

Metro.co.uk harnesses the power of the social web and a young audience while still having the journalistic rigour of a legacy newspaper brand. Edited by Deborah Arthurs, it is a site with heart and soul that often takes risks with its content and campaigns about issues it cares about.



## DID YOU KNOW?

METRO.CO.UK HAS THE HIGHEST PROPORTION OF MILLENNIALS OF ALL NEWSBRAND WEBSITES

## WHAT?

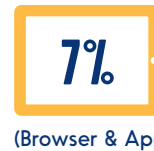
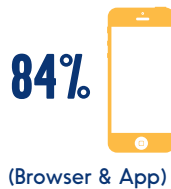
**MONTHLY UNIQUE VISITORS**  
**23.7M**  
 2.2M Daily

**MONTHLY PAGE VIEWS**  
**205M**  
 6.8M Daily

**MONTHLY VISITS**  
**57M**  
 1.9M Daily

## WHERE?

### % OF TRAFFIC BY DEVICE



## WHO?

### GENDER

**43%**   
**57%** 

**42**  
**AVERAGE AGE**



**60%**  
**ABC1%**



**53%**  
**18-44 YEAR OLDS**

## WHY?

### HEALTH CONSCIOUS

**+19%**  
 more likely to be herbal tea drinkers

### SMART TECHNOLOGY

**+17%**  
 more likely to be intending to purchase smart tech for the home in the next 6 months

### ABSOLUTE GAMERS

**+20%**  
 more likely to be absolute gamers (heavy users)