

# MailOnline TAKEOVER OPPORTUNITIES





# ...AND NOW YOU CAN OWN THE APP

ACHIEVE HUGE REACH & ENGAGEMENT WITH A MAILONLINE APP TO

Make your brand unmissable with the new mobile first MailOnline App Takeover.

Giving your brand 100% SOV over 24 hours with a host of high impact display formats & driving video views with pre-roll

👍 70 million daily impressions (est.)

👍 1.2 million daily uniques (est.)

👍 100% SOV

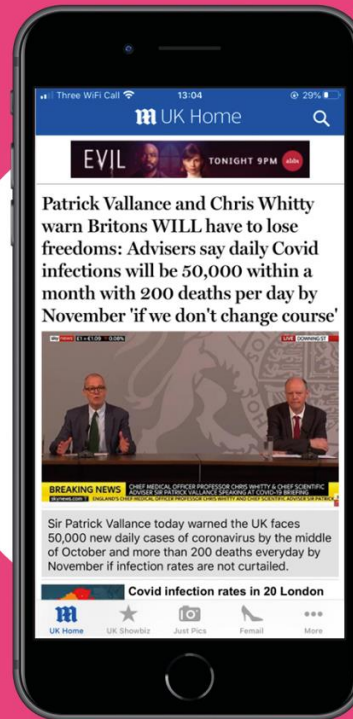
Cost:  
**£60K** Gross (with video pre-roll)  
**£45K** Gross (without pre-roll)



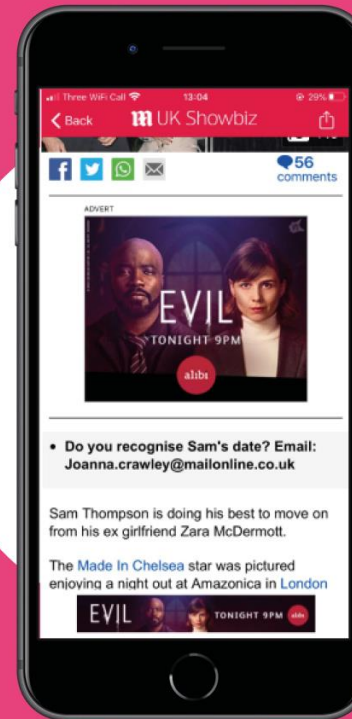
**£0.50**  
e-cpm



Highly Viewable & Drives Video Views



**STICKY BANNER**



**MPU**



**INTERSTITIAL**



**PRE-ROLL**

# THE MAILONLINE HOMEPAGE

## OWN THE MAILONLINE HOMEPAGE



**£2.18**  
e-cpm

Make your brand unmissable with our MailOnline Homepage Takeover

Giving your brand 100% SOV over 24 hours with a host of high impact display formats

 **32 million** daily impressions (est.)

 **100%** SOV

 **1.74m** Attentive Minutes

 Cross Device

Cost: **£70K** Gross





# FULL SITE TAKEOVER

## EXCLUDING HOMEPAGE



£2.28  
e-cpm

Make your brand unmissable with our MailOnline Full Site Takeover (Excl Homepage)

