



Mail METRO MEDIA

**AUDIENCE BREAKDOWN AND
VALUE TO BRANDS**

Daily Mail The Mail MailOnline METRO i YOU weekend This is MONEY The Telegraph NewScientist

MAILMETROMEDIA.CO.UK

WELCOME TO THE ADVERTISING HOME OF THE UK'S MOST ENGAGED NEWSBRANDS

With a portfolio that includes the Mail brands, Metro, i, and more, Mail Metro Media is the largest news publisher in the UK – reaching 10.4 million adults every day and 62% of the population every month!

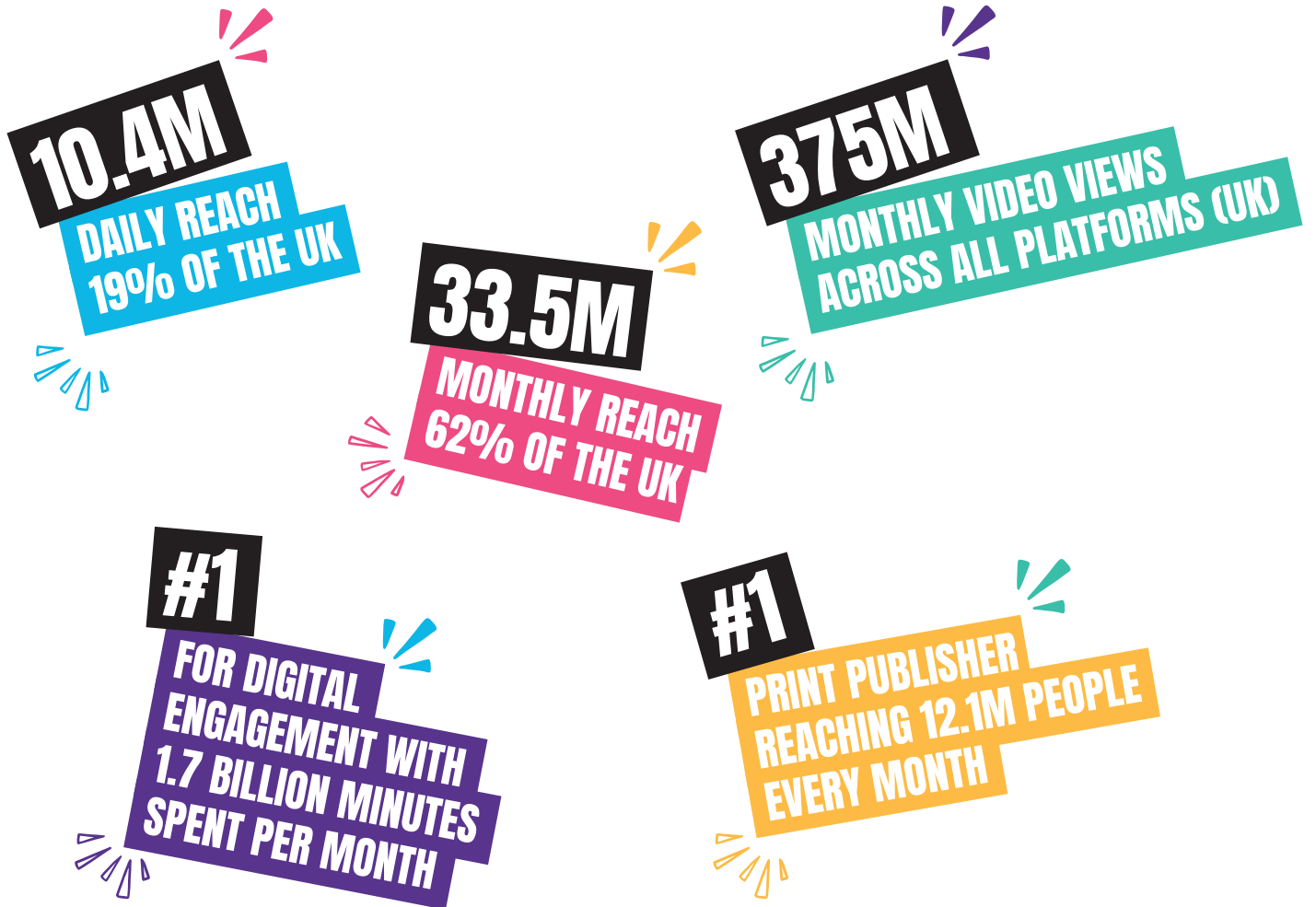


Combined with our massive reach in print, our investment and innovation across audio, video, and social content means the scope of opportunities across our portfolio is huge. With the biggest TikTok following of any newsbrand in the world, award-winning podcasts and an exciting new slate of long and short-form video series, the creative possibilities for brands are endless.

