

# MAIL ORDER

## THE MAIL ON SUNDAY

# FACTS EXPOSED

Which sunday newspaper reaches more ABC1 adults?

How many more people read The Mail on Sunday than the Sunday Telegraph?

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



# Facts Exposed – An Explanation

Welcome to Facts Exposed Mail Order. This document contains information on all national newspapers and their readership in relation to Mail Order.

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.

**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 Mail Order 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 Jan– June 2009, NRS Jan – June 2009. TGI January – December 2008. Saturday circulations for daily newspapers are publishers' estimates.

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[www.mailclassified.co.uk](http://www.mailclassified.co.uk)

# Index

The Mail on Sunday vs. Daily Express & Sunday Express

The Mail on Sunday vs. Daily Mirror & Sunday Mirror

The Mail on Sunday vs. Daily Mail

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

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

The Mail on Sunday vs. Daily Telegraph & Sunday Telegraph

The Mail on Sunday vs. Evening Standard & Metro London

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

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

	<b>The Mail on Sunday</b>	<b>Daily Express</b>	<b>Difference %</b>	<b>Sunday Express</b>	<b>Difference %</b>
Circulation	2,099,896	827,000	153.9%	638,602	228.8%
Circulation – Monday - Saturday	2,099,896	725,364	189.5%	638,602	228.8%
Readership – Saturday	5,481,000	1,686,000	225.1%	1,618,000	238.8%
Male readers	2,663,000	820,000	224.8%	799,000	233.3%
Female readers	2,818,000	866,000	225.4%	819,000	244.1%
ABC1 readers	3,693,000	1,009,000	266.0%	959,000	285.1%
Adults who have bought goods by Mail Order	2,106,000	584,000	260.6%	705,000	198.7%
Total income of chief income earner	83,387,591,000	20,225,287,000	312.3%	20,829,706,000	300.3%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	367,000	233.8%	421,000	191.0%
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
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	851,000	263.6%	815,000	279.6%

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# The Mail on Sunday vs. Daily Mail

	<b>The Mail on Sunday</b>	<b>Daily Mail</b>	<b>Difference %</b>	<b>Daily Mail and The Mail on Sunday</b>
Circulation	2,099,896	2,995,000	-29.9%	5,094,896
Circulation – Monday - Saturday	2,099,896	2,198,983	-4.5%	4,298,879
Readership – Saturday	5,481,000	5,848,000	-6.3%	8,386,000
Male readers	2,663,000	2,824,000	-5.7%	4,030,000
Female readers	2,818,000	3,024,000	-6.8%	4,356,000
ABC1 readers	3,693,000	3,797,000	-2.7%	5,535,000
Adults who have bought goods by Mail Order	2,106,000	2,269,000	-7.2%	3,037,000
Total income of chief income earner	83,387,591,000	80,603,845,000	3.5%	121,855,759,000
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	1,248,000	-1.8%	1,700,000
Mail on Sunday readers who do not read the Daily Mail	2,538,000 (46.3%)	n/a	n/a	8,386,000
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	3,048,000	1.5%	4,483,000

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

	<b>The Mail on Sunday</b>	<b>The Times</b>	<b>Difference %</b>	<b>The Sunday Times</b>	<b>Difference %</b>
Circulation	2,099,896	901,000	133.1%	1,214,603	72.9%
Circulation - Monday - Saturday	2,099,896	599,009	250.6%	1,214,603	72.9%
Readership - Saturday	5,481,000	1,733,000	216.3%	3,213,000	70.6%
Male readers	2,663,000	978,000	172.3%	1,753,000	51.9%
Female readers	2,818,000	755,000	273.2%	1,460,000	93.0%
ABC1 readers	3,693,000	1,526,000	142.0%	2,791,000	32.3%
Adults who have bought goods by Mail Order	2,106,000	702,000	200.0%	984,000	114.0%
Total income of chief income earner	83,387,591,000	30,578,985,000	172.7%	61,302,421,000	36.0%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	398,000	207.8%	699,000	75.3%
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
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	944,000	227.8%	1,968,000	57.2%

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# The Mail on Sunday vs. Daily Telegraph & 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%
Circulation - Monday - Saturday	2,099,896	829,538	153.1%	606,900	246.0%
Readership - Saturday	5,481,000	2,140,000	156.1%	1,658,000	230.6%
Male readers	2,663,000	1,096,000	143.0%	855,000	211.5%
Female readers	2,818,000	1,043,000	170.2%	803,000	250.9%
ABC1 readers	3,693,000	1,865,000	98.0%	1,448,000	155.0%
Adults who have bought goods by Mail Order	2,106,000	852,000	147.2%	680,000	209.7%
Total income of chief income earner	83,387,591.000	36,178,865,000	130.5%	26,611,358,000	213.4%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	695,000	76.3%	521,000	135.1%
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
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	1,116,000	177.2%	911,000	239.6%

