

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.



Mail Metro Media reaches **70%** of adults who buy meat alternatives



I in 2
Mail Metro Media
readers regularly
or occasionally
buy vegan/
vegetarian ranges



Mail Metro
Media reaches
11m readers
who regularly
reduce their meat
consumption



Mail Metro Media reaches **6.1m** readers who prefer vegetarian or vegan food and drink

OUR READERS ARE EXPLORING MORE PLANT-BASED OPTIONS



Over 1 in 2 feel positive about meat substitutes



3 in 10 are open to trying vegan food alternatives



1 in 5 are eating more plant-based meals now than they did a year ago

MOST POPULAR MEAT SUBSTITUTE PRODUCTS FOR OUR READERS



53% Sausages



43% Mince



42%Burgers



39% Chicken



22%Bacon



22% Meatballs



12% Fish

WHY OUR READERS CHOOSE PLANT-BASED PRODUCTS OVER MEAT



57% Healthier



50% Kinder to animals



41% Taste good/ better



39%Helps me eat more plants/vegetables



Less harmful to the environment



30% Less

processed



27%Novelty/Like to try something new



22%Prefer the texture of plant-based products



18%My family like them



15%Often on price promotion/trial price

MEAT REDUCERS

LEARNINGS FROM PREVIOUS MEAT-FREE CAMPAIGNS



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."



READERS WOULD LIKE TO SEE MORE VEGAN OPTIONS

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





dmg::ID

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.