

# MOMENTS THAT MATTER

Summer and the School  
Holidays

POWERED BY

D·R·E·A·M



# MOMENTS THAT MATTER: SUMMER EDITION

## MOMENTS THAT MATTER

Moments that Matter is an event-based insight series which builds on the success of our famous insight calendar! Powered by **D·R·E·A·M**, it aims to provide timely, actionable and thought-provoking insights to help generate ideas for event-specific campaigns.

### SUMMER 2025:

The Summer edition of 'Moments That Matter' explores our readers attitudes towards summer, what they plan to do, how parents cope with the school holidays and what summer content is of most interest to them. It finishes by exploring why newsbrands are a 'hot' destination for summer-based campaigns.



# MOMENTS THAT MATTER: AGENDA



**WHY** IS SUMMER HOTLY ANTICIPATED?

**HOW** DO READERS PLAN TO SPEND THEIR SUMMERS?

**WHAT** CONTENT DO THEY WANT TO SEE?



**HOW** TO CONNECT TO KEY SUMMER AUDIENCES ACROSS OUR PRINT, DIGITAL AND SOCIAL PORTFOLIO



**WHY** NEWSBRANDS ARE A PERFECT PLACE FOR ADVERTISING TO PARENTS



**HOW** OUR PARTNERSHIPS HAVE DELIVERED IN KEY SECTORS FOR SUMMER



**DOING MORE** WITH OUR DATA BY MAKING THE MOST OF OUR POWERFUL DMG::ID



THEMES THAT MATTER

# ATTITUDES TOWARDS SUMMER

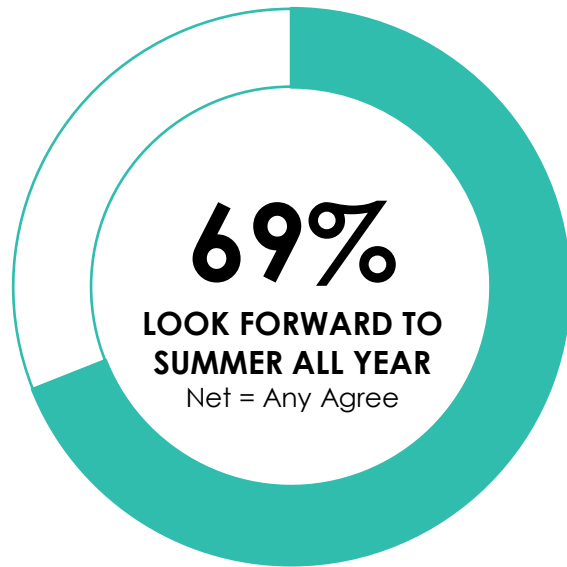
(BASE: ALL READERS)





# SUMMER: A HOTLY ANTICIPATED SEASON

7 IN 10 FEEL HAPPIER AND HEALTHIER DURING SUMMER WITH 1 IN 2 AGREEING THAT THEY SOCIALISE MORE.



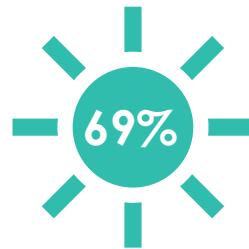
18-34: 75%  
35-44: 73%  
55+: 63%

Parents: 77%

## SUMMER GLOW IS REAL

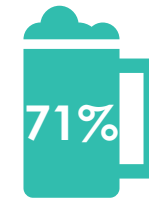


Feel **happier**  
during the summer

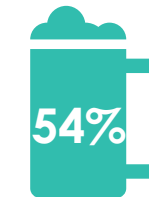


Feel **healthier**  
during the summer

## STACKED WITH SUMMER SOCIALS



Agree summer is  
the **best for**  
**social events**



**Plan more social**  
**gatherings** during  
summer

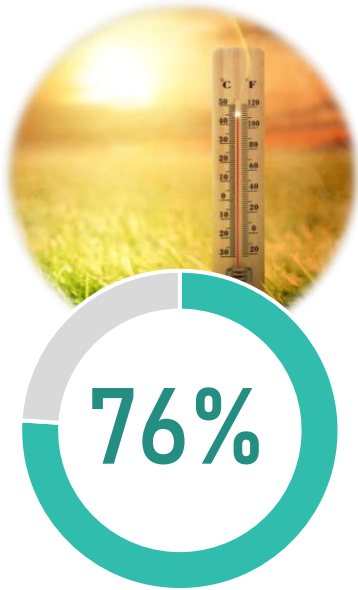


# TOP SUMMER JOYS

READERS ARE MOST EXCITED FOR THE WARMER WEATHER (76%), THE LONGER DAYS (66%), RELAXING (66%) AND SPENDING MORE TIME WITH FAMILY AND FRIENDS (60%).

## FAVOURITE THINGS ABOUT SUMMER

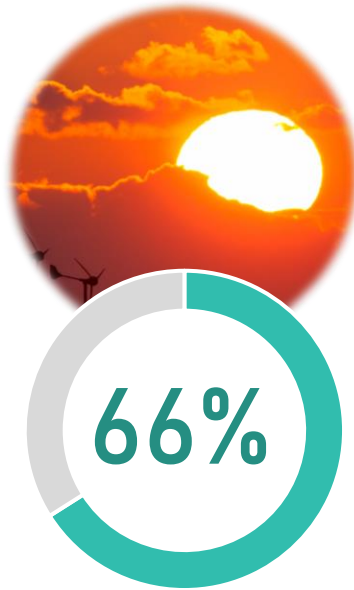
### WARMER WEATHER



18-34: 48%  
35-44: 75%  
55+: 85%

Parents: 67%

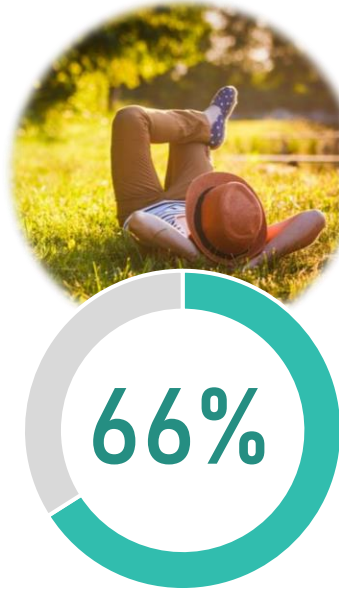
### THE LONGER DAYS



18-34: 35%  
35-44: 60%  
55+: 80%

Parents: 50%

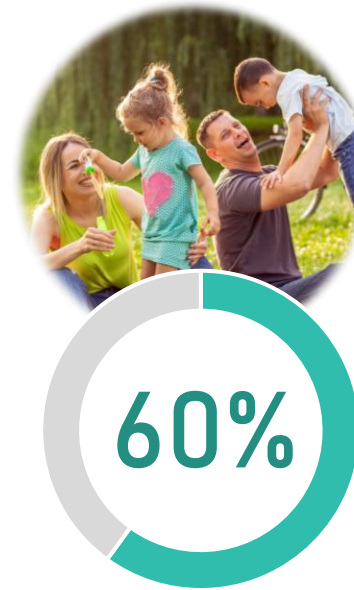
### RELAXING



18-34: 60%  
35-44: 70%  
55+: 66%

Parents: 68%

### SPENDING TIME WITH FRIENDS / FAMILY



18-34: 63%  
35-44: 66%  
55+: 56%

Parents: 69%

### GOING ON HOLIDAY



18-34: 48%  
35-44: 52%  
55+: 47%

Parents: 58%

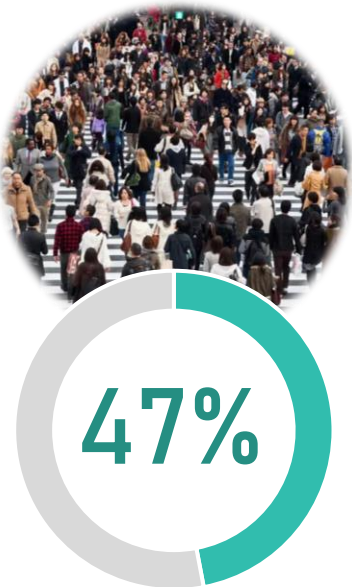


# TOP SUMMER PET PEEVES

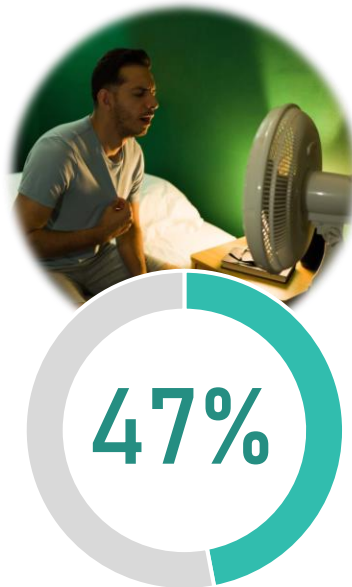
NEARLY 1 IN 2 (47%) DISLIKE THE CROWDED PUBLIC SPACES DURING SUMMER. DIFFICULTY SLEEPING (47%), SWEATING (42%) AND THE SIDE EFFECTS OF HAY-FEVER (25%) ALSO IRRITATE READERS.

