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.

**MailOnline FEMAIL**

**WEEKLY UNIQUE VISITORS**
- 2.4 MILLION
- 470K Daily

**WEEKLY PAGE VIEWS**
- 6.5 MILLION
- 880K Daily

**MALE**
- 42%

**FEMALE**
- 58%

**ABC1**
- 73%

**LIFESTAGE**
- i195
  - Spend £1,000 or more on home improvement/furnishings

**15-24**
- 8%
- i52

**25-34**
- 20%
- i107

**35-44**
- 23%
- i134

**45-54**
- 20%
- i114

**55+**
- 28%
- i94

**TOP THEMES**
- Royal Family
- Celebrity News
- Fashion

**TOP DAY(S)**
- Monday 🌟
- Thursday
- Wednesday

**TOP INDEXING AUDIENCE+ SEGMENTS**
- Celebrity Obsessed
- Fashion Lovers
- Tech Savvy

**+32%**
- more likely to have a credit card

**Over 2 in 3**
- agree shopping online makes their life easier

**Over 2 in 3**
- like to try new recipes

Source: PAMCo 2020 Q1, IPSOS IRIS July 2021, TGI August 2021, Omniture May 2021- August 2021, Permutive August 2021