To learn more, visit mailmetromedia.co.uk.

WE REACH THE RIGHT AUDIENCES

Men, women, ABC1s, Millennials, and over 35s spend more time engaging with us than any other publisher, making our audience not only hugely diverse but also intrinsically valuable. And we back up that engagement with our unique first-party data, collected from more than 200 billion data points (and growing!), enabling our advertisers to target consumers with unparalleled accuracy.



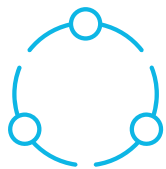
With a unique tone of voice for every newsbrand in our portfolio, we engage with every community across every platform. Whether you're targeting high-spending Daily Mail readers, the trend-following Showbiz scrollers of TikTok, Metro's young and diverse morning commuters, or podcast-obsessed parents, we've got data-targeting to supercharge any campaign.

Get the details on our wealth of data from our Insight & Data team at insight@mailmetromedia.co.uk.

As ever, the timeless Daily Mail is the newspaper of choice for millions of Brits, with the Saturday's edition claiming the title of the most-read paper in the UK! Daily Mail is hugely influential to an army of loyal readers, making Britain's biggest daily newspaper one of the most sought-after advertising spaces in media.



REACH



861K

ABC CIRCULATION
MON - SAT AVERAGE



1.87M

DAILY READERSHIP



2.73M

SATURDAY READERSHIP
THE HIGHEST OF ANY UK TITLE!

AUDIENCE



47%
MALE



53%
FEMALE



59
AVERAGE AGE



54 MINS
TIME SPENT READING



63%
ABC1



79%
HOMEOWNERS

MOTIVATION



CLOSE CONNECTION

3 IN 4

say they have a close connection with the paper



UNIQUE OFFERING

2 IN 3

say Daily Mail offers them something they can't get elsewhere



CHALLENGE

2 IN 5

say it challenges their view on things

VALUE TO BRANDS



WEALTHY

£47,000

average value of savings and investments (£16k more than GB average)



BIG SPENDERS

£3,200

average spent on holiday/short breaks



FOODIES

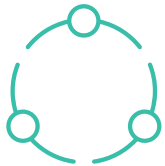
£88

average spent on groceries every week

The highest circulating Sunday title in the UK, The Mail on Sunday is beloved for its ground-breaking investigative journalism and razor-sharp debate. It keeps its affluent readership both informed and entertained, setting the agenda for the week ahead.



REACH



748K
ABC CIRCULATION



1.83M
DAILY READERSHIP

AUDIENCE



48%
MALE



52%
FEMALE



59
AVERAGE AGE



64 MINS
TIME SPENT READING



76%
HOMEOWNERS

MOTIVATION



CREDIBLE
7 IN 10

say The Mail on Sunday is a credible source of news and information



ENTERTAINING
1 IN 2

say it is an entertaining read



INSPIRATIONAL
2 IN 5

say it has good promotions and offers

VALUE TO BRANDS



WEALTHY

£46,000

average value of savings and investments (£15k more than GB average)



BIG SPENDERS

31%

more likely to have spent £4000+ on a holiday



IN MARKET

53%

more likely to be in the market for a new car

Revolutionising online news, MailOnline is the biggest and most engaged English-language newspaper website on the planet, boasting more than 22 million unique browsers every month. MailOnline posts nearly 2,000 articles a day across categories from News and Showbiz to Sport and Femail. Its addictive, engaging content keeps loyal, attentive readers coming back again and again.



REACH

MONTHLY UNIQUE VISITORS
22.3M
4.4M DAILY

MONTHLY PAGE VIEWS
1.9BN
63.3M DAILY

MONTHLY VISITS
311M
10.4M DAILY

COMING DIRECT
#1
WEBSITE FOR DIRECT TRAFFIC

AUDIENCE


45%
MALE


55%
FEMALE


47
AVERAGE AGE


70 MINS
AVERAGE TIME SPENT PER VISITOR


65%
ABC1


42%
18-44

MOTIVATION


STAY INFORMED
9 IN 10
read MailOnline to stay up-to-date



LEARN SOMETHING NEW
7 IN 10
read it to learn something new


INSPIRATIONAL
6 IN 10
read it for something to talk about with their friends

VALUE TO BRANDS


MAIN SHOPPERS
83%
are main shoppers (vs GB 75%)


PARENTS
1 IN 2
of all GB parents reached monthly


KEY LIFE DECISIONS
43%
will experience a key life event or financial plan in the next 6 months (vs UK average 36%)

MailOnline APP

An attention-capturing powerhouse, the MailOnline app wears the prestigious crown of the most engaged news platform in the UK! More than a million unique visitors come to the app every single day, visiting over three times a day on average! Now that's loyalty.