## PET PEEVES OF SUMMER

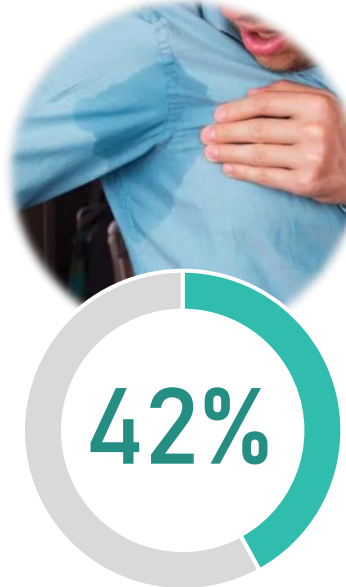
CROWDED PUBLIC SPACES



DIFFICULTY SLEEPING



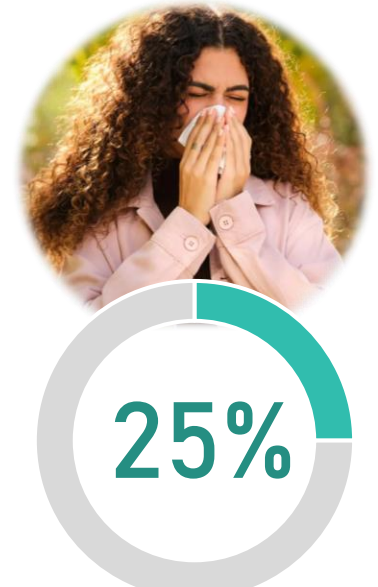
SWEATING



OVERHEATED PUBLIC SPACES



HAY FEVER SIDE EFFECTS



# SUMMER PLANS

(BASE: ALL READERS)

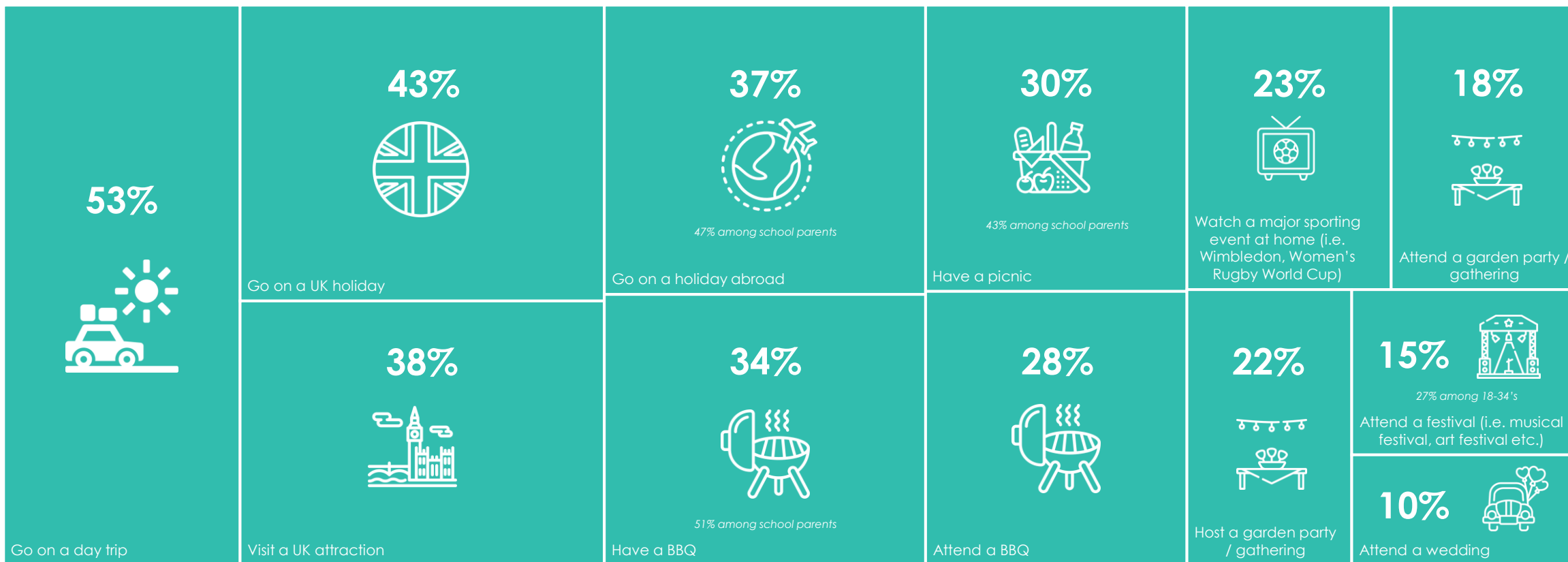




# WHAT ARE THEY PLANNING TO DO THIS SUMMER?

DAY TRIPS (53%), UK HOLIDAYS (43%) AND VISITING A UK ATTRACTION (38%) ARE TOP OF OUR READERS SUMMER PLANS IN 2025. CLOSELY FOLLOWED BY HOLIDAYS ABROAD (37%), BBQS (34%) AND PICNICS (30%).

## Top Summer Activities in 2025

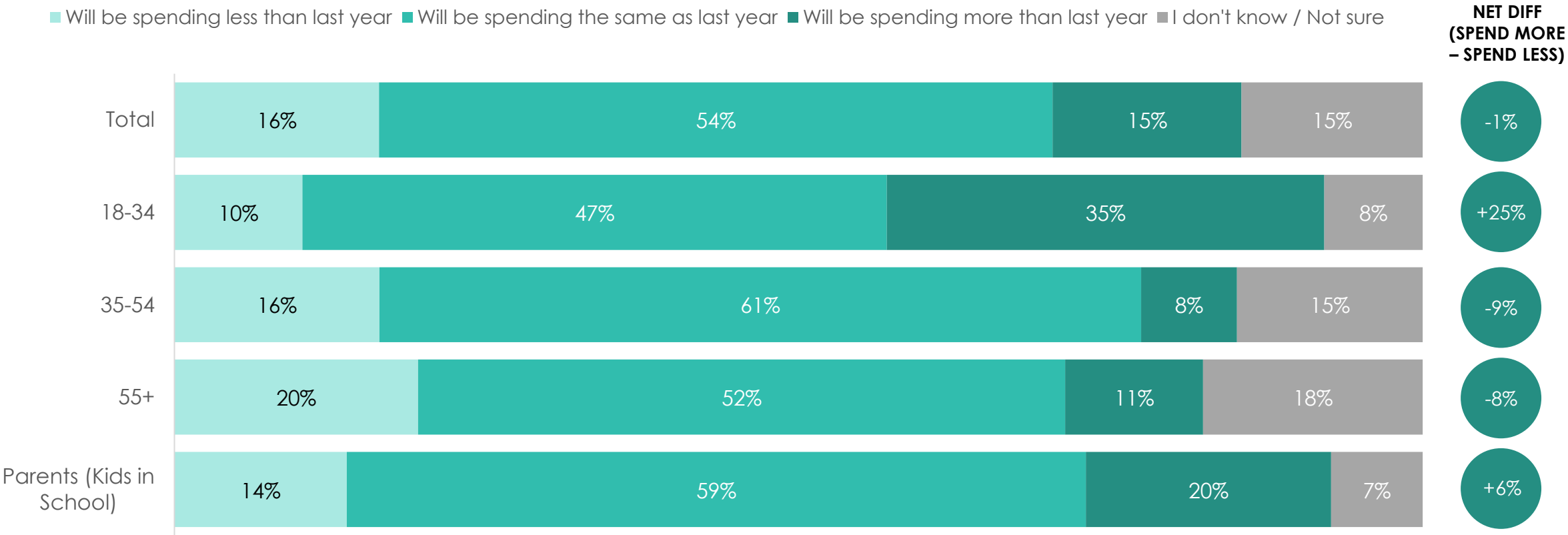




# SPENDING PLANS OVER SUMMER

1 IN 6 PLAN TO SPEND MORE THIS SUMMER.  
THIS INCREASES TO 1 IN 5 AMONG PARENTS WHO ARE MORE LIKELY TO SPEND MORE OVER SUMMER.

