

BOOKWORMS

Mail Metro Media readers love to read. From crime/thriller books to biographies, reading helps them to relax and improve their mental health. Our book content is seriously popular and our platforms are the perfect way catch bookworms looking for their next read!



Tin 2
Mail Metro Media
readers bought a
book, e-book or
audio book in the
last 12 months



They bought an average of **6 books** in the last 12 months



Mail Metro Media readers read a total **103m** books in the last 12 months



Mail Metro Media reaches
3 in 4
people intending to buying an e-reader

BOOKS HELP OUR READERS TO RELAX



2 in 3 like to relax with a book



3 in 5
agree that it
is important to
encourage children
to read

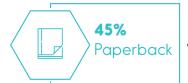


3 in 10 read to improve their mental health



Over 1 in 4
agree that reading
allows them to
learn more about
other cultures

BOOK FORMATS USED BY OUR BOOKWORMS



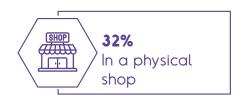






WHERE OUR BOOKWORMS LIKE TO BUY BOOKS





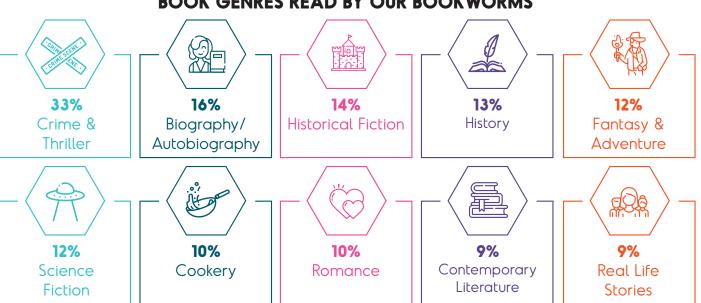


BOOKWORMS

OUR READERS' TOP PURCHASE FACTORS



BOOK GENRES READ BY OUR BOOKWORMS



dmg::ID

TARGET OUR BOOKWORMS 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.





Users are added to this segment if they have clicked on a book ad on our sites in the last 4 months OR have clicked book affiliate links on our sites in the last 30 days OR have visited book related Daily Mail or Metro Discount pages in the last 30 days OR have visited book related MailOnline Best Buy pages in the last 30 days.



CONTEXTUAL

Place your ads against contextually relevant articles.

E.g. The Best Books of 2022: In the second part of our retrospective, leading authors reveal the books that seduced them this year.

Takeover our Book Channel

Our book channel has an average of 94k article views a month from 75k unique users