

# 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

**3.8 MILLION**  
540K Daily

## WEEKLY ARTICLE VIEWS

**4.5 MILLION**  
633K 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  
Reality TV Celebrities  
TV Shows

## TOP DAY(S)

Tuesday   
Monday

## TOP INDEXING AUDIENCE+ SEGMENTS

TV/Reality Stars Obsessed  
Travel  
Movie Star Obsessed

**+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