

# MailOnline TRAVEL

A must-read destination for frequent travellers, families looking for good deals and the desk-bound dreaming of their next break, our travel channel informs and inspires in equal measure. Crammed with award-winning photography, fascinating interviews, hilarious videos and advice and insight, it's a must-read for anyone with wanderlust.



**COST: £15K one week takeover**

## WEEKLY UNIQUE VISITORS

**73K**  
10K Daily

## WEEKLY PAGE VIEWS

**121K**  
17K Daily

## MALE

**44%**



## FEMALE

**56%**



## ABC1

**85%**



## LIFESTAGE

**i301**

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

## 15-24

**2%**

i12

## 25-34

**18%**

i109

## 35-44

**23%**

i148

## 45-54

**19%**

i114

## 55+

**39%**

i103

## TOP THEMES

Short Haul Holidays  
UK Holidays  
COVID-19 Travel Tips

## TOP DAY(S)

Thursday   
Sunday  
Monday

## TOP INDEXING AUDIENCE+ SEGMENTS

Short Haul Travel  
Food & Cooking  
Arts & Culture

**+33%**



more likely to most enjoy discovering the country on holiday

Over

**1 in 2**



planning to travel in the UK, Europe or rest of world in the next 12 months

**+84%**



more likely to take short breaks within the UK