

WOMEN

IT'S GETTING SERIOUS

AGED 25-34

MEN

WE REACH...

853K 20%
of GB total
daily

3.4M 77%
of GB total
monthly



74mins
per month

Average time spent engaging with our brands

WE REACH...

781K 18%
of GB total
daily

2.8M 63%
of GB total
monthly



104mins
per month

Average time spent engaging with our brands

WHERE TO FIND THEM...

BRAND

	Index		Index
inews.co.uk	176	METRO.co.uk	153
MailOnline	146	This is MONEY	120

CHANNEL/SECTION

	Index		Index
LIFE & STYLE	342	TRAVEL	165
HEALTH	153	FEMAIL	145

TOP INTERESTS...



Beauty
Index 250



Celebrity
Index 241



Fashion
Index 217



Career
Index 166

WHERE TO FIND THEM...

BRAND

	Index		Index
METRO	135	METRO.co.uk	107
MailOnline	100	i	90

CHANNEL/SECTION

	Index		Index
SPORT	192	HOME PAGE	112
NEWS	100	HEALTH	94

TOP INTERESTS...



Gaming/Tech
Index 232



Motoring
Index 158



Sport
Index 153



Science
Index 144

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



4.9M
Parents



3.4M
Fashion
Lovers



1.5M
Celebrity
Obsessed



2.3M
Science/
Tech



314K
Commuters



250K
Action Films

WHAT THEY WANT FROM BRANDS

1: KEEP IT SOCIAL

TWICE as likely to say it's important that brands have a social media presence (18% vs GB 9%)

2: HAVE A LAUGH

This group is most likely to say it's important that brands have a sense of humour

3: USE STAR POWER

52% more likely to be influenced by celebrities (24% vs GB 16%)

4: ACTION!

27% more likely to say that videos make good advertising (30% vs GB 24%)

5: HONESTY IS THE BEST POLICY...

Over half say claims made by brands that appear false make less effective advertising