

METRO.co.uk LIFESTYLE

Metro.co.uk takes on issues not often talked about in mainstream publications to give people a voice and change the perception of them. It is willing to take risks and provoke conversation about the most difficult subjects – but also finds time to write stories about food, sex and travel that are shared hundreds of thousands of times.



COST: £18,000 one week takeover | £3,000 single day takeover

WEEKLY UNIQUE VISITORS

328,000
59K Daily

WEEKLY VISITS

1.2 MILLION
174K Daily

WEEKLY ARTICLE VIEWS

1.4 MILLION
204K Daily

MALE

36%


FEMALE

64%


ABC1

77%


LIFESTYLE

i225
Get Married

15-24

6%
i43

25-34

35%
i211

35-44

21%
i138

45-54

17%
i104


55+

21%
i55

TOP THEMES


Cleaning Hacks
Quiz Night Inspo
Job Interview Advice


TOP DAY(S)


Wednesday 
Thursday
Friday

TOP INDEXING AUDIENCE+ SEGMENTS

Long Haul Travel
Music Star Obsessed
Property Intent

+58% 
more likely to keep
up with latest
fashion

78% 
like to try new
recipes

+33% 
more likely to look
out for holidays/
short breaks
inspiration