

Metro.co.uk harnesses the power of the social web and a young audience while still having the journalistic rigour of a legacy newspaper brand. Edited by Deborah Arthurs, it is a site with heart and soul that often takes risks with its content and campaigns about issues it cares about.



DID YOU KNOW?
 OVER 1 IN 4 READERS BELONG TO DIVERSE COMMUNITIES

WHAT?

MONTHLY UNIQUE VISITORS
17.4M
 1.4M Daily

MONTHLY PAGE VIEWS
78.3M
 2.5M Daily

MONTHLY VISITS
54.9M
 1.8M Daily

WHERE?

% OF TRAFFIC BY DEVICE



(Browser & App)



(Browser & App)

WHO?

GENDER



43
 AVERAGE AGE



68%
 ABC1



49%
 18-44
 YEAR OLDS

WHY?

HEALTH CONSCIOUS

+11%
 more likely to be herbal tea drinkers

STREAMERS

3 IN 5
 have an Amazon Prime or Netflix subscription

TECH LOVERS

+14%
 more likely to intend on purchasing a mobile