

METRO.co.uk SPORT

This newly rejuvenated channel is the home of all sport - from football, UFC and boxing, to golf, athletics, tennis and much more. It attracts over 5million people a month, who read more pages per visit than any other channel.



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

WEEKLY UNIQUE VISITORS

974K
213K Daily

WEEKLY PAGE VIEWS

2.2 MILLION
326K Daily

MALE

73%



FEMALE

27%



ABC1

70%



LIFESTYLE

i228

Spend £1,000 or more on home improvement/furnishings

15-24

8%

i56

25-34

24%

i136

35-44

23%

i143

45-54

17%

i99

55+


28%

i82

TOP THEMES

Football Players/Managers
Football transfer rumours
England Football Team

TOP DAY(S)

Sunday 
Tuesday
Thursday

TOP INDEXING AUDIENCE+ SEGMENTS

Gaming
Gambling
Travel

+79%



more likely than the average UK adult to bet online

1 in 2



look for profitable ways to invest their money

+36%



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