



# Facts Exposed – An Introduction

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

**ABC:** The Audit Bureau Circulation: ABC independently verifies on media performance. Put simply, the body that measures and collates sales of newspapers. Our Saturday circulation is a publisher's estimate.

**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 Gardening, 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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# The Mail on Sunday vs. Daily Express & Sunday Express

	The Mail on Sunday	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,099,896	827,000	153.9%	638,602	228.8%
Readership	5,481,000	1,686,000	225.1%	1,618,000	238.8%
ABC1 Readers	3,693,000	1,009,000	266.0%	959,000	285.1%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,091,000	242.9%	1,133,000	230.2%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,347,000	226.1%	1,344,000	226.9%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	241,000	313.3%	285,000	249.5%
Adults who have bought power gardening equipment in the last 12 months	558,000	140,000	298.6%	162,000	244.4%
Adults who have bought garden furniture in the last 12 months	387,000	107,000	261.7%	102,000	279.4%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	41,000	117.1%	29,000	206.9%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	156,000	268.6%	138,000	316.7%
Mail on Sunday readers who do not read the Daily Express Mail on Sunday readers who do not read the Sunday Express	n/a	5,226,000 (95.4%)	n/a	5,151,000 (94%)	n/a

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# The Mail on Sunday vs. Daily Mail

	The Mail on Sunday	Daily Mail	Difference %
Circulation	2,099,896	2,995,000	-29.9%
Readership	5,481,000	5,848,000	-6.3%
ABC1 Readers	3,693,000	3,797,000	-2.7%
Adults who are interested in the gardening pages in their newspaper	3,741,000	4,011,000	-6.7%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	4,834,000	-9.1%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	848,000	17.5%
Adults who have bought power gardening equipment in the last 12 months	558,000	586,000	-4.8%
Adults who have bought garden furniture in the last 12 months	387,000	320,000	20.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	102,000	-12.7%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	575,000	0.0%
Mail on Sunday readers who do not read the Daily Mail	2,538,000 (46.3%)	n/a	n/a

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# The Mail on Sunday vs. The Times & The Sunday Times

	The Mail on Sunday	The Times	Difference %	Sunday Times	Difference %
Circulation	2,099,896	901,000	133.1%	1,214,603	72.9%
Readership	5,481,000	1,733,000	216.3%	3,213,000	70.6%
ABC1 Readers	3,693,000	1,526,000	142.0%	2,791,000	32.3%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,325,000	182.3%	2,225,000	68.1%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,418,000	209.8%	2,288,000	92.0%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	434,000	129.5%	736,000	35.3%
Adults who have bought power gardening equipment in the last 12 months	558,000	153,000	264.7%	255,000	118.8%
Adults who have bought garden furniture in the last 12 months	387,000	85,000	355.3%	184,000	110.3%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	15,000	493.3%	49,000	81.6%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	174,000	230.5%	336,000	71.1%
Mail on Sunday readers who do not read The Times Mail on Sunday readers who do not read The Sunday Times	n/a	5,211,000 (95.1%)	n/a	4,942,000 (90.1%)	n/a

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

	<b>The Mail on Sunday</b>	<b>Daily Telegraph</b>	<b>Difference %</b>	<b>Sunday Telegraph</b>	<b>Difference %</b>
Circulation	2,099,896	1,051,000	99.8%	606,900	246.0%
Readership	5,481,000	2,140,000	156.1%	1,658,000	230.6%
ABC1 Readers	3,693,000	1,865,000	98.0%	1,448,000	155.0%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,654,000	126.2%	1,263,000	196.2%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,834,000	139.5%	1,443,000	204.4%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	477,000	108.8%	373,000	167.0%
Adults who have bought power gardening equipment in the last 12 months	558,000	199,000	180.4%	110,000	407.3%
Adults who have bought garden furniture in the last 12 months	387,000	101,000	283.2%	109,000	255.0%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	47,000	89.4%	31,000	187.1%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	269,000	113.8%	195,000	194.9%
Mail on Sunday readers who do not read the Daily Telegraph Mail on Sunday readers who do not read the Sunday Telegraph	n/a	5,172,000 (94.4%)	n/a	5,224,000 (95.3%)	n/a

