

Every Wednesday and Saturday in the Daily Mail

OVERSEAS TRAVEL

FACTS EXPOSED

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A GUIDE TO...

Facts Exposed Overseas Travel. This document contains information on all national newspapers and their readership in relation to Overseas Travel. 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 Overseas Travel then please contact your regular contact at The Mail, or email our marketing department at 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 – Saturday	2,836,000	725,000	291.2%	550,248	415.4%
Circulation – Monday - Saturday	2,070,310	627,743	229.8%	550,248	276.3%
Readership – Saturday	5,440,000	1,504,000	261.7%	1,491,000	264.9%
ABC1 Readers – Saturday	3,525,000	893,000	294.7%	904,000	289.9%
AB Readers – Saturday	1,731,000	394,000	339.3%	418,000	314.1%
All adults who have been on a cruise in the last 12 months	321,000	115,000	179.1%	78,000	311.5%
Total Holidays abroad in the last 12 months	6,281,000	1,344,000	367.3%	1,591,000	294.8%
Adults who read the travel pages of their newspaper	3,541,000	895,000	295.6%	958,000	269.6%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	440,000	329.5%	439,000	330.5%
Adults who have travelled by air in the last 12 months	2,029,000	452,000	348.9%	496,000	309.1%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	201,000	352.2%	235,000	286.8%
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 holiday or flight as a consequence of viewing a newspaper ad	501,000	119,000	321.0%	122,000	310.7%

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Daily Mail

The Mail

ON SUNDAY

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COMPETITOR ANALYSIS

Daily Mail and The Mail on Sunday

	Daily Mail	The Mail on Sunday	Difference %	Daily Mail or The Mail on Sunday
Circulation – Saturday	2,836,000	1,923,372	47.4%	4,759,372
Circulation – Monday - Saturday	2,070,310	1,923,372	7.6%	3,993,682
Readership – Saturday	5,440,000	4,866,000	11.8%	7,577,000
ABC1 Readers – Saturday	3,525,000	3,137,000	12.4%	4,823,000
AB Readers – Saturday	1,731,000	1,564,000	10.7%	2,351,000
All adults who have been on a cruise in the last 12 months	321,000	294,000	9.2%	413,000
Total Holidays abroad in the last 12 months	6,281,000	5,759,000	9.1%	8,084,000
Adults who read the travel pages of their newspaper	3,541,000	3,223,000	9.9%	4,900,000
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	1,772,000	6.7%	2,480,000
Adults who have travelled by air in the last 12 months	2,029,000	1,835,000	10.6%	2,621,000
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	762,000	19.3%	1,144,000
Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times	2,711,000 (50%)	2,137,000 (44%)	n/a	7,577,000
Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad	501,000	477,000	5.0%	681,000

COMPETITOR ANALYSIS

Daily Mail versus The Times and Sunday Times

	Daily Mail	Times	Difference %	Sunday Times	Difference %
Circulation – Saturday	2,836,000	555,000	411.0%	1,030,215	175.3%
Circulation – Monday - Saturday	2,070,310	447,059	363.1%	1,030,215	101.0%
Readership – Saturday	5,440,000	1,553,000	250.3%	2,794,000	94.7%
ABC1 Readers – Saturday	3,525,000	1,321,000	166.8%	2,411,000	46.2%
AB Readers – Saturday	1,731,000	950,000	82.2%	1,737,000	-0.3%
All adults who have been on a cruise in the last 12 months	321,000	57,000	463.2%	131,000	145.0%
Total Holidays abroad in the last 12 months	6,281,000	2,517,000	149.5%	4,549,000	38.1%
Adults who read the travel pages of their newspaper	3,541,000	1,081,000	227.6%	1,962,000	80.5%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	669,000	182.5%	1,228,000	53.9%
Adults who have travelled by air in the last 12 months	2,029,000	755,000	168.7%	1,306,000	55.4%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	229,000	296.9%	428,000	112.4%
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 holiday or flight as a consequence of viewing a newspaper ad	501,000	159,000	215.1%	300,000	67.0%