## Spending Plans in Summer 2025



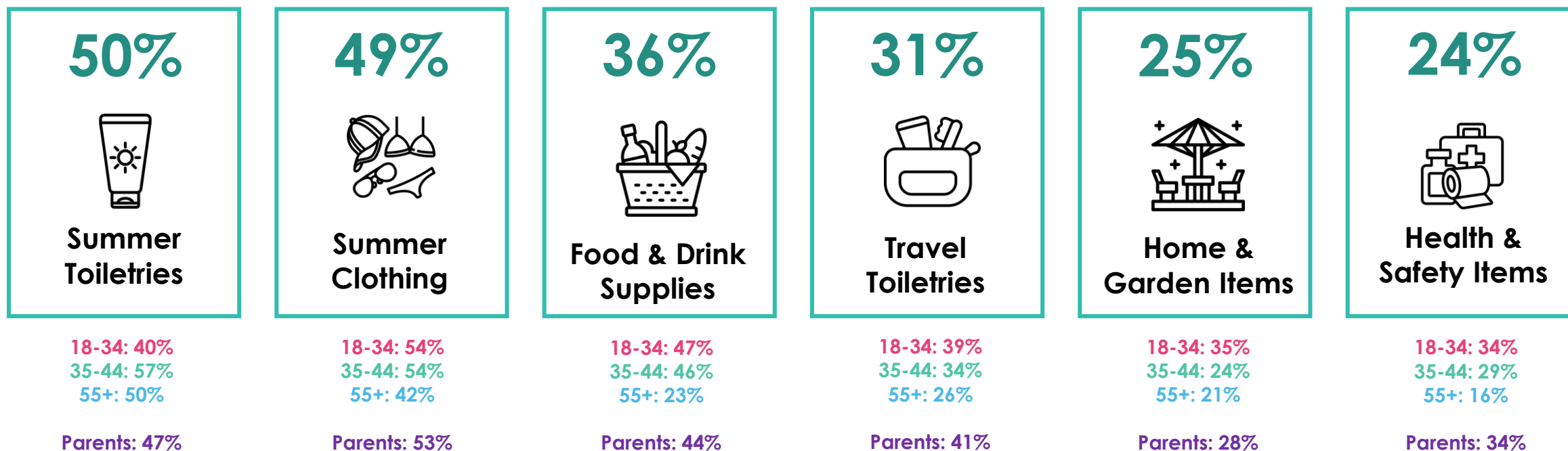
Q - Which of the below best describes how much you plan to spend over the summer in 2025, compared to 2024?  
Source: Moments that Matter Survey – Summer – May 2025



# WHAT ARE THEY GOING TO BUY THIS SUMMER?

OUR READERS TOP PURCHASES ARE SUMMER TOILETRIES (50%), SUMMER CLOTHING (49%) AND FOOD AND DRINK SUPPLIES (36%). 1 IN 4 PLAN TO BUY HOME AND GARDEN ITEMS.

## Top Items Purchased for Summer 2025

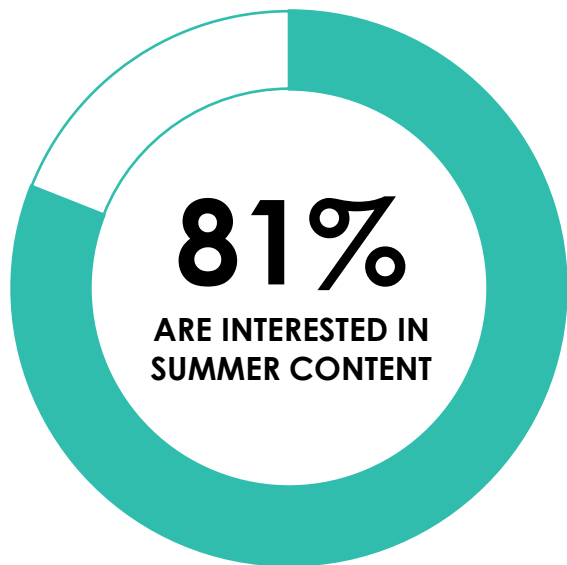


A sunny weather forecast (43%) was the #1 reason our families gave for prompting them to improve their outdoor spaces.



# WHAT TYPE OF SUMMER CONTENT ARE THEY INTERESTED IN READING?

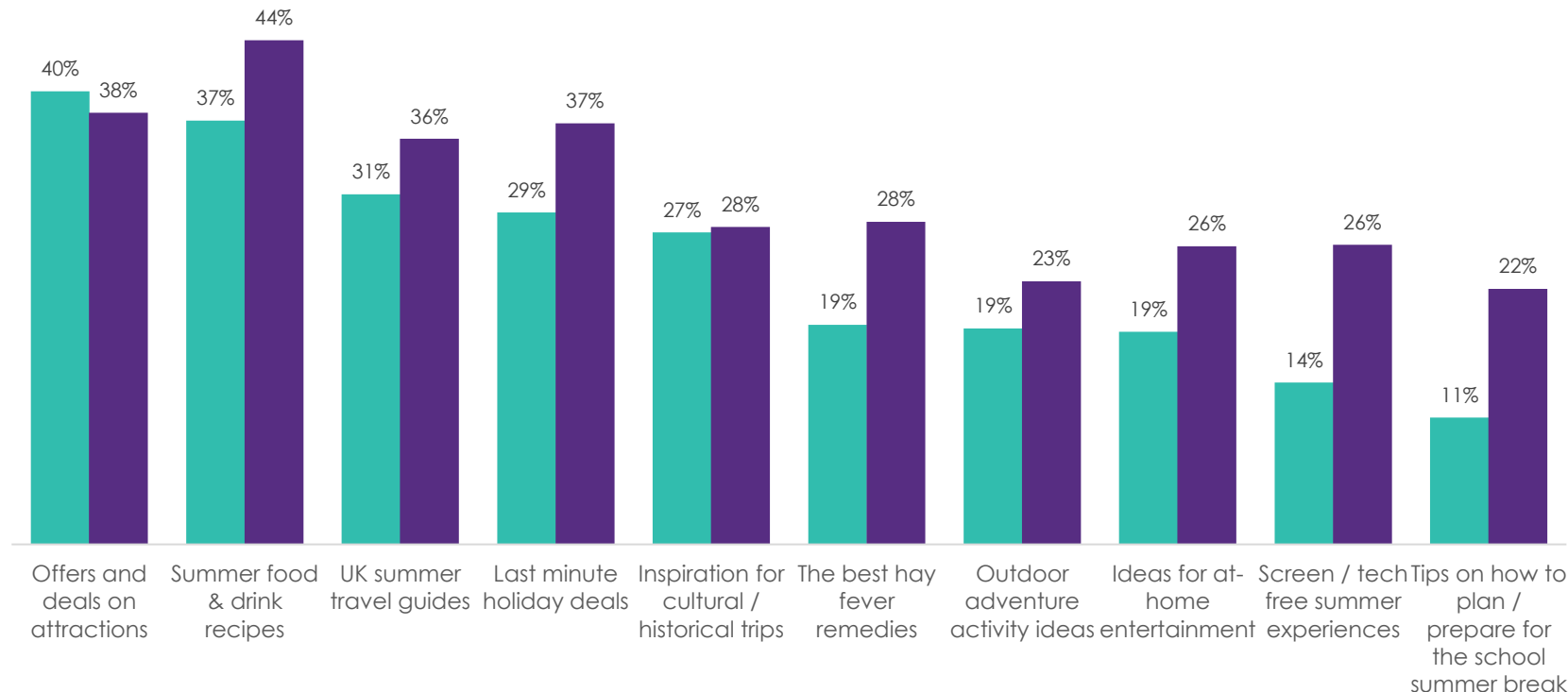
4 IN 5 ARE INTERESTED IN READING SUMMER CONTENT – THIS INCREASES TO 9 IN 10 AMONG PARENTS. THE MOST INTERESTING TOPICS ARE OFFERS / DEALS ON ATTRACTIONS (40%), SUMMER FOOD & DRINK RECIPES (37%) AND SUMMER TRAVEL GUIDES (31%).



