

WOMEN

TIME TO UNWIND

AGED 75+

MEN

WE REACH...

630K 12%
of GB total
daily

1.4M 69%
of GB total
monthly



650mins
per month

Average time spent engaging with our brands

WE REACH...

512K 22%
of GB total
daily

1M 69%
of GB total
monthly



846mins
per month

Average time spent engaging with our brands

WHERE TO FIND THEM...

BRAND

	Index		Index
weekend	332	YOU	264
Daily	227	The Mail	208

CHANNEL/SECTION

	Index		Index
TRAVEL	288	PUZZLES	274
CITY & FINANCE	265	HEALTH	250

TOP INTERESTS...



Gardening
Index 209



Craft
Index 161



TV
Index 158



Arts & Theatre
Index 134

WHERE TO FIND THEM...

BRAND

	Index		Index
weekend	313	The Mail	234
Daily	226		136

CHANNEL/SECTION

	Index		Index
SPORT	445	CITY & FINANCE	380
TRAVEL	282	HEALTH	226

TOP INTERESTS...



Gardening
Index 176



Sport
Index 164



Cars/Motoring
Index 161



Personal Finance
Index 156

HOW YOU CAN TARGET THEM



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



WHAT THEY WANT FROM BRANDS

1: HOMEGROWN

32% more likely to buy goods produced in the UK when they can (55% vs GB 42%)

2: REWARD LOYALTY

70% have used retailer loyalty cards in the last 3 months (vs GB 65%)

3: POWER OF PRINT

59% more likely to rely on newspapers to keep them informed (32% vs GB 18%)

4: KEEP IT SIMPLE

This audience is more likely to value traditional ads over interactive/video based ones

5: DON'T OVERDO IT

43% of this audience say they feel bombarded by advertising