

# WOMEN

# NEW LEASE OF LIFE AGED 55-74

# MEN

### WE REACH...

**1.7M** 23%  
of GB total  
daily

**4.7M** 63%  
of GB total  
monthly



**288mins**  
per month

Average time spent engaging  
with our brands

### WE REACH...

**1.4M** 21%  
of GB total  
daily

**4.2M** 59%  
of GB total  
monthly



**324mins**  
per month

Average time spent engaging  
with our brands

### WHERE TO FIND THEM...

#### BRAND

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| <b>you</b>      | 203   | <b>weekend</b>    | 189   |
| <b>The Mail</b> | 166   | <b>Daily Mail</b> | 152   |

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### TOP INTERESTS...



**Gardening**  
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**Fashion/Beauty**  
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**Food & Drink**  
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**Arts & Theatre**  
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### WHERE TO FIND THEM...

#### BRAND

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### TOP INTERESTS...



**Motoring**  
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**Sport**  
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**Business**  
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**Personal Finance**  
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## 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.



**2.4M**  
55+  
Female



**962K**  
Gardening



**168K**  
Cruises



**3.1M**  
55+  
Male



**1.2M**  
Cars



**692K**  
Pensions

## WHAT THEY WANT FROM BRANDS

### 1: QUALITY TIME

**85%** say it's important that a brand is good quality (vs GB 72%)

### 2: GAIN THEIR TRUST

**70%** want brands to be trustworthy (vs GB 56%)

### 3: WE ARE FAMILY

**TWICE** as likely to be influenced by their wider family (32% vs GB 18%)

### 4: HUMOUR THEM

**54%** say that humorous content makes good advertising (vs GB 49%)

### 5: FAMILIARITY IS KEY

**43%** say that unrelatable imagery makes less effective advertising (vs GB 40%)