

# MailOnline HEALTH

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 than 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