

WOMEN

JUST STARTING OUT

AGED 15-24

MEN

WE REACH...

431K 12%
of GB total
daily

2.4M 66%
of GB total
monthly



55mins
per month

Average time spent engaging with our brands

WE REACH...

365K 9%
of GB total
daily

2.2M 56%
of GB total
monthly



42mins
per month

Average time spent engaging with our brands

WHERE TO FIND THEM...

BRAND

	Index		Index
	248	METRO.co.uk	131
MailOnline	101	inews.co.uk	90

CHANNEL/SECTION

	Index		Index
HOMEPAGE	117	NEWS	104
ENTERTAINMENT	101	SCIENCE & TECH	98

TOP INTERESTS...



Family
Index 375



Beauty
Index 226



Celebrity
Index 185



Fashion
Index 182

WHERE TO FIND THEM...

BRAND

	Index		Index
	155	METRO.co.uk	105
METRO	80	MailOnline	78

CHANNEL/SECTION

	Index		Index
ENTERTAINMENT	142	HOMEPAGE	127
SPORT	117	NEWS	82

TOP INTERESTS...



Gaming/Tech
Index 325



Motoring
Index 169



Career
Index 115



Sport
Index 148

HOW YOU CAN TARGET THEM



D.N.A

Our unique profiling tool identifies reader segments, enabling brands to target specific audiences. Here are the top three segments for this age group:



D.N.A

2.9M
Fashion & Beauty

1.5M
Celebrity Obsessed

312K
Music Star Obsessed

314K
Gaming

4.4M
Students

5.5M
Sport

WHAT THEY WANT FROM BRANDS

1: GIVE THEM CREDIT

75% more likely to say it's important that brands offer alternative payment systems (14% vs GB 8%)

2: CULTIVATE CREATIVITY

49% more likely to want brands to be creative (48% vs GB 32%)

3: KEEP THINGS SOCIAL

TWICE as likely to be influenced by social influencers than GB Average

4: VISUAL = VIRAL

TWICE as likely than GB Average to say that memes, GIFs and interactive content make good advertising

5: TOO MUCH INFORMATION

40% of 18-24s think too much text makes for less effective advertising (vs GB 36%)