APP REACH

MONTHLY UNIQUE VISITORS

1.8M
1M DAILY

MONTHLY PAGE VIEWS

1.2BN
40M DAILY

MONTHLY VISITS

99M
3.3M DAILY

VALUE TO BRANDS



MAIN SHOPPERS

81%

are main shoppers
(vs GB 75%)



KEY LIFE DECISIONS

40%

will experience a key life event or financial plan in the next 6 months (vs GB 36%)



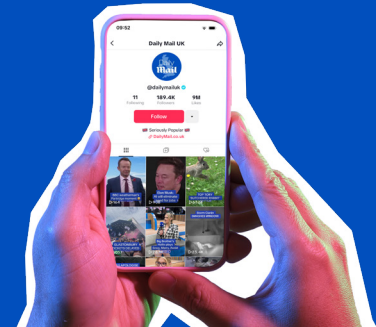
HIGH ENGAGEMENT

40

average page views per day per user

MailOnline DAILY MAIL SOCIAL CHANNELS

Following huge investment in social and video content, the Mail is now the biggest global newsbrand on TikTok and Snap and has expanded its social reach to 62% (+6.3M) of the UK population!



SOCIALS

TIKTOK

14M+

followers

#1 newsbrand on TikTok

28 

AVERAGE AGE

33%  **67%** 
MALE FEMALE

SNAP

14.3M

followers

#1 newsbrand on Snap

25 

AVERAGE AGE

35%  **65%** 
MALE FEMALE

YOUTUBE

3.5M

subscribers

34m monthly views

39 

AVERAGE AGE

52%  **48%** 
MALE FEMALE

INSTAGRAM

1.6M

followers

2.4m monthly reach

33 

AVERAGE AGE

43%  **57%** 
MALE FEMALE

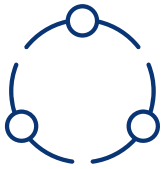
METRO

Recently relaunched as a 360-degree newsbrand, Metro reaches its young, diverse audience wherever they want to be found. Across the newspaper, website, socials, emails, and WhatsApp, Metro reaches five million Brits a day! And its commute-stopping paper is the highest-circulating weekday title in the UK.

