HailOnline

MailOnline is the world's largest English speaking newspaper website with more than 166m unique browsers around the world. Edited by Martin Clarke, it carries hundreds of articles a day across its many channels such as News, Showbiz and Femail. This addictive, engaging content along with a picture-led, easily navigable format across all devices keeps MailOnline's loyal readers coming back again and again.



What?

MONTHLY UNIQUE VISITORS 25M 4.5M Daily

MONTHLY PAGE VIEWS

2.6B
84M Daily

MONTHLY VISITS 312M 10.1M Daily

MONTHLY VIDEO VIEWS 177M 5.7M Daily

Where?

TIME SPENT ON AVERAGE PER VISITOR A MONTH



53 mins % OF TRAFFIC BY DEVICE



MAILONLINE THAN

WEBSITES

OTHER NEWSBRAND

65% (Browser & App)



GENDER

Who?

41% *** 59% ***

41 AVERAGE AGE 66% ABC1% 54% 18-44 YEAR OLDS

Why?

IT'S A DESTINATION
60%
of traffic comes directly to

MailOnline

INVALUABLE AUDIENCES

65% of mums

of mums reached every month of millennials reached every month FOODIES
6/10
like to try out new food recipes