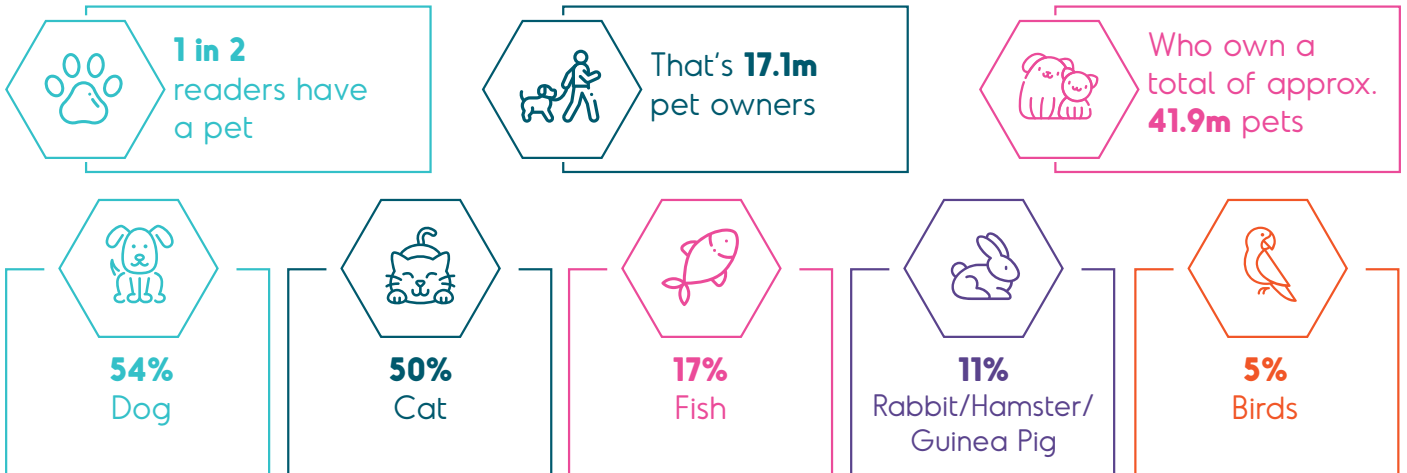


# PET LOVERS

Mail Metro Media readers love their pets and see them as members of the family. They join our readers on holiday and receive gifts for special occasions. Our pet content is seriously popular and our platforms are a great way to inspire pet lovers looking for new ways to get their tails wagging!



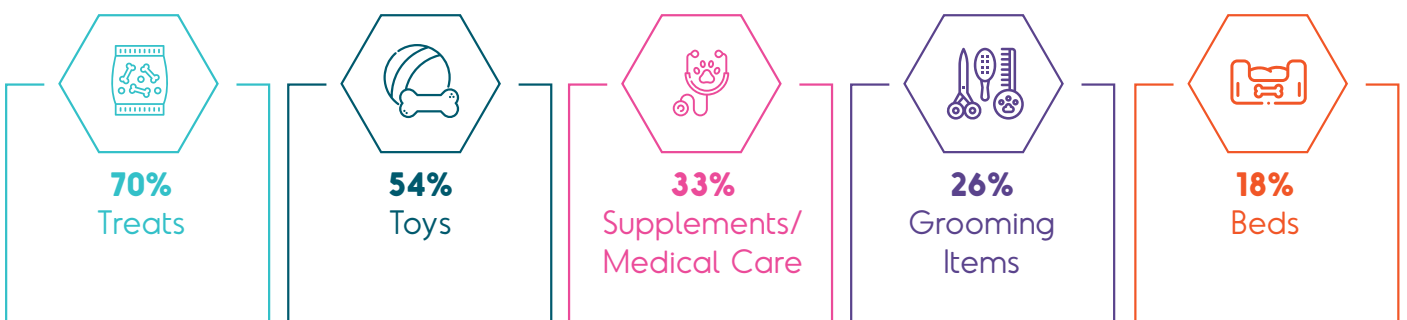
## PETS ARE TREATED LIKE A PART OF OUR READERS' FAMILY



## SPECIAL OCCASIONS OUR READERS BUY FOR



## PET PRODUCTS MMM PET OWNERS PLAN TO BUY IN THE NEXT 3 MONTHS





# PET LOVERS

## MARK THE DATE



## PETS OF MAIL METRO MEDIA READERS



# TARGET OUR PET LOVERS 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.



**1.6M  
PET LOVERS**

Users are added to this segment if they have read about pets at least twice in the last 30 days or have responded that they have a pet in a survey.



**4.2K  
PETS**

Users are added to this segment if they have clicked on a pet supplies ad on our sites in the last 4 months OR have clicked pet affiliate links on our sites in the last 30 days OR have visited pet MailOnline Best Buy pages in the last 30 days OR have visited pet related Daily Mail or Metro Discount pages in the last 30 days OR have answered in a survey that they have recently purchased or intend to purchase pet supplies.



**CONTEXTUAL**

Place your ads against contextually relevant content.

For example:  
The ultra-mutt fitness partner! Dogs whose owners spend a lot of time exercising are more likely to be fit themselves, research reveals