

METRO.co.uk SPORT

This newly rejuvenated channel is the home of all sport - from football, UFC and boxing, to golf, athletics, tennis and much more. It attracts over 5million people a month, who read more pages per visit than any other channel.



COST: £18,000 one week takeover | £3,000 single day takeover

WEEKLY UNIQUE VISITORS

271,000
63K Daily

WEEKLY VISITS

2.6 MILLION
371K Daily

WEEKLY ARTICLE VIEWS

3.0 MILLION
423K Daily

MALE

73%



FEMALE

27%



ABC1

70%



LIFESTYLE

i228

Spend £1,000 or more on home improvement/furnishings

15-24

4%

i29

25-34

18%

i112

35-44

34%

i224

45-54

16%

i99

55+


27%

i71

TOP THEMES


Football players
Football TV presenters
UFC

TOP DAY(S)

Monday 
Sunday
Friday

TOP INDEXING AUDIENCE+ SEGMENTS

Gaming
Gambling
Travel

+79% 
more likely to bet
online

1 in 2 
look for profitable
ways to invest their
money

+27% 
more likely to buy
a car in the next 2
years