

Every Thursday in the Daily Mail

CAREER MAIL

FACTS EXPOSED

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Daily Mail

The Mail

ON SUNDAY

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A GUIDE TO...

Facts Exposed Career Mail. This document contains information on all national newspapers and their readership in relation to Career Mail. 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 Career Mail 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.

COMPETITOR ANALYSIS

Daily Mail versus Daily Express and Sunday Express

| | Daily Mail | Daily Express | Difference % | Sunday Express | Difference % |
|---|------------|-----------------------|--------------|-----------------------|--------------|
| Circulation | 2,070,310 | 627,743 | 429.80% | 550,248 | 476.25% |
| Readership | 4,622,000 | 1,457,000 | 417.23% | 1,491,000 | 409.99% |
| ABC1 Readers | 3,003,000 | 832,000 | 460.94% | 904,000 | 432.19% |
| AB Readers | 1,472,000 | 340,000 | 532.94% | 418,000 | 452.15% |
| Adults who work | 2,095,000 | 618,000 | 439.00% | 720,000 | 390.97% |
| Adults who work in the Retail industry | 198,000 | 62,000 | 219.35% | 74,000 | 167.57% |
| Adults who work in the Sales industry | 128,000 | 42,000 | 204.76% | 57,000 | 124.56% |
| Adults who work in the Printing industry | 5,000 | 2,000 | 150.00% | 2,000 | 150.00% |
| Managers | 390,000 | 110,000 | 254.55% | 132,000 | 195.45% |
| Engineers | 102,000 | 21,000 | 385.71% | 52,000 | 96.15% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 286,000 | 203.15% | 332,000 | 161.14% |
| Adults who intend to change jobs in the next six months | 321,000 | 98,000 | 227.55% | 137,000 | 134.31% |
| Daily Mail readers who do not read the Daily Express Daily Mail readers who do not read the Sunday Express | n/a | 4,402,000 (95.24%) | n/a | 4,374,000 (94.63%) | n/a |

COMPETITOR ANALYSIS

Daily Mail versus The Times and Sunday Times

| | Daily Mail | Times | Difference % | Sunday Times | Difference % |
|---|------------|-----------------------|--------------|----------------------|--------------|
| Circulation | 2,070,310 | 447,059 | 563.10% | 1,030,215 | 300.96% |
| Readership | 4,622,000 | 1,486,000 | 411.04% | 2,794,000 | 265.43% |
| ABC1 Readers | 3,003,000 | 1,291,000 | 332.61% | 2,411,000 | 224.55% |
| AB Readers | 1,472,000 | 913,000 | 261.23% | 1,737,000 | 184.74% |
| Adults who work | 2,095,000 | 867,000 | 341.64% | 1,768,000 | 218.50% |
| Adults who work in the Retail industry | 198,000 | 38,000 | 421.05% | 95,000 | 108.42% |
| Adults who work in the Sales industry | 128,000 | 20,000 | 540.00% | 60,000 | 113.33% |
| Adults who work in the Printing industry | 5,000 | 0 | n/a | 8,000 | -37.50% |
| Managers | 390,000 | 269,000 | 44.98% | 566,000 | -31.10% |
| Engineers | 102,000 | 35,000 | 191.43% | 70,000 | 45.71% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 307,000 | 182.41% | 660,000 | 31.36% |
| Adults who intend to change jobs in the next six months | 321,000 | 169,000 | 89.94% | 320,000 | 0.31% |
| Daily Mail readers who do not read The Times Daily Mail readers who do not read The Sunday Times | n/a | 4,455,000 (96.39%) | n/a | 4,294,000 (92.9%) | n/a |

