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!

1 in 2 readers have a pet

That’s 17.1m pet owners

Who own a total of approx. 41.9m pets

54% Dog

50% Cat

17% Fish

11% Rabbit/Hamster/Guinea Pig

5% Birds

9 in 10 See their pet as a member of the family

7 in 10 Agree that their pet helps with their mental health

1 in 2 currently have pet insurance

1 in 3 take their pets on holiday with them

74% Christmas

47% Birthday

5% Gotcha Day

PET LOVERS

SPECIAL OCCASIONS OUR READERS BUY FOR

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

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.

MARK THE DATE

- January
  Walk Your Dog Month

- 9th – 12th March
  Crufts

- 20th Feb
  National Love Your Pet Day

- April
  National Pet Month

- 8th August
  International Cat Day

- 26th August
  National Dog Day

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.

1.6M PET LOVERS

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.

4.2K PETS

CONTINUOUS

Place your ads against contextually relevant content.

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

Sources: DNA Profiles 2023, Pulse Poll 2022, TGI GB October 2022