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

	<b>The Mail in Sunday</b>	<b>Evening Standard</b>	<b>Difference %</b>	<b>Metro London</b>	<b>Difference %</b>
Circulation	2,099,896	236,075	789.5%	735,712	185.4%
Circulation – Monday - Saturday	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%
Male readers	2,663,000	362,000	635.6%	1,036,000	157.0%
Female readers	2,818,000	258,000	992.2%	837,000	236.7%
ABC1 readers	3,693,000	498,000	641.6%	1,281,000	188.3%
Adults who have bought goods by Mail Order	2,106,000	184,000	1044.6%	367,000	473.8%
Total income of chief income earner	83,387,591,000	10,582,921,000	687.9%	27,557,925,000	202.6%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	117,000	947.0%	341,000	259.2%
Mail on Sunday readers who do not read the Evening Standard Mail on Sunday readers who do not read Metro London	n/a	5,347,000 (97.6%)	n/a	1,014,000 (81%)	n/a
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	431,000	617.9%	1,158,000	167.2%

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FACTS EXPOSED

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

	<b>The Mail on Sunday</b>	<b>The Independent</b>	<b>Difference %</b>	<b>The Independent on Sunday</b>	<b>Difference %</b>
Circulation	2,099,896	235,000	793.6%	169,603	1138.1%
Circulation – Monday - Saturday	2,099,896	205,482	921.9%	169,603	1138.1%
Readership – Saturday	5,481,000	551,000	894.7%	606,000	804.5%
Male readers	2,663,000	308,000	764.6%	322,000	727.0%
Female readers	2,818,000	244,000	1054.9%	284,000	892.3%
ABC1 readers	3,693,000	474,000	679.1%	526,000	602.1%
Adults who have bought goods by Mail Order	2,106,000	250,000	742.4%	224,000	840.2%
Total income of chief income earner	83,387,591,000	8,786,133,000	849.1%	9,892,750,000	742.9%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	148,000	727.7%	154,000	695.5%
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
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	325,000	852.0%	371,000	734.0%

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FACTS EXPOSED

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

	<b>The Mail on Sunday</b>	<b>Daily Mirror</b>	<b>Difference %</b>	<b>Sunday Mirror</b>	<b>Difference %</b>
Circulation	2,099,896	1,599,000	31.3%	1,230,430	70.7%
Circulation – Monday - Saturday	2,099,896	1,334,197	57.4%	1,230,430	70.7%
Readership – Saturday	5,481,000	3,407,000	60.9%	3,960,000	38.4%
Male readers	2,663,000	1,661,000	60.3%	1,979,000	34.6%
Female readers	2,818,000	1,746,000	61.4%	1,981,000	42.3%
ABC1 readers	3,693,000	1,218,000	203.2%	1,603,000	130.4%
Adults who have bought goods by Mail Order	2,106,000	1,426,000	47.7%	1,434,000	46.9%
Total income of chief income earner	83,387,591,000	39,250,854,000	112.4%	50,511,854,000	65.1%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	622,000	96.9%	666,000	83.9%
Adults who read The Mail on Sunday and not the Daily Mirror Adults who read The Mail on Sunday and not the Sunday Mirror	n/a	5,128,000 (93.6%)	n/a	4,935,000 (90%)	n/a
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	1,655,000	86.9%	2,014,000	53.6%

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FACTS EXPOSED

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

	<b>The Mail on Sunday</b>	<b>The Sun</b>	<b>Difference %</b>	<b>News of the World</b>	<b>Difference %</b>
Circulation	2,099,896	3,513,000	-40.2%	2,993,776	-29.9%
Circulation – Monday - Saturday	2,099,896	3,022,058	-30.5%	2,993,776	-29.9%
Readership – Saturday	5,481,000	7,817,000	-29.9%	7,712,000	-28.9%
Male readers	2,663,000	4,147,000	-35.8%	4,024,000	-33.8%
Female readers	2,818,000	3,670,000	-23.2%	3,688,000	-23.6%
ABC1 readers	3,693,000	2,845,000	29.8%	3,001,000	23.1%
Adults who have bought goods by Mail Order	2,106,000	3,108,000	-32.2%	3,081,000	-31.6%
Total income of chief income earner	83,387,591,000	95,826,433,000	-13.0%	99,459,856,000	-16.2%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	1,548,000	-20.9%	1,487,000	-17.6%
Adults who read The Mail on Sunday and not The Sun Adults who read The Mail on Sunday and not News of the World	n/a	4,686,000 (85.5%)	n/a	4,580,000 (83.6%)	n/a
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	3,094,000	4,091,000	-24.4%	4,184,000	-26.1%

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Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED