

METRO.co.uk ENTERTAINMENT

Metro.co.uk has industry-leading soap coverage with unrivaled access to the biggest stars of the best shows. Metro.co.uk will only cover a celebrity story if there is a good reason and do not body shame. The entertainment channel's readers are some of the most loyal on the site, coming back time and time again for an honest, unique take on the stories that matter to them.



COST: £30,000 one week takeover | £5,000 single day takeover

WEEKLY UNIQUE VISITORS

1.2 MILLION
225K Daily

WEEKLY VISITS

3.1 MILLION
440K Daily

WEEKLY ARTICLE VIEWS

3.5 MILLION
498K Daily

MALE

42%



FEMALE

58%



ABC1

68%



LIFESTYLE

i203

Change Job

15-24

22%

i152

25-34

29%

i173

35-44

15%

i98

45-54

20%

i121

55+


15%

i40

TOP THEMES

Pop Culture
YouTubers
TV Shows

TOP DAY(S)

Sunday 
Monday
Thursday

TOP INDEXING AUDIENCE+ SEGMENTS

Gaming
Music Star Obsessed
Film Lovers

+31%



more likely
to watch Netflix or
Amazon Prime in
last month

Over

1 in 2



like to pursue
challenge &
change in their life

+27%



more likely to enjoy
watching films in
cinema more
than on TV