

# MailOnline FEMAIL

From fashion to food, beauty to babies, the Femail channel has everything its affluent and engaged audience need to enjoy an informative, entertaining read - plus the Femail Fashion Finder, helping readers buy whatever their favourite celebrities are wearing.



**COST: £20K single day takeover**

## WEEKLY UNIQUE VISITORS

**2.0 MILLION**  
584K Daily

## WEEKLY VISITS

**7.9 MILLION**  
1.1M Daily

## WEEKLY ARTICLE VIEWS

**12.0 MILLION**  
1.7M Daily

## MALE

**33%**



## FEMALE

**67%**



## ABC1

**73%**



## LIFESTAGE

**i195**

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

## 15-24

**7%**

i48

## 25-34

**16%**

i97

## 35-44

**20%**

i131

## 45-54

**21%**

i125

## 55+


**37%**

i98

## TOP THEMES

Royal Family  
Life Stories  
Food

## TOP DAY(S)

Wednesday   
Thursday  
Tuesday

## TOP INDEXING AUDIENCE+ SEGMENTS

Food & Cooking  
Fashion Lovers  
Health

Over

**2 in 3** 

agree shopping  
online makes  
their life easier

**£74M** 

females total  
spend on women's  
fashion

**2 in 3** 

like to try  
new recipes