

MailOnline is the world's largest English language newspaper website with more than 252m unique browsers around the world. Edited by Danny Groom, it publishes hundreds of articles a day across its many channels such as News, Showbiz and Femail. This addictive, engaging content along with a picture-led, easily navigable format across all devices keeps MailOnline's loyal and engaged readers coming back again and again.



DID YOU KNOW?

THE AVERAGE VISITOR SPENDS X1.9 LONGER PER MONTH ON MAILONLINE THAN OTHER NEWSBRAND WEBSITES

WHAT?

MONTHLY UNIQUE VISITORS
24M
4.5M Daily

MONTHLY PAGE VIEWS
2BN
64.6M Daily

MONTHLY VISITS
391M
12.6M Daily

WHERE?

TIME SPENT ON AVERAGE PER VISITOR A MONTH

 **76 MINS**

% OF TRAFFIC BY DEVICE

 **20%**

 **73%**

(Browser & App)

 **7%**

(Browser & App)

WHO?

GENDER

44% 
56% 

43
AVERAGE AGE

 **68%**
ABC1

 **49%**
18-44
YEAR OLDS

WHY?

IT'S A DESTINATION
60%

of traffic comes directly to MailOnline

INVALUABLE AUDIENCES
50% **49%**

of mums reached every month

of 18-44s reached every month

FOODIES
55p

accounting for 55p in every £1 spent on groceries per week