

MUSICAL FANS

Mail Metro Media readers love to see their favourite musicals at the cinema or live at the theatre. They are willing to travel to catch their favourites and continue to listen to the music well after the curtain closes. Our musical content is seriously popular and our platforms are the perfect way to get them singing!



Mail Metro Media reaches **4.4m** readers who see musicals at the cinema



Mail Metro Media reaches **7 in 10** readers who bought/hired Musical films or TV series



1 in 2 readers have seen a live musical theatre performance in the last 6 months



Mail Metro Media reaches **2.6m** readers who read about Theatre, Concerts, Art Exhibitions & Music

OUR MUSICAL LOVERS TRAVEL TO CATCH THEIR FAVOURITES



Over 2 in 5 are willing to travel to catch their favourite musicals



Over 2 in 5 enjoy listening to the songs from musicals after seeing the show

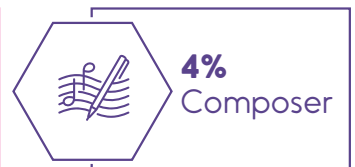
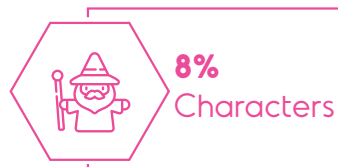
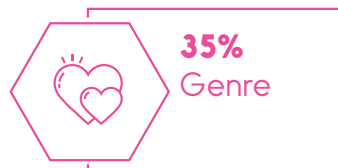


Over 2 in 5 agree that musicals are fun for the family



1 in 3 like to watch musical movies/shows at home

MOST IMPORTANT FACTORS WHEN CHOOSING A MUSICAL



HOW MUCH OUR AUDIENCE WOULD PAY TO SEE A MUSICAL

On average readers would spend **£49 per ticket**

1 in 5 readers would spend over £70 per ticket



MUSICAL FANS

TARGET OUR MUSICAL FANS IN PRINT



**METRO SHOWTIME
EVERY THURSDAY**

1.5m
Average Issue Readership



**DAILY MAIL
IT'S FRIDAY! THEATRE**

1.9m
Average Issue Readership



**MAIL ON SUNDAY
TV & CRITICS**

2.1m
Average Issue Readership



TARGET OUR MUSICAL FANS USING DMG::ID

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.



1.9M
ART & THEATRE AFICIONADOS

Users are added to this segment if they have visited the arts or culture channels of our sites twice in the last 30 days OR have read content about theatre and the arts across our sites twice in the last 30 days.



1M
MUSICAL FANS

Users are added to this segment if they have read content about musicals, West End productions or Broadway productions across our sites in the last 30 days.



CONTEXTUAL

Place your ads against contextually relevant articles.

In the last 12 months MailOnline and Metro.co.uk have published 334 articles about musicals, generating over 12m article views.

e.g. Mariah Carey leaves Broadway starstruck as she takes to the stage of Some Like It Hot and surprises the cast during curtain call