

MailOnline is the world's largest English speaking newspaper website with more than 160m 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.



Did you know?
 THE AVERAGE VISITOR SPENDS X3 LONGER PER MONTH ON MAILONLINE THAN OTHER NEWSBRAND WEBSITES

What?

MONTHLY UNIQUE VISITORS
22.3M
 3.8M Daily

MONTHLY PAGE VIEWS
2.4B
 81M Daily

MONTHLY VISITS
314M
 10.5M Daily

MONTHLY VIDEO VIEWS
159M
 5.3M Daily


Where?


TIME SPENT ON AVERAGE PER VISITOR A MONTH

 **55 mins**

% OF TRAFFIC BY DEVICE

24%


62%

 (Browser & App)


14%

 (Browser & App)

Who?

GENDER

42% 
58% 

45
AVERAGE AGE


68%
ABC1%


53%
18-44
YEAR OLDS

Why?

IT'S A DESTINATION

60%
 of traffic comes directly to MailOnline

INVALUABLE AUDIENCES

65%
 of mums reached every month

52%
 of millennials reached every month

FOODIES

6/10
 like to try out new food products