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# The Mail on Sunday vs. Evening Standard & London Metro

	<b>The Mail on Sunday</b>	<b>Evening Standard</b>	<b>Difference %</b>	<b>London Metro</b>	<b>Difference %</b>
Circulation	2,099,896	236,075	789.5%	735,712	185.4%
Readership – Saturday (Mon – Fri for Standard and Metro)	5,481,000	620,000	784.0%	1,874,000	192.5%
ABC1 Readers	3,693,000	498,000	641.6%	1,281,000	188.3%
Adults who are interested in the gardening pages in their newspaper	3,741,000	372,000	905.6%	812,000	360.7%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	382,000	1050.0%	785,000	459.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	129,000	672.1%	183,000	444.3%
Adults who have bought power gardening equipment in the last 12 months	558,000	27,000	1966.7%	67,000	732.8%
Adults who have bought garden furniture in the last 12 months	387,000	40,000	867.5%	37,000	945.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	4,000	2125.0%	24,000	270.8%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	92,000	525.0%	76,000	656.6%
Mail on Sunday readers who do not read the Evening Standard Mail on Sunday readers who do not read London Metro	n/a	5,347,000 (97.6%)	n/a	1,014,000 (81%)	n/a

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

	The Mail on Sunday	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	2,099,896	235,000	793.6%	169,603	1138.1%
Readership	5,481,000	551,000	894.7%	606,000	804.5%
ABC1 Readers	3,693,000	474,000	679.1%	526,000	602.1%
Adults who are interested in the gardening pages in their newspaper	3,741,000	393,000	851.9%	466,000	702.8%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	432,000	916.9%	508,000	764.8%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	163,000	511.0%	188,000	429.8%
Adults who have bought power gardening equipment in the last 12 months	558,000	67,000	732.8%	74,000	654.1%
Adults who have bought garden furniture in the last 12 months	387,000	80,000	383.8%	70,000	452.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	5,000	1680.0%	1,000	8800.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	46,000	1150.0%	37,000	1454.1%
Mail on Sunday readers who do not read The Independent Mail on Sunday readers who do not read The Independent on Sunday	n/a	5,412,000 (98.7%)	n/a	5,341,000 (97.5%)	n/a

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# The Mail on Sunday vs. Daily Mirror & the Sunday Mirror

	The Mail on Sunday	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,099,896	1,599,000	31.3%	1,230,430	70.7%
Readership	5,481,000	3,407,000	60.9%	3,960,000	38.4%
ABC1 Readers	3,693,000	1,218,000	203.2%	1,603,000	130.4%
Adults who are interested in the gardening pages in their newspaper	3,741,000	2,073,000	80.5%	2,281,000	64.0%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	2,574,000	70.7%	2,637,000	66.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	382,000	160.7%	370,000	169.2%
Adults who have bought power gardening equipment in the last 12 months	558,000	262,000	113.0%	257,000	117.1%
Adults who have bought garden furniture in the last 12 months	387,000	141,000	174.5%	192,000	101.6%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	59,000	50.8%	65,000	36.9%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	232,000	147.8%	258,000	122.9%
Mail on Sunday readers who do not read the Daily Mirror Mail on Sunday readers who do not read the Sunday Mirror	n/a	5,128,000 (93.6%)	n/a	4,935,000 (90%)	n/a

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# The Mail on Sunday vs. The Sun & News of the World

