

UK PROPERTY THE MAIL ON SUNDAY

FACTS EXPOSED

Why are The Mail on Sunday readers especially attractive for UK property advertisers?
Find out how you can target the most relevant audience for your business.



Facts Exposed – An Explanation

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

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.

TGI Premier: A survey of AB Adults in the UK.

If you are looking for facts and figures on a particular area of property, or a specific demographic, then please contact your regular contact at The Mail on Sunday, or email our marketing department at classified.marketing@mailnewspapers.co.uk

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

Mail
Classified

UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

Index

The Mail on Sunday Vs Daily Express & Sunday Express

The Mail on Sunday Vs Daily Mail

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 Guardian & The Observer

The Mail on Sunday Vs The Independent & The Independent on Sunday

The Mail on Sunday Vs Daily Mirror & Sunday Mirror

The Mail on Sunday Vs The Sun & News of the World

Mail
Classified

UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

The Mail on Sunday vs. Daily Express & Sunday Express

	The Mail on Sunday	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,099,896	725,364	189.5%	638,602	228.8%
Readership	5,481,000	1,655,000	231.2%	1,618,000	238.8%
ABC1 Adults	3,693,000	969,000	281.1%	959,000	285.1%
AB Adults	1,723,000	399,000	331.8%	388,000	344.1%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	4,000	1250.0%	12,000	350.0%
Homeowners	4,425,000	1,370,000	223.0%	1,321,000	235.0%
Home owned outright	2,408,000	926,000	160.0%	845,000	185.0%
Intention to move in the next six months	478,000	81,000	490.1%	97,000	392.8%
Adults interested in the property pages of their newspaper	2,792,000	707,000	294.9%	782,000	257.0%
First time buyers	733,000	171,000	328.7%	148,000	395.3%
Mail on Sunday readers who do not read the Daily Express Mail on Sunday readers who do not read the Sunday Express	n/a	5,217,000 (95.2%)	n/a	5,151,000 (94.0%)	n/a

Mail
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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

The Mail on Sunday vs. Daily Mail

	The Mail on Sunday	Daily Mail	Difference %	Daily Mail and The Mail on Sunday
Circulation	2,099,896	2,198,983	-4.5%	4,298,879
Readership	5,481,000	4,853,000	12.9%	7,793,000
ABC1 Adults	3,693,000	3,201,000	15.4%	5,182,000
AB Adults	1,723,000	1,522,000	13.2%	2,402,000
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	40,000	35.0%	78,000
Homeowners	4,425,000	4,043,000	9.4%	6,325,000
Home owned outright	2,408,000	2,520,000	-4.4%	3,509,000
Intention to move in the next six months	478,000	239,000	100.0%	574,000
Adults interested in the property pages of their newspaper	2,792,000	2,422,000	15.3%	3,793,000
First time buyers	733,000	665,000	10.2%	1,048,000
Adults who read The Mail on Sunday and not the Daily Mail	n/a	2,940,000 (53.6%)	n/a	n/a

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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

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	599,009	250.6%	1,214,603	72.9%
Readership	5,481,000	1,812,000	202.5%	3,213,000	70.6%
ABC1 Adults	3,693,000	1,562,000	136.4%	2,791,000	32.3%
AB Adults	1,723,000	1,090,000	58.1%	1,944,000	-11.4%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	25,000	116.0%	52,000	3.8%
Homeowners	4,425,000	1,382,000	220.2%	2,588,000	71.0%
Home owned outright	2,408,000	675,000	256.7%	1,177,000	104.6%
Intention to move in the next six months	478,000	208,000	129.8%	380,000	25.8%
Adults interested in the property pages of their newspaper	2,792,000	972,000	187.2%	1,909,000	46.3%
First time buyers	733,000	180,000	307.2%	337,000	117.5%
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

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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

The Mail on Sunday vs. Daily Telegraph & Sunday Telegraph

	The Mail on Sunday	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,099,896	829,538	153.1%	606,900	246.0%
Readership	5,481,000	1,898,000	188.8%	1,658,000	230.6%
ABC1 Adults	3,693,000	1,686,000	119.0%	1,448,000	155.0%
AB Adults	1,723,000	1,133,000	52.1%	970,000	77.6%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	19,000	184.2%	4,000	1250.0%
Homeowners	4,425,000	1,660,000	166.6%	1,398,000	216.5%
Home owned outright	2,408,000	1,149,000	109.6%	914,000	163.5%
Intention to move in the next six months	478,000	130,000	267.7%	157,000	204.5%
Adults interested in the property pages of their newspaper	2,792,000	990,000	182.0%	940,000	197.0%
First time buyers	733,000	122,000	500.8%	106,000	591.5%
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

Mail
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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

