

Metro.co.uk harnesses the power of the social web and a young audience while still having the journalistic rigour of a legacy newspaper brand. Edited by Deborah Arthurs, it is a site with heart and soul that often takes risks with its content and campaigns about issues it cares about.



DID YOU KNOW?

METRO.CO.UK HAS THE HIGHEST PROPORTION OF MILLENNIALS OF ALL NEWSBRAND WEBSITES

WHAT?

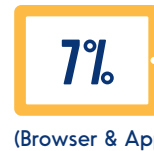
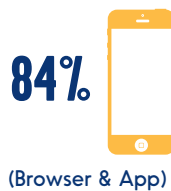
MONTHLY UNIQUE VISITORS
23.7M
 2.2M Daily

MONTHLY PAGE VIEWS
205M
 6.8M Daily

MONTHLY VISITS
57M
 1.9M Daily

WHERE?

% OF TRAFFIC BY DEVICE



WHO?

GENDER



47
AVERAGE AGE



60%
ABC1%



53%
18-44 YEAR OLDS

WHY?

HEALTH CONSCIOUS

+10%
 more likely to be herbal tea drinkers

SMART TECHNOLOGY

+18%
 more likely to be intending to purchase smart tech for the home in the next 12 months

ABSOLUTE GAMERS

2/5
 enjoy gaming at least once a week