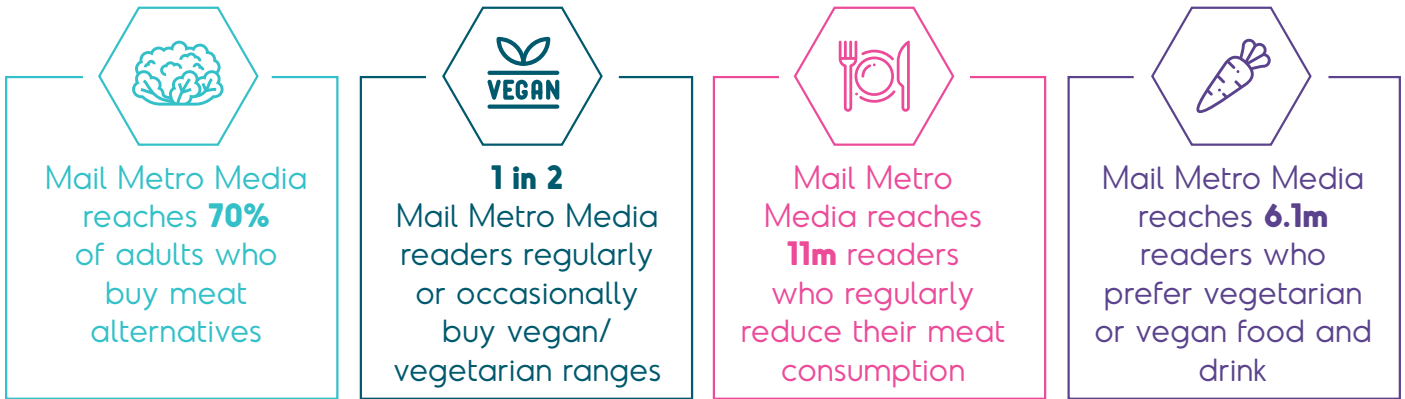


MEAT REDUCERS

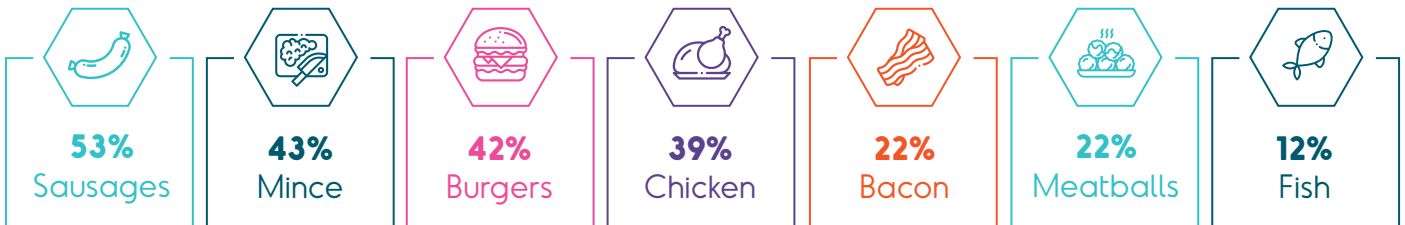
Whether they're fully fledged vegans or casual flexitarians, Mail Metro Media readers are looking to reduce their meat consumption. They want to see more of these options all year (not just Veganuary!). Our foodie content is seriously popular and our platforms are the perfect way to inspire their meal plans.



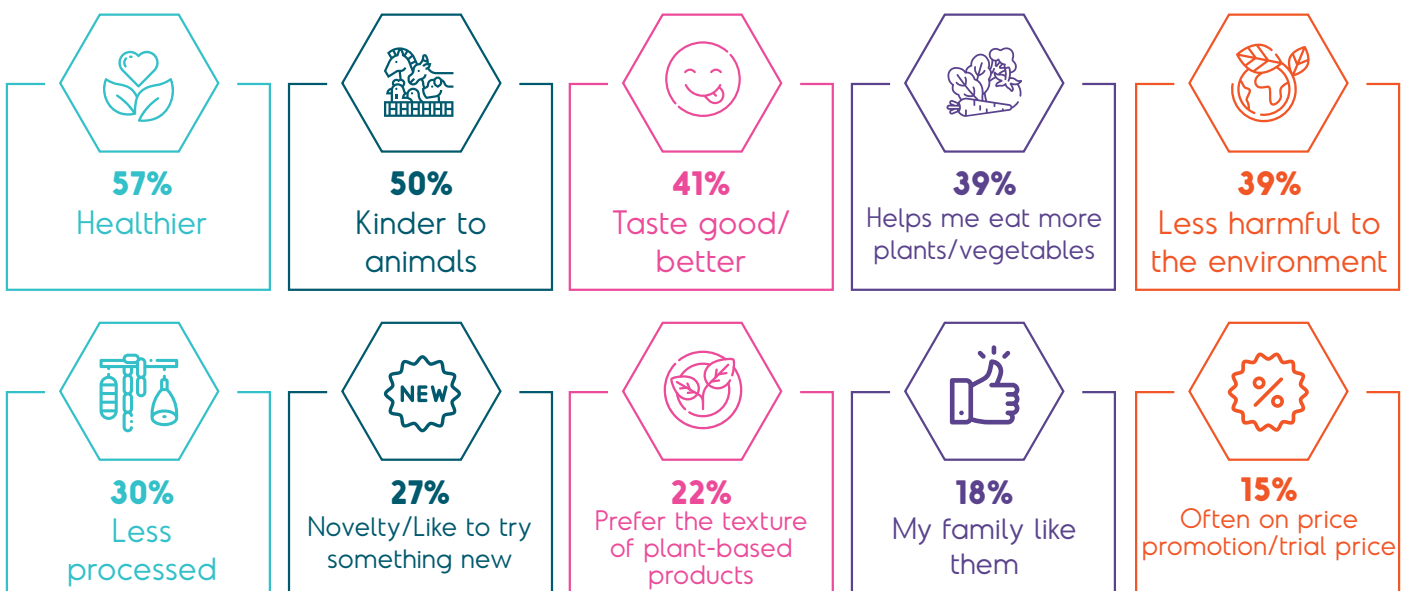
OUR READERS ARE EXPLORING MORE PLANT-BASED OPTIONS



MOST POPULAR MEAT SUBSTITUTE PRODUCTS FOR OUR READERS



WHY OUR READERS CHOOSE PLANT-BASED PRODUCTS OVER MEAT





MEAT REDUCERS

LEARNINGS FROM PREVIOUS MEAT-FREE CAMPAIGNS

1. HIGH IMPACT CAMPAIGNS DRIVE AWARENESS

+32% uplift in awareness of Subway's plant range

+16% uplift in awareness of McPlant range

2. TURN UP ALL YEAR ROUND

1 in 3 agree that "vegan options should be readily available all year round."

3. READERS WOULD LIKE TO SEE MORE VEGAN OPTIONS

"I like the plant-based options, makes me feel included and relevant."



TARGET OUR MEAT REDUCERS 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.

3.2M COOKING & RECIPES

Users are added to this segment if they have read recipes, cooking or baking content across our sites in the last 30 days OR have answered in a survey that they are interested reading content about recipes.

800K VEGETARIANS

Users are added to this segment if they have read vegetarian or 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.

780K 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.