**DID YOU KNOW?
METRO REACHES
MORE 18-44 ADULTS
THAN ANY OTHER
NEWSPAPER**



REACH



1M
CIRCULATION



2.5M
DAILY READERSHIP
REACHES 5M ACROSS
ALL PLATFORMS

AUDIENCE



53%
MALE



46%
FEMALE

1%
NON-BINARY



48
AVERAGE
AGE



61%
ABC1



39%
C2DE



2.2X
MORE LIKELY TO
BE AN ETHNIC
MINORITY

MOTIVATION



TRUSTED
4 IN 5

say Metro is a trusted source
of information



ENTERTAINING
82%

say it entertains them on their
commute



PLANNING
64%

use their commute to plan
for upcoming events

VALUE TO BRANDS



COMMANDING ATTENTION

5.2X

more attention spent on
premium print formats



ECO-CONCIOUS

46%

more likely to be classified
as eco-leaders



BIG SPENDERS

3 IN 5

spend more money on
days they commute

5M
DAILY REACH

#1
CIRCULATED
WEEKDAY TITLE

29M
MONTHLY GLOBAL
UNIQUE VIEWS



REACH

MONTHLY UNIQUE VISITORS
14.3M
1.9M DAILY

MONTHLY PAGE VIEWS
48M
1.6M DAILY

TOTAL TIME SPENT MONTHLY
83M
MINUTES

SOCIAL FOLLOWERS
4.8M+

AUDIENCE


45%
MALE



55%
FEMALE


45
AVERAGE AGE


66%
ABC1


34%
C2DE



41%
18-44


78%
MORE LIKELY TO BE AN ETHNIC MINORITY

MOTIVATION


TRUSTED
3 IN 4
say Metro.co.uk is trustworthy


ENTERTAINING
2 IN 3
say it is an important source of entertainment


HELPFUL
65%
say it helps me make up my mind on key issues

VALUE TO BRANDS


ECO LEADERS
30%
more likely to be classified as eco-leaders


IMPULSE SHOPPERS
48%
more likely to be impulse shoppers


CONVENIENCE KINGS
30%
more likely to use food delivery services

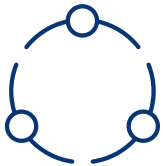


The UK's youngest national print title, i has already won Newspaper of the Year four times. Its readers trust i for quality, impartial journalism and editorially-led features on Business, Arts, Travel, and Health. Its website, inews.co.uk, is repeatedly voted among the most trusted newsbrands, offering the perfect brand-safe environment for advertisers in any sector.

**DID YOU KNOW?
i IS THE #1 NEWSBRAND
THAT READERS SAY
'OFFERS ME SOMETHING I
CAN'T GET ELSEWHERE'**



REACH



126K
CIRCULATION



354K
DAILY
READERSHIP
WEEKDAY



478K
DAILY
READERSHIP
WEEKEND

AUDIENCE



55%
MALE



44%
FEMALE

1%
NON-BINARY



57
AVERAGE
AGE



77%
OUTSIDE
LONDON



64 MINS
TIME SPENT
READING



82%
HOMEOWNERS

MOTIVATION



TRUSTED AND HONEST

85%

trust i newspaper to report the news honestly



LEARNING SOMETHING NEW

82%

read i newspaper to learn something new



UP TO DATE

90%

read i to keep up to date with the news

VALUE TO BRANDS



WEALTHY

£51,000

average value of savings and investments (+£20k more than GB average)



KEEN TRAVELLERS

45%

more likely to have spent +£2,500 or more on a holiday



ECO-CONCIOUS

42%

more likely to belong to eco-leaders segments

8M

MONTHLY REACH

2024

NEWSPAPER OF THE YEAR

TRUSTED

POLITICALLY NEUTRAL AND BRAND-SAFE

DIGITAL



REACH

MONTHLY UNIQUE VISITORS

7.1M

994K DAILY

MONTHLY PAGE VIEWS

61M

2M DAILY

MONTHLY VISITS

31.3M

1M DAILY

TOTAL TIME SPENT MONTHLY

52M

MINUTES

AUDIENCE



48% MALE



52% FEMALE



49 AVERAGE AGE



66% ABC1



66% HOMEOWNERS



87% OUTSIDE LONDON

MOTIVATION



SOCIAL CAPITAL

75%

read i to give them something to talk about



ENTERTAIN

70%

read i be entertained



INSPIRATIONAL

1 IN 3

agree i draws their attention to brands they haven't previously considered

VALUE TO BRANDS



IN THE MARKET

29%

more likely to be in market for new car



PREMIUM

61%

more likely go for premium rather than standard goods



CULTURE VULTURES

70%

more likely to be interested in the arts

This is MONEY

This Is Money is the number one online destination for financial information, top-quality editorials, and advice. It covers all things finance from investments and savings to holidays and pensions, plus its twice-weekly video show, Lunch Money, has already proved a big hit online. It's a must-use environment for finance brands.



REACH

MONTHLY UNIQUE VISITORS
3.5M
398K DAILY

MONTHLY PAGE VIEWS
65.6M
2.1M DAILY

MONTHLY VISITS
18.3M
610K DAILY

AUDIENCE


60%
MALE


40%
FEMALE


51
AVERAGE AGE


71%
ABC1


39%
35-54

MOTIVATION


INDEPENDENT

Non-partisan site and a trusted and independent source of advice


HELPFUL

Content dedicated to helping readers live a richer life


VARIED

From investing, to pensions, and mortgages. This Is Money has it covered!

VALUE TO BRANDS


KEY LIFE STAGE
3 IN 4

are looking to switch, invest or take out a new financial product in the next 12 months


HIGH VALUE
30%

more likely to have £100k in savings and investments


FINANCIAL DECISION MAKER
85%

are the financial decision makers in their households

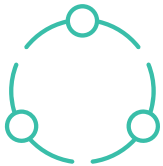
weekend

Weekend magazine is the UK's most-read newspaper supplement. Its 2.16 million weekly readers help drive Daily Mail's massive Saturday sales with attention-grabbing covers featuring beloved stars. Weekend focuses on the best of the week's TV and radio, with research showing that readers keep the listings for an entire week.



