

# Phenomenal Reach

# MailOnline

21.6m UK unique browsers  
66m global unique browsers

- Grown 324% in the last three years...
- 1 in 4 internet users in the UK visited MailOnline last month\*

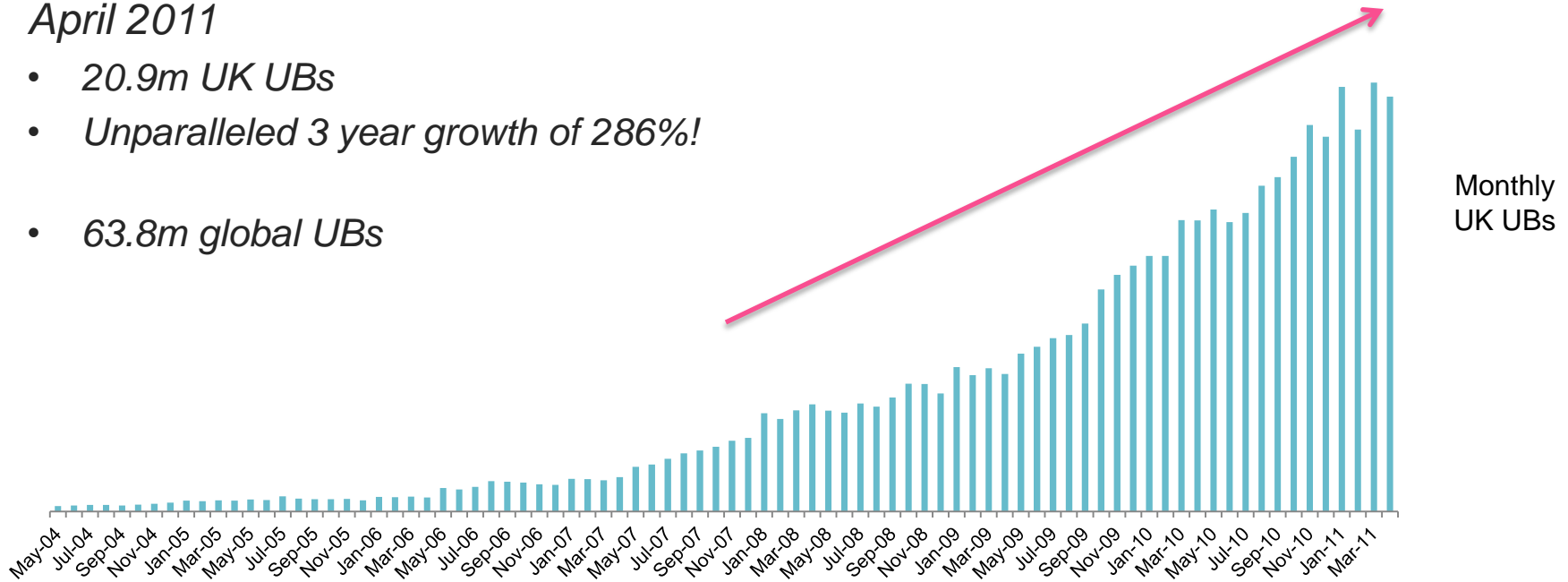
#1 UK Newspaper Site  
#2 Global Newspaper Site



