

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

836K
122K Daily

WEEKLY ARTICLE VIEWS

1.1 MILLION
167K 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
Thursday

TOP INDEXING AUDIENCE+ SEGMENTS

Environmentally Conscious
Foodies
Health & Fitness

CONSUME

+16% 

more vitamins & supplements per month than the average UK adult

1 in 2 

are prepared to make lifestyle compromises to benefit the environment

+24% 

more likely to be a member of a gym or health club