

# 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

**3.7 MILLION**  
527K Daily


## WEEKLY ARTICLE VIEWS

**4.3 MILLION**  
612K 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)


Wednesday   
Tuesday  
Thursday

## TOP INDEXING AUDIENCE+ SEGMENTS

TV/Reality Stars Obsessed  
Foodies  
Travel

**+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