COMPETITOR ANALYSIS

Daily Mail versus The Daily Telegraph and Sunday Telegraph

	Daily Mail	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation – Saturday	2,836,000	835,000	239.6%	486,844	482.5%
Circulation – Monday - Saturday	2,070,310	632,617	227.3%	486,844	325.3%
Readership – Saturday	5,440,000	1,970,000	176.1%	1,476,000	268.6%
ABC1 Readers – Saturday	3,525,000	1,692,000	108.3%	1,249,000	182.2%
AB Readers – Saturday	1,731,000	1,155,000	49.9%	843,000	105.3%
All adults who have been on a cruise in the last 12 months	321,000	138,000	132.6%	83,000	286.7%
Total Holidays abroad in the last 12 months	6,281,000	2,713,000	131.5%	2,232,000	181.4%
Adults who read the travel pages of their newspaper	3,541,000	1,355,000	161.3%	999,000	254.5%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	843,000	124.2%	624,000	202.9%
Adults who have travelled by air in the last 12 months	2,029,000	844,000	140.4%	645,000	214.6%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	427,000	112.9%	288,000	215.6%
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 holiday or flight as a consequence of viewing a newspaper ad	501,000	168,000	198.2%	115,000	335.7%

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COMPETITOR ANALYSIS

Daily Mail versus the Evening Standard and Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation – Saturday	2,836,000	701,743	304.1%	785,482	261.1%
Circulation – Monday - Saturday	2,070,310	701,743	195.0%	785,482	163.57%
Readership	5,440,000	1,570,000	246.5%	1,785,000	204.8%
ABC1 Readers – Saturday	3,525,000	1,176,000	199.7%	1,136,000	210.3%
AB Readers – Saturday	1,731,000	705,000	145.5%	551,000	214.2%
All adults who have been on a cruise in the last 12 months	321,000	43,000	646.5%	54,000	494.4%
Total Holidays abroad in the last 12 months	6,281,000	2,124,000	195.7%	1,975,000	218.0%
Adults who read the travel pages of their newspaper	3,541,000	1,045,000	238.9%	2,028,000	74.6%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	591,000	219.8%	790,000	139.2%
Adults who have travelled by air in the last 12 months	2,029,000	600,000	238.2%	1,167,000	73.9%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	180,000	405.0%	345,000	163.5%
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 holiday or flight as a consequence of viewing a newspaper ad	501,000	118,000	324.6%	212,000	136.3%

COMPETITOR ANALYSIS

Daily Mail versus The Guardian and The Observer

	Daily Mail	Guardian	Difference %	The Observer	Difference %
Circulation - Saturday	2,836,000	439,000	546.0%	289,264	880.4%
Circulation - Monday - Saturday	2,070,310	263,458	685.8%	298,264	594.1%
Readership - Saturday	5,440,000	1,339,000	306.3%	1,140,000	377.2%
ABC1 Readers - Saturday	3,525,000	1,198,000	194.2%	990,000	256.1%
AB Readers - Saturday	1,731,000	839,000	106.3%	661,000	161.9%
All adults who have been on a cruise in the last 12 months	321,000	24,000	1237.5%	34,000	844.1%
Total Holidays abroad in the last 12 months	6,281,000	1,761,000	256.7%	1,580,000	297.5%
Adults who read the travel pages of their newspaper	3,541,000	895,000	295.6%	752,000	370.9%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	519,000	264.2%	446,000	323.8%
Adults who have travelled by air in the last 12 months	2,029,000	577,000	251.6%	485,000	318.4%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	177,000	413.6%	170,000	434.7%
Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer	n/a	5,358,000 (98.49%)	N/A	5,372,000 (98.75%)	N/A
Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad	501,000	85,000	489.4%	78,000	542.3%

