

MailOnline SPORT

This award-winning channel is the perfect place to target MailOnline's sports-mad users. With extensive coverage of everything from football, boxing and tennis to rugby, horse-racing, athletics and cricket, it also offers sharp analysis and comment from the best sports writers and live league tables.



COST: £18K single day takeover

WEEKLY UNIQUE VISITORS

1.2 MILLION
363K Daily

WEEKLY VISITS

9.6 MILLION
1.4M Daily

WEEKLY ARTICLE VIEWS

17.2 MILLION
2.5M Daily

MALE

59%



FEMALE

41%



ABC1

74%



LIFESTAGE

i199

Buy a new car

15-24

10%

i69

25-34

17%

i105

35-44

21%

i138

45-54

20%

i121

55+

32%

i85

TOP THEMES

Football
Boxing
Auto-Racing

TOP DAY(S)

Sunday 
Wednesday
Monday

TOP INDEXING AUDIENCE+ SEGMENTS

Boxing
Gambling
Foodies

+62% 

more likely
to bet online within
the last month

£31M 

males total spend on
men's fashion

+21% 

more likely to pay
more for good
quality beer