Parents: 93%

## Summer Topics of Interest

■ Total ■ Parents (Kids in School)



# ATTITUDES TO THE SCHOOL SUMMER BREAK

(BASE: PARENTS)





# 7 IN 10 PARENTS ARE LOOKING FORWARD TO THE SUMMER BREAK

1 IN 5 PARENTS ARE BOTH LOOKING FORWARD TO IT AND NOT LOOKING FORWARD TO THE SUMMER BREAK!  
THE MAJORITY OF PARENTS ARE EXCITED TO SPEND UNHURRIED TIME WITH FAMILY, HOWEVER SOME FIND IT CHALLENGING TO BALANCE HOME LIFE AND WORK.

## Feelings Towards the School Summer Break

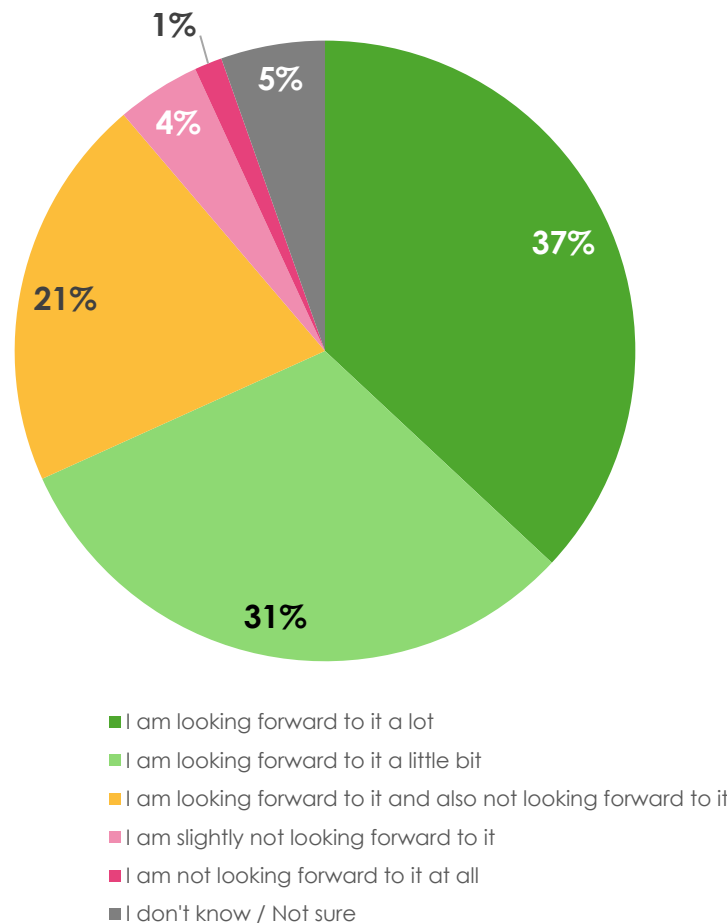
68%

Parents looking forward to the school summer break

"I like the break from the school routine and having a more relaxed schedule. I like spending more time with my children and watching them have fun."

"Not doing school drops and helping children with schoolwork, going on holiday as a family and doing more fun activities."

"I am most looking forward to spending unhurried time with my family especially doing small day trips."



6%

Parents not looking forward to the school summer break

"The unpredictable weather which makes planning anything a bit of a lottery."

"It's harder to organise my work because my children are too young to leave home alone and I usually work during school hours."

"Even though my son is older I feel pressured to give him a good summer."

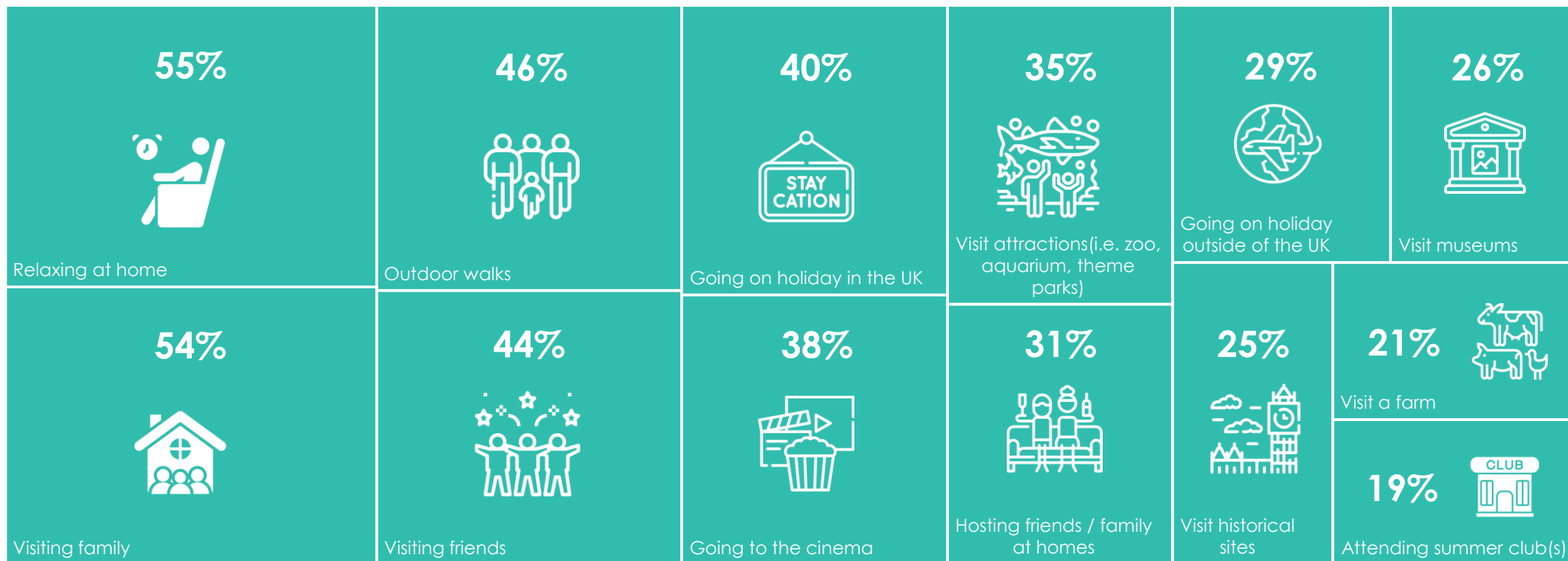


# WHAT ARE PARENTS PLANNING FOR THE SUMMER BREAK?

THE TOP ACTIVITIES OVER THE SUMMER BREAK ARE RELAXING AT HOME (55%) AND VISITING FAMILY (46%). OTHER ACTIVITIES INCLUDE OUTDOOR WALKS, SOCIALISING WITH FRIENDS, DAYS OUT AND TRAVELLING.

## Top Summer Break Activities in 2025

Base = Parents with Kids in School



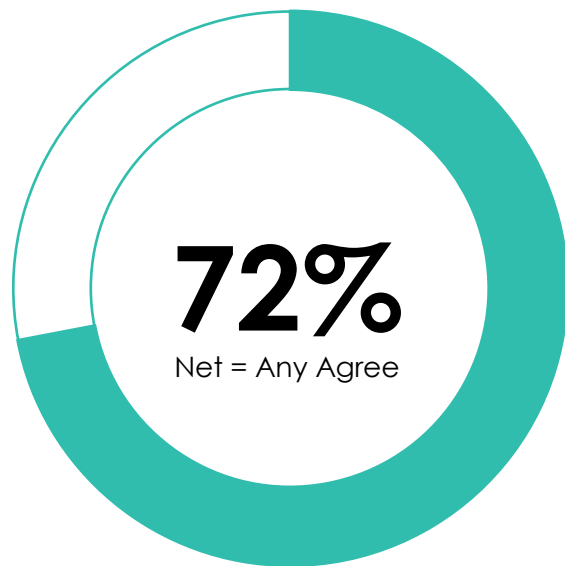
**71%** say their summer plans are often weather dependent!



# 3 IN 4 PARENTS ARE EXCITED TO CREATE NEW FAMILY MEMORIES

PARENTS SEE THE SUMMER BREAK AS AN OPPORTUNITY TO SPEND QUALITY TIME WITH THEIR CHILDREN BUT THIS IS INCREASINGLY COMING AT A COST, WITH 63% AGREEING THEY SPEND MORE MONEY THAN USUAL KEEPING THEIR KIDS ENTERTAINED OVER THE SUMMER HOLIDAYS.