# Meteoric Rise of MailOnline: UK Reach Launch → Present

*April 2011*

- 20.9m UK UBs
- Unparalleled 3 year growth of 286%!
- 63.8m global UBs



# MailOnline is 2<sup>nd</sup> largest newspaper site in the world!

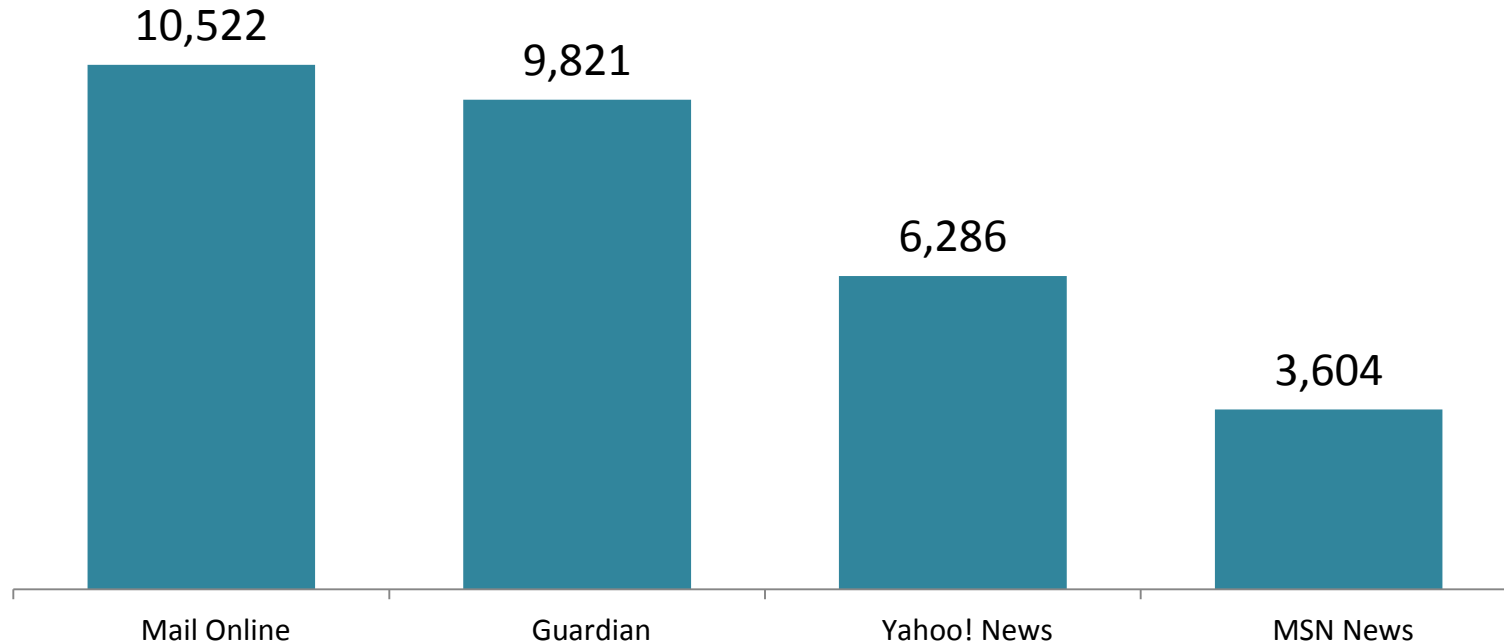
	<u>Monthly UV 000s</u>
	46,395
	38,720
	35,435
	28,680
	28,005
	23,154
	19,433
	18,251
	12,053
	12,016

New York Times now only 7.7m ahead of MailOnline – narrowest lead to date.

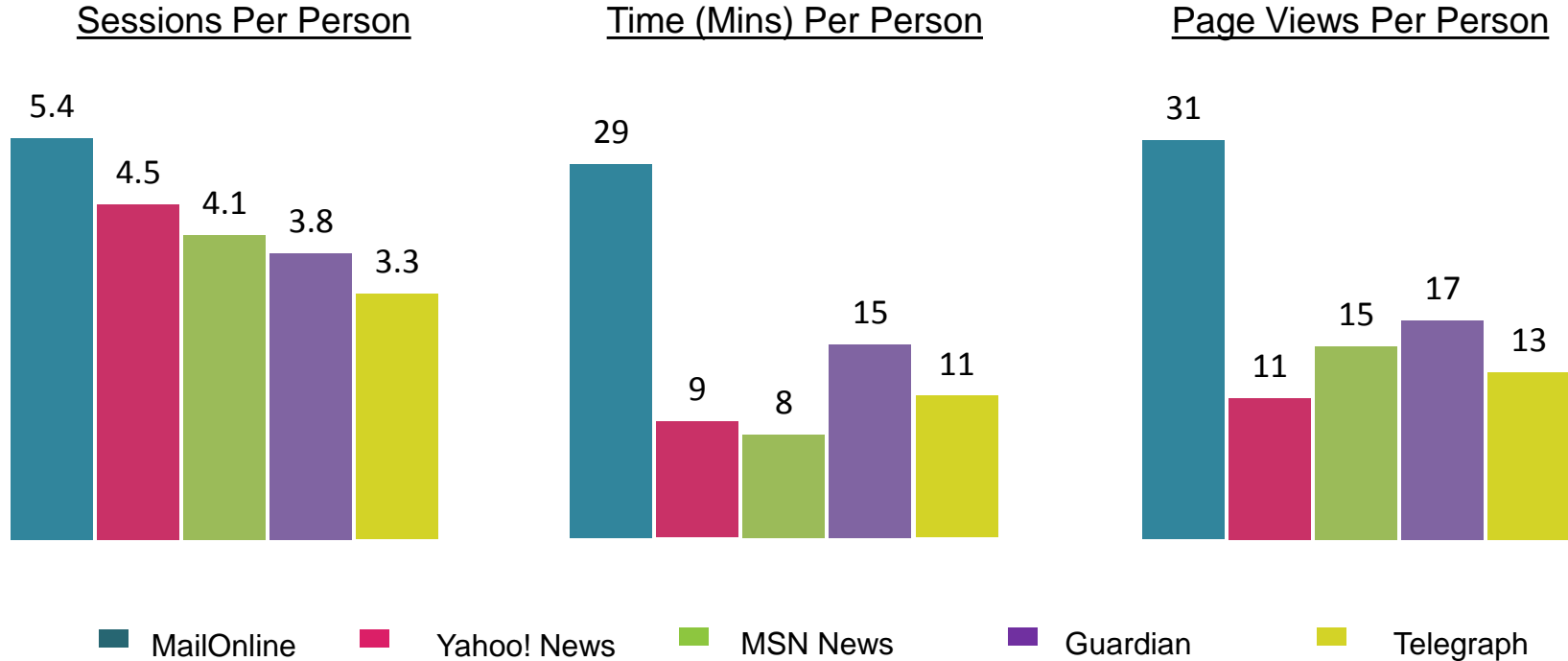
# MailOnline is bigger than both newspaper and portal news sites

