Mail Metro Media readers are interested in becoming more eco-friendly. Many of them are already looking for ways to make a difference in the world and are actively making choices to reduce their carbon footprint. This means that our platforms are the perfect way to reach eco and green living enthusiasts looking for greenspiration and products that will help them to love the earth!

- **4 in 5** recycle
- **7 in 10** turn down/off the heating
- **1 in 2** reuse products
- **1 in 2** use a reusable water bottle/cup
- **Over 2 in 5** use less water
- **2 in 5** have stopped buying certain products/brands because of their impact on the environment
- **2 in 3** feel that they can make a difference to the world around them through their choices/actions

**ECO-FRIENDLY PRODUCTS OUR AUDIENCE ARE INTERESTED IN**

- **28%** Best Deals
- **28%** Eco-friendly Money Savers
- **21%** Recipes Using Leftovers
- **17%** New Products
- **15%** Product Reviews

**START THE SUSTAINABILITY CONVERSATION WITH NATIVE CONTENT**

**MailOnline**
Invest in a greener future: Here are 5 simple changes YOU can make to your daily routine to become more eco-friendly

Turns out it IS easy being green! These handy gadgets can help you cut down your household emissions (and save money while doing it)

‘It’s time we make the hard changes’: Meet the household brand that’s pushing to become carbon neutral by 2024

**Metro.co.uk**
How you can join the reduce, reuse revival

Too fond of fast fashion? This brand is making it easier than ever to upcycle

Why going green has never been easier

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