

Daily Mail is in touch with the hearts and minds of 'Middle England', reflecting the concerns, hopes and lifestyles of this powerful audience. With Geordie Greig at the helm, it asks tough questions and is an integral force in the British cultural and political landscape. Daily Mail has a proud tradition of editorial integrity and campaigning journalism. It's 'Turn the tide on Plastic campaign' is at the forefront of the fight against plastic waste and its charity campaign 'Mail Force' has fundraised millions in cash and equipment for health and care workers.



DID YOU KNOW?
DAILY MAIL SATURDAY IS THE **#1 SELLING** NEWSPAPER IN THE COUNTRY!

WHAT?



THOUSAND
ABC
CIRCULATION



MILLION
DAILY
READERSHIP

WHERE?



WHO?

GENDER



56
AVERAGE
AGE



MINS
TIME SPENT
READING



62%
ABC1%

WHY?

SPENDING POWER

£1 IN £10

of all weekly expenditure on groceries is spent by Daily Mail weekly readers

ADVENTUROUS

+19%

more likely to have visited a long haul travel destination

WEALTHY

£44,045

average savings and investments of Daily Mail readers (+£16,585 more than the GB average)

MailOnline

MailOnline is the world's largest English speaking newspaper website with more than 252m unique browsers around the world. Edited by Martin Clarke, it carries 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 readers coming back again and again.



DID YOU KNOW?
THE AVERAGE VISITOR SPENDS X2 LONGER PER MONTH ON MAILONLINE THAN OTHER NEWSBRAND WEBSITES

WHAT?

MONTHLY UNIQUE VISITORS

24.9M

4.5M Daily

MONTHLY PAGE VIEWS

1.3B

44M Daily

MONTHLY VISITS

314M

10.4M Daily

MONTHLY VIDEO VIEWS

147M

4.8M Daily

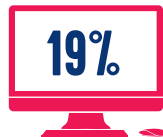
WHERE?

TIME SPENT ON AVERAGE PER VISITOR A MONTH



78 MINS

% OF TRAFFIC BY DEVICE



19%

68%



(Browser & App)



13%

(Browser & App)

WHO?

GENDER

44%



56%



45

AVERAGE AGE



62%

ABC1%



49%

18-44 YEAR OLDS

WHY?

IT'S A DESTINATION

60%

of traffic comes directly to MailOnline

INVALUABLE AUDIENCES

65%

of mums reached every month

55%

of millennials reached every month (23-38)

FOODIES

OVER 3/5

like to try out new food products