

METRO.co.uk LIFESTYLE

Metro.co.uk takes on issues not often talked about in mainstream publications to give people a voice and change the perception of them. It is willing to take risks and provoke conversation about the most difficult subjects – but also finds time to write stories about food, sex and travel that are shared hundreds of thousands of times.



COST: £18,000 one week takeover | £3,000 single day takeover

WEEKLY UNIQUE VISITORS

484K
106K Daily

WEEKLY PAGE VIEWS

1 MILLION
164K Daily

MALE

36%



FEMALE

64%



ABC1

77%



LIFESTYLE

i225
Get Married

15-24

10%

i64

25-34

33%

i190

35-44

22%

i138

45-54

17%

i98

55+


18%

i52

TOP THEMES

Life Stories 
Property Advice/Inspo
Dating & Relationships

TOP DAY(S)

Sunday 
Monday
Saturday

TOP INDEXING AUDIENCE+ SEGMENTS

Home Interiors
Gardening
Environmentally Conscious

+58%



more likely to keep up with latest fashion

+16%



more likely than the average adult to be influenced by celebrities in purchase decisions

+33%



more likely to look out for holidays/ short breaks inspiration