

Every Tuesday in the Daily Mail

# GOOD HEALTH

# FACTS EXPOSED

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# A GUIDE TO...

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

# COMPETITOR ANALYSIS

## Daily Mail versus Daily Express and Sunday Express

	Daily Mail	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,070,310	627,743	229.80%	550,248	276.25%
Readership	4,622,000	1,457,000	217.23%	1,491,000	209.99%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	791,000	242.48%	837,000	223.66%
"I use diet food and drinks products"	895,000	281,000	218.51%	308,000	190.58%
I would consider having cosmetic surgery	292,000	85,000	243.53%	161,000	81.37%
Adults who use vitamins/other supplements	2,036,000	611,000	233.22%	597,000	241.04%
Adults who use medicated creams, lotions and gels	182,000	78,000	133.33%	53,000	243.40%
Adults who use ointments and salves	2,344,000	750,000	212.53%	813,000	188.31%
Adults who agree, "I really should do more about my health".	2,106,000	655,000	221.53%	727,000	189.68%
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
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	55,000	261.82%	148,000	34.46%

# COMPETITOR ANALYSIS

## Daily Mail versus The Times and Sunday Times

	Daily Mail	Times	Difference %	Sunday Times	Difference %
Circulation	2,070,310	447,059	363.10%	1,030,215	200.96%
Readership	4,622,000	1,486,000	211.04%	2,794,000	165.43%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	883,000	206.80%	1,704,000	158.98%
"I use diet food and drinks products"	895,000	318,000	181.45%	565,000	58.41%
I would consider having cosmetic surgery	292,000	80,000	265.00%	268,000	8.96%
Adults who use vitamins/other supplements	2,036,000	620,000	228.39%	1,258,000	61.84%
Adults who use medicated creams, lotions and gels	182,000	117,000	55.56%	183,000	-0.55%
Adults who use ointments and salves	2,344,000	759,000	208.83%	1,358,000	72.61%
Adults who agree, "I really should do more about my health".	2,106,000	602,000	249.83%	1,138,000	85.06%
Daily Mail readers who do not read The Times	n/a	4,455,000	n/a	4,294,000	n/a
Daily Mail readers who do not read The Sunday Times		(96.39%)		(92.9%)	
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	77,000	158.44%	154,000	129.22%

# COMPETITOR ANALYSIS

## Daily Mail versus The Mail on Sunday

	Daily Mail	The Mail on Sunday	Difference %	Daily Mail and/or The Mail on Sunday
Circulation	2,070,310	1,923,372	7.64%	3,993,682
Readership	4,622,000	4,866,000	-5.01%	7,124,000
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	2,869,000	-5.58%	4,136,000
"I use diet food and drinks products"	895,000	985,000	-9.14%	1,351,000
I would consider having cosmetic surgery	292,000	459,000	-36.38%	565,000
Adults who use vitamins/other supplements	2,036,000	2,032,000	0.20%	2,993,000
Adults who use medicated creams, lotions and gels	182,000	236,000	-22.88%	321,000
Adults who use ointments and salves	2,344,000	2,334,000	0.43%	3,374,000
Adults who agree, "I really should do more about my health".	2,106,000	2,311,000	-8.87%	3,255,000
Daily Mail readers who do not read The Mail on Sunday Mail on Sunday readers who do not read the Daily Mail	2,258,000 (48.85%)	2,502,000 (52%)	n/a	7,124,000
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	227,000	-12.33%	324,000

# 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	227.26%	486,844	325.25%
Readership	4,622,000	1,688,000	173.82%	1,476,000	213.14%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	970,000	179.28%	850,000	218.71%
"I use diet food and drinks products"	895,000	246,000	263.82%	247,000	262.35%
I would consider having cosmetic surgery	292,000	73,000	300.00%	111,000	163.06%
Adults who use vitamins/other supplements	2,036,000	701,000	190.44%	705,000	188.79%
Adults who use medicated creams, lotions and gels	182,000	54,000	237.04%	49,000	271.43%
Adults who use ointments and salves	2,344,000	841,000	178.72%	741,000	216.33%
Adults who agree, "I really should do more about my health".	2,106,000	628,000	235.35%	559,000	276.74%
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
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	72,000	176.39%	57,000	249.12%

# COMPETITOR ANALYSIS

## Daily Mail versus the Evening Standard and Metro London

	Daily Mail	Evening Standard	Difference %	Metro London	Difference %
Circulation	2,070,310	632,617	227.26%	486,844	325.25%
Readership	4,622,000	1,688,000	173.82%	1,476,000	213.14%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	970,000	179.28%	850,000	218.71%
"I use diet food and drinks products"	895,000	246,000	263.82%	247,000	262.35%
I would consider having cosmetic surgery	292,000	73,000	300.00%	111,000	163.06%
Adults who use vitamins/other supplements	2,036,000	701,000	190.44%	705,000	188.79%
Adults who use medicated creams, lotions and gels	182,000	54,000	237.04%	49,000	271.43%
Adults who use ointments and salves	2,344,000	841,000	178.72%	741,000	216.33%
Adults who agree, "I really should do more about my health".	2,106,000	628,000	235.35%	559,000	276.74%
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
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	72,000	176.39%	57,000	249.12%

