

MailOnline FEMAIL

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.



COST: £20K single day takeover

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