

MailOnline TV & SHOWBIZ

The ultimate channel for a celebrity gossip fix, this offers ever-changing, up to the minute, picture-rich coverage that ensures readers come back again and again and again.



COST: £45K single day takeover

WEEKLY UNIQUE VISITORS

3.6 MILLION
1.3M Daily

WEEKLY VISITS

27.2 MILLION
3.9M Daily

WEEKLY ARTICLE VIEWS

81.2 MILLION
11.6M Daily

MALE

37%



FEMALE

63%



ABC1

70%



LIFESTAGE

i184
Change Job

15-24

7%

i49

25-34

15%

i91

35-44

21%

i137

45-54

22%

i132

55+

35%

i94

TOP THEMES

Pop Culture
UK Celebrities
British TV contest shows

TOP DAY(S)

Monday 
Sunday

TOP INDEXING AUDIENCE+ SEGMENTS

Fashion Lovers
TV/Reality Star Obsessed
Health/Fitness

Over
2 in 5 
really enjoy
shopping for clothes

+24% 
more likely to visit
the cinema at
least once a month

Over
2 in 5 
are trying to
lose weight