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!

**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**

- 45% Paperback
- 29% E-Book
- 28% Hardback
- 7% Audiobook

**WHERE OUR BOOKWORMS LIKE TO BUY BOOKS**

- 52% online
- 32% In a physical shop
- 2% Mail Order

Sources: DNA Profiles 2023, Pulse Poll 2023, TGI GB December 2022
TARGET OUR BOOKWORMS USING DMG::ID

Our readers' top purchase factors:
- 55% Genre
- 37% Author
- 27% Reviews & Recommendations
- 20% Price
- 5% Bestseller Status

Book genres read by our bookworms:
- 33% Crime & Thriller
- 16% Biography/Autobiography
- 14% Historical Fiction
- 13% History
- 12% Fantasy & Adventure
- 10% Science Fiction
- 10% Cookery
- 10% Romance
- 9% Contemporary Literature
- 9% Real Life Stories

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.

Sources: DNA Profiles 2023, Pulse Poll 2023, TGI GB December 2022