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**
- **353K**
- **61K Daily**

**Weekly Page Views**
- **783K**
- **103K Daily**

**Male**
- 46%

**Female**
- 54%

**ABC1**
- 78%

**Lifestage**
- i239
- Spend £1,000 or more on home improvement/furnishings

**15-24**
- 9%
- i53

**25-34**
- 13%
- i72

**35-44**
- 21%
- i121

**45-54**
- 18%
- i99

**55+**
- 40%
- i132

**Top Themes**
- Sleeping Tips
- Healthy Lifestyle Tips
- COVID-19/Vaccine Info

**Top Day(s)**
- Tuesday
- Sunday
- Thursday

**Top Indexing Audience + Segments**
- Environmentally Conscious
- Foodies
- Health & Fitness

+15% more likely to consume vitamins/supplements then the average adult

+40% more likely to make lifestyle compromises to benefit the environment

+42% more likely to be a member of a gym or health club

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