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 Adults	3,693,000	498,000	641.6%	1,281,000	188.3%
AB Adults	1,723,000	342,000	403.8%	704,000	144.7%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	27,000	100.0%	33,000	63.6%
Homeowners	4,425,000	463,000	855.7%	911,000	385.7%
Home owned outright	2,408,000	182,000	1223.1%	219,000	999.5%
Intention to move in the next six months	478,000	59,000	710.2%	330,000	44.8%
Adults interested in the property pages of their newspaper	2,792,000	329,000	748.6%	736,000	279.3%
First time buyers	733,000	45,000	1528.9%	186,000	294.1%
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

Mail
Classified

UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

The Mail on Sunday vs. The Guardian & The Observer

	The Mail on Sunday	The Guardian	Difference %	The Observer	Difference %
Circulation	2,099,896	341,686	514.6%	420,695	399.1%
Readership	5,481,000	1,147,000	377.9%	1,332,000	311.5%
ABC1 Adults	3,693,000	1,032,000	257.8%	1,195,000	209.0%
AB Adults	1,723,000	712,000	142.0%	837,000	105.9%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	3,000	1700.0%	6,000	800.0%
Homeowners	4,425,000	824,000	437.0%	996,000	344.3%
Home owned outright	2,408,000	372,000	547.3%	400,000	502.0%
Intention to move in the next six months	478,000	135,000	254.1%	133,000	259.4%
Adults interested in the property pages of their newspaper	2,792,000	616,000	353.2%	720,000	287.8%
First time buyers	733,000	128,000	472.7%	175,000	318.9%
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

Mail
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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

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	205,482	921.9%	169,603	1138.1%
Readership	5,481,000	688,000	696.7%	606,000	804.5%
ABC1 Adults	3,693,000	589,000	527.0%	526,000	602.1%
AB Adults	1,723,000	394,000	337.3%	334,000	415.9%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	1,000	5300.0%	6,000	800.0%
Homeowners	4,425,000	481,000	820.0%	405,000	992.6%
Home owned outright	2,408,000	206,000	1068.9%	149,000	1516.1%
Intention to move in the next six months	478,000	88,000	443.2%	110,000	334.5%
Adults interested in the property pages of their newspaper	2,792,000	367,000	660.8%	387,000	621.4%
First time buyers	733,000	103,000	611.7%	117,000	526.5%
Adults who read The Mail on Sunday and not The Independent Adults who read The Mail on Sunday and not The Independent on Sunday	n/a	5,384,000 (98.2%)	n/a	5,341,000 (97.5%)	n/a

Mail
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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

The Mail on Sunday vs. Daily Mirror & Sunday Mirror

	The Mail on Sunday	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,099,896	1,334,197	57.4%	1,230,430	70.7%
Readership	5,481,000	3,529,000	55.3%	3,960,000	38.4%
ABC1 Adults	3,693,000	1,413,000	161.4%	1,603,000	130.4%
AB Adults	1,723,000	483,000	256.7%	600,000	187.2%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	12,000	350.0%	12,000	350.0%
Homeowners	4,425,000	2,289,000	93.3%	2,574,000	71.9%
Home owned outright	2,408,000	1,268,000	89.9%	1,282,000	87.8%
Intention to move in the next six months	478,000	282,000	69.5%	315,000	51.7%
Adults interested in the property pages of their newspaper	2,792,000	1,271,000	119.7%	1,734,000	61.0%
First time buyers	733,000	659,000	11.2%	709,000	3.4%
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	5,119,000 (93.4%)	n/a	4,935,000 (90%)	n/a

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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

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	3,022,058	-30.5%	2,993,776	-29.9%
Readership	5,481,000	7,986,000	-31.4%	7,712,000	-28.9%
ABC1 Adults	3,693,000	3,066,000	20.5%	3,001,000	23.1%
AB Adults	1,723,000	953,000	80.8%	951,000	81.2%
Adults who have bought a property as a result of seeing an ad in their newspaper	54,000	37,000	45.9%	47,000	14.9%
Homeowners	4,425,000	4,693,000	-5.7%	4,677,000	-5.4%
Home owned outright	2,408,000	1,802,000	33.6%	1,703,000	41.4%
Intention to move in the next six months	478,000	668,000	-28.4%	634,000	-24.6%
Adults interested in the property pages of their newspaper	2,792,000	3,405,000	-18.0%	3,321,000	-15.9%
First time buyers	733,000	1,500,000	-51.1%	1,481,000	-50.5%
Adults who read The Mail on Sunday and not The Sun Adults who read The Mail on Sunday and not the News of the World	n/a	4,687,000 (85.5%)	n/a	4,580,000 (83.6%)	n/a

Mail
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UK Property

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED