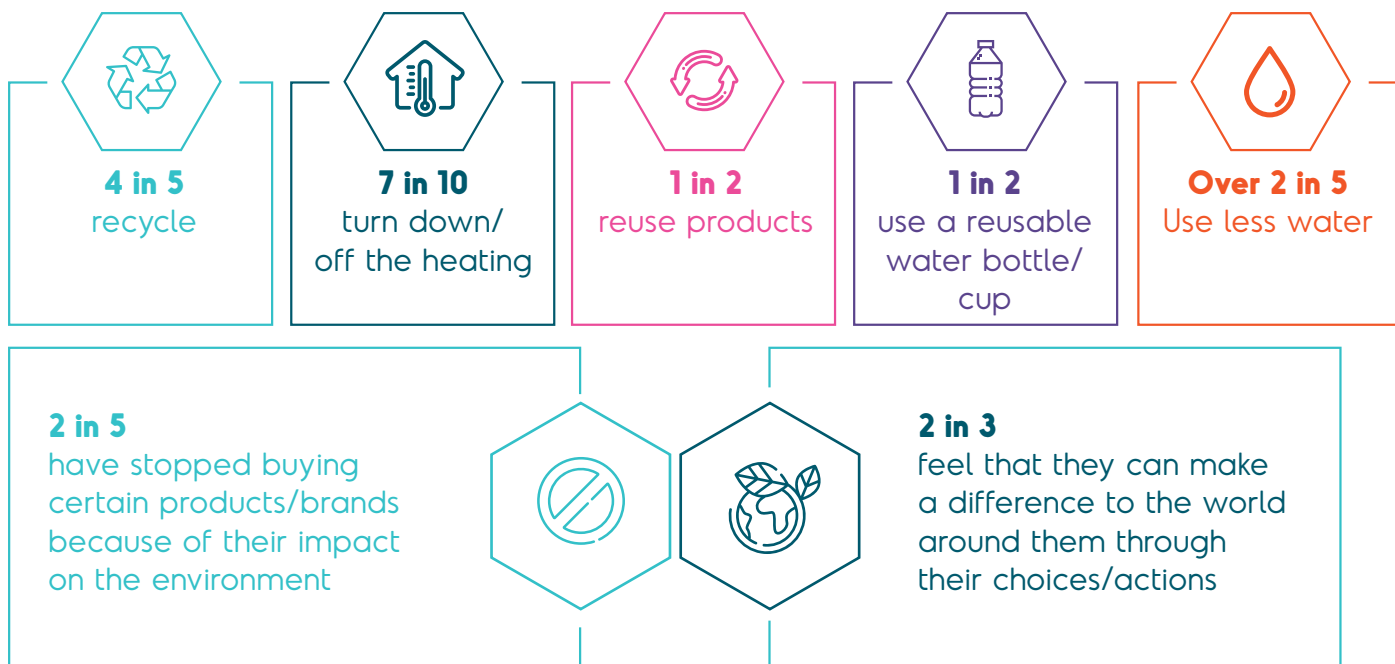


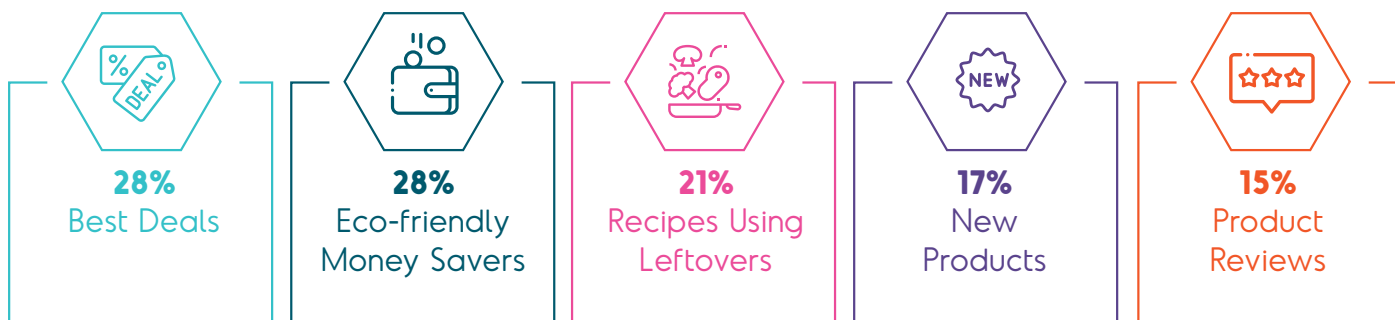


# ECO & GREEN LIVING ENTHUSIASTS

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!



## ECO-FRIENDLY PRODUCTS OUR AUDIENCE ARE INTERESTED IN



## 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



# TARGET MAIL METRO MEDIA'S ECO & GREEN LIVING ENTHUSIASTS WITH DMG::ID MASS COHORT AUDIENCES

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.



## 2.4M ECO & GREEN LIVING ENTHUSIASTS

Users are added to this segment if they have read content about sustainability, green living or eco-friendly solutions across our sites three times in the last 30 days OR have answered in a survey that they currently take steps to be eco-friendly or that they are interested in content about being more eco-friendly.



## 2.3M SUSTAINABLE FASHION & HOME

Users are added to this segment if they have read content about sustainable fashion and home (including second hand purchasing, upcycling and repairs) across our sites in the last 30 days OR have answered in a survey that they avoid fast fashion.



## 2.1M RECYCLERS

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



## 1.2M SUSTAINABLE FOODIES

Users are added to this segment if they have read content about sustainable food (inc food waste, grow your own and composting) across our sites in the last 30 days OR have answered in a survey that they buy vegan products or are interested in content about recipes using leftovers.



## 1.2M PLASTIC REDUCERS

Users are added to this segment if they have read content about ocean plastic pollution, plastic packaging or going plastic free across our sites at least three times in the last 30 days OR have answered in a survey that they use a reusable water bottle/cup.



## 1.2M HYBRID & ELECTRIC CARS

Users are added to this segment if they have read content about hybrid or electric cars across our sites in the last 30 days.



## 910K VEGANS

Users are added to this segment if they have read vegan content across our sites within the last 30 days OR have answered in a survey that they buy vegan products or that they are interested in reading content about vegetarian/vegan alternatives.



## 520K GREEN BUSINESS

Users are added to this segment if they have read content about green business across our sites in the last 30 days OR have visited the This Is Money Green Investing Channel in the last 30 days.



## 550K AIR POLLUTION

Users are added to this segment if they have read content about air pollution across our sites in the last 30 days.



## 440K RENEWABLE ENERGY

Users are added to this segment if they have read content about renewable energy across our sites in the last 30 days.



## 75K GREEN & ECO-FRIENDLY SHOPPING

Users are added to this segment if they have read content about eco-friendly shopping and products or the Metro Just 1 Change or MailOnline Sustainable Best Buys in the last 30 days OR have answered in a survey that they are interested in reading content about eco-friendly products.



## 60K SUSTAINABLE SHOPPERS

Users are added to this segment if they have clicked on a sustainable product ad on our sites in the last 4 months OR have clicked sustainability affiliate links on our sites in the last 30 days OR have visited the sustainability Mailonline Best Buy pages in the last 30 days OR have answered in a survey that they are interested in reading content about environmental issues or eco-friendly products/services.