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## Monthly UV 000s



# MailOnline outperforms key competitors across all engagement metrics



# Why do users prefer MailOnline?

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## Top 3 by resps

- “Info is relevant/ up to date”
- “Info is well presented”
- “Info is easy to find”

## Top 3 by index

- “I read the printed version”
- “Look/ design of website”
- “Pictures/ videos are clear”

# MailOnline's TV & Showbiz channel has a higher reach than any UK entertainment news site



	<u>Adult UVs 000s</u>
<b>Mail Online - TV&amp;Showbiz</b>	<b>2,852</b>
BBC News - Entertainment	2,612
Digital Spy	1,988
The Sun Showbiz	1,274
MSN Celebrity - UK	1,220
BUZZMEDIA Entertainment	1,170
Zimbio	869
AOL UK Eleven	740
Telegraph Culture	589
Asylum	550

# Femail channel has a higher female reach than any UK Beauty/Fashion/Style Site

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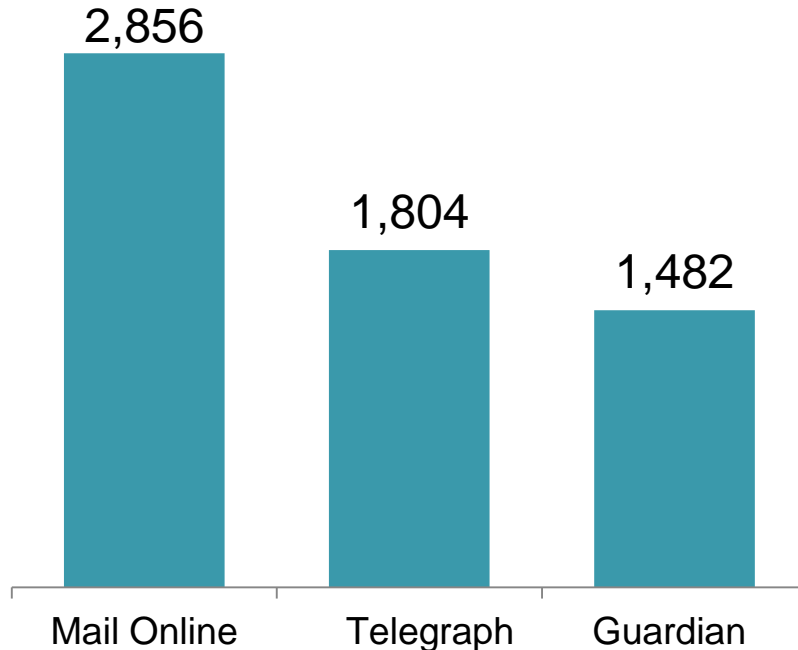


## Female UVs 000s

<b><i>Mail Online - Femail</i></b>	<b>686</b>
Glam Style	633
About.com Style	284
MYDAILY.CO.UK	272
PopSugar Fashion Beauty & Shopping	253
Total Beauty Media	239
eHow Fashion, Style And Personal Care	201
MARIECLAIRE.CO.UK	166
TheFashionSpot (Evolve Media Corp.)	142
COSMOPOLITAN.CO.UK	128
Channel4 4Beauty	127

# MailOnline's news channel has double the daily reach of Telegraph.co.uk's or Guardian.co.uk's

News Channel Monthly UV 000s



News Channel Daily UV 000s

