

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

1.9 MILLION
277K Daily


WEEKLY ARTICLE VIEWS

2.2 MILLION
316K 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


Life Stories
Property Advice & Inspo
Life Hacks


TOP DAY(S)


Monday 
Saturday
Sunday

TOP INDEXING AUDIENCE+ SEGMENTS

Home Improvement
Property Intent
Family Travel

+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