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**
1.1 MILLION
229K Daily

**WEEKLY PAGE VIEWS**
2.6 MILLION
374K Daily

**MALE**
42%

**FEMALE**
58%

**ABC1**
68%

**LIFESTYLE**
i203
Change Job

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
<th>ABC1</th>
<th>Lifestyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-24</td>
<td>8%</td>
<td>29%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>25-34</td>
<td>29%</td>
<td>21%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>35-44</td>
<td>21%</td>
<td>18%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>45-54</td>
<td>18%</td>
<td>24%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55+</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOP THEMES**
Pop Culture
Reality TV Celebrities
TV Shows

**TOP DAY(S)**
Sunday
Tuesday
Monday

**TOP INDEXING AUDIENCE+ SEGMENTS**
Gaming
Living at home
Foodies

83% say you should seize opportunities in life when they arise

+31% more likely than the average UK adult to watch Netflix or Amazon Prime in the last month

+27% more likely to enjoy watching films in cinema more than on TV

Source: PAMCo 2020 Q1; IPSOS IRIS July 2021; Omniture May 2021-August 2021, Permutive August 2021