

# METRO.co.uk ENTERTAINMENT

Metro.co.uk has industry-leading soap coverage with unrivaled access to the biggest stars of the best shows. Metro.co.uk will only cover a celebrity story if there is a good reason and do not body shame. The entertainment channel's readers are some of the most loyal on the site, coming back time and time again for an honest, unique take on the stories that matter to them.



**COST: £30,000 one week takeover | £5,000 single day takeover**

## WEEKLY UNIQUE VISITORS

**1.1 MILLION**  
229K Daily

## WEEKLY PAGE VIEWS

**2.6 MILLION**  
374K Daily

### MALE

**42%**



### FEMALE

**58%**



### ABC1

**68%**



### LIFESTYLE

**i203**  
Change Job

### 15-24

**8%**

i55

### 25-34

**29%**

i165

### 35-44

**21%**

i129

### 45-54

**18%**


i104

### 55+


**24%**

i71

## TOP THEMES

Pop Culture   
Reality TV Celebrities  
TV Shows

## TOP DAY(S)

Sunday   
Tuesday  
Monday

## TOP INDEXING AUDIENCE+ SEGMENTS

Gaming  
Living at home  
Foodies

**83%**



say you should seize opportunities in life when they arise

**+31%**



more likely than the average UK adult to watch Netflix or Amazon Prime in the last month

**+27%**



more likely to enjoy watching films in cinema more than on TV