**DID YOU KNOW?
WEEKEND IS THE
UK'S MOST-READ
SUPPLEMENT**

REACH



1.2M
CIRCULATION



2.16M
WEEKLY
READERSHIP

AUDIENCE



45%
MALE



55%
FEMALE



56
AVERAGE
AGE



30 MINS
TIME SPENT
READING



64%
ABC1



81%
HOMEOWNERS

MOTIVATION



FIRST CHOICE

8 IN 10

agree Weekend is their first choice TV listings magazine



ENTERTAINING

6 IN 10

find Weekend magazine entertaining



INSPIRATIONAL

1 IN 4

have researched or bought a product they have seen advertised in Weekend recently

VALUE TO BRANDS



TV ADDICTS

60%

more likely to watch 40+ hours of TV a week



FOOD LOVERS

3 IN 4

get a great deal of pleasure from food



HOME IMPROVERS

£1BN

spent on home improvements in the last year

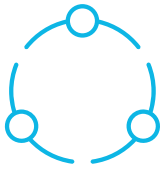
YOU

YOU magazine is the best-read Sunday supplement in the UK with two million fashion and shopping-loving readers each month. While it constantly evolves to remain fresh and relevant, one thing remains consistent: its mix of fashion, beauty, food, interiors, wellness, travel, columnists and features is the industry's gold standard.



**DID YOU KNOW?
YOU MAGAZINE HAS
MORE READERS THAN ANY
SUNDAY SUPPLEMENT OR
WOMEN'S WEEKLY**

REACH



748K
ABC CIRCULATION



1.28M
WEEKLY READERSHIP

AUDIENCE



38%
MALE



62%
FEMALE



62
AVERAGE AGE



33 MINS
TIME SPENT READING



61%
ABC1



26%
AB

MOTIVATION



ENTERTAINING

8 IN 10

agree YOU magazine entertains them



ADVICE

7 IN 10

say YOU offers reliable advice on topics relevant to them



INSPIRATIONAL

6 IN 10

agree YOU provides them inspiration and ideas

VALUE TO BRANDS



QUALITY SEEKERS

2 IN 3

only use good quality toiletries



SHOPAHOLICS

1 IN 2

really enjoy shopping for clothes



FOODIES

7 IN 10

like to try out new food products

NewScientist

New Scientist's cross-platform brand reaches a professional, influential, and educated audience with some serious spending power. Across its magazine, website, podcasts, emails, and socials, it garners incredible levels of trust from readers with its pin-point accuracy and impartiality.



127K

CIRCULATION



181K

WEEKLY READERSHIP

REACH

187K

WEEKLY DIGITAL READERSHIP

MONTHLY ARTICLE VIEWS

8.9M

297K DAILY

8M+

SOCIAL FOLLOWERS

AUDIENCE



74%
MALE



26%
FEMALE



39
AVERAGE AGE



73%
ABC1



46%
AB



1HR 9M
TIME SPENT READING



3MINS
AVE DIGITAL SESSION

MOTIVATION



TRUSTED

#1

New Scientist is the world's most popular weekly science and technology magazine



EDUCATIONAL

New Scientist covers everything from AI to climate change and health to quantum physics



CAREER ORIENTATED

480K

registered users to New Scientist Jobs

VALUE TO BRANDS



HIGH VALUE

£71,000

average income of respondents



WELL EDUCATED

68%

educated to a degree level or higher



ECO-CONCIOUS

2.4X

more likely to be an eco-leader

The Daily Telegraph

With a strong sense of authority and credibility that's been cultivated over its 160-year history, The Daily Telegraph sets the agenda for its affluent and engaged print audience of two million readers. And with the average reader boasting savings and investments worth a massive £61,000, brands have the chance to access the demographic's significant spending power.



REACH



621K
WEEKLY READERSHIP



1.27M
DAILY READERSHIP

AUDIENCE

49%
MALE

50%
FEMALE

1%
GENDER NON CONFORMING OR DESCRIBE THEMSELVES IN ANOTHER WAY

53
AVERAGE AGE

53 MINS
TIME SPENT READING

80%
ABC1

43%
AB

MOTIVATION

CLOSE CONNECTION
8 IN 10
say they have a close connection with it

UNIQUE OFFERING
71%
say it offers them something they can't get elsewhere

TRUSTED
7 IN 10
say they trust what they read in it

VALUE TO BRANDS

HIGH VALUE
£47,000
average value of savings and investments (vs GB £32,000)

WELL TRAVELLED
1.6X
more likely to have taken a long haul holiday in the last year

IN-MARKET
1.5X
more likely to be in market for a new car in the next 12 months

The Sunday Telegraph

With its famous Business and Money sections, The Sunday Telegraph attracts huge numbers of home-buyers who trust it to tell them when, where, and whether or not they should purchase their next property or make their next investment.



