

# MailOnline TV & SHOWBIZ

The ultimate channel for a celebrity gossip fix, this offers ever-changing, up to the minute, picture-rich coverage that ensures readers come back again and again and again.



**COST: £45K single day takeover**

## WEEKLY UNIQUE VISITORS

**3.6 MILLION**  
1.3M Daily

## WEEKLY VISITS

**25.0 MILLION**  
3.6M Daily

## WEEKLY ARTICLE VIEWS

**77.2 MILLION**  
11.1M Daily

## MALE

**37%**



## FEMALE

**63%**



## ABC1

**70%**



## LIFESTAGE

**i184**  
Change Job

## 15-24

**7%**

i49

## 25-34

**15%**

i91

## 35-44

**21%**

i137

## 45-54

**22%**

i132

## 55+

**35%**

i94

## TOP THEMES

Royal Family  
Celebrity News  
TV Shows

## TOP DAY(S)

Tuesday   
Monday  
Sunday

## TOP INDEXING AUDIENCE+ SEGMENTS

Home Improvement  
TV/Reality Star Obsessed  
Fashion Lovers

Over  
**2 in 5**   
really enjoy  
shopping for clothes

**3 in 4**   
are subscribed to a  
streaming service

Over  
**2 in 5**   
are trying to  
lose weight