MailOnline is the world’s largest English language newspaper website with more than 252m unique browsers around the world. Edited by Danny Groom, it publishes hundreds of articles a day across its many channels such as News, Showbiz and Femail. This addictive, engaging content along with a picture-led, easily navigable format across all devices keeps MailOnline’s loyal and engaged readers coming back again and again.

**WHAT?**

- **MONTHLY UNIQUE VISITORS**: 24M
- **4.5M Daily**
- **MONTHLY PAGE VIEWS**: 2BN
- **64.6M Daily**
- **MONTHLY VISITS**: 391M
- **12.6M Daily**

**WHERE?**

- **TIME SPENT ON AVERAGE PER VISITOR A MONTH**: 76 MINS
- **% OF TRAFFIC BY DEVICE**
  - (Browser & App) 20%
  - (Browser & App) 73%
  - (Browser & App) 7%

**WHO?**

- **GENDER**
  - 44% 🧕
  - 56% 💃
- **AVERAGE AGE**
  - 43
- **ABC1**
  - 68%
- **18-44 YEAR OLDS**
  - 49%

**WHY?**

- **IT’S A DESTINATION**
  - 60% of traffic comes directly to MailOnline
- **INVALUABLE AUDIENCES**
  - 50% of mums reached every month
  - 49% of 18-44s reached every month
- **FOODIES**
  - 49%
  - accounting for 55p in every £1 spent on groceries per week

**DID YOU KNOW?**

THE AVERAGE VISITOR SPENDS X1.9 LONGER PER MONTH ON MAILONLINE THAN OTHER NEWSBRAND WEBSITES

Source: PAMCo Bridge 2022 Q1, TGI March 2022, IPSOS Ins March 2022, Google Analytics March 2022