**
- **Readers start planning Christmas dinner 20 days before the big day**
- **2 in 3 of our female audience buy new festive clothes for the season**
- **71% of adults will take a bottle of alcohol to their hosts this Christmas**
- **Food planning tips and ideas are the most desired online content**
- **3 in 10 MMM readers forget key items such as sauces, stuffing and tags**
- **One of the busiest shopping days of the year. 13.4 million treat themselves when shopping at Christmas**
- **Christmas Eve**
  - 8 million Brits go shopping on Christmas Eve
- **Christmas Day**
- **New Year’s Eve**
- **New Year’s Eve**
- **Boxing Day**
- **Peak in searches for LEFTOVER RECIPES**
- **Peak in searches for CHRISTMAS RECIPES**
- **Peak in searches for GIFT FOR HIM**
- **Peak in searches for GIFT FOR HER**
- **Start of Christmas party season**
- **Peak in searches for GIFTS FOR HIM**
- **4 in 5 of our readers research products online**
- **2 in 3 of our female audience buy new festive clothes for the season**
- **Super Saturday**
- **Peak in searches for HANGOVER CURE**
- **Super Saturday**
- **Christmas Party Season**
- **Start of Christmas party season**
- **2 in 3 of our female audience buy new festive clothes for the season**