

HEALTH  
DAILY MAIL

# FACTS EXPOSED

Who thinks they should do more about their health?

Which newspaper audiences are the most responsive to health advertising?

Find out how you can target the most relevant audience for your business.



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**Daily Mail**

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# Facts Exposed – An Explanation

This document contains information on all national newspapers and their readership in relation to Health. Data is taken from the following sources:

**ABC:** The Audit Bureau of Circulation: ABC independently verifies on media performance and is the body that measures and collates sales of newspapers.

**NRS:** The National Readership Survey provides an estimate of the number of readers of a publication and the type of people those readers are in terms of sex, age, regionality and many other demographic and lifestyle characteristics.

**TGI:** Target Group Index is a market research survey providing comparable consumer insights for newspapers and printed publications across the UK.

If you are looking for facts and figures on a particular area of Health then please contact your regular contact at Mail Newspapers or email our marketing department at [classified.marketing@mailnewspapers.co.uk](mailto:classified.marketing@mailnewspapers.co.uk)

The following surveys have been used from the above sources: ABC January – June 2009, NRS January – June 2009, TGI January – December 2008.

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# Daily Mail vs. Daily Express & Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,198,983	725,364	203.2%	638,602	244.3%
Readership	4,853,000	1,655,000	193.2%	1,618,000	199.9%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	977,000	230.3%	1,139,000	183.3%
"I use diet food and drinks products"	1,161,000	285,000	307.4%	385,000	201.6%
Adults who have visited a gym in the last 12 months	1,126,000	290,000	288.3%	426,000	164.3%
Adults who use vitamins/other supplements	2,484,000	714,000	247.9%	868,000	186.2%
Adults who use medicated creams, lotions and gels	532,000	126,000	322.2%	185,000	187.6%
Adults who use ointments and salves	752,000	219,000	243.4%	268,000	180.6%
Adults who agree, "I really should do more about my health".	2,345,000	694,000	237.9%	846,000	177.2%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	n/a	4,599,000 (94.8%)	n/a	4,630,000 (95.4%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	53,000	350.9%	55,000	334.5%

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# Daily Mail vs. The Mail on Sunday

	Daily Mail	The Mail on Sunday	Difference %	Daily Mail and The Mail on Sunday
Circulation	2,198,983	2,099,896	4.7%	4,298,879
Readership	4,853,000	5,481,000	-11.5%	7,793,000
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	3,693,000	-12.6%	4,980,000
"I use diet food and drinks products"	1,161,000	1,286,000	-9.7%	1,773,000
Adults who have visited a gym in the last 12 months	1,126,000	1,515,000	-25.7%	1,989,000
Adults who use vitamins/other supplements	2,484,000	2,694,000	-7.8%	3,775,000
Adults who use medicated creams, lotions and gels	532,000	615,000	-13.5%	804,000
Adults who use ointments and salves	752,000	839,000	-10.4%	1,154,000
Adults who agree, "I really should do more about my health".	2,345,000	2,732,000	-14.2%	3,733,000
Daily Mail readers who do not read The Mail on Sunday	n/a	2,313,000 (47.7%)	n/a	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	290,000	-17.6%	415,000

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# Daily Mail vs. The Times & The Sunday Times

	Daily Mail	The Times	Difference %	The Sunday Times	Difference %
Circulation	2,198,983	599,009	267.1%	1,214,603	81.0%
Readership	4,853,000	1,812,000	167.8%	3,213,000	51.0%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	1,235,000	161.3%	2,220,000	45.4%
"I use diet food and drinks products"	1,161,000	385,000	201.6%	586,000	98.1%
Adults who have visited a gym in the last 12 months	1,126,000	558,000	101.8%	1,122,000	0.4%
Adults who use vitamins/other supplements	2,484,000	921,000	169.7%	1,558,000	59.4%
Adults who use medicated creams, lotions and gels	532,000	153,000	247.7%	388,000	37.1%
Adults who use ointments and salves	752,000	358,000	110.1%	489,000	53.8%
Adults who agree, "I really should do more about my health".	2,345,000	825,000	184.2%	1,497,000	56.6%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	n/a	4,617,000 (95.1%)	n/a	4,527,000 (93.3%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	111,000	115.3%	217,000	10.1%

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# Daily Mail vs. Daily Telegraph & Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,198,983	829,538	165.1%	606,900	262.3%
Readership	4,853,000	1,898,000	155.7%	1,658,000	192.7%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	1,341,000	140.6%	1,181,000	173.2%
"I use diet food and drinks products"	1,161,000	372,000	212.1%	353,000	228.9%
Adults who have visited a gym in the last 12 months	1,126,000	505,000	123.0%	437,000	157.7%
Adults who use vitamins/other supplements	2,484,000	907,000	173.9%	846,000	193.6%
Adults who use medicated creams, lotions and gels	532,000	130,000	309.2%	157,000	238.9%
Adults who use ointments and salves	752,000	342,000	119.9%	275,000	173.5%
Adults who agree, "I really should do more about my health".	2,345,000	724,000	223.9%	641,000	265.8%
Daily Mail readers who do not read the Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph	n/a	4,564,000 (94.0%)	n/a	4,637,000 (95.6%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	79,000	202.5%	79,000	202.5%