	The Mail on Sunday	The Sun	Difference %	News of the World	Difference %
Circulation	2,099,896	3,513,000	-40.2%	2,993,776	-29.9%
Readership	5,481,000	7,817,000	-29.9%	7,712,000	-28.9%
ABC1 Readers	3,693,000	2,845,000	29.8%	3,001,000	23.1%
Adults who are interested in the gardening pages in their newspaper	3,741,000	4,144,000	-9.7%	3,956,000	-5.4%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	5,037,000	-12.8%	4,833,000	-9.1%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	807,000	23.4%	835,000	19.3%
Adults who have bought power gardening equipment in the last 12 months	558,000	744,000	-25.0%	751,000	-25.7%
Adults who have bought garden furniture in the last 12 months	387,000	368,000	5.2%	348,000	11.2%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	135,000	-34.1%	146,000	-39.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	509,000	13.0%	552,000	4.2%
Mail on Sunday readers who do not read The Sun Mail on Sunday readers who do not read News of the world	n/a	4,686,000 (85.5%)	n/a	4,580,000 (83.6%)	n/a

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# The Mail on Sunday vs. Amateur Gardening & Garden News

	Mail on Sunday	Amateur Gardening	Difference %	Garden News	Difference %
Circulation	2,099,896	42,691	4818.8%	35,538	5808.9%
Readership	5,481,000	158,000	3369.0%	124,000	4320.2%
ABC1 Readers	3,693,000	89,000	4049.4%	66,000	5495.5%
Adults who are interested in the gardening pages in their newspaper	3,741,000	118,000	3070.3%	67,000	5483.6%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	135,000	3154.1%	107,000	4005.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	35,000	2745.7%	17,000	5758.8%
Adults who have bought power gardening equipment in the last 12 months	558,000	15,000	3620.0%	12,000	4550.0%
Adults who have bought garden furniture in the last 12 months	387,000	6,000	6350.0%	3,000	12800.0%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	6,000	1383.3%	2,000	4350.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	35,000	1542.9%	45,000	1177.8%
Mail on Sunday readers who do not read Amateur Gardening Mail on Sunday readers who do not read Garden News	n/a	5,585,00 (99.5%)	n/a	5,588,000 (99.5%)	n/a

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# The Mail on Sunday vs. BBC Gardeners World & Garden Answers

	<b>Mail on Sunday</b>	<b>BBC Gardeners World</b>	<b>Difference %</b>	<b>Garden Answers</b>	<b>Difference %</b>
Circulation	2,099,896	266,179	688.9%	23,360	8889.3%
Readership	5,481,000	1,480,000	270.3%	204,000	2586.8%
ABC1 Readers	3,693,000	1,007,000	266.7%	115,000	3109.6%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,244,000	200.7%	146,000	2462.3%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,488,000	195.2%	176,000	2396.0%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	497,000	100.4%	68,000	1364.7%
Adults who have bought power gardening equipment in the last 12 months	558,000	133,000	319.5%	19,000	2836.8%
Adults who have bought garden furniture in the last 12 months	387,000	119,000	225.2%	13,000	2876.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	74,000	20.3%	1,000	8800.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	361,000	59.3%	46,000	1150.0%
Mail on Sunday readers who do not read Amateur Gardening Mail on Sunday readers who do not read Garden News	n/a	5,258,000 (93.6%)	n/a	5,561,000 (99.0%)	n/a

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# The Mail on Sunday vs. The Garden & Gardening Which?

	The Mail on Sunday	The Garden	Difference %	Gardening Which	Difference %
Circulation	2,099,896	Unknown	n/a	Unknown	n/a
Readership (NRS January - June 2009)	5,481,000	402,000	1263.4%	224,000	2346.9%
ABC1 Readers	3,693,000	323,000	1042.7%	159,000	2221.4%
Adults who are interested in the gardening pages in their newspaper	3,741,000	350,000	968.9%	203,000	1742.9%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	374,000	1074.6%	204,000	2053.4%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	128,000	678.1%	63,000	1481.0%
Adults who have bought power gardening equipment in the last 12 months	558,000	42,000	1228.6%	23,000	2326.1%
Adults who have bought garden furniture in the last 12 months	387,000	58,000	567.2%	11,000	3418.2%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	24,000	270.8%	3,000	2866.7%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	Not available	n/a	Not available	n/a
Mail on Sunday readers who do not read the Garden Mail on Sunday readers who do not read Gardening Which? (TGI January - December 2009)	n/a	5,571,000 (99.2%)	n/a	5,571,000 (99.0%)	n/a

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