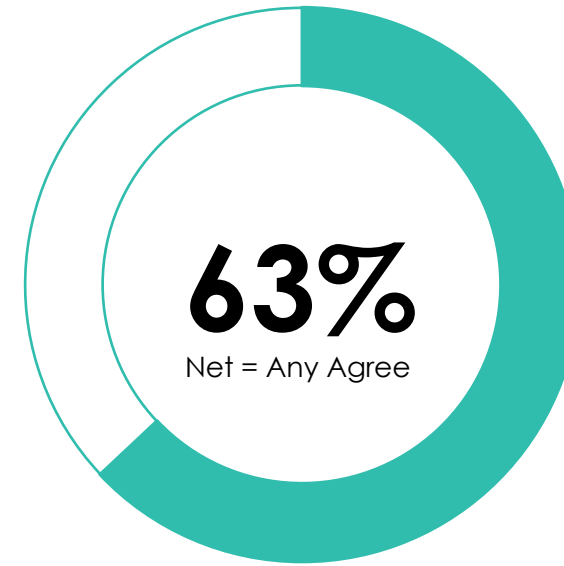
## SUMMER HOLS = CREATING NEW MEMORIES



'I look forward to creating memories with my children during the summer holidays'



## SPEND OVER SUMMER HOLS



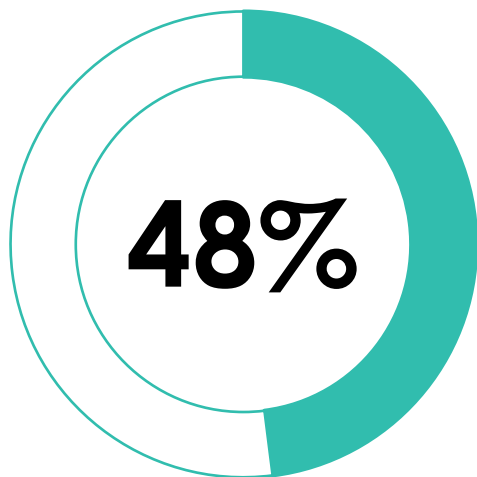
'I spend more money than usual keeping my kids entertained over summer'



# THE SUMMER BREAK CAN BECOME OVERWHELMING & STRESSFUL

1 IN 2 PARENTS BELIEVE THE SUMMER BREAK CAN BE A STRESSFUL TIME DUE TO THE EXTRA PLANNING REQUIRED. 47% WORRY ABOUT HOW TO KEEP THEIR CHILD ACTIVE DURING THE SUMMER HOLIDAYS AND 49% FEEL EXTRA PRESSURE TO CREATE SUMMER MEMORIES FOR THEIR CHILDREN.

Believe the summer holidays can be a stressful time



## A BUSY LIFESTYLE = EXTRA SUMMER PLANNING



60%

Agree the summer holidays require a lot of extra planning

42%

Find it difficult to juggle work and childcare over the summer holidays

## CONCERNS OF CHILDREN'S WELLBEING OVER SUMMER



57%

Worry about the amount of time their child spend on screens in the summer holiday

47%

Worry about how to keep their child active during the summer holidays

## A PRESSURE TO BUDGET YET KEEP THEIR KIDS ENTERTAINED



56%

Have to be creative with free / low budget summer activities ideas

49%

Feel extra pressure to create 'perfect' summer memories for their child

# FAMILY TRAVEL DURING THE SUMMER BREAK

(BASE: PARENTS)

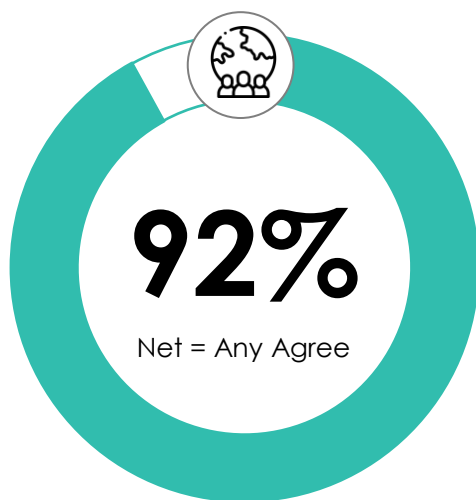




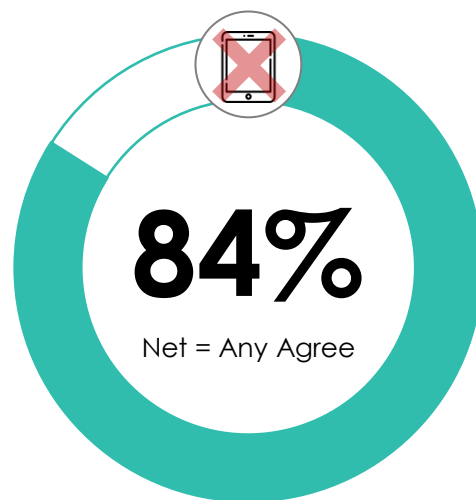
# TRAVELLING WITH THEIR KIDS = QUALITY TIME + NEW EXPERIENCES

PARENTS LOVE WITNESSING THEIR CHILDREN EXPERIENCE NEW CULTURES (92%). THE VAST MAJORITY (82%) BELIEVE HOLIDAYS ARE A GREAT OPPORTUNITY TO REDUCE CHILDREN'S SCREEN TIME.

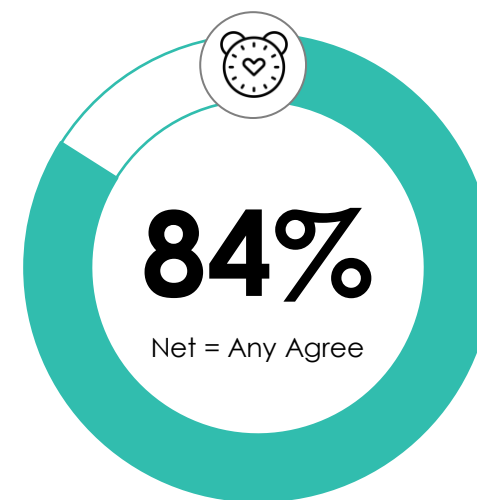
**'I love seeing my kids experience new places and cultures'**



**'Family holidays provide a valuable opportunity to reduce my child(ren)'s screen time'**



**'Holidays are when we finally get quality time together as a family'**



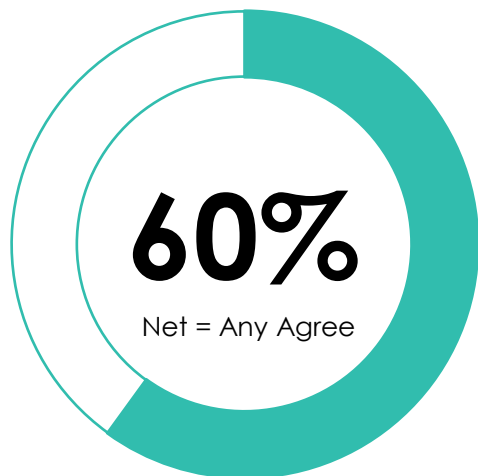


# TRAVEL PREP, PRICING AND LOCATION ARE TRAVEL CONCERNS

3 IN 5 BELIEVE THE PREP FOR A FAMILY HOLIDAY IS THE MOST STRESSFUL PART, WITH MANY (61%) OPTING FOR A STAYCATION TO AVOID TRAVEL CHAOS AND OTHERS (41%) OPTING FOR AN ABROAD HOLIDAY FOR THE KIDS' CLUBS. PRICE IS ALSO ANOTHER CONCERN, WITH MANY ON A BUDGET AND RELYING ON LAST-MINUTE DEALS.

**Summer travel with a family is not always smooth sailing....**

## PREPARATION



**'Preparing for a family holiday is more stressful than the actual trip'**

## DECIDING ON A LOCATION



**61%**

Feel like UK holidays are more relaxing because there's no travel chaos



**41%**

Prefer going abroad because childcare / kids clubs are better

## PRICE OF HOLIDAYS

**85%**  
AGREE

'Booking a family holiday feels more expensive now than ever before'

**40%**  
AGREE

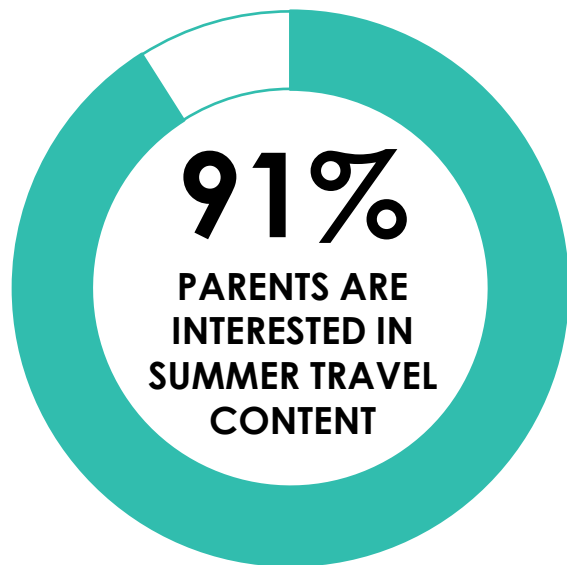
'Last-minute deals are the only way we can afford to go on holiday'



# WHAT SUMMER TRAVEL CONTENT IS OF INTEREST TO PARENTS?

9 IN 10 PARENTS ARE INTERESTED IN SUMMER TRAVEL CONTENT.

THE TOP TOPICS OF INTEREST ARE THE BEST HOTELS FOR FAMILIES (54%), AFFORDABLE SUMMER HOLIDAYS (50%) AND LAST-MINUTE HOLIDAY DEALS (41%). 3 IN 10 ARE INTERESTED IN SUMMER HOLIDAY HACKS.



