

# MailOnline TV & SHOWBIZ

The ultimate channel for a celebrity gossip fix, this offers ever-changing, up to the minute, picture-rich coverage that ensures readers come back again and again and again.



**COST: £45K single day takeover**

## WEEKLY UNIQUE VISITORS

**3.3 MILLION**  
787K Daily

## WEEKLY PAGE VIEWS

**18.2 MILLION**  
2.5M Daily

### MALE

**38%**



### FEMALE

**62%**



### ABC1

**70%**



### LIFESTAGE

**i184**  
Change Job

### 15-24

**8%**

i53

### 25-34

**22%**

i120

### 35-44

**24%**

i140

### 45-54

**21%**

i115

### 55+

**25%**

i82

## TOP THEMES

Love Island  
Reality TV Celebrities  
Royal Family

## TOP DAY(S)


Sunday   
Monday

## TOP INDEXING AUDIENCE+ SEGMENTS

Celebrity Obsessed  
Health & Fitness  
Fashion Lovers

Over  
**2 in 5**   
really enjoy  
shopping for clothes

**2 in 3**   
are subscribed to a  
streaming service

**1 in 5**   
have been or intend to  
visit the cinema since  
restrictions lifted