

# METRO.co.uk HOME & NEWS

Metro.co.uk's news team delivers the biggest world events in an intelligent, digestible, shareable way alongside compelling, funny and intriguing tales observed from a unique angle. The team shares Metro.co.uk readers' concern for society's big issues, from mental health revelations to social injustices.



**COST: £45,000 one week takeover | £7,500 single day takeover**

## WEEKLY UNIQUE VISITORS

**1.2 MILLION**  
283K Daily

## WEEKLY VISITS

**6.2 MILLION**  
895K Daily

## WEEKLY ARTICLE VIEWS

**7.6 MILLION**  
1.1M Daily

### MALE

**55%**



### FEMALE

**45%**



### ABC1

**69%**



### LIFESTYLE

**i181**

Spend £1,000 or more on home improvement/furnishings

### 15-24

**15%**

i103

### 25-34

**15%**

i93

### 35-44

**20%**

i131

### 45-54

**26%**

i158

### 55+


**24%**

i63

## TOP THEMES

Lockdown Easing  
Injustices  
Politics

## TOP DAY(S)

Monday   
Tuesday

## TOP INDEXING AUDIENCE+ SEGMENTS

Finance  
Boxing  
Short Haul Travel

**+33%**



more likely to spend  
£50-£69 per month  
on a mobile phone

**1 in 2**



always looking  
for new ideas to  
improve their home

**+23%**



more likely to  
spend over £2500 on  
a holiday