

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

8.5 MILLION
1.2M Daily

WEEKLY ARTICLE VIEWS

12.8 MILLION
1.8M 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
Celebrity News
Pop Culture

TOP DAY(S)

Tuesday 
Wednesday
Thursday

TOP INDEXING AUDIENCE+ SEGMENTS

Home Improvement
Food & Cooking
Health & Fitness

Over

2 in 3 

agree shopping
online makes
their life easier

£82M 

females total
spend on women's
fashion

2 in 3 

like to try
new recipes