

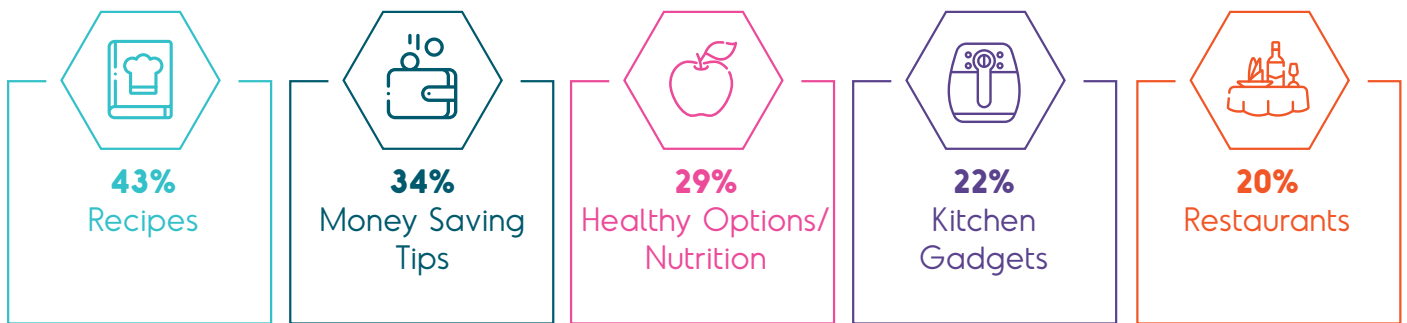


# FLAVOUR SEEKERS

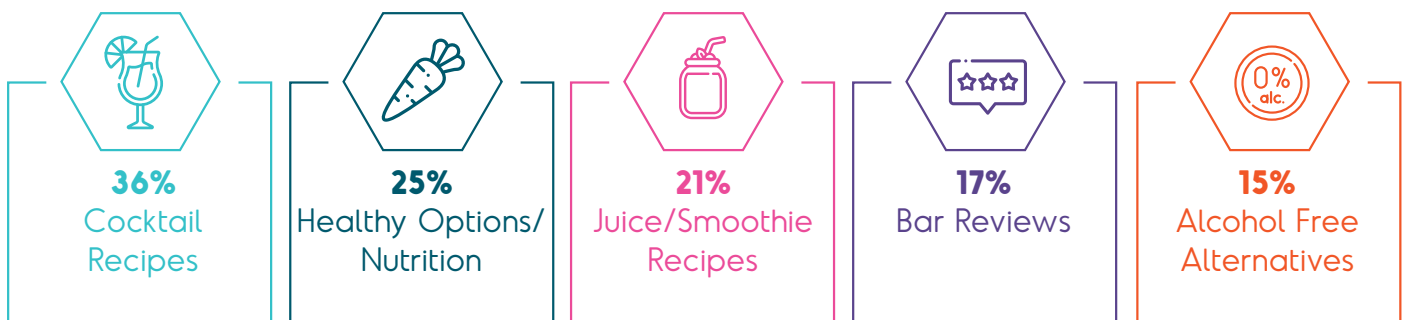
Mail Metro Media readers are always looking for new ways to tickle their taste buds, from home-cooked meals to visits to their favourite restaurants. Many of them are interested in reading content around recipes, money saving tips and healthy options. This makes our platforms the perfect way to reach foodies looking for appetising food and drinks to try!



## FOOD TOPICS OUR AUDIENCE ARE INTERESTED IN



## DRINK TOPICS OUR AUDIENCE ARE INTERESTED IN



## START THE MOUTHWATERING CONVERSATION WITH NATIVE CONTENT

### MailOnline

Ditch the late-night deliveries: These oven-ready takeaway alternatives are just the ticket for a weekend of indulging... and healthier than you might think!

Roast-ready cuts, kebabs and even SUSHI! Delicious plant-based alternatives that prove you DON'T have to miss out this Veganuary

No sugar, spice and everything nice: These viral, tasty treats are helping people ditch the supermarket sweet aisle for good

### METRO.co.uk

Obsessed with vegan junk food? Here are 5 recipes you have to try at home

These are the four ingredients that are essential to every pantry

How to turn tinned goods into gourmet cuisine



# TARGET MAIL METRO MEDIA'S FLAVOUR SEEKERS WITH DMG::ID MASS COHORT AUDIENCES

dmg::ID is a proprietary identity solution, which links together the audiences across our portfolio of sites in a cookieless framework. dmg::ID creates a data matching table where we can match users across our owned and operated network of sites, to target them for advertising and acquisition strategies, beyond the deprecation of the cookie/other regulatory changes.

Using dmg::ID you can target our readers based on demographics, life stage, interests, purchasing habits or geo-location. Alternatively, we can create custom segments for you.



## 3.2M FOOD & GROCERY RETAILERS

Users are added to this segment if they have read supermarket content across our sites within the last 30 days.



## 3.1M COOKING & RECIPES

Users are added to this segment if they have read recipes, cooking or baking content across our sites in the last 30 days OR have answered in a survey that they are interested reading content about recipes.



## 3.1M EATING OUT

Users are added to this segment if they have read about dining out, fast food or world cuisine across our sites in the last 30 days OR have answered in a survey that they are interested in reading content about restaurant reviews.



## 2.2M FOODIES

Users are added to this segment if they have visited one of our foods channels or read food content across our sites three times in the last 30 days OR have answered in a survey that they are interested in reading content about food or that they class themselves as a foodie.



## 1.8M FAST FOOD CRAVERS

Users are added to this segment if they have read fast food content across our sites within the last 30 days.



## 1.6M WINE

Users are added to this segment if they have read content about wine across our sites in the last 30 days.



## 1.2M BEER

Users are added to this segment if they have read content about beer across our sites in the last 30 days.



## 935K VEGETARIANS

Users are added to this segment if they have read vegetarian or vegan content across our sites within the last 30 days OR have answered in a survey that they buy vegan products or that they are interested in reading content about vegetarian/vegan alternatives.



## 910K VEGANS

Users are added to this segment if they have read vegan content across our sites within the last 30 days OR have answered in a survey that they buy vegan products or that they are interested in reading content about vegetarian/vegan alternatives.



## 285K SUPERMARKETS

Users are added to this segment if they have clicked on a supermarket ad on our sites in the last 4 months OR have clicked supermarket affiliate links on our sites in the last 30 days OR have visited Mail Online Best Buys supermarket pages in the last 30 days OR have visited Daily Mail or Metro Discount supermarket pages in the last 30 days.



## 155K FOOD & DRINK

Users are added to this segment if they have clicked on a food/drink ad on our sites in the last 4 months OR have clicked food affiliate links on our sites in the last 30 days OR have visited the Daily Mail or Metro Discount food pages in the last 30 days OR have visited Mail Online Best Buys recipe pages in the last 30 days OR have answered in a survey that they are interested in reading content about food or drink topics.



## 10K ALCOHOL

Users are added to this segment if they have clicked on an alcohol ad on our sites in the last 4 months OR have clicked alcohol affiliate links on our sites in the last 30 days OR have visited alcohol related Daily Mail or Metro Discount pages in the last 30 days.