## Summer Travel Topics of Interest

■ Parents Travelling this Summer



# THEMES THAT MATTER

# SUMMER HOLIDAYS: THEMES THAT MATTER

THE STAT

## EASING THE PRESSURE



**3 in 4** parents look forward to creating memories with their children over the summer holidays, however **1 in 2** feel like the summer holidays can be a stressful time & require lots of planning.

THE TRUTH

The summer break is an opportunity for families to spend quality time together, but it can take a toll on parents when managing both work life and home life as their kids may require constant entertainment over the break.

IMPLICATIONS

Parents are actively looking for inspiration on kids' entertainment over summer. Ensure you empathise with the challenges parents may face over the break. Highlight how you can alleviate the pressure and help to create lasting memories and some well-deserved 'me' time!

## PRICELESS MEMORIES



**3 in 5** parents agree they spend more money than usual keeping their kids entertained over summer. **56%** feel they have to be creative with free / low budget summer activities ideas.

The summer holidays can be a money pit for parents, who often splash out on expensive activities to keep their children entertained.

Ensure your help ease the pressure on the purse strings of parents by showcasing cost-effective activities for their children over the summer break. Include a range of activities for all budgets.

## REAL-TIME MEMORIES



**3 in 5** parents worry about the amount of time their child spend on screens during the summer break. Meanwhile, **1 in 2** worry about how to keep their child active over the summer break.

It can be hard for parents to ensure their children are staying entertained and active over summer, as much entertainment is screen-based.

Help parents by providing inspiration on non-screen activities like local festivals, training sessions, offers on attractions and at-home activities that encourage real-life engagement for the whole family.

## WHATEVER THE WEATHER



Summer is the #1 season where parents prioritise outdoor living and **71%** say their plans are often weather dependent. A sunny weather forecast (**43%**) was the **#1** reason our families gave for prompting them to improve their outdoor spaces.

British families live their lives by the weather. And whilst summer is the peak of outdoor living dream, the realities of the British weather can leave many families running for cover!

Being responsive to the changing weather is a no brainer, but it can work both ways. Showcasing how your products can lead to more enjoyment of both outdoor and indoor spaces, could hold the key to unlocking more family happiness in the summer of 2025.



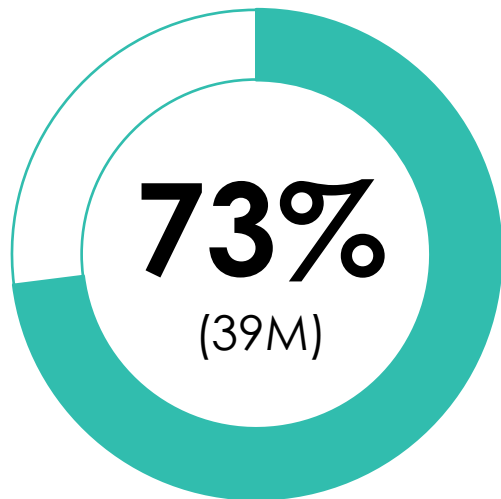
# SUMMER AT MAIL METRO MEDIA



# HOW TO REACH KEY SUMMER AUDIENCES

MAIL METRO MEDIA REACHES 10M PARENTS AND 15M SUMMER HOLIDAY MAKERS.

## MASS REACH OF ALL GENERATIONS THIS SUMMER



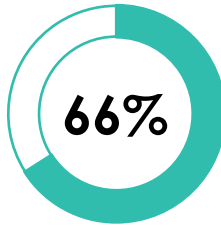
### OF ALL GB ADULTS

18-34: 10M (60%)

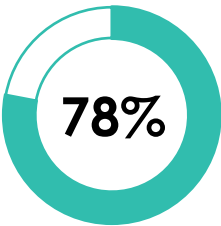
35-44: 12M (74%)

55+: 17M (82%)

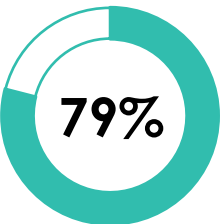
## KEY SUMMER TARGET AUDIENCES



MAIL METRO MEDIA REACHES 2 IN 3 OF ALL PARENTS MONTHLY  
(10.2M)



MAIL METRO MEDIA REACHES 4 IN 5 BRITS WHO TRAVEL DURING SUMMER  
(15.3M)



MAIL METRO MEDIA REACHES 4 IN 5 BRITS WHO WILL WATCH A MAJOR SPORTING EVENT THIS SUMMER (6.8M)