COMPETITOR ANALYSIS

Daily Mail versus The Daily Telegraph and Sunday Telegraph

| | Daily Mail | Daily Telegraph | Difference % | Sunday Telegraph | Difference % |
|---|------------|-----------------------|--------------|-----------------------|--------------|
| Circulation | 2,070,310 | 632,617 | 427.26% | 486,844 | 525.25% |
| Readership | 4,622,000 | 1,688,000 | 373.82% | 1,476,000 | 413.14% |
| ABC1 Readers | 3,003,000 | 1,449,000 | 307.25% | 1,249,000 | 340.43% |
| AB Readers | 1,472,000 | 1,014,000 | 245.17% | 843,000 | 274.61% |
| Adults who work | 2,095,000 | 694,000 | 401.87% | 660,000 | 417.42% |
| Adults who work in the Retail industry | 198,000 | 38,000 | 421.05% | 28,000 | 607.14% |
| Adults who work in the Sales industry | 128,000 | 16,000 | 700.00% | 18,000 | 611.11% |
| Adults who work in the Printing industry | 5,000 | 5,000 | 0.00% | 5,000 | 0.00% |
| Managers | 390,000 | 222,000 | 75.68% | 180,000 | 116.67% |
| Engineers | 102,000 | 20,000 | 410.00% | 22,000 | 363.64% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 220,000 | 294.09% | 231,000 | 275.32% |
| Adults who intend to change jobs in the next six months | 321,000 | 123,000 | 160.98% | 116,000 | 176.72% |
| Daily Mail readers who do not read the Daily Telegraph Daily Mail readers who do not read the Sunday Telegraph | n/a | 4,391,000 (95.00%) | n/a | 4,425,000 (95.74%) | n/a |

COMPETITOR ANALYSIS

Daily Mail versus the Evening Standard and Metro London

| | Daily Mail | Evening Standard | Difference % | Metro London | Difference % |
|--|------------|-----------------------|--------------|-----------------------|--------------|
| Circulation | 2,070,310 | 701,743 | 395.02% | 785,482 | 363.57% |
| Readership | 4,622,000 | 1,570,000 | 394.39% | 1,785,000 | 158.94% |
| ABC1 Readers | 3,003,000 | 1,176,000 | 355.36% | 1,136,000 | 164.35% |
| AB Readers | 1,472,000 | 705,000 | 308.79% | 551,000 | 167.15% |
| Adults who work | 2,095,000 | 1,190,000 | 276.05% | 1,296,000 | 61.65% |
| Adults who work in the Retail industry | 198,000 | 68,000 | 191.18% | 115,000 | 72.17% |
| Adults who work in the Sales industry | 128,000 | 49,000 | 161.22% | 83,000 | 54.22% |
| Adults who work in the Printing industry | 5,000 | n/a | n/a | 3,000 | 66.67% |
| Managers | 390,000 | 295,000 | 32.20% | 253,000 | 54.15% |
| Engineers | 102,000 | 43,000 | 137.21% | 41,000 | 148.78% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 615,000 | 40.98% | 788,000 | 10.03% |
| Adults who intend to change jobs in the next six months | 321,000 | 303,000 | 5.94% | 342,000 | -6.14% |
| Daily Mail readers who do not read the Evening Standard Daily Mail readers who do not read the Metro London | n/a | 4,474,000 (96.80%) | n/a | 4,323,000 (93.53%) | n/a |

COMPETITOR ANALYSIS

Daily Mail versus The Guardian and The Observer

| | Daily Mail | Guardian | Difference % | The Observer | Difference % |
|--|------------|-----------------------|--------------|-----------------------|--------------|
| Circulation | 2,070,310 | 263,458 | 885.82% | 298,264 | 794.12% |
| Readership | 4,622,000 | 1,143,000 | 504.37% | 1,140,000 | 505.44% |
| ABC1 Readers | 3,003,000 | 1,006,000 | 398.51% | 990,000 | 403.33% |
| AB Readers | 1,472,000 | 687,000 | 314.26% | 661,000 | 322.69% |
| Adults who work | 2,095,000 | 701,000 | 398.86% | 739,000 | 383.49% |
| Adults who work in the Retail industry | 198,000 | 26,000 | 661.54% | 26,000 | 661.54% |
| Adults who work in the Sales industry | 128,000 | 20,000 | 540.00% | 17,000 | 652.94% |
| Adults who work in the Printing industry | 5,000 | 1,000 | 400.00% | n/a | n/a |
| Managers | 390,000 | 197,000 | 97.97% | 218,000 | 78.90% |
| Engineers | 102,000 | 9,000 | 1033.33% | 15,000 | 580.00% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 297,000 | 191.92% | 301,000 | 188.04% |
| Adults who intend to change jobs in the next six months | 321,000 | 146,000 | 119.86% | 149,000 | 115.44% |
| Daily Mail readers who do not read The Guardian Daily Mail readers who do not read The Observer | n/a | 4,537,000 (98.16%) | n/a | 4,563,000 (98.72%) | n/a |

