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**
484K
106K Daily

**WEEKLY PAGE VIEWS**
1 MILLION
164K Daily

**MALE**
36%

**FEMALE**
64%

**ABC1**
77%

**LIFESTYLE**
i225
Get Married

<table>
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<tr>
<th>AGE</th>
<th>MALE</th>
<th>FEMALE</th>
<th>ABC1</th>
<th>LIFESTYLE</th>
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<td>10%</td>
<td>64%</td>
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<td>18%</td>
<td>154%</td>
<td>17%</td>
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**TOP THEMES**
- Life Stories
- Property Advice/Inspo
- Dating & Relationships

**TOP DAY(S)**
- Sunday
- Monday
- Saturday

**TOP INDEXING AUDIENCE+ SEGMENTS**
- Home Interiors
- Gardening
- Environmentally Conscious

+58% more likely to keep up with latest fashion

+16% more likely than the average adult to be influenced by celebrities in purchase decisions

+33% more likely to look out for holidays/short breaks inspiration