

# MailOnline HOMEPAGE

If it's breaking news you're after, MailOnline's news channel is the only place to go. Constantly updating, it offers extensive and intelligent coverage of everything from global politics to crime and human interest.



**COST: £70K single day takeover**

## WEEKLY UNIQUE VISITORS

**2.2 MILLION**  
869K Daily

## WEEKLY VISITS

**61.4 MILLION**  
8.8M Daily

## WEEKLY ARTICLE VIEWS

**131 MILLION**  
18.8M Daily

## MALE

**43%**



## FEMALE

**57%**



## ABC1

**69%**



## LIFESTAGE

**i171**

Spend £1,000 or more on home improvement/furnishings

## 15-24

**6%**

i42

## 25-34

**14%**

i88

## 35-44

**19%**

i125

## 45-54

**22%**

i135

## 55+

**38%**

i102

## TOP THEMES

Property Intent  
Life Stories  
Cooking

## TOP DAY(S)

Monday   
Tuesday  
Wednesday

## TOP INDEXING AUDIENCE+ SEGMENTS

Music Stars Obsessed  
Travel  
Shopper

**+29%** 

more likely to spend  
£50+ on a mobile  
phone per month

Over  
**2 in 3** 

have used a video  
demand service in the  
last month

**+23%** 

more likely to have  
been on holiday in  
the UK in the last  
12 months