

Mail Online HOMEPAGE

20.1M UK
UNIQUE
VISITORS

2.8M DAILY

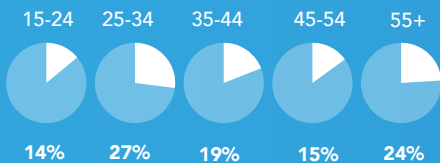
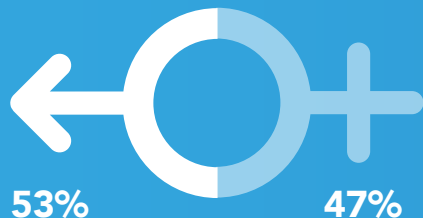
1.3BN
MONTHLY
PAGE VIEWS

44.7M DAILY

199M
MONTHLY
VISITS

6.6M DAILY

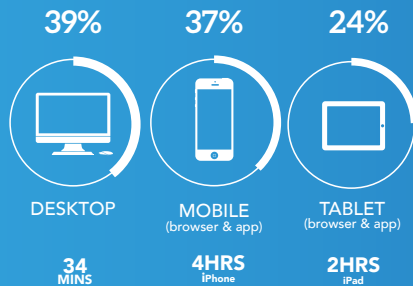
DEMOGRAPHICS



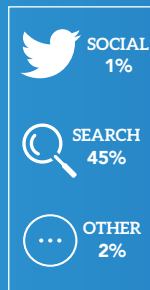
ABC 74%

Source: Discover, September 16, UK, browsers and apps included Comscore, Multiplatform, August 2016, UK *Income stats are PC Only

ENGAGEMENT

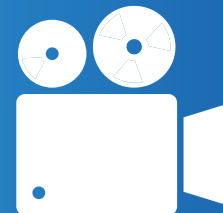


52%
COMES DIRECT
to the homepage



Source: Discover, September 16, UK, browsers only

VIDEO



5.5K
MONTHLY
VIDEO VIEWS

184
DAILY VIDEO
VIEWS

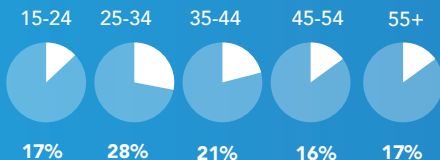
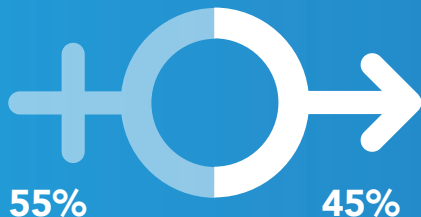
NEWS CHANNEL

31.1M UK
UNIQUE
VISITORS
2.9M DAILY

1.3BN
MONTHLY
PAGE VIEWS
43.8M DAILY

150M
MONTHLY
VISITS
5M DAILY

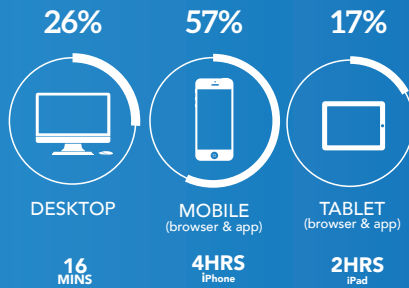
DEMOGRAPHICS



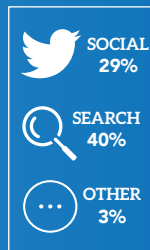
ABC 67%

Source: Discover, September 16, UK, browsers and apps included Comscore, Multiplatform, August 2016, UK *Income stats are PC Only

ENGAGEMENT

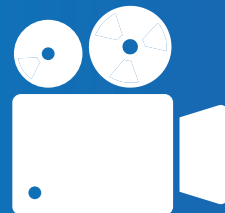


28%
COMES DIRECT
to the News Channel



Source: Discover, September 16, UK, browsers only

VIDEO



20M
MONTHLY
VIDEO VIEWS

665,000
DAILY VIDEO
VIEWS

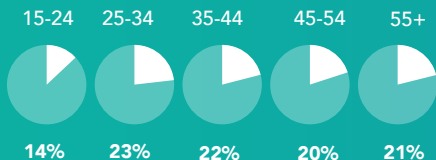
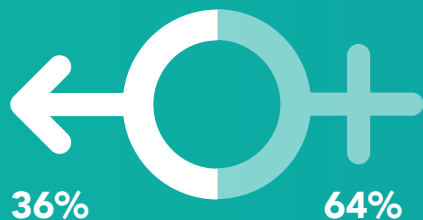
SPORT CHANNEL

