

Monday to Saturday in the Daily Mail

# MAIL ORDER

# FACTS EXPOSED

Mail  
Classified



# A GUIDE 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 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 Mail Order then please contact your regular contact at The Mail, 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 2011. NRS June 2010 – July 2011.

TGI April 2010– March 2011. Saturday circulation is publisher's estimate

# COMPETITOR ANALYSIS

## Daily Mail versus Daily Express and Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,836,000	725,000	291.2%	550,248	415.4%
Readership – Saturday	5,440,000	1,504,000	261.7%	1,491,000	264.9%
Male readers	2,425,000	700,000	246.4%	713,000	240.1%
Female readers	3,015,000	804,000	275.0%	779,000	287.0%
ABC1 readers	3,525,000	893,000	294.7%	904,000	289.9%
Adults who have bought goods by Mail Order	298,000	86,000	246.5%	78,000	282.1%
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	433,000	349.9%	450,000	332.9%
Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express	N/A	5,201,000 (95.61%)	N/A	5,155,000 (94.76%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	714,000	271.0%	692,000	282.8%

# COMPETITOR ANALYSIS

## Daily Mail and The Mail on Sunday

	Daily Mail	The Mail on Sunday	Difference %	Daily Mail or The Mail on Sunday
Circulation	2,836,000	1,923,372	47.4%	4,759,372
Readership – Saturday	5,440,000	4,866,000	11.8%	7,577,000
Male readers	2,425,000	2,335,000	3.9%	3,521,000
Female readers	3,015,000	2,531,000	19.1%	4,056,000
ABC1 readers	3,525,000	3,137,000	12.4%	4,823,000
Adults who have bought goods by Mail Order	298,000	249,000	19.7%	356,000
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	1,842,000	5.8%	1,445,000
Daily Mail readers who do not read The Mail on Sunday The Mail on Sunday readers who do not read Daily Mail	2,711,000 (50%)	2,137,000 (44%)	n/a	n/a
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	2,601,000	1.8%	3,819,000

# COMPETITOR ANALYSIS

## Daily Mail versus The Times and Sunday Times

	Daily Mail	Times	Difference %	Sunday Times	Difference %
Circulation	2,836,000	555,000	411.0%	1,030,215	175.3%
Readership – Saturday	5,440,000	1,553,000	250.3%	2,794,000	94.7%
Male readers	2,425,000	853,000	184.3%	1,464,000	65.6%
Female readers	3,015,000	699,000	331.3%	1,330,000	126.7%
ABC1 readers	3,525,000	1,321,000	166.8%	2,411,000	46.2%
Adults who have bought goods by Mail Order	298,000	144,000	106.9%	225,000	32.4%
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	634,000	207.3%	1,253,000	55.5%
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	N/A	5,253,000 (96.56%)	N/A	5,073,000 (93.25%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	792,000	234.5%	1,482,000	78.7%

# COMPETITOR ANALYSIS

## Daily Mail versus The Daily Telegraph and Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,836,000	835,000	239.6%	486,844	482.5%
Readership – Saturday	5,440,000	1,970,000	176.1%	1,476,000	268.6%
Male readers	2,425,000	988,000	145.4%	761,000	218.7%
Female readers	3,015,000	982,000	207.0%	715,000	321.7%
ABC1 readers	3,525,000	1,692,000	108.3%	1,249,000	182.2%
Adults who have bought goods by Mail Order	298,000	187,000	59.4%	139,000	114.4%
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	857,000	127.3%	643,000	203.0%
Daily Mail readers who do not read The Daily Telegraph Daily Mail readers who do not read The Sunday Telegraph	N/A	5,154,000 (94.74%)	N/A	5,242,000 (96.36%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	953,000	178.0%	749,000	253.7%

# COMPETITOR ANALYSIS

## Daily Mail versus the Evening Standard and Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation	2,836,000	701,743	304.1%	785,482	261.1%
Readership – Saturday (Mon – Fri for Standard and Metro)	5,440,000	1,570,000	246.5%	3,299,000	64.9%
Male readers	2,425,000	600,000	402.5%	1,442,000	109.1%
Female readers	3,015,000	105,000	183.8%	70,000	325.7%
ABC1 readers	3,525,000	1,176,000	199.7%	2,012,000	75.2%
Adults who have bought goods by Mail Order	298,000	105,000	183.8%	70,000	325.7%
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	438,000	344.7%	730,000	166.8%
Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read Metro London	N/A	5,294,000 (97.32%)	N/A	5,171,000 (95.06%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	862,000	207.3%	1,034,000	156.2%

# COMPETITOR ANALYSIS

Daily Mail versus The Independent and The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	2,836,000	200,000	1318.0%	152,507	1257.5%
Readership – Saturday	5,440,000	417,000	1204.6%	469,000	1059.9%
Male readers	2,425,000	248,000	877.8%	283,000	756.9%
Female readers	3,015,000	170,000	1673.5%	185,000	1529.7%
ABC1 readers	3,525,000	338,000	942.9%	357,000	887.4%
Adults who have bought goods by Mail Order	298,000	29,000	927.6%	36,000	727.8%
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	151,000	1190.1%	192,000	914.6%
Daily Mail readers who do not read The Independent Daily Mail readers who do not read The Independent on Sunday	N/A	5,378,000 (98.86%)	N/A	5,385,000 (98.99%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	224,000	1082.6%	262,000	911.1%

# COMPETITOR ANALYSIS

Daily Mail versus the Daily Mirror, Sunday Mirror

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,836,000	1,440,000	96.9%	1,086,664	90.5%
Readership – Saturday	5,440,000	3,184,000	70.9%	3,529,000	54.2%
Male readers	2,425,000	1,685,000	43.9%	1,838,000	31.9%
Female readers	3,015,000	1,500,000	101.0%	1,691,000	78.3%
ABC1 readers	3,525,000	1,233,000	185.9%	1,492,000	136.3%
Adults who have bought goods by Mail Order	298,000	109,000	173.4%	94,000	217.0%
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	762,000	155.6%	877,000	122.1%
Adults who read the Daily Mail and not the Daily Mirror Adults who read the Daily Mail and not the Sunday Mirror	N/A	5,378,000 (98.86%)	N/A	5,385,000 (98.99%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	1,521,000	74.2%	1,773,000	49.4%

# COMPETITOR ANALYSIS

## Daily Mail versus The Sun

	Daily Mail	The Sun	Difference %
Circulation	2,836,000	3,120,000	-9.1%
Readership – Saturday	5,440,000	7,383,000	-26.3%
Male readers	2,425,000	3,829,000	-36.7%
Female readers	3,015,000	3,554,000	-15.2%
ABC1 readers	3,525,000	2,614,000	34.9%
Adults who have bought goods by Mail Order	298,000	180,000	65.6%
Adults who have responded to a promotion/appeal in their newspaper	1,948,000	1,984,000	-1.8%
Adults who read the Daily Mail and not The Sun	N/A	4,801,000 (88.25%)	N/A
Adults who have bought a product or service as a result of seeing a newspaper ad in the last 12 months	2,649,000	3,736,000	-29.1%