# COMPETITOR ANALYSIS

## Daily Mail versus The Guardian and The Observer

	Daily Mail	Guardian	Difference %	The Observer	Difference %
Circulation	2,070,310	263,458	685.82%	298,264	594.12%
Readership	4,622,000	1,143,000	304.37%	1,140,000	305.44%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	628,000	331.37%	657,000	312.33%
"I use diet food and drinks products"	895,000	223,000	301.35%	214,000	318.22%
I would consider having cosmetic surgery	292,000	84,000	247.62%	53,000	450.94%
Adults who use vitamins/other supplements	2,036,000	421,000	383.61%	483,000	321.53%
Adults who use medicated creams, lotions and gels	182,000	74,000	145.95%	66,000	175.76%
Adults who use ointments and salves	2,344,000	513,000	356.92%	458,000	411.79%
Adults who agree, "I really should do more about my health".	2,106,000	524,000	301.91%	492,000	328.05%
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
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	56,000	255.36%	47,000	323.40%

# 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	1044.99%	152,507	1257.52%
Readership	4,622,000	535,000	763.93%	469,000	885.50%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	324,000	736.11%	285,000	850.53%
"I use diet food and drinks products"	895,000	120,000	645.83%	110,000	713.64%
I would consider having cosmetic surgery	292,000	49,000	495.92%	71,000	311.27%
Adults who use vitamins/other supplements	2,036,000	295,000	590.17%	260,000	683.08%
Adults who use medicated creams, lotions and gels	182,000	53,000	243.40%	30,000	506.67%
Adults who use ointments and salves	2,344,000	274,000	755.47%	255,000	819.22%
Adults who agree, "I really should do more about my health".	2,106,000	284,000	641.55%	224,000	840.18%
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
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	31,000	541.94%	19,000	947.37%

# 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	76.69%	1,086,664	90.52%
Readership	4,622,000	3,163,000	46.13%	3,529,000	30.97%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	1,658,000	63.39%	1,843,000	46.99%
"I use diet food and drinks products"	895,000	602,000	48.67%	815,000	9.82%
I would consider having cosmetic surgery	292,000	273,000	6.96%	437,000	-33.18%
Adults who use vitamins/other supplements	2,036,000	1,006,000	102.39%	1,082,000	88.17%
Adults who use medicated creams, lotions and gels	182,000	109,000	66.97%	224,000	-18.75%
Adults who use ointments and salves	2,344,000	1,398,000	67.67%	1,475,000	58.92%
Adults who agree, "I really should do more about my health".	2,106,000	1,595,000	32.04%	1,881,000	11.96%
Daily Mail readers who do not read Daily Mirror Daily Mail readers who do not read Sunday Mirror	n/a	4,242,000 (91.78%)	n/a	4,277,000 (92.54%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	132,000	50.76%	149,000	33.56%

# COMPETITOR ANALYSIS

## Daily Mail versus The Sun

	Daily Mail	The Sun	Difference %
Circulation	2,070,310	2,839,248	-27.08%
Readership	4,622,000	7,683,000	-39.84%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	3,813,000	-28.95%
"I use diet food and drinks products"	895,000	1,566,000	-42.85%
I would consider having cosmetic surgery	292,000	993,000	-70.59%
Adults who use vitamins/other supplements	2,036,000	2,020,000	0.79%
Adults who use medicated creams, lotions and gels	182,000	543,000	-66.48%
Adults who use ointments and salves	2,344,000	2,959,000	-20.78%
Adults who agree, "I really should do more about my health".	2,106,000	4,110,000	-48.76%
Daily Mail readers who do not read The Sun	4,040,000 (87.41%)	n/a	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	329,000	-39.51%

# COMPETITOR ANALYSIS

## Daily Mail versus the Zest & Marie Claire

	Daily Mail	Zest	Difference %	Marie Claire	Difference %
Circulation	2,070,310	87,100	2276.93%	250,785	725.53%
Readership	4,622,000	165,000	2701.21%	946,000	388.58%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	138,000	1863.04%	697,000	288.67%
"I use diet food and drinks products"	895,000	73,000	1126.03%	302,000	196.36%
I would consider having cosmetic surgery	292,000	25,000	1068.00%	305,000	-4.26%
Adults who use vitamins/other supplements	2,036,000	108,000	1785.19%	426,000	377.93%
Adults who use medicated creams, lotions and gels	182,000	21,000	766.67%	101,000	80.20%
Adults who use ointments and salves	2,344,000	86,000	2625.58%	424,000	452.83%
Adults who agree, "I really should do more about my health".	2,106,000	91,000	2214.29%	548,000	284.31%
Daily Mail readers who do not read Zest Daily Mail readers who do not read Marie Claire	n/a	4,603,000 (99.6%)	n/a	4,520,000 (97.8%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	40,000	397.50%	97,000	105.15%

# COMPETITOR ANALYSIS

## Daily Mail versus Men's Health

	Daily Mail	Men's Health	Difference %
Circulation	2,070,310	250,785	725.53%
Readership	4,622,000	946,000	388.58%
Adults who read the health and fitness pages of their newspaper/magazine	2,709,000	697,000	288.67%
"I use diet food and drinks products"	895,000	302,000	196.36%
I would consider having cosmetic surgery	292,000	305,000	-4.26%
Adults who use vitamins/other supplements	2,036,000	426,000	377.93%
Adults who use medicated creams, lotions and gels	182,000	101,000	80.20%
Adults who use ointments and salves	2,344,000	424,000	452.83%
Adults who agree, "I really should do more about my health".	2,106,000	548,000	284.31%
Daily Mail readers who do not read Men's Health	n/a	4,513,000 (97.6%)	n/a
Adults who have bought a health related product as a consequence of seeing a newspaper ad in the last 12 months	199,000	97,000	105.15%