

Every Wednesday and Saturday in the Daily Mail

# UK TRAVEL

# FACTS EXPOSED

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# A GUIDE TO...

Facts Exposed UK Travel. This document contains information on all national newspapers and their readership in relation to UK 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 UK Travel 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 – 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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	895,000	295.6%	958,000	269.6%
Total UK holidays in the last 12 months	9,655,000	2,578,000	274.5%	2,349,000	311.0%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	524,000	270.0%	557,000	248.1%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	145,000	327.6%	183,000	238.8%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	250,000	232.8%	182,000	357.1%
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%

# 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
Adults who read travel/holiday section of newspaper/magazine	3,541,000	3,223,000	9.9%	4,900,000
Total UK holidays in the last 12 months	9,655,000	8,044,000	20.0%	12,436,000
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	1,791,000	8.3%	2,574,000
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	586,000	5.8%	832,000
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	700,000	18.9%	1,065,000
Daily Mail readers who do not read The Mail on Sunday The Mail on Sunday who do not read the Daily Mail	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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	1,081,000	227.6%	1,962,000	80.5%
Total UK holidays in the last 12 months	9,655,000	3,206,000	201.2%	5,339,000	80.8%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	678,000	186.0%	1,185,000	63.6%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	204,000	203.9%	347,000	78.7%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	430,000	93.5%	692,000	20.2%
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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	1,355,000	161.3%	999,000	254.5%
Total UK holidays in the last 12 months	9,655,000	4,180,000	131.0%	2,865,000	237.0%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	891,000	117.6%	587,000	230.3%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	139,000	346.0%	80,000	675.0%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	444,000	87.4%	310,000	168.4%
Daily Mail readers who do not read The Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph	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	168,000	198.2%	115,000	335.7%

# 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 – Saturday	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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	1,045,000	238.9%	1,125,000	214.8%
Total UK holidays in the last 12 months	9,655,000	2,053,000	370.3%	1,724,000	460.0%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	401,000	383.5%	399,000	386.0%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	158,000	292.4%	188,000	229.8%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	235,000	254.0%	126,000	560.3%
Daily Mail readers who do not read 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%	128,000	291.4%

# 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%	28,264	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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	895,000	295.6%	752,000	370.9%
Total UK holidays in the last 12 months	9,655,000	2,579,000	274.4%	2,088,000	362.4%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	524,000	270.0%	456,000	325.2%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	115,000	439.1%	89,000	596.6%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	443,000	87.8%	364,000	128.6%
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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	291,000	1116.8%	314,000	1027.7%
Total UK holidays in the last 12 months	9,655,000	873,000	1006.0%	909,000	962.2%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	190,000	920.5%	196,000	889.3%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	19,000	3163.2%	18,000	3344.4%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	83,000	902.4%	70,000	1088.6%
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 holiday or flight as a consequence of viewing a newspaper ad	501,000	35,000	1331.4%	36,000	1291.7%

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# 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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	1,870,000	89.4%	2,173,000	63.0%	688,000	414.7%
Total UK holidays in the last 12 months	9,655,000	3,917,000	146.5%	4,411,000	118.9%	1,468,000	557.7%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	861,000	125.2%	875,000	121.6%	342,000	467.0%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	448,000	38.4%	452,000	37.2%	184,000	237.0%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	372,000	123.7%	399,000	108.5%	104,000	700.0%
Daily Mail readers who do not read The Daily Mirror, Sunday Mirror or The People.	n/a	5,098,000 (93.71%)	N/A	5,070,000 (93.20%)	N/A	5,320,000 (97.5%)	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%
Adults who read travel/holiday section of newspaper/magazine	3,541,000	503,000	-0.4%
Total UK holidays in the last 12 months	9,655,000	9,161,000	5.4%
Adults who have taken a UK holiday and stayed in a hotel in the last 12 months	1,939,000	1,585,000	22.3%
Adults who have stayed at a holiday centre (e.g. Butlins, Centre Parcs) in the last 12 months	620,000	1,343,000	-53.8%
Adults who have taken a UK holiday and rented a cottage/villa/chalet in the last 12 months	832,000	638,000	30.4%
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%