7.2M UK
UNIQUE
VISITORS
606K DAILY

147M
MONTHLY
PAGE VIEWS
4.8M DAILY

30.9M
MONTHLY
VISITS
1M DAILY

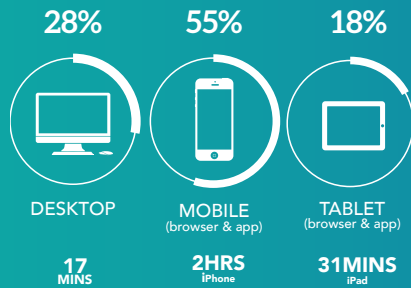
DEMOGRAPHICS



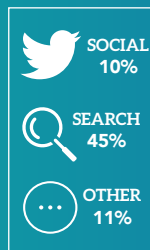
ABC 67%

Source: Discover, September 16, UK, browsers and apps included Comscore, Multiplatform, August 2016, UK *Income stats are PC Only

ENGAGEMENT

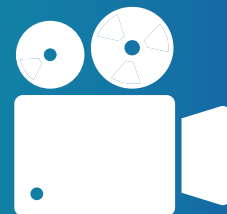


34%
COMES DIRECT
to the Sports Channel



Source: Discover, September 16, UK, browsers only

VIDEO



857K
MONTHLY
VIDEO VIEWS
29,000
DAILY VIDEO
VIEWS

SPORT CHANNEL

LOTAME

FAVOURITE SPORTS



OVER INDEX FOR...

SHORT HAUL TRAVEL LONG HAUL TRAVEL

TV/REALITY STARS MUSIC STARS

OLDER GENERATIONS FAMILY CARS

GAMING AND GAMBLING

TOP MOSAIC SEGMENTS

CITY PROSPERITY
DOMESTIC SUCCESS
URBAN COHESION

SKIMLINKS SHOPPING BEHAVIOUR

CARS, APPLIANCES
ELECTRONICS & GADGETS
MEN'S FASHION
COMPUTERS, FASHION



FAVOURITE FIGURES



FAVOURITE ATHLETES



FOOTBALL AWAY DAYS

FACEBOOK INSIGHTS

OTHER CONTENT



FAVOURITE SHOWS



MATCH OF THE DAY



THE INBETWEENERS



MOCK THE WEEK



PEEP SHOW

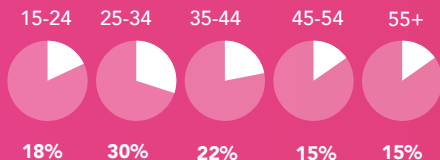
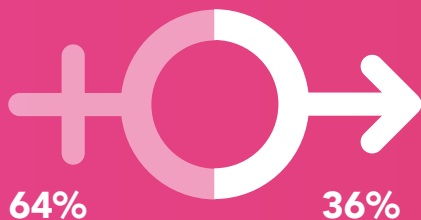
TV SHOWBIZ CHANNEL

20.4M UK
UNIQUE
VISITORS
2M DAILY

1.3BN
MONTHLY
PAGE VIEWS
43.5M DAILY

98.9M
MONTHLY
VISITS
3.3M DAILY

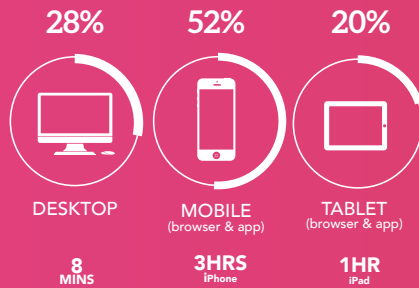
DEMOGRAPHICS



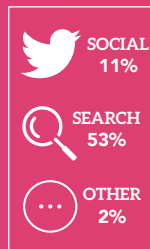
ABC 70%

Source: Discover, September 16, UK, browsers and apps included Comscore, Multiplatform, August 2016, UK *Income stats are PC Only

ENGAGEMENT

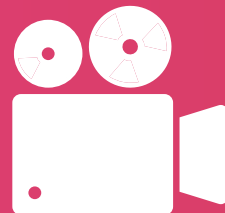


34%
COMES DIRECT
to the TV Channel



Source: Discover, September 16, UK, browsers only

VIDEO



368K
MONTHLY
VIDEO VIEWS
12,000
DAILY VIDEO
VIEWS

FEMAIL CHANNEL

12.5M UK
UNIQUE
VISITORS

906K DAILY

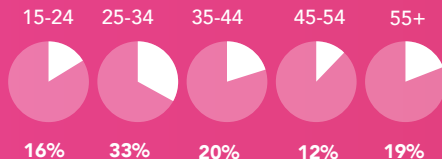
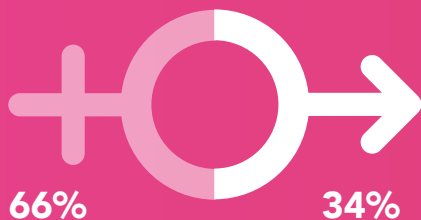
152M
MONTHLY
PAGE VIEWS

