

# 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

**1.5 MILLION**  
223K Daily


## WEEKLY ARTICLE VIEWS

**1.8 MILLION**  
254K 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   
Wednesday  
Tuesday

## TOP INDEXING AUDIENCE+ SEGMENTS

Gaming  
Property Intent  
Foodies

**+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