

MOBILITY

THE MAIL ON SUNDAY

FACTS EXPOSED

Which Sunday newspaper is the most popular for adults aged 50+ and retired adults?
Find out how you can target the most relevant audience for your business.



Facts Exposed – An Explanation

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

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 Mobility, then please contact your regular contact at Mail Newspapers or email our marketing department at 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 to December 2008. Saturday circulation is a publisher's estimate.

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

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 & Saga Magazine

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 and The Sunday Telegraph

The Mail on Sunday vs. Evening Standard & Metro London

The Mail on Sunday vs. The Guardian & The Observer

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

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

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%
AB readers Monday - Saturday	1,723,000	415,000	315.2%	388,000	344.1%
Adults aged 55+	2,569,000	1,017,000	152.6%	852,000	201.5%
Adults aged 65+	1,445,000	679,000	112.8%	564,000	156.2%
Adults who have responded to a promotion/appeal in their newspaper	1,225,000	367,000	233.8%	421,000	191.0%
Adults who are tempted to purchase products they have seen advertised	1,479,000	398,000	271.6%	452,000	227.2%
Mail on Sunday readers who do not read the Daily Express Mail on Sunday readers who do not read the Sunday Express	N/A	5,263,000 (96.0%)	N/A	5,151,000 (94.9%)	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%

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

The Mail on Sunday vs. Daily Mail & Saga Magazine

	The Mail on Sunday	Daily Mail	Difference %	Saga	Difference
Circulation	2,099,896	2,995,000	-29.9%	653,930	221.1%
Readership	5,481,000	5,848,000	-6.3%	1,672,000	227.8%
ABC1 Readers	3,693,000	3,797,000	-2.7%	1,223,000	202.0%
AB Readers	1,723,000	1,802,000	-4.4%	656,000	162.7%
Adults aged 55+	2,569,000	3,328,000	-22.8%	1,521,000	68.9%
Adults aged 65+	1,445,000	2,080,000	-30.5%	1,039,000	39.1%
Readers who have responded to a promotion/appeal in their newspaper.	1,225,000	1,248,000	-1.8%	432,000	183.6%
Adults who are tempted to purchase products they have seen advertised	1,479,000	1,426,000	3.7%	221,000	569.2%
Mail on Sunday readers who do not read the Daily Mail Mail on Sunday readers who do not read Saga Magazine	N/A	4,643,000 (84.7%)	N/A	5,067,000 (92.4%)	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	3,048,000	1.5%	862,000	258.9%

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

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

	The Mail on Sunday	The Times	Difference %	The 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%
AB Readers	1,723,000	1,041,000	65.5%	1,944,000	-11.4%
Adults aged 55+	2,569,000	680,000	277.8%	991,000	159.2%
Adults aged 65+	1,445,000	335,000	331.3%	458,000	215.5%
Readers who have responded to a promotion/appeal in their newspaper.	1,225,000	398,000	207.8%	699,000	75.3%
Adults who are tempted to purchase products they have seen advertised	1,479,000	422,000	250.5%	708,000	108.9%
Mail on Sunday readers who do not read The Times Mail on Sunday readers who do not read The Sunday Times	N/A	5,243,000 (95.7%)	N/A	4,942,000 (90.2%)	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%



Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

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

	The Mail on Sunday	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
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%
AB Readers	1,723,000	1,264,000	36.3%	970,000	77.6%
Adults aged 55+	2,569,000	1,359,000	89.0%	889,000	189.0%
Adults aged 65+	1,445,000	833,000	73.5%	597,000	142.0%
Readers who have responded to a promotion/appeal in their newspaper.	1,225,000	695,000	76.3%	521,000	135.1%
Adults who are tempted to purchase products they have seen advertised	1,479,000	330,000	348.2%	292,000	406.5%
Mail on Sunday readers who do not read The Daily Telegraph Mail on Sunday readers who do not read The Sunday Telegraph	N/A	5,238,000 (95.6%)	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%

