

MailOnline TRAVEL

A must-read destination for frequent travellers, families looking for good deals and the desk-bound dreaming of their next break, our travel channel informs and inspires in equal measure. Crammed with award-winning photography, fascinating interviews, hilarious videos and advice and insight, it's a must-read for anyone with wanderlust.



COST: £10K one week takeover

WEEKLY UNIQUE VISITORS

223K
43K Daily

WEEKLY VISITS

311K
44K Daily

WEEKLY ARTICLE VIEWS

457K
65K Daily

MALE

42%



FEMALE

58%



ABC1

85%



LIFESTAGE

i301

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

15-24

2%

i12

25-34

18%

i109

35-44

23%

i148

45-54

19%

i114

55+

39%

i103

TOP THEMES

Travel Photography
Dining Out Inspo
Holiday Deals

TOP DAY(S)

Sunday 
Tuesday
Saturday

TOP INDEXING AUDIENCE+ SEGMENTS

Long Haul Travel
Property Intent
Home Improvement

+98%



more likely to most enjoy discovering the country on holiday

Spend

+28%



more on a holiday or short break than the average UK adult

+83%



more likely to take short breaks within the UK