COMPETITOR ANALYSIS

Daily Mail versus The Independent and The Independent on Sunday

| | Daily Mail | The Independent | Difference % | The Independent on Sunday | Difference % |
|--|------------|-----------------------|--------------|---------------------------|--------------|
| Circulation | 2,070,310 | 180,814 | 1244.99% | 152,507 | 1457.52% |
| Readership | 4,622,000 | 535,000 | 963.93% | 469,000 | 1085.50% |
| ABC1 Readers | 3,003,000 | 442,000 | 779.41% | 357,000 | 941.18% |
| AB Readers | 1,472,000 | 275,000 | 635.27% | 239,000 | 715.90% |
| Adults who work | 2,095,000 | 352,000 | 695.17% | 338,000 | 719.82% |
| Adults who work in the Retail industry | 198,000 | 10,000 | 1880.00% | 11,000 | 1700.00% |
| Adults who work in the Sales industry | 128,000 | 6,000 | 2033.33% | 12,000 | 966.67% |
| Adults who work in the Printing industry | 5,000 | 3,000 | 66.67% | n/a | n/a |
| Managers | 390,000 | 83,000 | 369.88% | 100,000 | 290.00% |
| Engineers | 102,000 | 13,000 | 684.62% | 10,000 | 920.00% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 180,000 | 381.67% | 159,000 | 445.28% |
| Adults who intend to change jobs in the next six months | 321,000 | 85,000 | 277.65% | 77,000 | 316.88% |
| Daily Mail readers who do not read The Independent Daily Mail readers who do not read The Independent on Sunday | n/a | 4,544,000 (98.31%) | n/a | 4,577,000 (99.03%) | n/a |

COMPETITOR ANALYSIS

Daily Mail versus the Daily Mirror, Sunday Mirror.

| | Daily Mail | Daily Mirror | Difference % | Sunday Mirror | Difference % |
|---|------------|-----------------------|--------------|-----------------------|--------------|
| Circulation | 2,070,310 | 1,171,722 | 276.69% | 1,086,664 | 290.52% |
| Readership | 4,622,000 | 3,163,000 | 246.13% | 3,529,000 | 230.97% |
| ABC1 Readers | 3,003,000 | 1,250,000 | 340.24% | 1,492,000 | 301.27% |
| AB Readers | 1,472,000 | 448,000 | 428.57% | 501,000 | 393.81% |
| Adults who work | 2,095,000 | 1,632,000 | 228.37% | 1,920,000 | 209.11% |
| Adults who work in the Retail industry | 198,000 | 188,000 | 5.32% | 208,000 | -4.81% |
| Adults who work in the Sales industry | 128,000 | 139,000 | -7.91% | 165,000 | -22.42% |
| Adults who work in the Printing industry | 5,000 | 9,000 | -44.44% | 7,000 | -28.57% |
| Managers | 390,000 | 203,000 | 92.12% | 237,000 | 64.56% |
| Engineers | 102,000 | 79,000 | 29.11% | 111,000 | -8.11% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 857,000 | 1.17% | 1,083,000 | -19.94% |
| Adults who intend to change jobs in the next six months | 321,000 | 312,000 | 2.88% | 343,000 | -6.41% |
| Daily Mail readers who do not read the Daily Mirror Daily Mail readers who do not read the Sunday Mirror | n/a | 4,242,000 (91.78%) | n/a | 4,277,000 (92.54%) | n/a |

COMPETITOR ANALYSIS

Daily Mail versus The Sun

| | Daily Mail | The Sun | Difference % |
|--|------------|-----------------------|--------------|
| Circulation | 2,070,310 | 2,839,248 | 172.92% |
| Readership | 4,622,000 | 7,683,000 | 160.16% |
| ABC1 Readers | 3,003,000 | 2,722,000 | 210.32% |
| AB Readers | 1,472,000 | 833,000 | 276.71% |
| Adults who work | 2,095,000 | 4,723,000 | 144.36% |
| Adults who work in the Retail industry | 198,000 | 561,000 | -64.71% |
| Adults who work in the Sales industry | 128,000 | 453,000 | -71.74% |
| Adults who work in the Printing industry | 5,000 | 28,000 | -82.14% |
| Managers | 390,000 | 458,000 | -14.85% |
| Engineers | 102,000 | 245,000 | -58.37% |
| Adults who read the recruitment pages of their newspaper | 867,000 | 2,549,000 | -65.99% |
| Adults who intend to change jobs in the next six months | 321,000 | 839,000 | -61.74% |
| Daily Mail readers who do not read The Sun | n/a | 4,040,000 (87.41%) | n/a |