

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
889K Daily

WEEKLY ARTICLE VIEWS

7.7 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

Life Stories
Royal Family
Lockdown Updates

TOP DAY(S)

Friday 
Thursday
Monday

TOP INDEXING AUDIENCE+ SEGMENTS

Film Lovers
Sport
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