COMPETITOR ANALYSIS

Daily Mail versus The Independent and The Independent on Sunday

	Daily Mail	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation – Saturday	2,836,000	200,000	1318.0%	152,507	1759.6%
Circulation – Monday - Saturday	2,070,310	180,814	1045.0%	152,507	1257.5%
Readership – Saturday	5,440,000	417,000	1204.6%	469,000	1059.9%
ABC1 Readers – Saturday	3,525,000	338,000	942.9%	357,000	887.4%
AB Readers – Saturday	1,731,000	222,000	679.7%	239,000	624.3%
All adults who have been on a cruise in the last 12 months	321,000	3,000	10600.0%	2,000	15950.0%
Total Holidays abroad in the last 12 months	6,281,000	417,000	1406.2%	635,000	889.1%
Adults who read the travel pages of their newspaper	3,541,000	291,000	1116.8%	314,000	1027.7%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	162,000	1066.7%	190,000	894.7%
Adults who have travelled by air in the last 12 months	2,029,000	216,000	839.4%	210,000	866.2%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	75,000	1112.0%	71,000	1180.3%
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 holiday or flight as a consequence of viewing a newspaper ad	501,000	35,000	1331.4%	36,000	1291.7%

COMPETITOR ANALYSIS

Daily Mail versus the Daily Mirror, Sunday Mirror and The People.

	Daily Mail	Daily Mirror	Difference %	Sunday Mirror	Difference %	People	Difference %
Circulation – Saturday	2,836,000	1,440,000	96.9%	1,086,664	161.0%	483,348	486.7%
Circulation – Monday - Saturday	2,070,310	1,171,722	76.7%	1,086,664	90.5%	483,348	328.3%
Readership – Saturday	5,440,000	3,184,000	70.9%	3,529,000	54.2%	1,184,000	359.5%
ABC1 Readers – Saturday	3,525,000	1,233,000	185.9%	1,492,000	136.3%	361,000	876.5%
AB Readers – Saturday	1,731,000	391,000	342.7%	501,000	245.5%	89,000	1844.9%
All adults who have been on a cruise in the last 12 months	321,000	37,000	767.6%	96,000	234.4%	32,000	903.1%
Total Holidays abroad in the last 12 months	6,281,000	2,187,000	187.2%	2,710,000	131.8%	894,000	602.6%
Adults who read the travel pages of their newspaper	3,541,000	1,870,000	89.4%	2,173,000	63.0%	688,000	414.7%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	714,000	164.7%	828,000	128.3%	316,000	498.1%
Adults who have travelled by air in the last 12 months	2,029,000	804,000	152.4%	935,000	117.0%	343,000	491.5%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	405,000	124.4%	396,000	129.5%	153,000	494.1%
Daily Mail readers who do not read the Daily Mirror Daily Mail readers who do not read the Sunday Mirror Daily Mail readers who do not read the People	n/a	5,098,000 (93.71%)	N/A	5,070,000 (93.20%)	N/A	5,320,000 (96%)	N/A
Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad	501,000	243,000	106.2%	273,000	83.5%	77,000	550.6%

COMPETITOR ANALYSIS

Daily Mail versus The Sun

	Daily Mail	The Sun	Difference %
Circulation – Saturday	2,836,000	3,120,000	-9.1%
Circulation – Monday - Saturday	2,070,310	2,839,248	-27.1%
Readership – Saturday	5,440,000	7,383,000	-26.3%
ABC1 Readers – Saturday	3,525,000	2,614,000	34.9%
AB Readers – Saturday	1,731,000	778,000	122.5%
All adults who have been on a cruise in the last 12 months	321,000	152,000	111.2%
Total Holidays abroad in the last 12 months	6,281,000	4,921,000	27.6%
Adults who read the travel pages of their newspaper	3,541,000	4,205,000	-15.8%
Adults who have spent £1000 or more on a holiday abroad in the last 12 months	1,890,000	1,567,000	20.6%
Adults who have travelled by air in the last 12 months	2,029,000	1,880,000	7.9%
Adults who have used a tour operator to book a holiday in the last 12 months	909,000	742,000	22.5%
Daily Mail readers who do not read The Sun	n/a	4,801,000 (88.25%)	n/a
Adults who have bought a holiday or flight as a consequence of viewing a newspaper ad	501,000	503,000	-0.4%