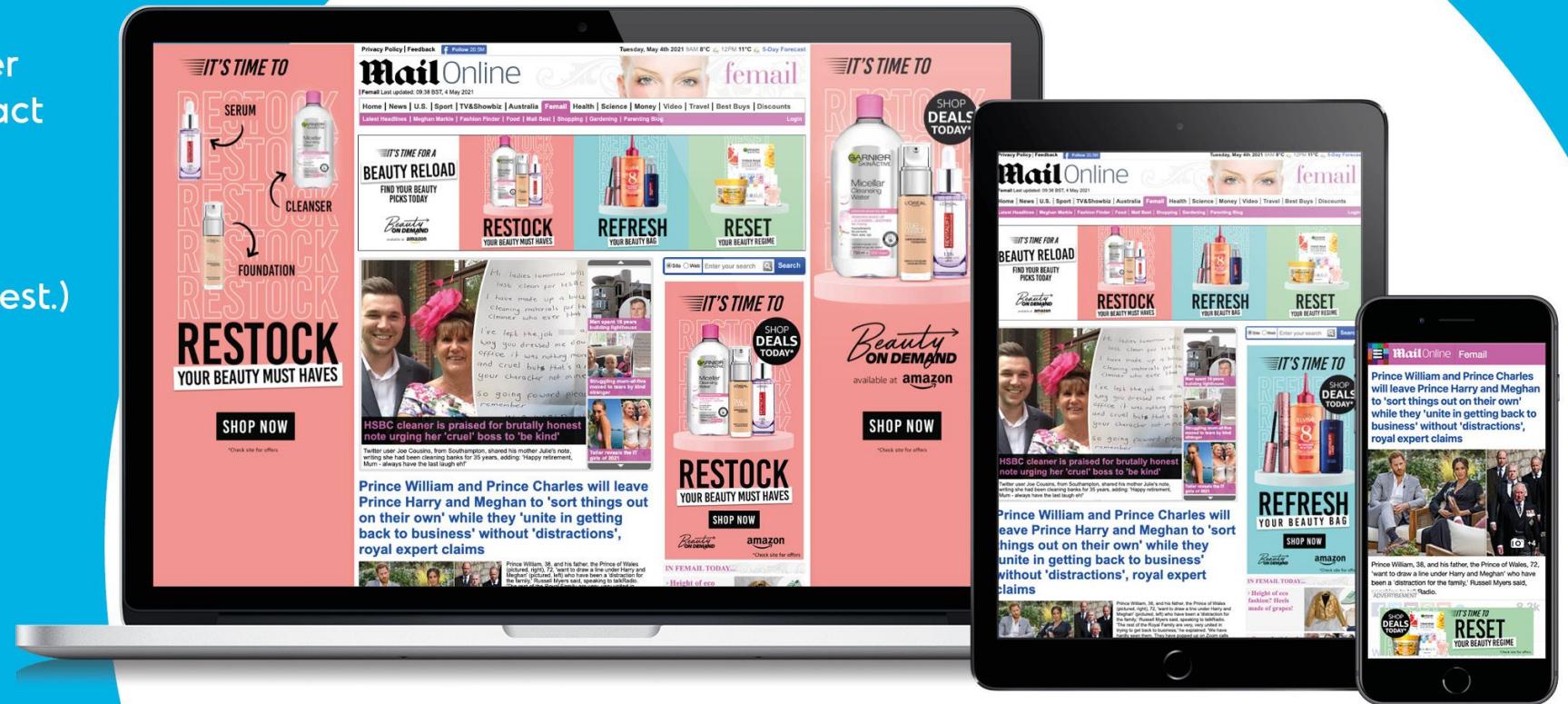
Giving your brand 100% SOV over 24 hours with a host of high impact display across the whole of the MailOnline Site

👍 25 million daily impressions (est.)

👍 100% SOV

👍 Cross Device

Cost: £57k Gross





# FULL SITE FIRST IMPRESSION TAKEOVER

CATCH THE EYE OF EVERY READER ON THE MAILONLINE SITE



**£3.57**  
e-cpm

Make your brand unmissable with our MailOnline Full Site First Impression Takeover

Giving your brand 100% SOV over 24 hours with a host of high impact display formats catching the first impression wherever the user lands on our site

👍 7 million daily impressions (est.)

👍 100% SOV

👍 Cross Device

Cost: **£25K** Gross





# FIRST IMPRESSION HOMEPAGE TAKEOVER

CATCH THE EYE OF EVERY READER ON THE MAILONLINE HOMEPAGE



£2.50  
e-cpm

Make your brand unmissable with our MailOnline Homepage First Impression Takeover

Giving your brand 100% SOV over 24 hours with a host of high impact display formats catching the first impression when they land on our homepage

👍 5 million daily impressions (est.)

👍 100% SOV

👍 Cross Device

Cost: £12.5k Gross





# MAIL ONLINE SPORT CHANNEL TAKEOVER

 **£4.61**  
e-cpm

 **3.9 million** daily impressions (est.)

 **100% SOV**

 **Cross Device**

 **74% ABC1**

 **59% Male, 41% Female**

 **Top Days: Sunday, Wednesday, Monday**

 **9,228,824** attentive seconds

**Cost: £18k Gross**



# MAIL ONLINE FEMAIL CHANNEL TAKEOVER



**£13.33**  
e-cpm

👍 1.5 million daily impressions (est.)

👍 100% SOV

👍 Cross Device

👍 73% ABC1

👍 58% Female, 42% Male

👍 Top Days: Monday, Thursday, Wednesday

👍 4,862,375 attentive seconds

Cost: £20k Gross





# MAILONLINE TVS CHANNEL TAKEOVER



**£13.33**  
e-cpm

👍 **15 million** daily impressions (est.)

👍 **100%** SOV

👍 **Cross Device**

👍 **70%** ABC1

👍 **62%** Female, **38%** Male

👍 **Top Days:** Monday, Thursday, Tuesday

👍 **26,370,000** attentive seconds

**Cost: £45k** Gross

