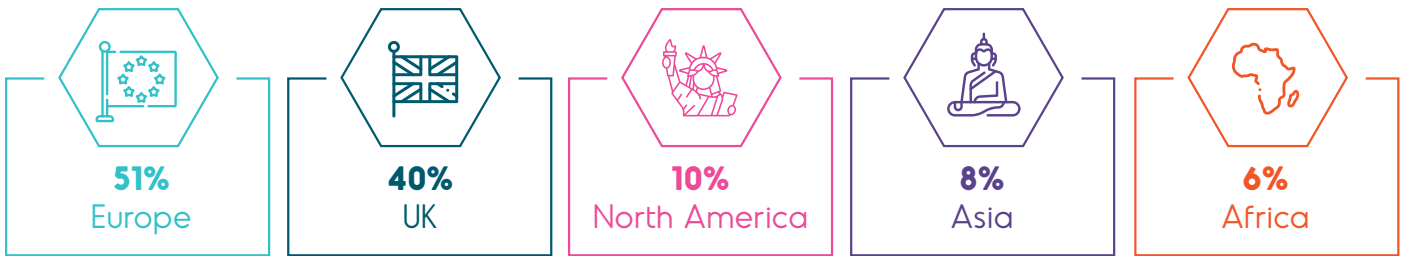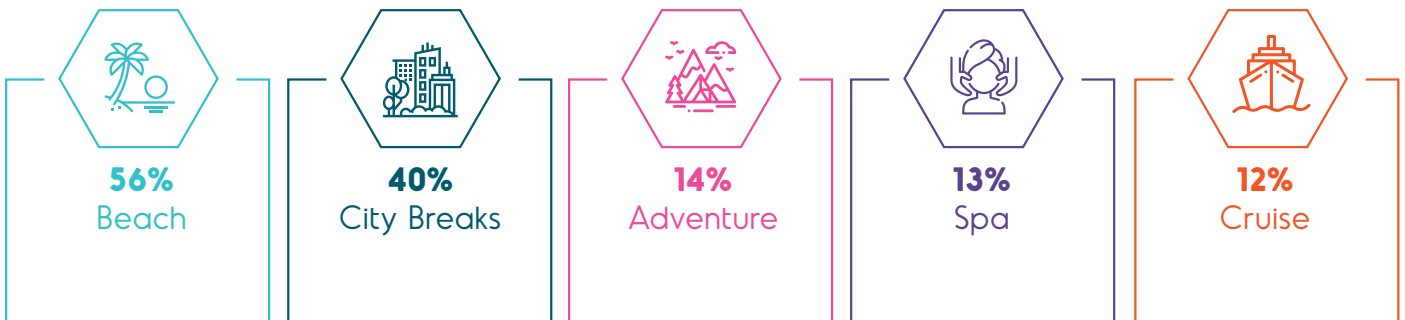# GLOBETROTTERS

dmg::ID

Mail Metro Media readers are interested in seeing what the world has to offer. Many of them enjoy planning holidays and intend to take a holiday or short break in 2023. This means that our platforms are the perfect way to reach travel enthusiasts looking for new adventures both in the UK and abroad!

7 in 10 are planning to take a holiday/short break in 2023

Our readers spent an average of **£2,096** on holidays/short breaks in the last year

Our readers account for **68p in every £1 spent on holidays**

3 in 5 enjoy planning holidays

1 in 2 are passionate about travelling

DESTINATIONS OUR AUDIENCE ARE CONSIDERING IN 2023

51% Europe

40% UK

10% North America

8% Asia

6% Africa

HOLIDAY TYPES OUR AUDIENCE ARE INTERESTED IN

56% Beach

40% City Breaks

14% Adventure

13% Spa

12% Cruise

START THE TRAVEL CONVERSATION WITH NATIVE CONTENT

Mail Online

Calling all FOODIES! From cacio a pepe in the Eternal City to Lyon's speciality plats, here are this season's top tasty city breaks that won't break the bank

Rooftop pools, terrace tipples and quality cuisine: Swap the beach for the city this summer with one of these pocket-friendly weekend breaks

Soak up sun, sea and sand this winter: Top destinations for escaping the gloomy British weather that won't cost the earth

METRO.co.uk

Top 10 affordable coastal getaways for when life's a beach

Staycations that prove the lockdown trend is here to say

Ski you later — a guide to alpine getaways on a budget

Mail METRO MEDIA

TARGET MAIL METRO MEDIA'S GLOBETROTTERS 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.

10.6M TRAVEL & LEISURE

Users are added to this segment if they have visited our Travel Channels or Mail Travel site twice in the last 15 days OR have read travel content across our sites twice in the last 15 days OR have answered in a survey that they plan to travel in 2023.

5.1M BUS & RAIL

Users are added to this segment if they have read bus or rail content across our sites twice within the last 30 days.

2.7M CAMPING & OUTDOORS

Users are added to this segment if they have read camping content across our sites in the last 30 days OR have answered in a survey that they are interested in camping or adventure holidays.

2.6M STAYCATIONS

Users are added to this segment if they have read staycation content across our sites in the last 30 days OR have visited the staycation section of Mail Travel in the last 30 days.

1.9M CRUISES

Users are added to this segment if they have read cruise content across our sites within the last 30 days OR if they have answered in a survey that they are interested in cruises.

1.2M FREQUENT TRAVELLERS

Users are added to this segment if they have visited our sites from within the UK AND have visited our sites from anywhere else in the world at least 10 times in the last 30 days.

1.4M FAMILY VACATIONERS

Users are added to this segment if they have read content about family travel across our sites in the last 30 days OR have visited the MailOnline Family Travel Hub in the last 30 days.

890K SNOWBOUND TRAVELLERS

Users are added to this segment if they have read snow holiday content across our sites in the last 30 days OR have visited the Ski & Mail Online Snow Holiday Hub in the last 30 days OR if they have answered in a survey that they are interested in winter/skiing holidays.

575K LUXURY TRAVELLERS

Users are added to this segment if they have read luxury travel content across our sites in the last 30 days OR have visited the MailOnline Luxury Travel Hub in the last 30 days.

370K BEACHBOUND TRAVELLERS

Users are added to this segment if they have read beach holiday content across our sites in the last 30 days OR have visited the MailOnline or Mail Travel Sun & Beach Holiday Hubs in the last 30 days OR have answered in a survey that they are interested in beach holidays.

110K CITY BREAKS

Users are added to this segment if they have read city break content across our sites in the last 30 days OR have visited the MailOnline City Breaks Travel Hub in the last 30 days OR have answered in a survey that they are interested in city breaks.

160K TRAVEL

Users are added to this segment if they have clicked on a travel ad on our sites in the last 4 months OR have clicked travel affiliate links on our sites in the last 30 days OR have visited the travel MailOnline Best Buys pages in the last 30 days OR have visited travel related Daily Mail or Metro Discount pages or Mail Travel in the last 30 days OR have answered that they plan to take a holiday/ short break in 2023.