

# SPRING CLEANERS

Mail Metro Media readers like their homes to be clean and well-organised – especially when they have guests visiting! They are interested in finding new ways to declutter their homes while making it smell just right. Our home and garden content is seriously popular and our platforms are the perfect way to inspire them with ways to make their house a home!



**3 in 4**

Mail Metro Media readers plan to 'spring clean' their home



**3 in 5**

Mail Metro Media readers 'can't bear untidiness'



**2 in 5**

Mail Metro Media readers agree that they are perfectionists



**1 in 3**

Mail Metro Media readers often try new household cleaning products

## OUR READERS LIKE A CLEAN & WELL ORGANISED HOME



**5 in 6**

feel more relaxed when their home is clean



**3 in 4**

do extra cleaning if a guest is coming to visit



**7 in 10**

agree that the way their home smells is important to them



**1 in 2**

like their cupboards to be well organised

## TOP FACTORS WHEN PURCHASING CLEANING PRODUCTS



**48%**  
Price



**43%**  
Anti-bacterial Properties



**41%**  
Scent



**32%**  
Pet Friendly



**24%**  
Eco-friendly

## TOP FACTORS WHEN PURCHASING VACCUUM CLEANERS



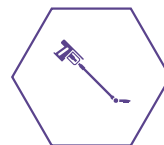
**46%**  
Price



**40%**  
Reviews & Recommendations



**34%**  
Lightweight



**22%**  
Cordless



**20%**  
Anti-hair Tangle



# SPRING CLEANERS

OUR READERS ARE INTERESTED IN READING ABOUT...



**44%**  
Decluttering  
Tips



**40%**  
Space Saving  
Tips



**33%**  
Cost Effective  
Cleaning Tips



**30%**  
Organisation Tips



**26%**  
Tips For Keeping A  
Home Clean With  
Pets

TARGET OUR SPRING CLEANERS IN PRINT



PASS THE SNIFF TEST WITH A  
METRO SCENTED COVERWRAP

2.5M AVERAGE ISSUE READERSHIP



METRO HOME & PROPERTY  
EVERY TUESDAY



YOU INTERIORS  
EVERY SUNDAY

1.4M AVERAGE ISSUE READERSHIP



# TARGET OUR SPRING CLEANERS 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.



**3M**  
SPRING CLEANERS

Users are added to this segment if they have read content about spring cleaning across our sites in the last 30 days OR have answered in a survey that that plan to spring clean their home.



**3M**  
HOME & GARDEN

Users are added to this segment if they have clicked on a home or garden supplier's ad on our sites in the last 4 months OR have clicked homeware and garden affiliate links on our sites in the last 30 days OR visited the home and garden sections of MailOnline Best Buys in the last 30 days OR have visited home and garden Daily Mail or Metro Discount pages in the last 30 days OR have answered in a survey that they intend to purchase homeware.



**CONTEXTUAL**

Place your ads against contextually relevant articles.

E.g. Professional cleaner: This is how I clean a kitchen from top to bottom - and leave my clients' houses with the 'wow factor'