

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