

Femail



#4

Monthly UAs

Monthly PVs

Mins per person

Lifestyle News site

2.5m

7.4m

3 mins 40 secs

Male

40%



Female

60%



18-24

13%

25-34

24%

35-44

25%

45-54

17%

55+

21%

Top affinity categories

Cooking enthusiasts
Bargain Hunters
Beauty & Wellness

Top days

Tuesday
Wednesday
Thursday

Top indexing audiences

Fashion
Family Parenting
Wedding & Engagements

In-market segments

Women's apparel
Home décor
Residential properties