

# MailOnline HOMEPAGE

If it's breaking news you're after, MailOnline's news channel is the only place to go. Constantly updating, it offers extensive and intelligent coverage of everything from global politics to crime and human interest.



**COST: £70K single day takeover**

## WEEKLY UNIQUE VISITORS

**6.5 MILLION**  
2.2M Daily

## WEEKLY VISITS

**69.4 MILLION**  
9.9M Daily

## WEEKLY PAGE VIEWS

**71.4 MILLION**  
10.2M Daily

## MALE

**53%**



## FEMALE

**47%**



## ABC1

**69%**



## LIFESTAGE

**i171**

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

## 15-24

**10%**

i64

## 25-34

**21%**

i121

## 35-44

**20%**

i124

## 45-54

**20%**

i113

## 55+

**29%**

i87

## TOP THEMES

Royal Family  
Celebrity News  
Life Stories

## TOP DAY(S)

Monday   
Tuesday  
Wednesday

## TOP INDEXING AUDIENCE+ SEGMENTS

Music Stars Obsessed  
Fashion Lovers  
Travel

Over

**1 in 2**



like to have  
technology that  
makes their life  
easier at home

**3 in 5**



enjoy planning  
holidays

Over

**2 in 3**



have a paid for TV  
subscription