## PURCHASING POWER

**72p in every £1**

spent on groceries is accounted for by Mail Metro Media readers

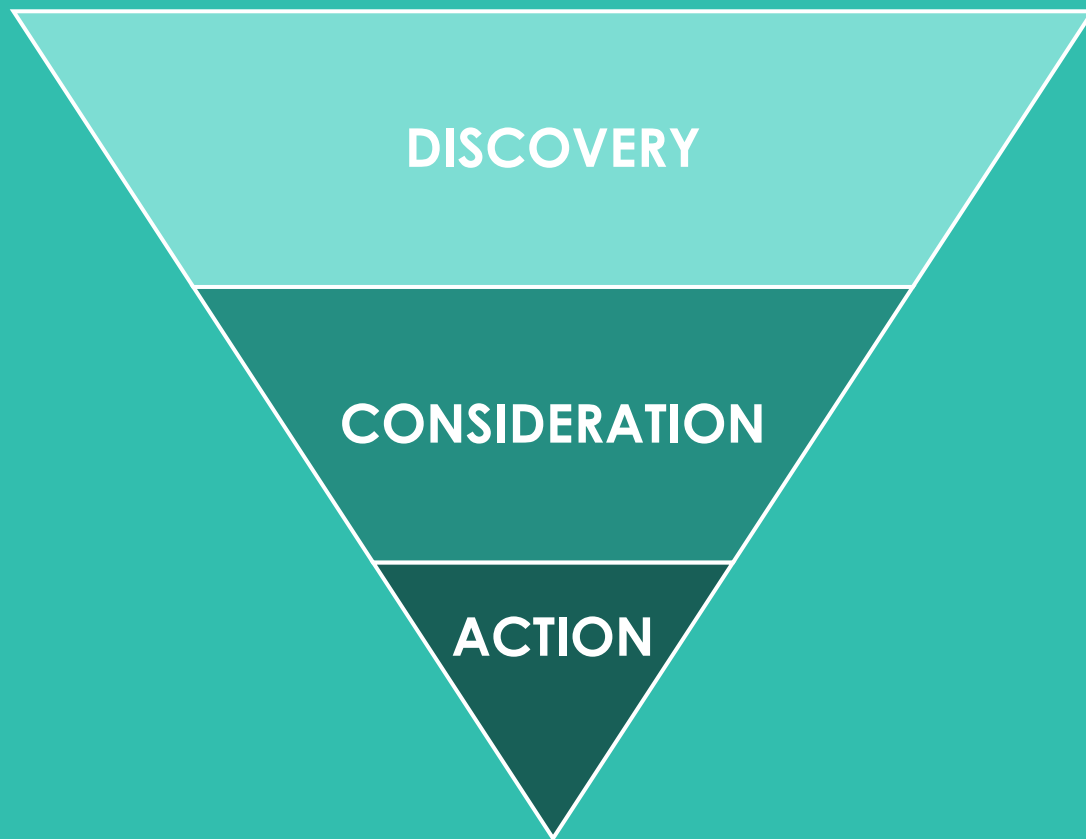
**80p in every £1**

spent on holidays is accounted for by Mail Metro Media readers



# NEWSBRANDS MATTER IN THE PARENTING PURCHASE JOURNEY

NEWSBRANDS HELP DRIVE DISCOVERY, UNDERSTANDING AND ACTION FOR PARENTS



NEWSBRANDS ARE A GOOD PLACE FOR BRANDS TO CATCH PARENTS' ATTENTION

57%

NEWSBRANDS ARE A GOOD PLACE TO FIND RECOMMENDATIONS FOR CHILD-FRIENDLY PRODUCTS / SERVICES

63%

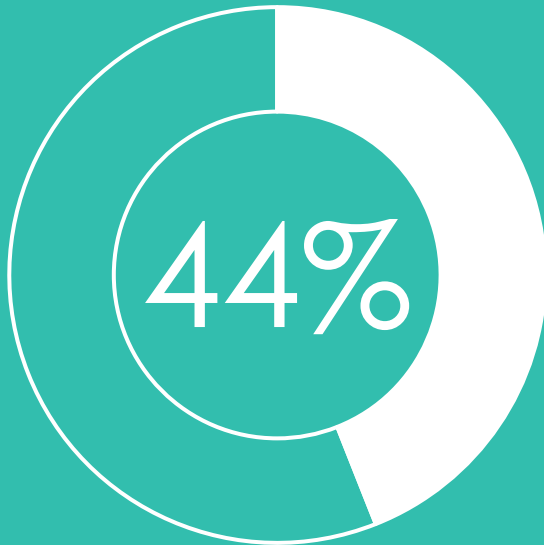
NEWSBRANDS HELPS ME DISCOVER SPECIAL OFFERS FOR CHILD-FRIENDLY PRODUCTS / SERVICES

64%



# OUR PARTNERSHIPS DELIVER RESULTS FOR CLIENTS

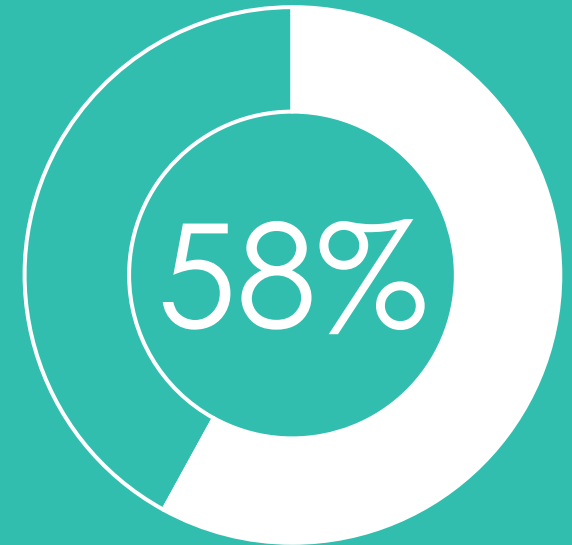
IN OUR FOOD / DRINK, SUPERMARKET AND TRAVEL CATEGORIES OUR PARTNERSHIPS DELIVER CUT-THROUGH, CONSIDERATION AND ACTION



AVERAGE PARTNERSHIP RECALL  
**SUPERMARKETS / FOOD: 44%**  
**TRAVEL: 44%**



AVERAGE CONSIDERATION UPLIFT  
**SUPERMARKETS / FOOD: +42%**  
**TRAVEL: +57%**



AVERAGE ACTION SCORE  
**SUPERMARKETS / FOOD: 61%**  
**TRAVEL: 54%**



# ENGAGEMENT WITH OUR SUMMER CONTENT

THERE WERE 43 MILLION ARTICLE VIEWS ON OUR SUMMER CONTENT LAST YEAR, WITH THE TOP THEMES BEING WEATHER UPDATES, SUMMER TRAVEL DEALS AND SUMMER SKINCARE TIPS.

## Article Views on Summer (2024)

2,616

ARTICLES

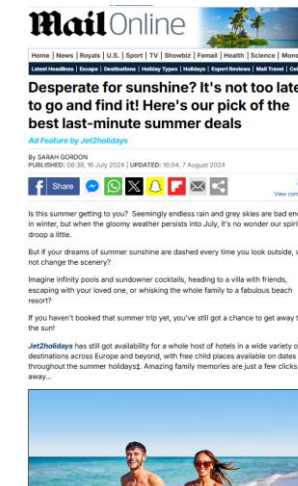
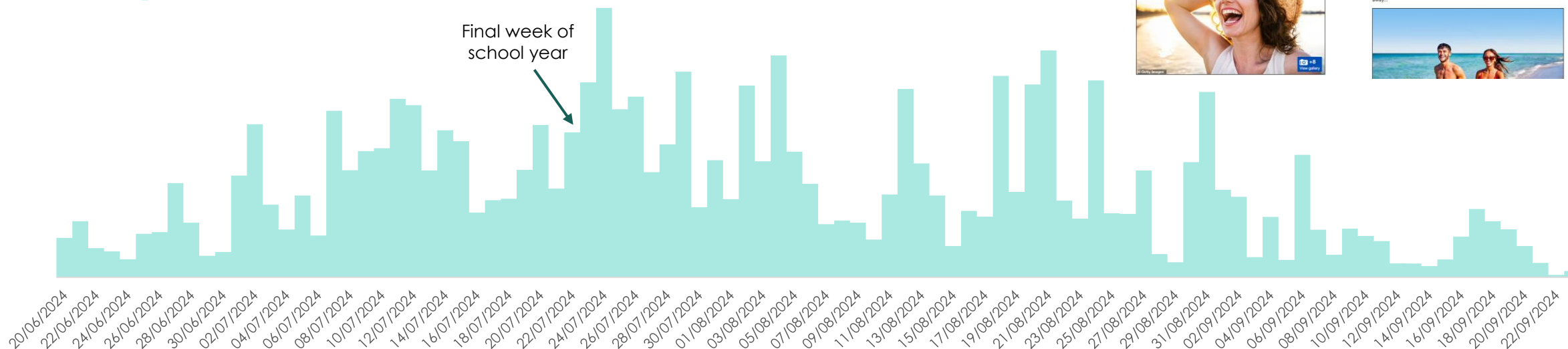
42.9M

ARTICLE  
VIEWS

### Top Summer Themes

1. Weather updates
2. Summer travel deals
3. Summer skincare tips

Final week of  
school year





# DAYS OUT DATA STRATEGY

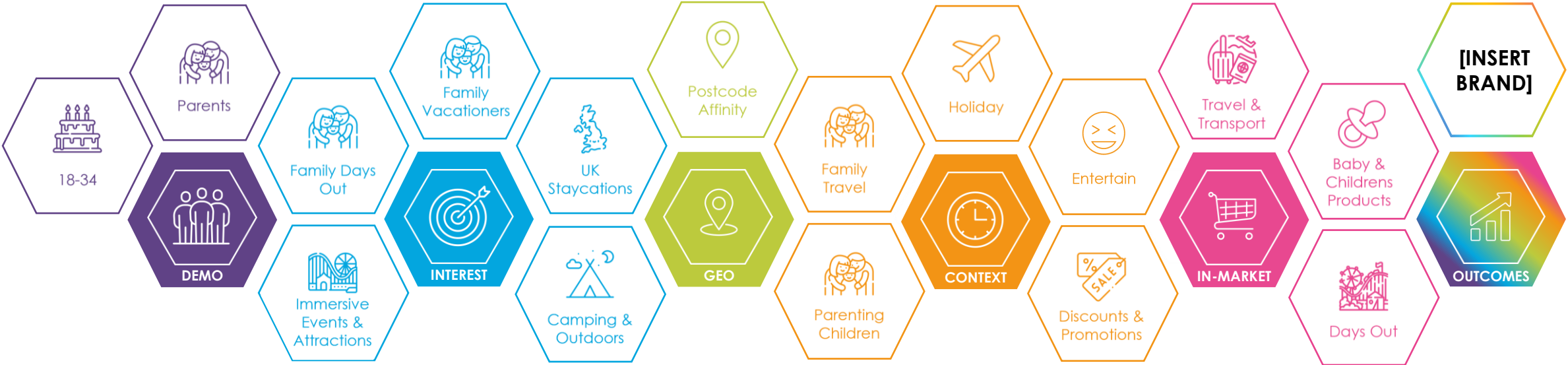
Targeting people who enjoy days out.



