

UK TRAVEL THE MAIL ON SUNDAY

FACTS EXPOSED

Who takes more UK Holidays?

Which audience are the most responsive to your advertising?

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



Facts Exposed – An Explanation

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

ABC: The Audit Bureau of 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 UK Travel then please contact your regular contact at the Daily Mail or email our marketing department at classified.marketing@mailclassified.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 circulation is a publisher's estimate

Mail
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UK TRAVEL

Every Sunday in The Mail on Sunday Classified

www.mailclassified.co.uk

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The Mail on Sunday vs. Daily Express & Sunday Express

| | The Mail on Sunday | Daily Express | Difference % | Sunday Express | Difference % |
|---|--------------------|----------------------|--------------|--------------------|--------------|
| Circulation - Saturday | 2,099,896 | 827,000 | 153.9% | 638,602 | 228.8% |
| Readership - Saturday | 5,481,000 | 1,686,000 | 225.1% | 1,618,000 | 238.8% |
| ABC1 Readers - Saturday | 3,693,000 | 1,009,000 | 266.0% | 959,000 | 285.1% |
| AB Readers - Saturday | 1,723,000 | 415,000 | 315.2% | 388,000 | 344.1% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 1,093,000 | 247.7% | 1,149,000 | 230.7% |
| Total UK holidays in the last 12 months | 7,692,000 | 2,680,000 | 187.0% | 2,388,000 | 222.1% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 739,000 | 246.3% | 793,000 | 222.7% |
| Adults who have stayed in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 430,000 | 225.6% | 425,000 | 229.4% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 121,000 | 216.5% | 104,000 | 268.3% |
| Mail on Sunday readers who do not read the Daily Express Mail on Sunday readers who do not read the Sunday Express | n/a | 5,226,000 (95.4%) | n/a | 5,151,000 (94%) | n/a |
| Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 141,000 | 307.1% | 156,000 | 267.9% |

Mail
Classified

UK TRAVEL

Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED

The Mail on Sunday vs. Daily Mail

| | The Mail on Sunday | Daily Mail | Difference % |
|--|----------------------|------------|--------------|
| Circulation - Saturday | 2,099,896 | 2,995,000 | -29.9% |
| Readership - Saturday | 5,481,000 | 5,848,000 | -6.3% |
| ABC1 Readers - Saturday | 3,693,000 | 3,797,000 | -2.7% |
| AB Readers - Saturday | 1,723,000 | 1,802,000 | -4.4% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 4,020,000 | -5.5% |
| Total UK holidays in the last 12 months | 7,692,000 | 8,568,000 | -10.2% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 2,601,000 | -1.6% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 1,431,000 | -2.2% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 414,000 | -7.5% |
| Mail on Sunday readers who do not read the Daily Mail | 2,538,000 (46.3%) | n/a | n/a |
| Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 564,000 | 1.8% |

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UK TRAVEL

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 - Saturday | 2,099,896 | 1,214,603 | 133.1% | 901,000 | 72.9% |
| Readership - Saturday | 5,481,000 | 3,213,000 | 216.3% | 1,733,000 | 70.6% |
| ABC1 Readers - Saturday | 3,693,000 | 2,791,000 | 142.0% | 1,526,000 | 32.3% |
| AB Readers - Saturday | 1,723,000 | 1,041,000 | 65.5% | 1,944,000 | -11.4% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 1,357,000 | 180.0% | 2,361,000 | 60.9% |
| Total UK holidays in the last 12 months | 7,692,000 | 2,794,000 | 175.3% | 4,702,000 | 63.6% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 955,000 | 168.0% | 1,716,000 | 49.1% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 581,000 | 141.0% | 1,013,000 | 38.2% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 108,000 | 254.6% | 261,000 | 46.7% |
| 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 holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 199,000 | 188.4% | 376,000 | 52.7% |

Mail
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UK TRAVEL

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 - Saturday | 2,099,896 | 1,051,000 | 99.8% | 606,900 | 246.0% |
| Readership - Saturday | 5,481,000 | 2,140,000 | 156.1% | 1,658,000 | 230.6% |
| ABC1 Readers - Saturday | 3,693,000 | 1,865,000 | 98.0% | 1,448,000 | 155.0% |
| AB Readers - Saturday | 1,723,000 | 1,264,000 | 36.3% | 970,000 | 77.6% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 1,549,000 | 145.3% | 1,211,000 | 213.8% |
| Total UK holidays in the last 12 months | 7,692,000 | 3,449,000 | 123.0% | 2,717,000 | 183.1% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 1,277,000 | 100.4% | 991,000 | 158.2% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 702,000 | 99.4% | 568,000 | 146.5% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 159,000 | 140.9% | 136,000 | 181.6% |
| 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 holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 209,000 | 174.6% | 155,000 | 270.3% |

Mail
Classified

UK TRAVEL

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 - Saturday | 2,099,896 | 236,075 | 789.5% | 735,712 | 185.4% |
| Readership - Saturday | 5,481,000 | 620,000 | 784.0% | 1,874,000 | 192.5% |
| ABC1 Readers - Saturday | 3,693,000 | 498,000 | 641.6% | 1,281,000 | 188.3% |
| AB Readers - Saturday | 1,723,000 | 342,000 | 403.8% | 704,000 | 144.7% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 404,000 | 840.6% | 937,000 | 305.5% |
| Total UK holidays in the last 12 months | 7,692,000 | 761,000 | 910.8% | 1,264,000 | 508.5% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 254,000 | 907.5% | 473,000 | 441.0% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 147,000 | 852.4% | 262,000 | 434.4% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 38,000 | 907.9% | 71,000 | 439.4% |
| 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 holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 76,000 | 655.3% | 145,000 | 295.9% |

