

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

1.3 MILLION
734K Daily

WEEKLY PAGE VIEWS

3.4 MILLION
1.5M Daily

MALE

55%



FEMALE

45%



ABC1

69%



LIFESTYLE

i181

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

15-24

9%

i59

25-34

25%

i141

35-44

21%

i131

45-54

21%

i118

55+


25%

i73

TOP THEMES

Life Stories
Political Gossip
COVID-19 Hotspot

TOP DAY(S)

Friday 
Thursday
Wednesday

TOP INDEXING AUDIENCE+ SEGMENTS

Credit Cards
Family Travel
Health

4 in 5



make a conscious effort to recycle

7 in 10



like different people, cultures, ideas & lifestyles around me

2 in 3



make more purchases online than they do in store