

# WOMEN

# WORK AND PLAY

AGED 35-54

# MEN

### WE REACH...

**2M** 23%  
of GB total  
daily

**6.5M** 75%  
of GB total  
monthly

 **106mins**  
per month  
Average time spent engaging  
with our brands

### WE REACH...

**1.6M** 19%  
of GB total  
daily

**5.4M** 65%  
of GB total  
monthly

 **126mins**  
per month  
Average time spent engaging  
with our brands

### WHERE TO FIND THEM...

#### BRAND

	Index		Index
MailOnline	140	METRO.co.uk	140
i	140	METRO	109

#### CHANNEL/SECTION

	Index		Index
TRAVEL	209	HEALTH	177
HOME PAGE	153	FEMAIL	152

### TOP INTERESTS...



**Beauty**  
Index 188



**Fashion**  
Index 162



**Celebrity**  
Index 217



**Home/DIY**  
Index 166

### WHERE TO FIND THEM...

#### BRAND

	Index		Index
METRO	137	This is MONEY	120
inews.co.uk	108	MailOnline	105

#### CHANNEL/SECTION

	Index		Index
SPORT	215	NEWS	165
HOME PAGE	132	ENTERTAINMENT	116

### TOP INTERESTS...



**Motoring**  
Index 175



**Sport**  
Index 162



**Business**  
Index 149



**Technology**  
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



**2.1M**  
Food/  
Cooking



**1.2M**  
Beauty  
Lovers



**1.2M**  
Cars



**416K**  
Cricket



**389K**  
Finance/  
Investment

## WHAT THEY WANT FROM BRANDS

#### 1: GET THE PRICE RIGHT

**49%** say it's important for brands to be competitively priced (vs GB 44%)

#### 2: GO GREEN

**39%** say it's important that brands show they are environmentally friendly (vs GB 35%)

#### 3: UNDER THE INFLUENCE

**38%** more likely to be influenced by ads in newspapers/news sites than GB Average

#### 4: KEEP IT POSITIVE

**46%** say that 'feel good' content makes good advertising (vs GB 41%)

#### 5: MAKE IT MEANINGFUL

**38%** say that lack of relevance makes less effective advertising (vs GB 34%)