

MailOnline HOMEPAGE

If it's breaking news you're after, MailOnline's news channel is the only place to go. Constantly updating, it offers extensive and intelligent coverage of everything from global politics to crime and human interest.



COST: £70K single day takeover

WEEKLY UNIQUE VISITORS

2.2 MILLION
869K Daily

WEEKLY VISITS

75.8 MILLION
10.8M Daily

WEEKLY ARTICLE VIEWS

173.9 MILLION
24.8M Daily

MALE

43%



FEMALE

57%



ABC1

69%



LIFESTAGE

i171

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

15-24

6%

i42

25-34

14%

i88

35-44

19%

i125

45-54

22%

i135

55+

38%

i102

TOP THEMES

Royal Family
Pop Culture
Lockdown Updates

TOP DAY(S)

Monday 
Tuesday
Wednesday

TOP INDEXING AUDIENCE+ SEGMENTS

Foodies
Home Improvement
Celebrity Obsessed

£84 

average spend on groceries

+16% 

more likely to be intending to purchase smart tech products

Over **2 in 3** 

have a paid for TV subscription