

Revolutionising online news, Daily Mail is the biggest and most engaged English-language newspaper website on the planet, boasting more than 22 million unique browsers every month. Daily Mail posts nearly 2,000 articles a day across categories from News and Showbiz to Sport and Femail. Its addictive, engaging content keeps loyal, attentive readers coming back again and again.



REACH

MONTHLY UNIQUE VISITORS

22.3M

4.4M DAILY

MONTHLY PAGE VIEWS

1.9BN

63.3M DAILY

MONTHLY VISITS

311M

10.4M DAILY

COMING DIRECT

#1

WEBSITE FOR DIRECT TRAFFIC

AUDIENCE



45%
MALE



55%
FEMALE



47
AVERAGE AGE



70 MINS
AVERAGE TIME SPENT PER VISITOR



65%
ABC1



42%
18-44

MOTIVATION



STAY INFORMED

9 IN 10

read Daily Mail to stay up-to-date



LEARN SOMETHING NEW

7 IN 10

read it to learn something new



INSPIRATIONAL

6 IN 10

read it for something to talk about with their friends

VALUE TO BRANDS



MAIN SHOPPERS

83%

are main shoppers (vs GB 75%)



PARENTS

1 IN 2

of all GB parents reached monthly



KEY LIFE DECISIONS

43%

will experience a key life event or financial plan in the next 6 months (vs UK average 36%)

Daily Mail APP

An attention-capturing powerhouse, the Daily Mail app wears the prestigious crown of the most engaged news platform in the UK! More than a million unique visitors come to the app every single day, visiting over three times a day on average! Now that's loyalty.



APP REACH

MONTHLY UNIQUE VISITORS

1.8M
1M DAILY

MONTHLY PAGE VIEWS

1.2BN
40M DAILY

MONTHLY VISITS

99M
3.3M DAILY

VALUE TO BRANDS



MAIN SHOPPERS

81%

are main shoppers
(vs GB 75%)



KEY LIFE DECISIONS

40%

will experience a key life
event or financial plan in the
next 6 months (vs GB 36%)



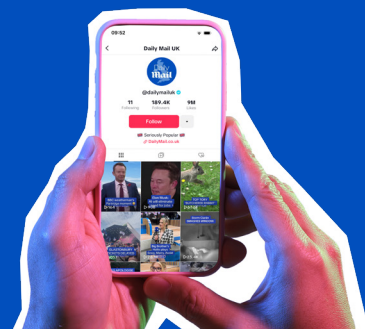
HIGH ENGAGEMENT

40

average page views per
day per user

Daily Mail SOCIAL CHANNELS

Following huge investment in social and video content, Daily Mail is now the biggest global newsbrand on TikTok and Snap and has expanded its social reach to 62% (+6.3M) of the UK population!



SOCIALS

TIKTOK

14M+

followers

#1 newsbrand on
TikTok

28
AVERAGE
AGE

33% **67%**
MALE FEMALE

SNAP

14.3M

followers

#1 newsbrand on
Snap

25
AVERAGE
AGE

35% **65%**
MALE FEMALE

YOUTUBE

3.5M

subscribers

34m monthly views

39
AVERAGE
AGE

52% **48%**
MALE FEMALE

INSTAGRAM

1.6M

followers

2.4m monthly
reach

33
AVERAGE
AGE

43% **57%**
MALE FEMALE