

# MailOnline HEALTH

Health matters to all of us, and our hugely popular Health channel is known for breaking the latest medical research. Our expert writers produce engaging, real-life stories about everything from those who suffer from rare conditions to those who staged astonishing recoveries, as well as a wide variety of cures, causes and tips to help you enjoy a long and healthy life.



**COST: £4.5K single day takeover**

## WEEKLY UNIQUE VISITORS

**747K**  
170K Daily

## WEEKLY VISITS

**958K**  
138K Daily

## WEEKLY ARTICLE VIEWS

**1.3 MILLION**  
183K Daily

## MALE

**30%**



## FEMALE

**70%**



## ABC1

**78%**



## LIFESTAGE

**i239**

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

## 15-24

**5%**

i34

## 25-34

**15%**

i90

## 35-44

**28%**

i180

## 45-54

**24%**

i145

## 55+

**29%**

i76

## TOP THEMES

Health Tips  
Mental Health  
COVID-19

## TOP DAY(S)

Tuesday   
Sunday

## TOP INDEXING AUDIENCE+ SEGMENTS

Environmentally Conscious  
Foodies  
Fashion Lovers

**+34%** 

more likely to consume one or more vitamins & supplements a day

**3 in 5** 

are prepared to make lifestyle compromises to benefit the environment

**+31%** 

more likely to prefer eating vegetarian food