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# Daily Mail vs. Evening Standard & London Metro

	Daily Mail	Evening Standard	Difference %	London Metro	Difference %
Circulation	2,198,983	236,075	831.5%	735,712	198.9%
Readership	4,853,000	620,000	682.7%	1,874,000	159.0%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	363,000	789.0%	1,043,000	209.4%
"I use diet food and drinks products"	1,161,000	99,000	1072.7%	332,000	249.7%
Adults who have visited a gym in the last 12 months	1,126,000	170,000	562.4%	503,000	123.9%
Adults who use vitamins/other supplements	2,484,000	236,000	952.5%	736,000	237.5%
Adults who use medicated creams, lotions and gels	532,000	77,000	590.9%	236,000	125.4%
Adults who use ointments and salves	752,000	79,000	851.9%	286,000	162.9%
Adults who agree, "I really should do more about my health".	2,345,000	291,000	705.8%	878,000	167.1%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read London Metro	n/a	4,716,000 (97.2%)	n/a	4,644,000 (95.7%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	40,000	497.5%	172,000	39.0%

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# Daily Mail vs. The Guardian & The Observer

	Daily Mail	The Guardian	Difference %	The Observer	Difference %
Circulation	2,198,983	341,686	543.6%	420,695	422.7%
Readership	4,853,000	1,147,000	323.1%	1,332,000	264.3%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	894,000	261.0%	951,000	239.3%
"I use diet food and drinks products"	1,161,000	151,000	668.9%	240,000	383.8%
Adults who have visited a gym in the last 12 months	1,126,000	374,000	201.1%	435,000	158.9%
Adults who use vitamins/other supplements	2,484,000	551,000	350.8%	705,000	252.3%
Adults who use medicated creams, lotions and gels	532,000	155,000	243.2%	166,000	220.5%
Adults who use ointments and salves	752,000	152,000	394.7%	160,000	370.0%
Adults who agree, "I really should do more about my health".	2,345,000	519,000	351.8%	630,000	272.2%
Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer	n/a	4,776,000 (98.4%)	n/a	4,758,000 (98.0%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	49,000	387.8%	61,000	291.8%



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# Daily Mail vs. The Independent & The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	2,198,983	205,482	970.2%	169,603	1196.5%
Readership	4,853,000	688,000	605.4%	606,000	700.8%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	466,000	592.5%	536,000	502.1%
"I use diet food and drinks products"	1,161,000	94,000	1135.1%	155,000	649.0%
Adults who have visited a gym in the last 12 months	1,126,000	220,000	411.8%	260,000	333.1%
Adults who use vitamins/other supplements	2,484,000	268,000	826.9%	370,000	571.4%
Adults who use medicated creams, lotions and gels	532,000	110,000	383.6%	85,000	525.9%
Adults who use ointments and salves	752,000	111,000	577.5%	119,000	531.9%
Adults who agree, "I really should do more about my health".	2,345,000	339,000	591.7%	345,000	579.7%
Daily Mail readers who do not read The Independent Daily Mail readers who do not read The Independent on Sunday	n/a	4,731,000 (97.5%)	n/a	4,797,000 (98.9%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	24,000	895.8%	55,000	334.5%



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# Daily Mail vs. Daily Mirror & Sunday Mirror

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,198,983	1,334,197	64.8%	1,230,430	78.7%
Readership	4,853,000	3,529,000	37.5%	3,960,000	22.6%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	1,922,000	67.9%	2,335,000	38.2%
"I use diet food and drinks products"	1,161,000	877,000	32.4%	1,078,000	7.7%
Adults who have visited a gym in the last 12 months	1,126,000	762,000	47.8%	974,000	15.6%
Adults who use vitamins/other supplements	2,484,000	1,273,000	95.1%	1,424,000	74.4%
Adults who use medicated creams, lotions and gels	532,000	410,000	29.8%	583,000	-8.7%
Adults who use ointments and salves	752,000	464,000	62.1%	560,000	34.3%
Adults who agree, "I really should do more about my health".	2,345,000	1,947,000	20.4%	2,162,000	8.5%
Daily Mail readers who do not read Daily Mirror Daily Mail readers who do not read Sunday Mirror	n/a	4,471,000 (92.1%)	n/a	4,482,000 (92.4%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	179,000	33.5%	208,000	14.9%

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# Daily Mail vs. The Sun and News of the World