Mail
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UK TRAVEL

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 - Saturday | 2,099,896 | 532,000 | 294.7% | 420,695 | 399.1% |
| Readership - Saturday | 5,481,000 | 1,346,000 | 307.2% | 1,332,000 | 311.5% |
| ABC1 Readers - Saturday | 3,693,000 | 1,209,000 | 205.5% | 1,195,000 | 209.0% |
| AB Readers - Saturday | 1,723,000 | 923,000 | 86.7% | 837,000 | 105.9% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 1,138,000 | 233.9% | 1,017,000 | 273.6% |
| Total UK holidays in the last 12 months | 7,692,000 | 2,086,000 | 268.7% | 2,053,000 | 274.7% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 819,000 | 212.5% | 759,000 | 237.2% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 472,000 | 196.6% | 453,000 | 209.1% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 179,000 | 114.0% | 109,000 | 251.4% |
| Mail on Sunday readers who do not read The Guardian Mail on Sunday readers who do not read The Observer | n/a | 5,401,000 (98.5%) | n/a | 5,359,000 (97.8%) | n/a |
| Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 132,000 | 334.8% | 132,000 | 334.8% |

Mail
Classified

UK TRAVEL

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 - Saturday | 2,099,896 | 235,000 | 793.6% | 169,603 | 1138.1% |
| Readership - Saturday | 5,481,000 | 551,000 | 894.7% | 606,000 | 804.5% |
| ABC1 Readers - Saturday | 3,693,000 | 474,000 | 679.1% | 526,000 | 602.1% |
| AB Readers - Saturday | 1,723,000 | 308,000 | 459.4% | 334,000 | 415.9% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 419,000 | 806.9% | 507,000 | 649.5% |
| Total UK holidays in the last 12 months | 7,692,000 | 679,000 | 1032.8% | 941,000 | 717.4% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 274,000 | 833.9% | 405,000 | 531.9% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 166,000 | 743.4% | 256,000 | 446.9% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 20,000 | 1815.0% | 31,000 | 1135.5% |
| 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 holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 46,000 | 1147.8% | 67,000 | 756.7% |

Mail
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UK TRAVEL

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 – Saturday | 2,099,896 | 1,599,000 | 31.3% | 1,230,430 | 70.7% |
| Readership – Saturday | 5,481,000 | 3,407,000 | 60.9% | 3,960,000 | 38.4% |
| ABC1 Readers – Saturday | 3,693,000 | 1,218,000 | 203.2% | 1,603,000 | 130.4% |
| AB Readers – Saturday | 1,723,000 | 399,000 | 331.8% | 600,000 | 187.2% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 2,075,000 | 83.1% | 2,356,000 | 61.3% |
| Total UK holidays in the last 12 months | 7,692,000 | 3,591,000 | 114.2% | 3,735,000 | 105.9% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 1,153,000 | 121.9% | 1,255,000 | 103.9% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 570,000 | 145.6% | 634,000 | 120.8% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 172,000 | 122.7% | 202,000 | 89.6% |
| Mail on Sunday readers who do not read the Daily Mirror Mail on Sunday readers who do not read the Sunday Mirror | n/a | 5,128,000 (93.6%) | n/a | 4,935,000 (90%) | n/a |
| Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 202,000 | 184.2% | 321,000 | 78.8% |

Mail
Classified

UK TRAVEL

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 – Saturday | 2,099,896 | 3,513,000 | -40.2% | 2,993,776 | -29.9% |
| Readership – Saturday | 5,481,000 | 7,817,000 | -29.9% | 7,712,000 | -28.9% |
| ABC1 Readers – Saturday | 3,693,000 | 2,845,000 | 29.8% | 3,001,000 | 23.1% |
| AB Readers – Saturday | 1,723,000 | 864,000 | 99.4% | 951,000 | 81.2% |
| Adults who read travel/holiday section of newspaper/magazine | 3,800,000 | 4,520,000 | -15.9% | 4,313,000 | -11.9% |
| Total UK holidays in the last 12 months | 7,692,000 | 8,002,000 | -3.9% | 7,406,000 | 3.9% |
| Adults who have stayed in a UK hotel in the last 12 months | 2,559,000 | 2,371,000 | 7.9% | 2,328,000 | 9.9% |
| Adults who have stayed 1-3 nights in a UK hotel on at least two occasions in the last 12 months | 1,400,000 | 1,017,000 | 37.7% | 1,054,000 | 32.8% |
| Adults who have taken a UK holiday and stayed in a rented cottage/villa/chalet in the last 12 months | 383,000 | 360,000 | 6.4% | 345,000 | 11.0% |
| Mail on Sunday readers who do not read The Sun Mail on Sunday readers who do not read the 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 holiday or flight as a consequence of viewing a newspaper ad | 574,000 | 479,000 | 19.8% | 512,000 | 12.1% |

Mail
Classified

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Every Sunday in The Mail on Sunday Classified

FACTS EXPOSED