

MailOnline SPORT

This award-winning channel is the perfect place to target MailOnline's sports-mad male users. With extensive coverage of everything from football, boxing and tennis to rugby, horse-racing, athletics and cricket, it also offers sharp analysis and comment from the best sports writers and live league tables.



COST: £18K single day takeover

WEEKLY UNIQUE VISITORS

2.7 MILLION
531K Daily

WEEKLY PAGE VIEWS

10.2 MILLION
1.4M Daily

MALE

54%



FEMALE

46%



ABC1

74%



LIFESTAGE

i199

Buy a new car

15-24

10%

i60

25-34

17%

i94

35-44

26%

i152

45-54

23%

i130

55+

24%

i78

TOP THEMES

Sporting events
Football
Boxing

TOP DAY(S)

Monday 
Sunday

TOP INDEXING AUDIENCE+ SEGMENTS

Boxing
Football
Foodies

+37%



more likely
to bet online within
the last month

+15%



more likely to look
for profitable ways to
invest money

+23%



more likely to pay
more for good
quality beer