5.1M DAILY

33.9M
MONTHLY
VISITS

1.1M DAILY

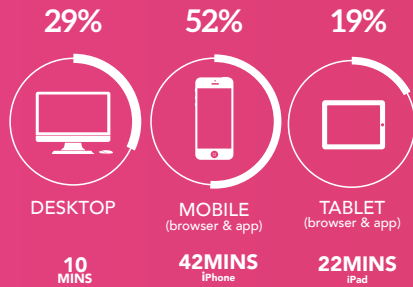
DEMOGRAPHICS



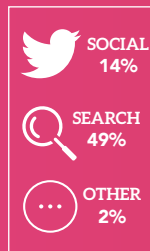
ABC 73%

Source: Discover, September 16, UK, browsers and apps included Comscore, Multiplatform, August 2016, UK *Income stats are PC Only

ENGAGEMENT



35%
COMES DIRECT
to the Femail Channel



Source: Discover, September 16, UK, browsers only

VIDEO



1.3M
MONTHLY
VIDEO VIEWS

42,000
DAILY VIDEO
VIEWS

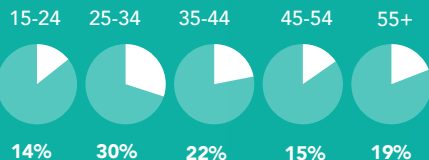
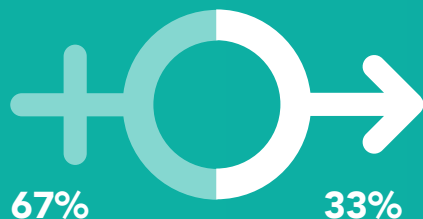
HEALTH CHANNEL

4.9M UK
UNIQUE
VISITORS
247K DAILY

19.4M
MONTHLY
PAGE VIEWS
647K DAILY

8.2M
MONTHLY
VISITS
273K DAILY

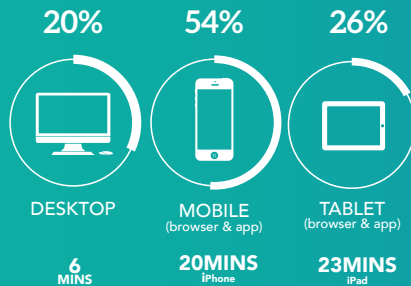
DEMOGRAPHICS



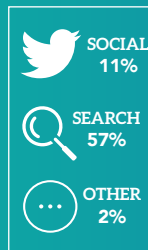
ABC 71%

Source: Discover, September 16, UK, browsers and apps included Comscore, Multiplatform, August 2016, UK *Income stats are PC Only

ENGAGEMENT

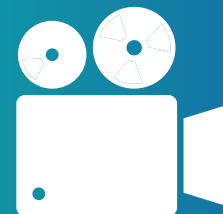


30%
COMES DIRECT
to the Health Channel



Source: Discover, September 16, UK, browsers only

VIDEO



368K
MONTHLY
VIDEO VIEWS
12,000
DAILY VIDEO
VIEWS

TRAVEL CHANNEL

2.1M UK
UNIQUE
VISITORS

102K DAILY

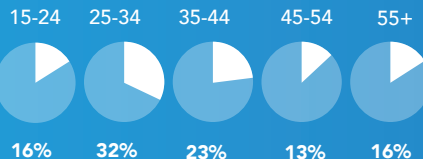
9.2M
MONTHLY
PAGE VIEWS

305M DAILY

3.3M
MONTHLY
VISITS

111K DAILY

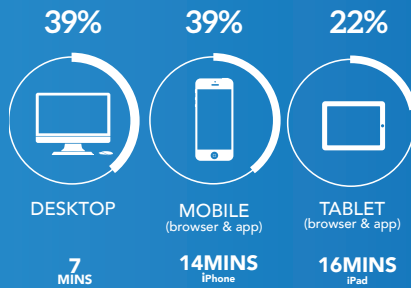
DEMOGRAPHICS



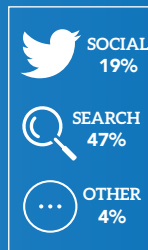
ABC 72%

Source: Discover, September 16, UK, browsers and apps included Comscore, Multiplatform, August 2016, UK *Income stats are PC Only

ENGAGEMENT

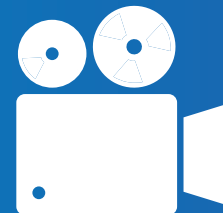


30%
COMES DIRECT
to the Travel Channel



Source: Discover, September 16, UK, browsers only

VIDEO



123K
MONTHLY
VIDEO VIEWS

4,000
DAILY VIDEO
VIEWS