

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!



1 in 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



45%

Paperback



29%

E-Book



28%

Hardback



7%

Audiobook

WHERE OUR BOOKWORMS LIKE TO BUY BOOKS



52%

online



32%

In a physical shop



2%

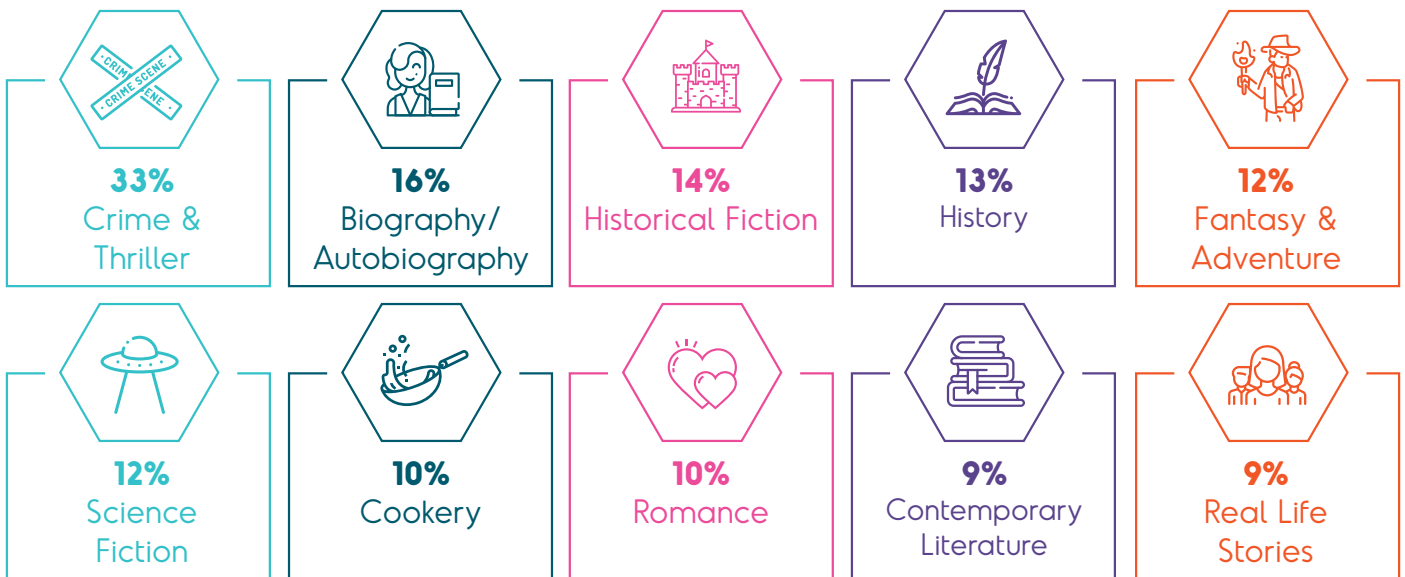
Mail Order

BOOKWORMS

OUR READERS' TOP PURCHASE FACTORS



BOOK GENRES READ BY OUR BOOKWORMS



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.