REACH



686K
WEEKLY READERSHIP



1.12M
MONTHLY READERSHIP

AUDIENCE



52%
MALE



47%
FEMALE

1%
GENDER NON
CONFORMING OR
DESCRIBE THEMSELVES
IN ANOTHER WAY



54
AVERAGE
AGE



59 MINS
TIME SPENT
READING



79%
ABC1



44%
AB

MOTIVATION



TIME WELL SPENT

95%

say reading it is time well spent



UNIQUE OFFERING

7 IN 10

say it offers them something they can't get elsewhere



TRUSTED

73%

say they trust what they read in it

VALUE TO BRANDS



PREMIUM

1.8X

more likely to opt for premium good and services



WELL TRAVELLED

1.7X

more likely to have taken a long haul holiday in the last year



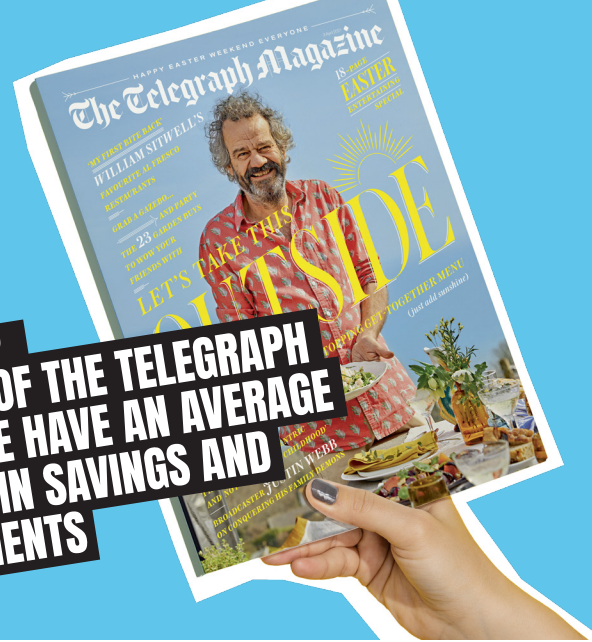
CULTURED

1.6X

more likely to have visited a theatre / museum / art gallery in last year

The Telegraph Magazine

Combining new ideas with must-read features and the biggest stars from both the UK and Hollywood, The Telegraph Magazine presents a premium take on everything from high fashion to high culture. It's the perfect place for high-end brands to reach consumers with capital to spend and an interest in doing so.



**DID YOU KNOW?
READERS OF THE TELEGRAPH
MAGAZINE HAVE AN AVERAGE
OF £53K IN SAVINGS AND
INVESTMENTS**

REACH



702K
WEEKLY READERSHIP



1.1M
MONTHLY READERSHIP

AUDIENCE



46%
MALE



54%
FEMALE



57
AVERAGE
AGE



80%
ABC1



40%
AB

MOTIVATION



CLOSE CONNECTION

8 IN 10

say they have a close connection with it



UNIQUE OFFERING

71%

say it offers them something they can't get elsewhere



TRUSTED

7 IN 10

say they trust what they read in it

VALUE TO BRANDS



DESIGNER

2.2X

more likely to likely to have bought designer cloths



FOODIES

8 IN 10

get a lot of pleasure from food



WELL TRAVELLED

1.9X

more likely to have taken a long haul holiday in the last year

OUR INSIGHT

· D · R · E · A · M ·

Make our newsbrands work for you with D.R.E.A.M, our innovative commercial insight and data offering that helps drive the outcomes YOU want!

Run by our award-winning Insight & Data team, D.R.E.A.M leads the way that we respond to briefs - and empowers you with insights you simply cannot get from other publishers...



Tap into our universe of connections, target hyper-specific audiences, and optimise live campaigns with our award-winning proprietary identity solution: dmgiD



Explore our award-winning, industry leading audience, category, and event research to better inform your campaign planning to suit your desired outcomes



Access our best-in-class case studies on campaigns and data-targeting and glean insights from metadata from over 500 of our campaigns



Target the right audience every time by refining based on title, platform, generation, demographic, and more



Identify which of our seriously popular print, digital, video, audio, and social platforms are the best fit for your brands



To find out more visit
mailmetromedia.co.uk/data-and-insight



Mail METRO MEDIA