	Daily Mail	The Sun	Difference %	News of the World	Difference %
Circulation	2,198,983	3,022,058	-27.2%	2,993,776	-26.5%
Readership	4,853,000	7,986,000	-39.2%	7,712,000	-37.1%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	3,977,000	-18.9%	4,025,000	-19.8%
"I use diet food and drinks products"	1,161,000	1,912,000	-39.3%	1,907,000	-39.1%
Adults who have visited a gym in the last 12 months	1,126,000	1,809,000	-37.8%	1,765,000	-36.2%
Adults who use vitamins/other supplements	2,484,000	2,372,000	4.7%	2,341,000	6.1%
Adults who use medicated creams, lotions and gels	532,000	1,041,000	-48.9%	1,022,000	-47.9%
Adults who use ointments and salves	752,000	904,000	-16.8%	954,000	-21.2%
Adults who agree, "I really should do more about my health".	2,345,000	4,465,000	-47.5%	4,303,000	-45.5%
Daily Mail readers who do not read The Sun Daily Mail readers who do not read News of the World	n/a	4,205,000 (86.7%)	n/a	4,286,000 (88.3%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	397,000	-39.8%	411,000	-41.8%

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# Daily Mail vs. Zest & Marie Claire

	Daily Mail	Zest	Difference %	Marie Claire	Difference %
Circulation	2,198,983	96,754	2172.8%	285,307	670.7%
Readership	4,853,000	182,000	2566.5%	1,004,000	383.4%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	126,000	2461.1%	795,000	305.9%
"I use diet food and drinks products"	1,161,000	53,000	2090.6%	366,000	217.2%
Adults who have visited a gym in the last 12 months	1,126,000	91,000	1137.4%	495,000	127.5%
Adults who use vitamins/other supplements	2,484,000	84,000	2857.1%	562,000	342.0%
Adults who use medicated creams, lotions and gels	532,000	43,000	1137.2%	222,000	139.6%
Adults who use ointments and salves	752,000	33,000	2178.8%	231,000	225.5%
Adults who agree, "I really should do more about my health".	2,345,000	79,000	2868.4%	643,000	264.7%
Daily Mail readers who do not read Zest Daily Mail readers who do not read Marie Claire	n/a	4,836,000 (99.7%)	n/a	4,739,000 (97.7%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	34,000	602.9%	77,000	210.4%

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# Daily Mail vs. Men's Health

	Daily Mail	Men's Health	Difference %
Circulation	2,198,983	250,247	778.7%
Readership	4,853,000	1,144,000	324.2%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	827,000	290.2%
"I use diet food and drinks products"	1,161,000	383,000	203.1%
Adults who have visited a gym in the last 12 months	1,126,000	629,000	79.0%
Adults who use vitamins/other supplements	2,484,000	605,000	310.6%
Adults who use medicated creams, lotions and gels	532,000	219,000	142.9%
Adults who use ointments and salves	752,000	178,000	322.5%
Adults who agree, "I really should do more about my health".	2,345,000	609,000	285.1%
Daily Mail readers who do not read Men's Health	n/a	4,740,000 (97.7%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	267,000	-10.5%

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# Daily Mail vs. Top Sante & Cosmopolitan

	Daily Mail	Top Sante	Difference %	Cosmopolitan	Difference %
Circulation	2,198,983	85,074	2484.8%	441,663	397.9%
Readership	4,853,000	250,000	1841.2%	1,735,000	179.7%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	204,000	1481.9%	1,082,000	198.2%
"I use diet food and drinks products"	1,161,000	82,000	1315.9%	465,000	149.7%
Adults who have visited a gym in the last 12 months	1,126,000	85,000	1224.7%	734,000	53.4%
Adults who use vitamins/other supplements	2,484,000	162,000	1433.3%	753,000	229.9%
Adults who use medicated creams, lotions and gels	532,000	35,000	1420.0%	336,000	58.3%
Adults who use ointments and salves	752,000	41,000	1734.1%	282,000	166.7%
Adults who agree, "I really should do more about my health".	2,345,000	130,000	1703.8%	918,000	155.4%
Daily Mail readers who do not read Top Sante Daily Mail readers who do not read Cosmopolitan	n/a	4,801,000 (98.9%)	n/a	4,683,000 (96.5%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	33,000	624.2%	157,000	52.2%

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FACTS EXPOSED

# Daily Mail vs. Psychologies Magazine

	Daily Mail	Psychologies	Difference %
Circulation	2,198,983	130,608	1583.7%
Readership	4,853,000	389,000	1147.6%
Adults who read the health and fitness pages of their newspaper/magazine	3,227,000	287,000	1024.4%
"I use diet food and drinks products"	1,161,000	72,000	1512.5%
Adults who have visited a gym in the last 12 months	1,126,000	167,000	574.3%
Adults who use vitamins/other supplements	2,484,000	241,000	930.7%
Adults who use medicated creams, lotions and gels	532,000	69,000	671.0%
Adults who use ointments and salves	752,000	91,000	726.4%
Adults who agree, "I really should do more about my health".	2,345,000	202,000	1060.9%
Daily Mail readers who do not read Psychologies	n/a	4,787,000 (98.6%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	239,000	38,000	528.9%

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