

PIZZA CRAVERS

Mail Metro Media readers love eating pizza. Whether it's loaded with meat and veg or just a classic margherita, pizza is a quick and easy meal that features in their monthly meal plans. Our pizza content is seriously popular and our platforms are the perfect way to get our pizza cravers' mouths watering!



2 in 5
eat pizza



That's **14.6m**
pizza eaters



They eat an
average of
2.18 pizzas a month



3 in 10
eat pizza at least
once a week

MMM READERS' FAVOURITE PIZZA TOPPINGS



36%
Pepperoni



30%
Classic
Margherita



26%
Ham/Bacon/
Sausage



25%
Vegetables



23%
Jalapeños/
Chillis

PIZZA IS A CONVENIENT TREAT FOR MMM READERS



1 in 2
agree that pizza is a
quick and easy meal



1 in 4
enjoy making pizza
from scratch



1 in 4
agree that pizza is
their favourite treat



1 in 10
order pizza more
than any other type
of takeaway

TARGET OUR PIZZA CRAVERS 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.



1.2M FAST FOOD CRAVERS

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



360K PIZZA

Users are added to this segment if they have read content about pizza across our sites in the last 30 days OR have answered in a survey that they have favourite pizza toppings.



CONTEXTUAL

Place your ads against contextually relevant articles.

In the last 12 months Mailonline and Metro.co.uk have published 172 articles, generating 3.6m article views and 62k hours time spent reading.

The top themes were:
Celebrities eating pizza
Pizza gadgets
Pizza offers & discounts