ABC1 PARENTS	WELL-DRESSED	POSTCODE AFFINITIES	FAMILY FOCUSED	LEISURE ENTHUSIASTS	OUTCOMES
We reach <b>86%</b> of UK's adults who enjoy museums, galleries, and theme & amusement parks. <b>7 in 10</b> of them are <b>ABC1</b> and they are <b>+71%</b> more likely to have <b>children in household</b> . Our titles reach <b>66%</b> of UK's <b>ABC1</b> adults.	They are <b>2.1x</b> more likely to use social media for <b>fashion inspiration</b> and <b>1.8x</b> more likely to like to <b>keep up with the latest fashion trends</b> . They are <b>+85%</b> more likely to agree that it is important for them to be <b>well dressed</b> .	With dmgs::ID tools we can target postcodes based on <b>[INSERT BRAND]</b> 's existing customer base or proximity to event venues. The highest indexing region for our readers who enjoy going out is <b>South-West</b> .	Entertainment ads perform <b>50% higher</b> than average on arts and crafts content. <b>16%</b> of our readers want to do <b>more cultural activities</b> . They are <b>2x</b> more likely to agree that it is important for them that their <b>family thinks they are doing well</b> .	Those who attended at least 3 events in last 12 months are <b>+43%</b> more likely to like to keep with <b>latest fashion trends</b> . Consumer spending on culture has observed a steady year on year growth since 2020, with an average of +5% growth per year in the last 2 years.	High value users who have engaged with <b>[INSERT BRAND]</b> editorial/commercial content, engaged with direct/ programmatic <b>[INSERT BRAND]</b> advertising or visited <b>[INSERT BRAND]</b> discount codes.

# FAMILY HOLIDAY PARK DATA STRATEGY

Targeting parents with children under 5.



PARENTS	BUSY BEES	POSTCODE AFFINITIES	PRICE CONSCIOUS	FAMILY VACATIONERS	OUTCOMES
<p>Parents with children under 5 are <b>2.1x</b> more likely to be aged 18-34.</p> <p>Mail Metro Media reaches <b>3.6m</b> parents with children under 5.</p>	<p>Target our <b>immersive events &amp; attractions</b> audience to reach Mail Metro Media parents with children under 5 who are <b>+89%</b> more likely to enjoy holidays where activities are organised for them. When travel ads are served to those interested in leisure, CTRs can increase by <b>+67%</b>! Creative messaging could spotlight <b>[INSERT BRAND]'S</b> entertainment and facilities.</p>	<p>With dmgt::ID tools we can target opportunity/threat areas based on <b>[INSERT BRAND]'S</b> existing customer base.</p> <p>Those who live in the South-West are <b>2.5x</b> more likely to holiday there. We can target drive times to <b>[INSERT BRAND]'S</b>, dynamically serving creatives.</p>	<p>In 2024, MailOnline's staycation content achieved over <b>586k</b> article views.</p> <p><b>3 in 4</b> have noticed price increases for UK holidays in the past 12 months. For readers with children under 5, price is the <b>#1</b> factor influencing their choice of holiday accommodation. When travel ads are served alongside finance content, CTRs can increase by <b>+29%</b>!</p>	<p><b>1 in 2</b> Mail Metro Media readers with children under 5 are planning to book a holiday in the next 12 months (<b>1.9m</b>). They spend an average of <b>£3205</b> per year on holidays and short breaks.</p> <p>They are <b>2.2x</b> more likely to book a holiday or short break at <b>[INSERT BRAND]</b>.</p>	<p>High value users who have engaged with <b>[INSERT BRAND]</b> editorial/commercial content, engaged with direct/programmatic <b>[INSERT BRAND]</b> advertising or visited <b>[INSERT BRAND]</b> discount codes.</p>

# APPENDIX



# FAVOURITE SUMMER MEMORY

KEY SUMMER MEMORIES ARE ASSOCIATED WITH FAMILY, FRIENDS, TRAVELLING AND EMBRACING THE SIMPLE PLEASURES IN LIFE.

## Favourite Summer Memory Word Associations



"That was when I traveled to Dubai with my family. We had a family time together, we played games at the beach and it was quite amazing." **Female, 18-34**

"In summer 2024, I spent a peaceful weekend in the Lake District with two close friends. We hiked, shared meals, and watched sunsets by the lake. It was special because it gave us a chance to reconnect and unwind in nature." **Male, 18-34**

"My favourite memory from the summer of 2024 is visiting Alton Towers with my children and partner. We had so much fun and it was a great to get away for a couple of hours. We spent quality time as a family and created some great memories." **Parent, 35-54**

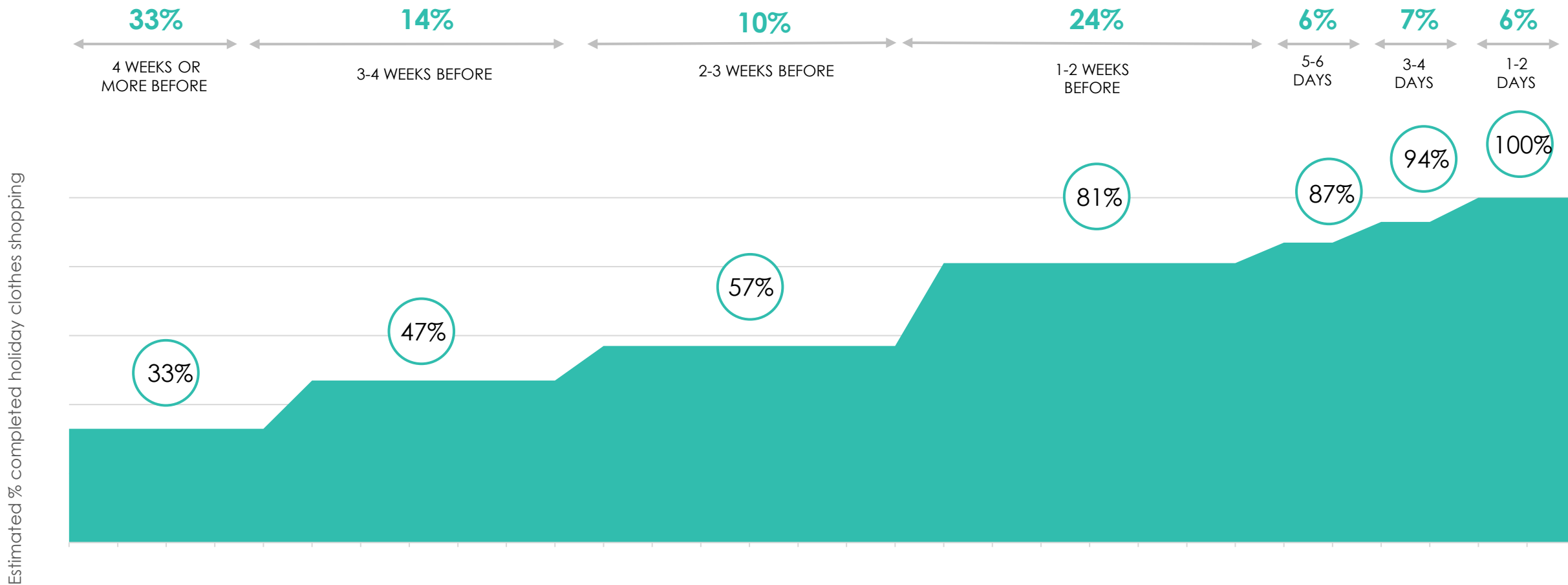
"Spending time with my children and grandparents at the seaside, with simple pleasures like chips and ice-cream." **Parent, 18-34**

"Family meals in the garden with adult children and grandchildren visiting from Australia. Warm, sunny, good food and good music." **Male, 55+**



# WHEN DO THEY START BUYING HOLIDAY CLOTHES?

THE MOST POPULAR TIMES TO START BUYING CLOTHING AND ACCESSORIES FOR THEIR SUMMER HOLIDAY IS 4 WEEKS BEFORE (33%) AND 1-2 WEEKS BEFORE (24%)



Q - Approximately, when do you expect to begin buying clothes and accessories for your summer holiday?

Source: Moments that Matter Survey – Summer – May 2025 | Base: Parents with Kids in School and Travelling over the Summer Break (N=30)



# WHEN DO THEY START BUYING HOLIDAY TOILETRIES?\*

THE MOST POPULAR TIME TO START BUYING TOILETRIES FOR THEIR SUMMER HOLIDAY IS 1-2 WEEKS BEFORE, HOWEVER THERE ARE SOME LAST-MINUTE SHOPPERS WITH 1 IN 4 LEAVING IT AT LEAST 3 DAYS BEFORE.

