

MILLENNIALS

AGED 25-40

Mail METRO MEDIA



MAIL METRO MEDIA REACH

ADULTS

9.3m | 70% MONTHLY
2.6m | 20% DAILY

MALE

4.3m | 67% MONTHLY
1.2m | 18% DAILY

FEMALE

4.8m | 75% MONTHLY
1.4m | 22% DAILY

ENGAGEMENT

ADULTS

AVERAGE TIME SPENT
61 MINS



MALE

AVERAGE TIME SPENT
74 MINS



FEMALE

AVERAGE TIME SPENT
49 MINS



WHERE TO FIND THEM

ADULTS

1. i113 **METRO**.co.uk
2. i109 **Mail**Online
3. i109 **i**news.co.uk

MALE

1. i112 **METRO**.co.uk
2. i112 **i**news.co.uk
3. i110 This is MONEY

FEMALE

1. i115 **METRO**.co.uk
2. i110 **Mail**Online
3. i108 **i**news.co.uk

WHO ARE THEY?



i161

Mixed
ethnicity



i156

Full-time
Workers



i151

Parents



i143

Renters



i132

East Asian

GETTING TO KNOW THEM - PERSONAL FACTORS

WHAT'S IMPORTANT TO THEIR IDENTITY?

- + Newspaper read regularly (print/online) **i125**
- + Job I do/did **i118**
- Political views **i50**
- Being from the home nations **i61**

WHAT QUALITIES DO THEY HAVE?

- + Leadership **i119**
- + Flexibility **i113**
- Practicality **i68**
- Observation **i83**

WHAT CONCERNS DO THEY HAVE?

- + Family life & childcare **i138**
- + Housing **i135**
- Pensions **i85**
- Global conflicts **i94**

WHAT ARE THEIR PRIORITIES?

- + Having a good job **i156**
- + Being seen as successful **i154**
- Pursuing hobbies or interests **i76**
- Living a healthy, active lifestyle **i79**

GETTING TO KNOW THEM - BRANDS AND ADVERTISING

WHICH CAUSES RESONATE WITH THEM?

1. LGBTQIA+ causes **i138**
2. Black Lives Matter **i125**
3. Racial injustice **i119**
4. Homelessness **i113**

WHO INSPIRES THEIR BRAND CHOICES?

1. Social influencers **i194**
2. Celebrities **i184**
3. Podcasts **i178**
4. Parents/Guardians **i164**

WHAT MAKES A GOOD AD?

1. GIFs **i202**
2. Sponsored articles **i185**
3. Emojis **i167**
4. Memes **i166**

WHAT MAKES A BAD AD?

1. Trying to be something it's not **i122**
2. Can't avoid it **i117**
3. Repetition **i108**
4. Unrelatable **i102**

HOW YOUR BRANDS CAN REACH THEM - 5 TOP TIPS



BUSY BEES

More likely to be full time workers or parents and 29% more likely to agree there are not enough hours in the day to do everything.



THE BEST OF BOTH CONTENT

More likely to respond to ads that are GIFs, sponsored articles or use emojis.



POWER OF NEWS BRANDS

25% more likely to agree to ads that are print/online newspaper they regularly read is a top factor of their personal identity.



USE STAR POWER

More likely to be influenced by social influencers, celebrities and podcasts.



ADVERTISE FOR SOCIAL INJUSTICE CAUSES

More likely to shop at brands who support causes such as Black Lives Matter and LGBTQIA+ issues.