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

The Mail on Sunday vs. Evening Standard & Metro London

	The Mail on Sunday	Evening Standard	Difference %	Metro London	Difference %
Circulation	2,099,896	236,075	789.5%	735,712	185.4%
Readership	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%
AB Readers	1,723,000	342,000	403.8%	704,000	144.7%
Adults aged 55+	2,569,000	158,000	1525.9%	156,000	1546.8%
Adults aged 65+	1,445,000	66,000	2089.4%	59,000	2349.2%
Readers who have responded to a promotion/appeal in their newspaper.	1,225,000	117,000	947.0%	341,000	259.2%
Adults who are tempted to purchase products they have seen advertised	1,479,000	208,000	611.1%	581,000	154.6%
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	5,067,000 (92.4%)	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%

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

The Mail on Sunday vs. The Guardian & The Observer

	The Mail on Sunday	The Guardian	Difference %	The Observer	Difference %
Circulation	2,099,896	532,000	294.7%	420,695	399.1%
Readership	5,481,000	1,346,000	307.2%	1,332,000	311.5%
ABC1 Readers	3,693,000	1,209,000	205.5%	1,195,000	209.0%
AB Readers	1,723,000	923,000	86.7%	837,000	105.9%
Adults aged 55+	2,569,000	369,000	596.2%	378,000	579.6%
Adults aged 65+	1,445,000	167,000	765.3%	160,000	803.1%
Readers who have responded to a promotion/appeal in their newspaper.	1,225,000	333,000	267.9%	319,000	284.0%
Adults who are tempted to purchase products they have seen advertised	1,479,000	284,000	420.8%	272,000	443.8%
Mail on Sunday readers who do not read The Guardian Mail on Sunday readers who do not read The Observer	N/A	5,389,000 (98.3%)	N/A	5,359,000 (97.8%)	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	731,000	323.3%	753,000	310.9%

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

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%
AB Readers	1,723,000	308,000	459.4%	334,000	415.9%
Adults aged 55+	2,569,000	152,000	1590.1%	125,000	1955.2%
Adults aged 65+	1,445,000	57,000	2435.1%	44,000	3184.1%
Readers who have responded to a promotion/appeal in their newspaper.	1,225,000	148,000	727.7%	154,000	695.5%
Adults who are tempted to purchase products they have seen advertised	1,479,000	73,000	1926.0%	132,000	1020.5%
Mail on Sunday readers who do not read The Independent Mail on Sunday readers who do not read The Independent on Sunday	N/A	5,384,000 (98.2%)	N/A	5,341,000 (97.4%)	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%

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

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

	The Mail on Sunday	Daily Mirror	Difference %	The 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%
AB Readers	1,723,000	399,000	331.8%	600,000	187.2%
Adults aged 55+	2,569,000	1,564,000	64.3%	1,521,000	68.9%
Adults aged 65+	1,445,000	1,028,000	40.6%	929,000	55.5%
Readers who have responded to a promotion/appeal in their newspaper.	1,225,000	622,000	96.9%	666,000	83.9%
Adults who are tempted to purchase products they have seen advertised	1,479,000	903,000	63.8%	1,216,000	21.6%
Mail on Sunday readers who do not read the Daily Mirror Mail on Sunday readers who do not read The Sunday Mirror	N/A	5,119,000 (93.4%)	N/A	4,935,000 (90.0%)	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%

Mail
Classified

Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk

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%
AB Readers	1,723,000	864,000	99.4%	951,000	81.2%
Adults aged 55+	2,569,000	2,297,000	11.8%	1,996,000	28.7%
Adults aged 65+	1,445,000	1,234,000	17.1%	968,000	49.3%
Readers 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 are tempted to purchase products they have seen advertised	1,479,000	2,511,000	-41.1%	2,503,000	-40.9%
Mail on Sunday readers who do not read The Sun Mail on Sunday readers who do not read News of the World	N/A	4,687,000 (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%



Mobility
Every Sunday in The Mail on Sunday

www.mailclassified.co.uk